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米菲 miffy

Holland is a splendid, passionate, energetic country.

You can find

Windmill, castle

Blooming tulips

Top football players

.....

and

the national treasure – Miffy!

荷兰，是一个美丽、热情、充满活力的国度

这里有

壮观的风车古堡

绚烂的郁金香

帅气潇洒的绿茵健将

.....

还有

荷兰的国宝——米菲！



米菲的创作灵感，来源于迪克·布鲁纳先生在1955年的一次家庭度假中。因为天下雨不能出去玩，为了安抚活泼好动的儿子，他在度假屋里画了一只不停跳跃的兔子。童稚般的线条，拙拙的双耳肢体，这个就是最初米菲的造型。布鲁纳先生还给配上生动的故事，儿子完全给这只可爱的小兔迷住了。

不久，第一本米菲书就成功问世了。书里面的米菲变成了一个可爱的兔女孩，因为布鲁纳先生给米菲画上了漂亮的裙子而不是裤子。

半个多世纪以来，米菲以她平和的性格，可爱的形象，深受大家的喜爱。

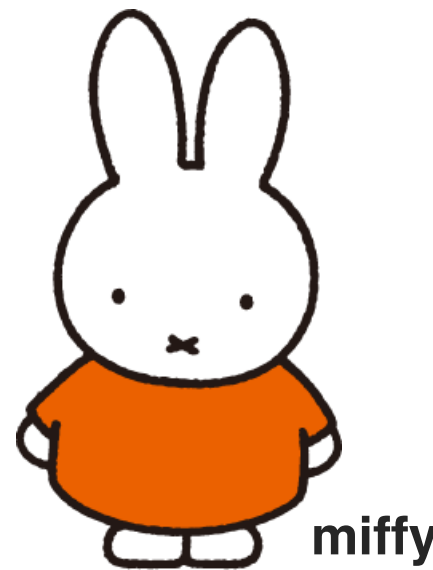
Whilst on a rainy seaside holiday in 1955, Dick Bruna entertained his young son by drawing pictures of a rabbit that kept hopping about the garden of their holiday home.

At his son's bedtime, he would make up stories about the bunny, and soon the character miffy was born.

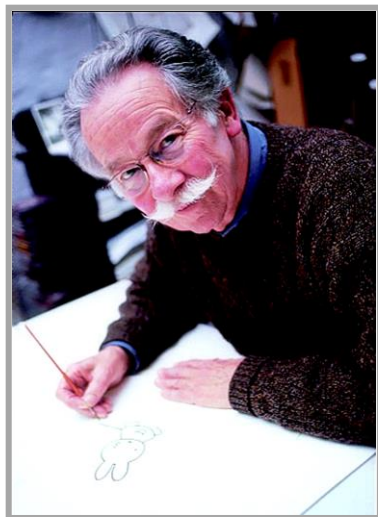
The first few miffy storybooks to be published were instantly successful.

Quite quickly, miffy became a girl bunny - as Dick decided he preferred drawing dresses to trousers.

Now, miffy is widely welcomed because of her simply lovely image.



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迪克布鲁纳先生
Mr. Dick Bruna



绘画家迪克布鲁纳先生，于**1950**年在荷兰以设计图书封面和海报开始他的事业；他创作米菲儿童图书后便在全球广为人知。他的小图书已卖出八千五百万本，他色彩缤纷的风格被全球公认。

布鲁纳先生从**1955**年，已经创作了一百多本米菲图书，米菲的故事已被翻译成五十多种语言出版。此外，数以千计的米菲产品在全球各地被开发，米菲的电视剧也在各个国家的各大电视台热播。

在中国，米菲授权商品项目在**2002**年推出。中国的被授权商开发了很多米菲的商品，如家庭用品、服装服饰、文具和食品等等。

流金岁月，经典永存。

Graphic artist Dick Bruna started out designing book covers and posters in Holland from the 1950's, but became world-famous when he created the miffy children's book. 85 million copies of his books have been sold and his colourful style is recognized world wide.

Since the publication of his first miffy story in 1955, he has written and illustrated over 100 Miffy books. The miffy stories are published in more than 50 languages. Apart from that, thousands of merchandising products are available around the globe and the TV series is broadcasted on many channels all continentals.

Miffy merchandising has been available in China since 2002. Among the products available you can find household products, fashion accessories, stationery, food and many more.

Although the golden time goes by, the classic is eternal.



Dick Bruna

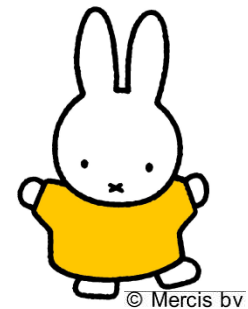
迪克·布鲁纳

- internationally awarded illustrator and writer
- created miffy in 1955
- 85 million books sold worldwide
- 300 licensees worldwide with over 10.000 products in the market
- TV series broadcasted in more than 70 countries
- 获得国际大奖的插画家、作家
- 1955年创作米菲
- 全球卖出8,500万册图书
- 全球逾300位授权商，超过10000种授权产品
- 电视剧集在全球70多个国家播放



品牌价值 / Brand value

- 天真、可爱、安全
 - 清纯简单的形象
 - 浓烈的基础色彩
 - 积极的价值观
 - 以完美为基准
 - 时尚偶像
- Innocence, charming and safe
 - Pure and simple images
 - Strong and basic colours
 - Educational values
 - Perfection is standard
 - A style icon



1955年出生的米菲兔 / Miffy born in 1955

miffy by dick bruna since 1955

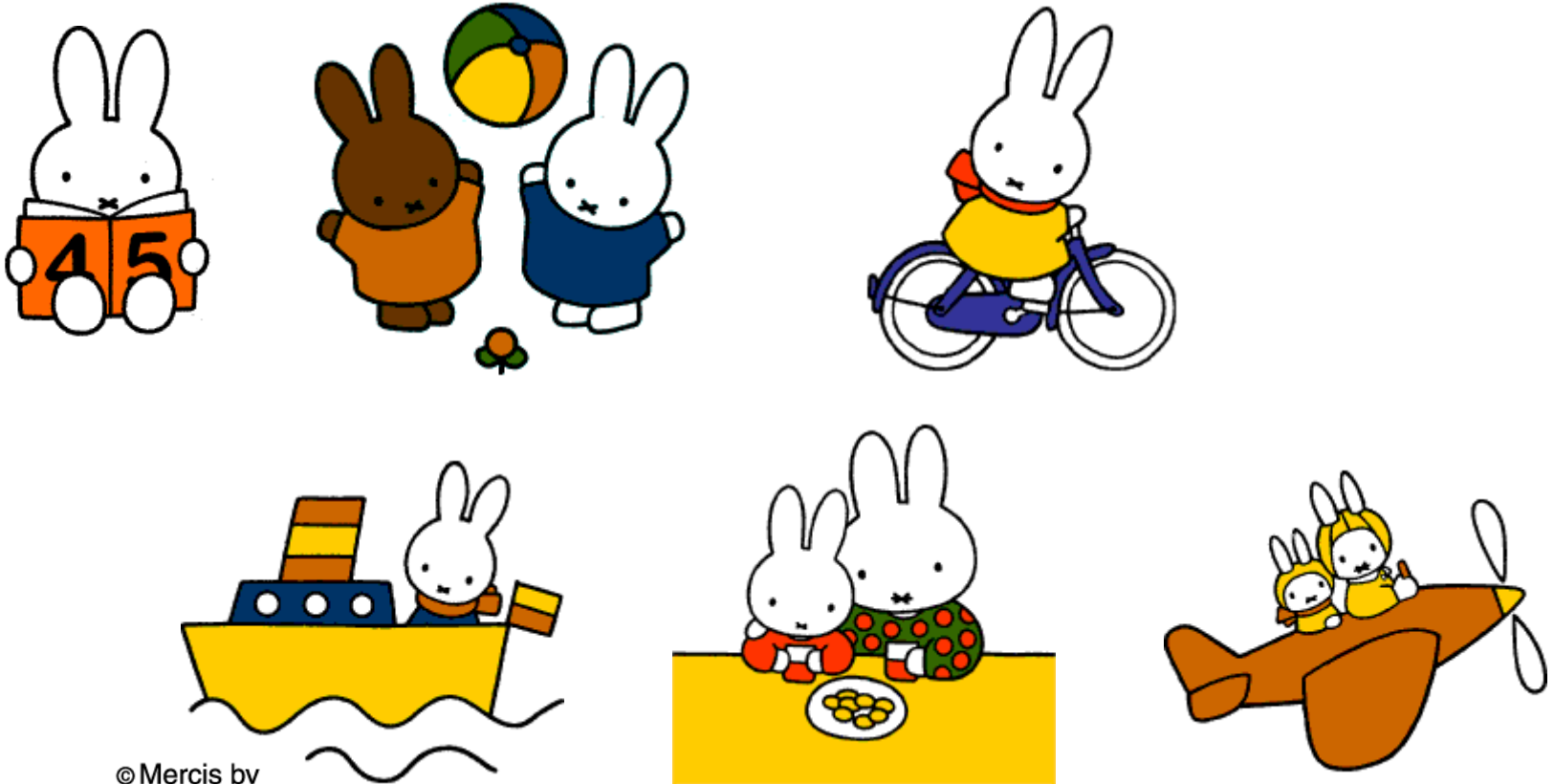
quotes: “a classic publishing character”
“the world most beloved Bunny”

热评: “经典的出版物角色”
“世界上最受喜爱的小兔子”



Just as Dutch people, Miffy likes reading, sports, travelling, food, and always embraces new experiences.

和荷兰人民一样，米菲爱读书，爱运动，爱旅行，爱美食，爱接受新鲜事物，遇到困难从不退缩。



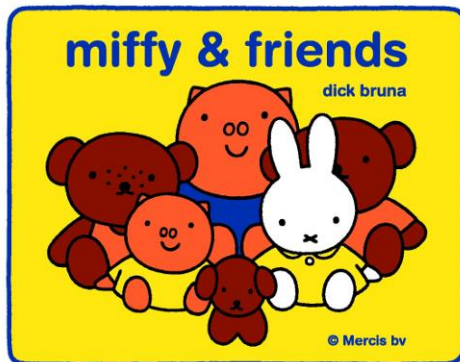
Miffy Museum 米菲博物馆

miffy by dick bruna since 1955



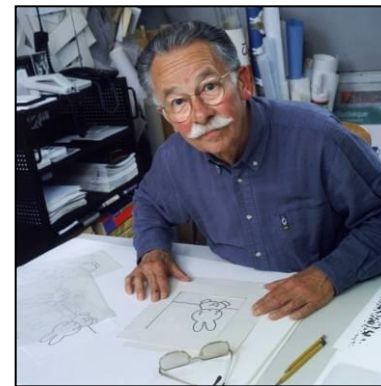


- **primary target group:**
 - baby
 - infant
 - pre-school
- **secondary target groups:**
 - Teens
 - tweens
 - young mothers
- **middle to high end positioning**
- 基础目标人群:
 - 新生儿
 - 婴幼儿
 - 学龄前儿童
- 延伸目标人群:
 - 10-20岁
 - 20-30岁
 - 年轻母亲
- 品牌定位: 中高端



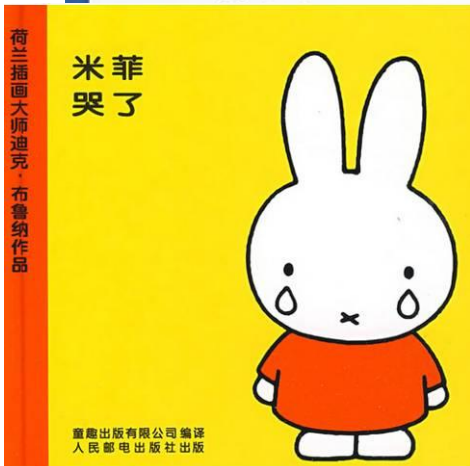
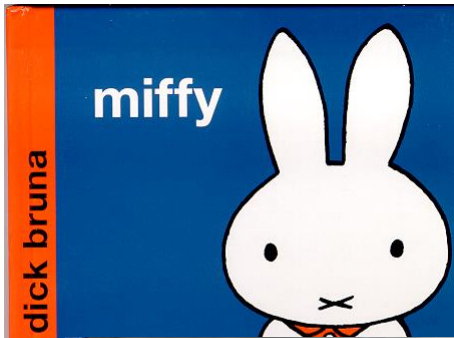
miffy & friends:

- miffy
- boris and barbara
- poppy pig
- grunty
- snuffy



米菲和朋友们:

- 米菲
- 鲍丽斯和芭芭拉
- 波比
- 噜噜
- 史纳菲



- 123 original books to date
- translated in more than 50 languages
- 85 million books sold worldwide
- it gives children a great scope and freedom to use their own imagination
- bright colours (also known as “the bruna colours”)
- format fits small hands
- in simple rhyme
- always along established lines: illustrations/ text

- 至今有**123**本原创书籍
- 翻译成超过**50**种语言
- 全球卖出**8500**万本
- 让孩子们尽情放飞想象，拓展想象的空间
- 明亮的色彩（也被称为“布鲁纳色彩”）
- 版式小巧，适合小手
- 简单易懂
- 总是遵循固定模式：插画/文本



We support:

- unicef
- unesco
- world vision
- terre des hommes
- aids fund
- amnesty international
- world peace is possible



We furthermore encourage locally relevant country initiatives

我们有幸为以下组织提供支持：

- 联合国儿童基金会
- 联合国教科文组织
- 世界宣明会
- 地球社
- 艾滋基金
- 大赦国际
- “世界和平乃是可能”组织



我们同时也鼓励和支持各地的慈善事业

Miffy Licensing Program in China

米菲中国授权项目



Our Partners

我们的合作伙伴

M&G 晨光文具



BELLE 百丽



KINGSHORE

金号毛巾



童趣出版有限公司

Gloire

and more.....

Miffy – Lovely Ambassador for Holland 米菲 —— 荷兰形像大使

miffy by dick bruna since 1955

As a representative cartoon character of Holland, Miffy acts as ambassador of this country, to promote cultural communication with the world.

作为荷兰的代表人物，米菲担当起荷兰形像大使的职责，向各国人民推广荷兰的文化，也促进荷兰与世界的交流！



Miffy – A bridge of friendship between China and Holland

米菲 —— 中荷友谊的桥梁！

miffy by dick bruna since 1955

In 2010 Shanghai World Expo, Miffy came all the way to China and interact with Chinese friends as the mascot of Holland pavillion.

2010年世博会，米菲专程来到中国，作为荷兰馆吉祥物与中国朋友们亲密接触。



Miffy – A bridge of friendship between China and Holland

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miffy by dick bruna since 1955

In 2012 and 2013, Miffy participated in Dutch Days event in Shanghai organized by Consulate General of the Kingdom of the Netherlands.

2012、2013连续两年，荷兰王国驻上海总领事馆在上海举办荷兰日活动。米菲作为场内最耀眼的明星为数以万计的参观者展示橙色风情。



Miffy – A bridge of friendship between China and Holland

米菲 —— 中荷友谊的桥梁！

miffy by dick bruna since 1955

In 2014, Dutch Days events were held in Suzhou, Shanghai, Wuhan & Guangzhou, and again, featured our beloved Miffy.

2014年，荷兰日活动来到苏州、上海、武汉、广州。米菲继续在活动中精彩亮相，赢得无数关注目光。



2014 - Miffy Play Area & Boarding Gate at Beijing Airport T2

2014年首都国际机场T2 - 米菲登陆中国首个卡通主题登机口



Miffy WeChat Emoticons 米菲首套微信表情 – 2014

< 表情 表情



米菲
Welcome to Miffy's world

NEW 米菲
荷兰著名的恬静小兔兔

NEW 卷毛熊皮特
渴望被关心的黄色胖熊 免费

樱桃小丸子
神经大条的萌妹子 免费

妞妞
擅长做香气扑鼻的点心

A仔
@Miffy米菲中国
透明版米菲恬静小兔兔 免费

< 表情 米菲



米菲 动画 免费
使用期限：无限制

给朋友发表情

由荷兰国宝级插画大师Dick Bruna创作的Miffy来了！这只可爱纯真的小兔子，总是用她的恬静自然感染着我们，让我们的生活变得更加温暖和美好。

---长按表情可预览---



< 表情 米菲

---长按表情可预览---



好开心

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Miffy – A bridge of friendship between China and Holland

米菲 —— 中荷友谊的桥梁！

miffy by dick bruna since 1955

In 2015, in China and around the world, there are a lot of events celebrating 60th anniversary of Miffy.

2015年是米菲诞生的60周年纪念。在中国，在世界各地，都有许多庆祝活动。



荷兰国王访华



北京大使馆荷兰日活动



广州地铁米菲专列



北京机场夏日大型展示



岭南新天地米菲60周年庆



必胜客舞动复活节推广活动

Miffy – A bridge of friendship between China and Holland

米菲 —— 中荷友谊的桥梁！

miffy by dick bruna since 1955

As always, Miffy is taking active part in various activities of cultural communication and commercial promotion in 2016 & 2017.

2016、2017年，米菲一如既往地积极参与在中荷交流的各项活动以及商业推广活动中。



2016央视春晚



广东时代美术馆米菲展



黑人牙膏大型促销



央视六一晚会



上海K11 荷兰日活动

Miffy – A bridge of friendship between China and Holland

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miffy by dick bruna since 1955

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2017重庆方所米菲童趣展



荷兰驻华使馆米菲生日派对



成都方所米菲游乐园



米菲x美图秀



米菲的神奇世界@熙地港郑州/西安



米菲@厦门磐基中心



黑人牙膏大型促销活动



专业杂志推广

New Miffy WeChat Emoticons - 2018

2018年4月上线米菲 3D 微信表情



Miffy 米菲 动画

使用表情

来自荷兰的《米菲大冒险》全新动画片上线啦！更高清的画面，更有趣的剧情！又暖又萌的小清新故事，喜欢米菲的你怎能错过？

长按表情可预览



长按表情可预览



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Miffy Dental Product Road Show in Shanghai

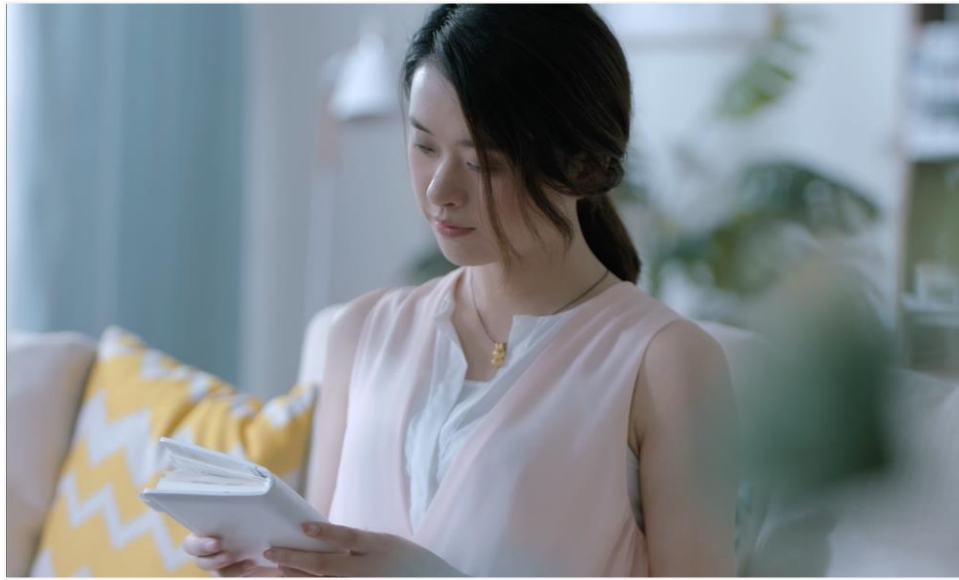
2018年5月 上海宝龙城 米菲儿童护齿教育活动



Miffy participated CCTV Children's Day Party 2018年央视六一晚会



2018 Miffy x M&G 12th Anniversary 2018 晨光 x 米菲 12周年纪念活动



Mini Movie 微电影: <https://v.qq.com/x/page/t0658e0zzw2.html>

全新3D高清CGI动画片
Miffy's Adventures Big and Small



Broadcasting across Many Countries 已在全球播放



荷兰，澳大利亚，英国，新加坡，比利时，新西兰，日本，波兰，瑞典，阿联酋，西班牙，加拿大，美国，法国，克罗地亚，匈牙利，葡萄牙，巴西，德国，韩国，斯堪的纳维亚国家，中国（大陆，台湾，香港）

中文配音中文字幕《米菲大冒险》

52集高清CGI动画片

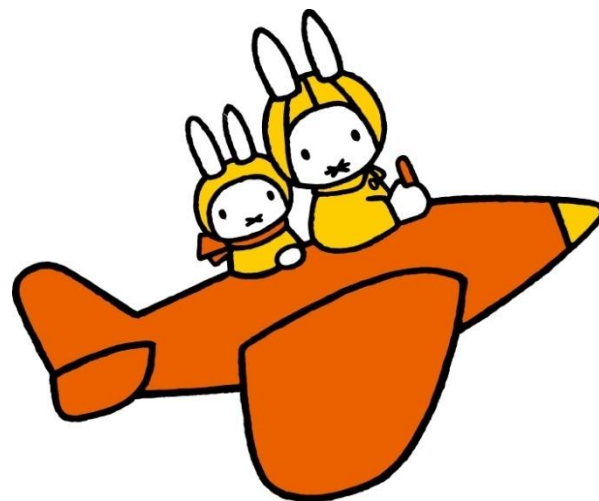


2017年在CCTV少儿、CNTV上线

2018年1月18日在爱奇艺、腾讯视频上线

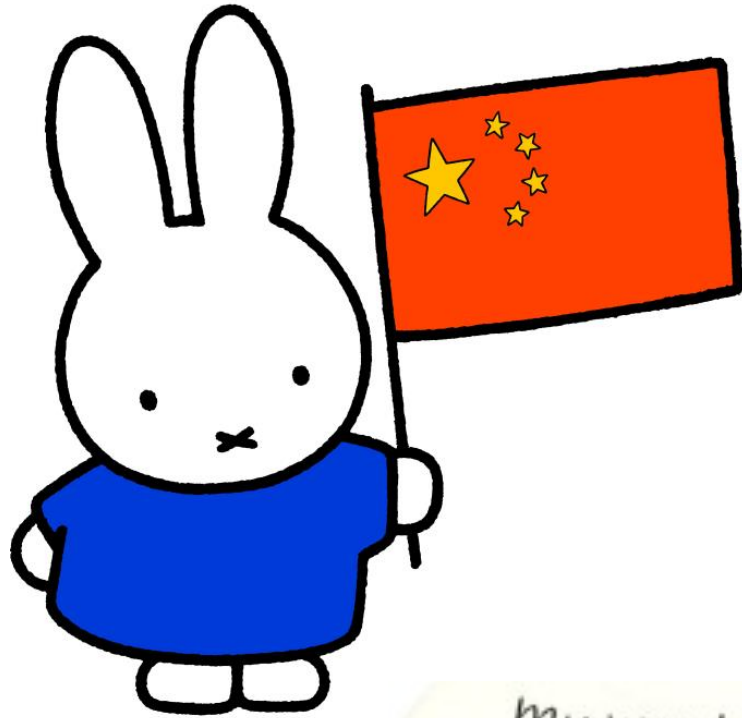


更多精彩，敬请期待
AND MORE TO COME...

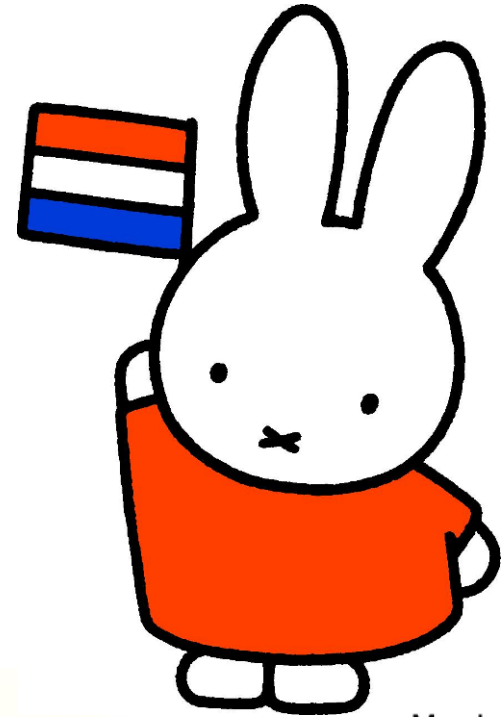


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欢迎来到米菲的世界！ Welcome to Miffy's world!



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© Mercis bv



My very best wishes
to all my friends in China!
Dick Bruna