

Our Story

Cartoon Network's the home of everybody's favourite toons! If it's fun, laughter and adventure you're after, we've got you covered. Laugh your socks off with the whacky Wattersons' in the multi-award winning comedy series The Amazing World of Gumball, join Finn and Jake and embark on a series of bizarre and unique exploits through the kooky Land of Ooo in the smash-hit Adventure Time and check out Ben 10's superhero alien powers in the hugely successful Ben 10 franchise. Plus, we've got all your family favourites. We're not only the best place for cartoons, we are the best destination for kids!

Points of Difference

- Award-winning animation direct from Cartoon Network Studios
- Access to the largest cartoon library from leading animation studios from around the world
- Cartoon Network provides a multi-dimensional experience, animating kids' lives every time they engage

Key Claims

- Cartoon Network's the home of everybody's favourite toons!
- We animate kids' lives!
- Cartoon Network is the best destination for kids

Key Talent

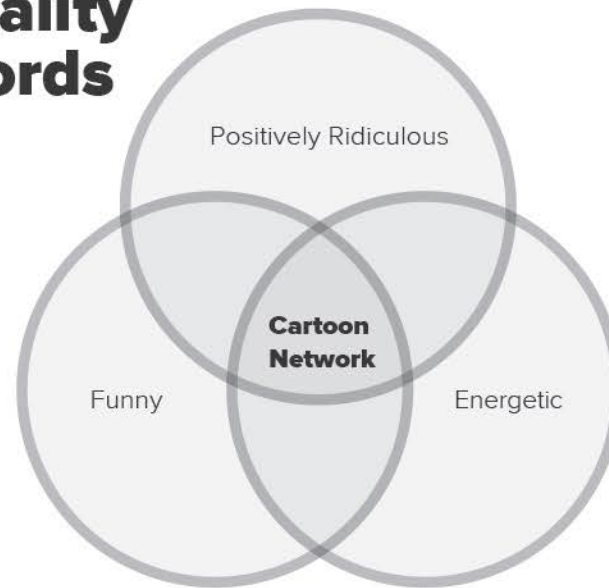
Cartoon Network has access to a range of costume characters and live stage shows including;

- Gumball & Darwin (The Amazing World of Gumball)
- Finn & Jake (Adventure Time)
- Rigby & Mordecai (Regular Show)
- Ben 10, Rook, Gwen, Grandpa Max, Four Arms, and alien superheroes such as Shocksquatch, Diamondhead, Swampfire, Big Chill, Ultimate Swampfire plus various villains. Access to creators and voice talent via arrangement

Our Brand Value Lens



Personality in 3 Words



Our Promise

Vision statement

To maintain our position as the #1 kids channel for kids aged 6 – 11.

Channel Positioning

The contemporary home of cartoon fun and adventure.

Proposition

Comical, Artistic, Random Tenacious, Original, Optimistic and a little bit naughty

Our Audience

- **Target Demo Primary:**
Kids aged 6 – 11
- **Target Demo Secondary:**
Parents of kids aged 6 – 11

Cartoon Network kids love to be inspired and entertained by laughter, adventure and surprises that they can share with their friends. They are early adopters of technology and enjoy playing games online, in addition to playing with the latest toys. Our 'tooners have lots of energy and love playing sport.

What we're known for

Defining content:

- Adventure Time
- Regular Show
- The Amazing World of Gumball
- Clarence
- Steven Universe
- Uncle Grandpa
- Ben 10 Omniverse
- Exchange Student Zero
- We Bare Bears

Complementary Channels



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