

Discover Santa's North Pole





Santa's Official Scout Elves



Santa's Cuddly Helpers



Santa's Champions of Kindness

25.4 MILLION+

Scout Elves, Elf Pets® and Elf Mates® adopted globally since 2005



3.3 MILLION+

visits to The Elf on the Shelf's Official Snowball Fight game on Roblox and 20.4 million minutes spent playing in first two seasons



The Elf on the Shelf
SNOWBALL FIGHT

10 MILLION

minutes spent playing Scout Elf® and Elf Pets® games, exploring a 3D world and interacting with characters on SantasNorthPole.com in 2022



231 MILLION+

all-time views of YouTube content, including songs, trailers, and animated videos



23 COUNTRIES

with over 26,000 Santa-approved Scout Elf Adoption Centers*



**EXTENSIVE AND LOCALIZED
MARKETING AND CREATIVE
ASSETS TO SUPPORT THE
BRANDS AROUND THE WORLD**

8.5 MILLION

worldwide fans and followers across owned social media channels



**75+ GLOBAL
LICENSEES**



WWW.ELFONTHESHELF.COM



*Source: Nielsen Analytics, Jan 2022
Source: Roblox, January 2023
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