

SNOWBALL

EFFECT



A storm of lies in the forecast



1 season

Season 2 in development

10x30 minutes

A THRILLING COMEDY OF ERRORS

Broadcasted on Noovo & Crave (Bell Media)



FORMAT



READYMADE

COMEDIC THRILLER

Having to unexpectedly replace his friend who inhabits the mascot of a popular festival, perpetual good-guy Simon gets caught up in a whirlwind of lies to hide his new identity from his family. However, once disguised as a friendly snowman, he sinks into a surprising world of shady activities. His goal: to become the greatest Snowman of all time... at all costs!

Having premiered in January 2022, this original scripted series follows all the rules of absurd dark comedy. A Snowman gets manipulated by a criminal organization, which is as hilarious as it is grippingly captivating.

The critics said:

"By putting on the Snowman's white and blue costume, Simon triggers a series of wacky events reminiscent of the Fargo series' dark humor"

- Hugo Dumas, La Presse Journal

"Certainly one of the nicest surprises of the winter"

- Richard Therrien, Le Soleil Journal

 VIEW TRAILER ONLINE

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