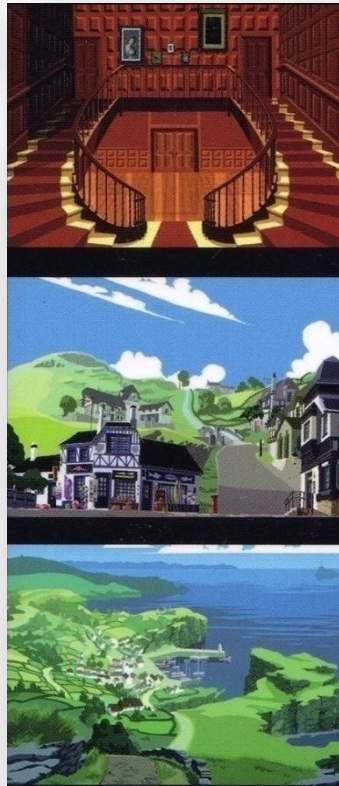


# Famous Five Success Story



## Challenge:

- To accelerate growth by revitalising and leveraging Enid Blyton's *Famous Five/Club Cinq/Funf Freunde*

## Approach:

- Collaborative working to hypothesise where the property was *now* and *could go*
- Extended creativity to express stories, settings, characters, communications
- Creative workshops with children and adults in UK, France and Germany to define where it *should go*

## Results:

- 'Suspense' identified as key insight for developing the *Famous Five* as a brand
  - Created blueprint to inform tv programme, new product and brand development covering positioning, story, characters, style and tone, settings
  - New tv series aired on Disney Channel globally from Spring 2008