



Seven super-kids ...  
“Having fun in turn with a mission to learn!”



Super Geek Heroes is a registered trademark of Yellow Spot Productions Limited

**BRAND DECK**

# Target Audience ...

The Super Geek Heroes English language series is aimed at children 2 to 6 years. Episodes focus on curricular areas such as health, literacy, numeracy and social-emotional development encouraging children to interact in a fun way with the content as they watch.



# A unique preschool brand ...



**Super Geek Heroes  
is the only series  
that teaches all  
seven early learning  
development areas  
through animation**



- LITERACY
- MATHEMATICS
- PHYSICAL DEVELOPMENT
- UNDERSTANDING THE WORLD
- EXPRESSIVE ARTS AND DESIGN
- PERSONAL, SOCIAL AND EMOTIONAL DEVELOPMENT
- COMMUNICATION AND LANGUAGE



# Super Geek Heroes inspire ...

5

9

1

We help build confidence!

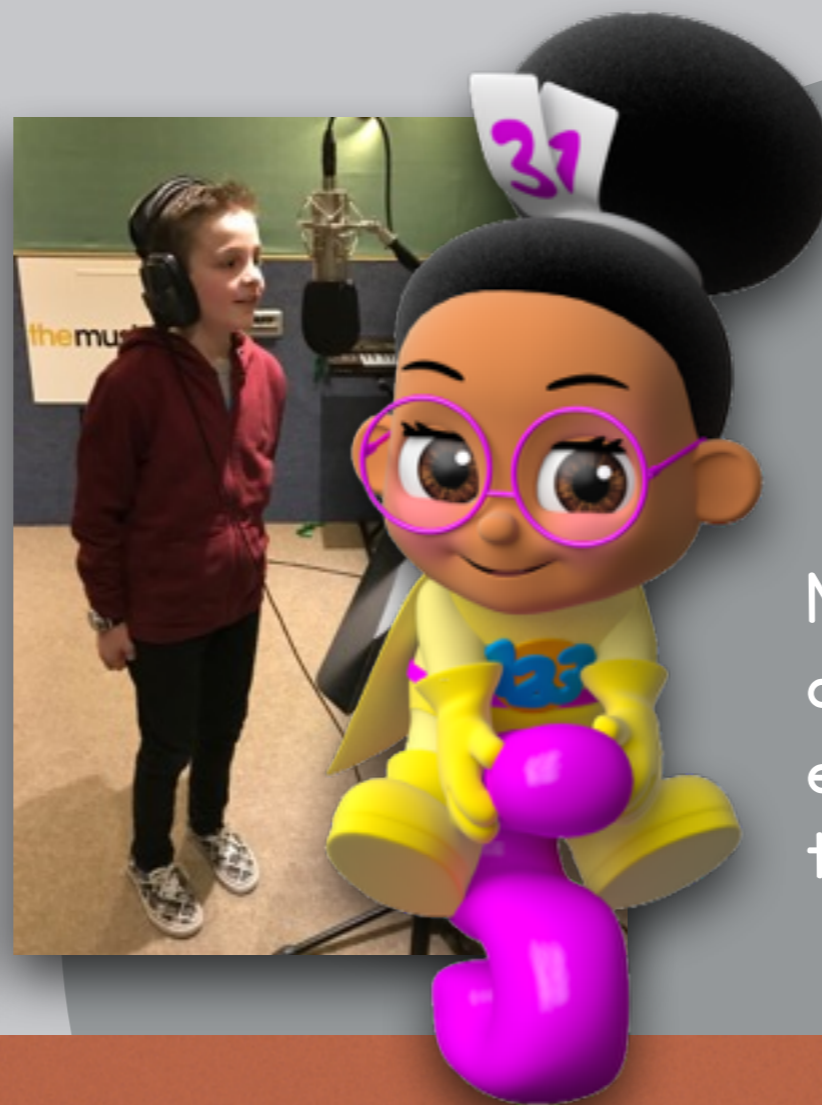
Ready to learn?

- CHILDREN INTERACT AND MIMIC THE SUPERHEROES
- REPETITION HELPS RETAIN THE LEARNING CONTENT
- EDUCATIONAL ACTIVITIES HELP PARENTS TO ENGAGE AND HAVE FUN TOO



# Super Geek Heroes edutain ...

With its unique look and feel, the series boasts a library of 28 x 3D animated learning episodes. Lengths vary between 5 to 8 minutes to maintain the attention span.



“edutain”  
educate and  
entertain

Narrated by children, the characters are able to relate easily, making the brand suited to all pre-schoolers.



# Global reach ...



Super Geek Heroes continue to attract established platform partners all around the world, making the brand well known by the company it keeps in...

196 COUNTRIES!



# Where can you watch Super Geek Heroes?



Canada  
& USA



South  
America



Available to 22 Million users in  
29,500 schools throughout  
USA & Canada via Learn360.

Within these continents, the  
series can be watched in  
**15 countries!**

#GoingGlobal



# Where can you watch Super Geek Heroes?



Within Europe, Middle East, North Africa and Sub Saharan Africa, the series can be watched in **155 countries!**

**#GoingGlobal**



Europe



Sub Saharan Africa

MENA





# Where can you watch Super Geek Heroes?



Asia

South East  
Asia

Australia

#GoingGlobal



Within Asia, South East Asia and Australasia, the series is available to view in 26 countries!



# Reviews and endorsements ...



Super Geek Heroes continue to receive great reviews and endorsements from parents, carers and teachers. Here are a few examples of the comments.

“Having now left schools and opened my own nursery, this is brilliant. Thank you!”

Zoe Croot - Rotherham, S.Yorks

“My kids love watching cartoons, the old Saturday morning routine of watching cartoons is well and truly alive in this house. I love it when I find a fun cartoon that helps the kids learn while they watch and Super Geek Heroes is certainly that...”

Claire Evans - Evans Crittens

“Unlike many children’s cartoons, which integrate a sneaky hidden element of learning into an exciting adventure or storyline, the Super Geek Heroes focus their clips on learning, making it fun in and by itself, rather than “tricking” your children into learning without realising it. Promoting the idea that learning is enjoyable is a great idea...”

Cheryl Pasquier - Madhouse Family Reviews

“The characters talk in a simple way and are easy to understand. Information is given in short retainable sections, so a child can reinforce learning from school. There is plenty of colour and movement to keep a child focussed and concentrating on what is being taught...”

Angie Clementsen - A Creative Life



# Meet the characters ...

RED

**Ronnie  
Rock**



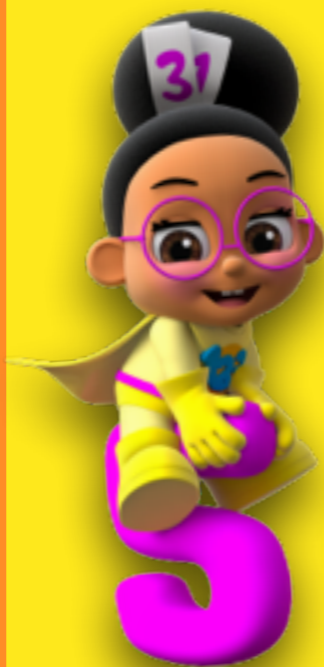
ORANGE

**Ant  
Active**



YELLOW

**Millie  
Maths**



GREEN

**Peter  
Planet**



BLUE

**Jake  
Jotter**



PINK

**Suzi  
Smiles**



PURPLE

**Vicky  
Voice**



# Ronnie Rock ...



## Expressive Arts & Design

Ronnie helps children to take part in music by playing any musical instrument then getting them to sing-a-long and dance.

He's very creative and fabulous at art so helps children to draw and paint by clicking his fingers to produce his magic paint brush.

Ronnie always encourages children to use their imagination and teams up with Millie Maths to explain colours and create different shaped objects.

Helping children to be creative is as much about encouraging attitudes of curiosity and questioning as about skills or techniques. Expressive arts and design is about how children develop their imaginations by exploring art, music, drama and play.





# Ant Active ...

## Physical Development

Ant is very athletic, full of energy and he's always on the go! He's a first class sports coach and teaches children how to look after themselves by exercising through play and eating healthy foods.

Ant Teams up with Suzi Smiles to explain the importance of personal hygiene and looking after yourself.

Physical Development is about how young children gain control of their bodies, but it also includes how children learn about keeping themselves active and healthy and how they learn to use equipment and materials successfully and safely.



# Millie Maths ...



## Mathematics

Millie is a super smart little girl and has a cute smile with an adorable gap between her front teeth.

She helps children to solve mathematical equations, make shapes and measure things.

Millie teams with Ronnie Rock to explain colours and create different shaped objects.

Helping children to enjoy mathematics is probably one of the most important things that adults can do so that children realise that mathematics is a way of finding things out and solving problems.



# Peter Planet ...



## Understanding the World

Peter is a weather expert, he knows all about the seasons and everything that grows and lives on planet Earth.

He is very knowledgeable about science, space travel and the Solar System and is able to fly around at lightening speed on his solar powered hover-board.

Peter also communicates directly with Vicky Voice using his watch and cool futuristic head goggles to transmit events around the world.

Understanding of the world is about how children get to know about other people, the place where they live and about all aspects of the environment.

Finding out about the world around them is what young children do very effectively when they investigate by touching, holding or pressing things and by climbing on and jumping off things as they get older they love to explore and investigate how and why things work and to test out their ideas of what will happen if they do a particular thing.



# Jake Jotter ...



## Literacy

Jake is a knowledgeable cheeky chap who likes to help children improve their reading and writing.

He carries a special jotter with him, so he's always ready to take notes and teams up with Vicky Voice to introduce new words phonically for children to learn.

Being literate is essential in almost every aspect of adult life whether we are planning a holiday, selecting a TV programme or delivering parcels.

Literacy is often thought of as the ability 'to read and write' but it also includes being able to speak and listen.





# Suzi Smiles ...



## Personal, Social & Emotional Development

Suzi is a considerate, loving, upbeat and helpful little girl and is positioned to help strengthen and support children's emotional health and intelligence.

She's always smiling and likes to help children when they need love and support. Suzi recognises the everyday things around her and carries her comfort bear, who helps to build self confidence and awareness.

Research shows that PSED can have a lifelong effect on children's behaviours, relationships, physical and emotional well-being as well as the success they have in school. Suzi will help kids to express what they are feeling and teach them simple strategies for expressing and managing their feelings.



# Vicky Voice ...



## Communication & Language

Vicky is super bright and is excellent at communicating the phonic alphabet in a positive tone helping children to speak clearly.

She's fluent in every language across the world and teams up with Jake Jotter to introduce new words. Vicky also communicates directly with Peter Planet using her watch to help transmit events that are happening around the world.

Communication and language are instilled in us as social beings and we are ready for communicating right from birth. From the first moments after birth babies prefer their mother's voice above all others.

Communicating seems to be an in-built drive - and the ways we communicate rely as much on non-verbal means as on spoken communication.

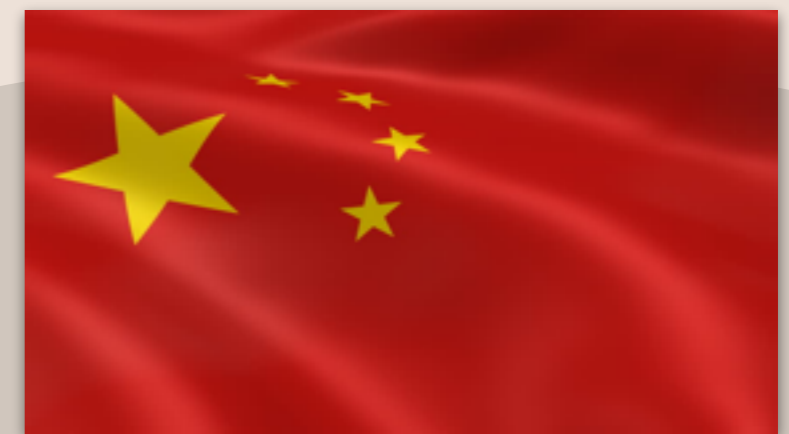


# Show stills ...



# Series translation ...

Super Geek Heroes series is currently available in five languages; English, Italian, Mandarin, Hindi and Arabic.



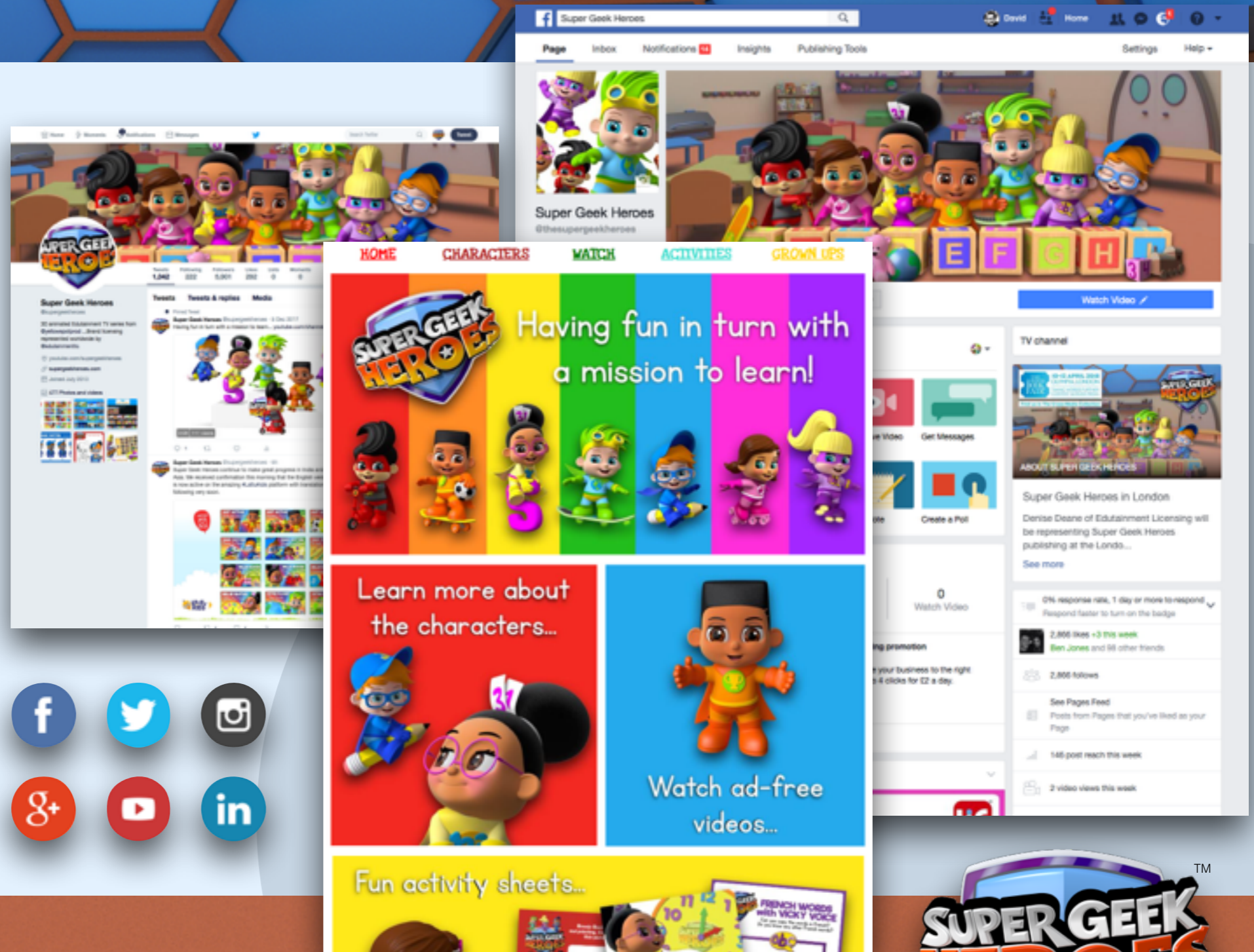
The original English version is produced by Yellow Spot Productions in the UK, whilst Sanver Production have translated to Italian, Hong Kong based PPW have dubbed into Mandarin, for India Lattu Kids have translated into Hindi and Kidsmobile into Arabic for the Arab World.



# Marketing & Social Media ...

Working closely with our digital marketing team to ensure that all digital and social media activity is interwoven.

While also softly promoting new consumer products and retail partners.



# Target Marketing ...

Redan Publishing feature Super Geek Heroes activities in two of their children's publications; "Friends" and "Favourites". With Kennedy Publishing producing 25 children's magazines including 12 licensed titles. Super Geek Heroes educational activity pages feature regularly in both "Busy Time" and "Get Busy" magazines for boys and girls aged 3 - 9 years.



Read by preschoolers with a circa distribution of around 200,000

## Mummy Blogger Campaign

UK based media company Weird Lime are conducting a focussed target marketing campaign with top blog influencers.

Over 30 carefully selected Mummy Bloggers have been asked to review and share the Super Geek Heroes early years learning series with their 1.7 million plus followers.

Weird Lime 



# Super Geek Heroes publishing ...

Primary Plus Media Pvt Ltd are a New Delhi based publisher whose titles include Little Primary Plus and Primary Plus Turtle. Both magazines are distributed to over 2000 schools in India and in excess of one million subscribers are sharing in the fun and learning all about the series.



**Educational Magazines - India**



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# Super Geek Heroes publishing ...

KidsCast TV feature fun activities about the Super Geek Heroes every two weeks in their "Imagine" magazine publication. KidsCast are a digital entertainment and educational platform, dedicated to creating a safe, ad-free and in-app purchase-free environment for children.



Cram-packed with fun activities for preschoolers and available to download from Imaginarium on the KidsCast TV App and circulated in print.

**Electronic Learning - digital magazines**





# Super Geek Heroes publishing ...

Signature Books will create a personalised gift book 'Jake's Missing Book Mission', the first of seven Super Geek Heroes story books that support the animated series.



## Personalised book titles



Signature first introduced their LIFE book range, standing for Learning Is Fun & Educational in 2014.

The books within are especially written and designed to have an educational element. They include the child's name throughout the illustrations, and on the cover.

Super Geek Heroes will join this range in 2018. Signature already produce other licensed properties including: Beatrix Potter, Thunderbirds, The Beano and Ladybird.




# Super Geek Heroes publishing ...



**22 MILLION**  
Students in  
26,900 Schools



 **Infobase** take Super Geek Heroes learning content for Learn360 and The World Almanac® Kids Elementary into K-12 schools, academic institutions and public libraries throughout USA and Canada

**Learn360** allows teachers and students to stream and download Super Geek Heroes episodes for the classroom. Access is available from school or home and all content is searchable by keyword and learning development area.

Super Geek Heroes also join many other kid-friendly modules on curricular subjects that can be found in **The World Almanac® for Kids Elementary**, including Reader's Corner, All About Animals, Our Planet Earth, etc.

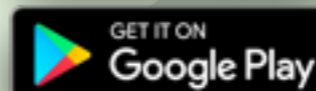


## Digital Publishing - schools & libraries



# Super Geek Heroes app ...

Jessami Ltd have created a mobile application for young children called "Do You Promise?" It features all the Super Geek Heroes, enabling a child to choose their favourite character and make their promises! A profile is easily created and the reward is set for the chosen promise.



Influences a child's development and behaviour;

- ★ Brush Teeth
- ★ Finish Dinner
- ★ Good Manners
- ★ Sharing
- ★ Stay in Bed
- ★ Tidy Toys
- ★ Try New Foods
- ★ Toilet Training
- ★ Wash Your Hands



Reviewed by the team at Fundamentally Children and approved by the Good App Guide with resounding comments and great reviews.

## Electronic Learning - iOS and android apps



# Licensing strategy ...

We are seeking partners in the following categories to join our licensing programme.



**Publishing:**

magazines, picture/board & story books, activity and sticker apps & games

**Digital:**

**Toys:**

plush toys, play sets, arts and craft accessories, games and puzzles, jigsaws

**Back to School:**

bags, lunch kits, flasks & umbrellas

**Party:**

paper based products, party bags and balloons

**Apparel:**

nightwear, underwear and daywear

**Footwear:**

slippers, sandals, wellingtons

**Housewares:**

bedding and bedroom decor/textiles

**Promotional:**

activity based sheets for pre-schoolers in family focused restaurants



# Publishing overview ...

“A fun and educational way to engage young children in reading!”

Publishing will initially focus on seven early years picture books introducing the new Super Geek Heroes World. Each adventure story will feature one of the 'super heroes' and deliver a core message related to the key developmental areas within the 'Early Years Foundation Stage' in a fun and engaging way.



## Facts & Learning Developments;

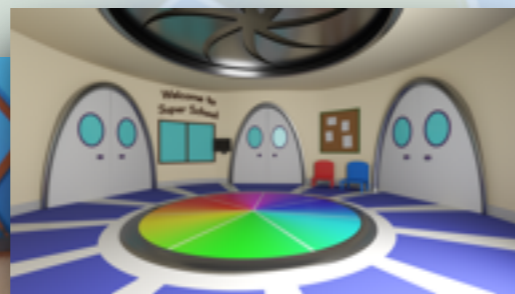
- discovering elements within each key learning development area
- introducing animals, insects and everyday objects
- keeping things tidy, being polite, making promises
- using nursery items & playthings as props
- having fun with learning missions in the Super Geek Heroes “World”



# Picture Book overview ...

Encourages interactive play inside the Super Geek Heroes World...

Each adventure starts with the Super Geek Heroes arriving at super school. The books focus on one of the character's learning developments.. Once inside their classroom they discover a new mystery to solve and one of the characters leads a mission to learn. To help solve the mission they enter a lift that transports them to a secret mission control room above the school. They use the control monitor to scan the surrounding area. Someone has been up to mischief! Mission Control doubles as a super ship to take the seven friends on amazing journeys to solve each mystery. The missions are always accomplished and end with a learning message. The Super Geek Heroes say their goodbyes as they race out of super school.



# Picture Book preview ...

It's book day at Super School and Jake Jotter is very excited. He's a literacy expert and just loves reading. Jake sees a book he likes and when his back is turned it disappears. He heads off to tell his friends. Can Jake and the other Super Geek Heroes solve the mystery of the missing book?



It was a warm sunny morning and the Super Geek Heroes were on their way to Super School. Jake Jotter was particularly excited because the school had organised a special Book Day. He was looking forward to using his literary super powers to read lots of books. Jake spun and spiraled and zipped and dipped through the sky on his magic pencil.  
"I love it when it's book day at school!" he exclaimed.

On the ground, Art Active was performing tricks on his super skateboard and Sam Smiles skated along the path. They weren't so keen on having a book day and much preferred to play outside because the sun was shining.



The Super Geek Heroes jumped on the secret floor mat and the ceiling opened. Whoooooah! They travelled up to their mission control room to scan the surrounding area.  
"Let's hope we find some clues!" exclaimed Art.  
"Whoa!" shouted Jake. "This is full!"  
"We're on a mission to learn!" cried Mia.

Complete book available to view in Publishing Guide!



# Picture Books series ...

It's a normal day at Super School but Vicky Voice is very excited about learning her ABC's. She's a communications expert and loves using phonics. Vicky offers to help her friends but all the alphabet blocks have been translated into a different language. She heads off to tell her friends. Can Vicky and the other Super Geek Heroes solve the mystery of the Chinese symbols?



It's sports day at Super School and Ant Active is very excited. He champions healthy food and exercise and just loves playing sports. Ant should be taking part in the running race but something else steals the limelight. He heads off to tell his friends. Can Ant and the other Super Geek Heroes solve the mystery of the race saboteurs?





# Picture Books series ...

It's 'show and tell' day at Super School and Suzi Smiles is very excited. She loves helping people and uses her special cards to learn how we are feeling. Suzi's teddy bear helps to make people feel happy but something has made him very scared. Can Suzi and the other Super Geek Heroes solve the mystery of the unhappy bear?



It's science day at Super School and Peter Planet is very excited. He understands the world and just loves exploring space. Peter looks up to the sky and notices that the moon is moving in a strange way. He heads off to tell his friends. Can Peter and the other Super Geek Heroes solve the mystery of the bouncing moon?



# Picture Books series ...

It's music day at Super School and Ronnie Rock is very excited. He's a music and drama expert and just loves singing and playing musical instruments. Ronnie finds a strange looking horn covered with slime. He heads off to tell his friends. Can Ronnie and the other Super Geek Heroes solve the mystery of the blow bugs?



It's numbers day at Super School and Millie Maths is very excited. She's a mathematics expert and just loves shapes and numbers. Millie notices that the school's clock keeps telling the wrong time. She heads off to tell her friends. Can Millie and the other Super Geek Heroes solve the mystery of the broken clock?



# Creative brand direction ...

The following pages provide a taste of the creative direction for Super Geek Heroes.

The animated series is aimed at both boys and girls with a striking colour palette that appeals to both genders.



Our style guide is designed as gender neutral.



# Super Geek Heroes designs ...

Back to School



Stationery Sets



# Super Geek Heroes designs ...

Back to School



Back Packs



Lunch Kits and Flasks



# Super Geek Heroes designs ...

Introducing nightwear, with PJ's for boys and girls making it fun and exciting for all the little 'heroes' heading off to bed.



# Making contact ...



Italy

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[www.contactoons.it](http://www.contactoons.it)



China, Macau, Hong Kong & Taiwan

[www.ppwgroup.com](http://www.ppwgroup.com)



Japan

[www.aquimedia.jp](http://www.aquimedia.jp)



South East Asia

[www.empiremultimedia.com](http://www.empiremultimedia.com)



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[www.ai-turkey.com](http://www.ai-turkey.com)



North America & Canada

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