

# 12FOOT6

CHARACTERS / ANIMATION

REPRESENTED BY

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**BERNSTEIN &** ANDRIULLI

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WWW.BA-REPS.COM  
212.682.1490

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**SERVICES & CAPABILITIES**

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**WHO ARE 12FOOT6:**

12Foot6 are a 2D animation and digital media studio based in central London. They make ads, build websites and produce and direct the occasional award winning TV series.

**SPECIALTY:**

2D animation applying traditional craft through Flash, After FX and Final Cut. Art and narrative are at the forefront of any project. Work mainly through line illustration, photo cut out and stop frame. In addition they design and build websites, banner ads and broadcast emails. Making animation look great online.

**CLIENTS & BRANDS:**

Virgin Media. Virgin Mobile. BBC. Channel 4. Disney. Paramount Comedy. RSPCA. VW. Cobra beer, and UK Gov.

**TALENT:** 12FOOT6  
**AGENCY:** UK GOV.  
**LAUNCH DATE:** 08' - 09'

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## BOOK START

Department of Education

Client: UK Gov.  
Production: 12Foot6  
Director: Dave Anderson  
Producer: Tom Mortimer  
Illustrators: Asa, Julia & Karen (12foot6)  
Post Production: 12foot6  
Editor: 12Foot6



### BRIEF:

Round 1. Create 1-3 ads ('Little monsters', 'Bedfordshire', 'Animal Noise') for the UK Government initiative. The initiative gives free books to parents of children under 11 - to promote reading skills. They wanted us to produce engaging daytime TV advertising to promote this idea. The exact brief was "can you create childlike characters drawn by proper illustrators and engage both mothers and their kids".

Round 2. Refresh the initiative (ads 4-5 - 'Goblins' and 'Moon & Back'). Re-engage audience to refresh campaign and one ad to specifically target single male parents. Created in same childlike style with a bit of stop frame thrown in (Moon and Back).

This job is what we consider a 'dream brief' - Dave Anderson, 12 Foot 6

### RESULT:

High ratings on daytime TV (cheap spots so played out a lot). Interest in the initiative increased 500%. Client was very pleased with the outcome.



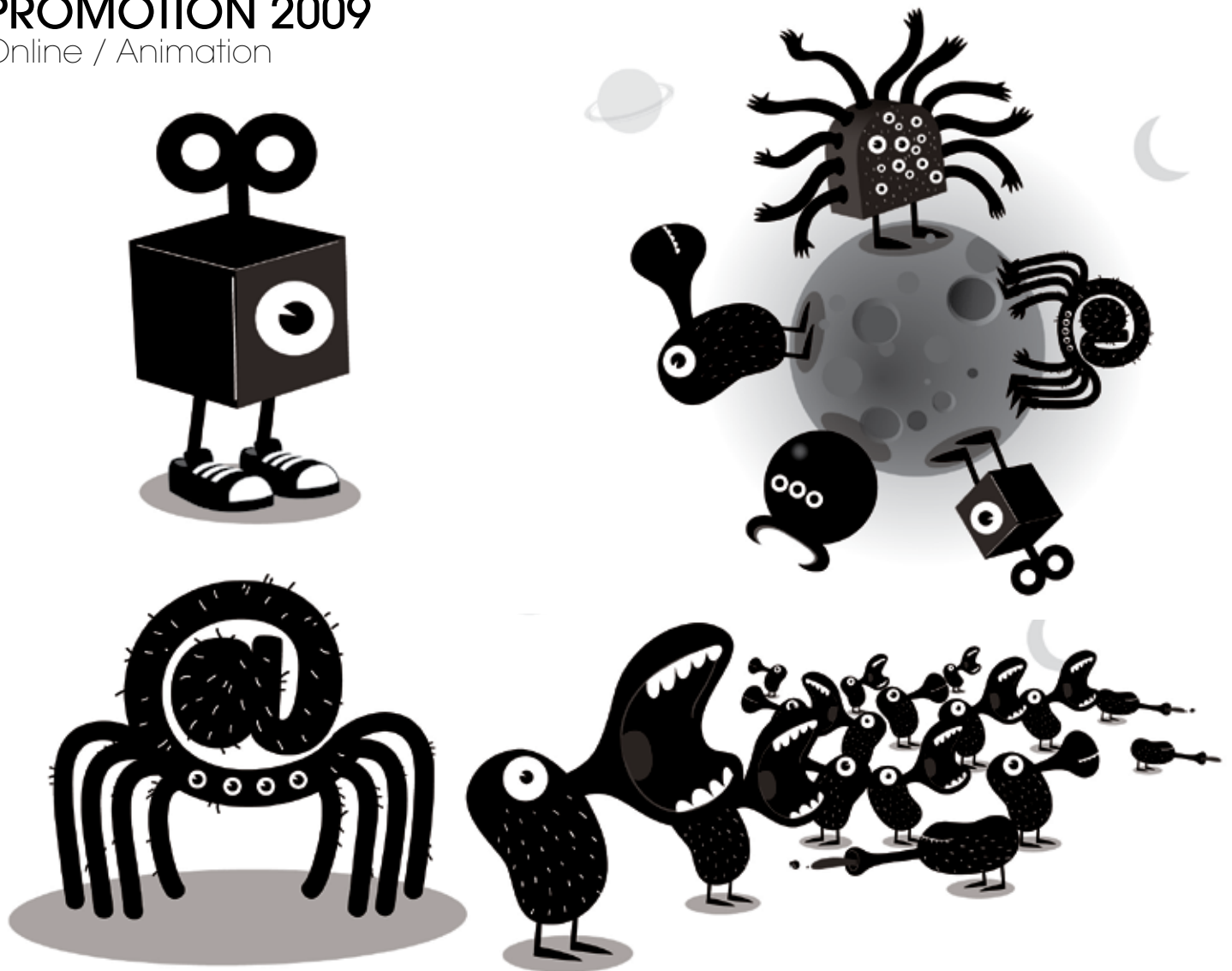
**TALENT:** 12FOOT6

**AGENCY:** BERNSTEIN & ANDRIULLI / CIA LONDON

**LAUNCH DATE:** 2009

## PROMOTION 2009

Online / Animation



### OBJECTIVE

To create a viral campaign describing the multiple “personalities” (services and capabilities) of an Integrated representation agency.

### PROCESS

12ft6 along with Central Illustration and Bernstein & Andriulli Directors pin-pointed their main areas of focus, and left 12ft6 creatives to do their thing.

### RESULT

A creative yet informative campaign that expressed not only a broader sense of capabilities agency wide, but a showcase of the capabilities of the studio awarded the creation.



## Bacterial Hooter Snadge. (marketing virus)

The buzzwords viral marketing and viral advertising refer to marketing techniques that use pre-existing social networks to produce increases in brand awareness or to achieve other marketing objectives (such as product sales) through self-replicating viral processes, analogous to the spread of pathological and computer viruses. It can be word-of-mouth delivered or enhanced by the network effects of the Internet [1] Viral promotions may take the form of video clips, interactive Flash games, advergames, ebooks, brandable software, images, or even text messages.



## Web-Weaving Octaclop. (Common or garden website)

A website (or "web site") is a collection of related web pages, images, videos or other digital assets that are hosted on one web server, usually accessible via the internet.

A web page is a document, typically written in XHTML, that is almost always accessible via HTTP or less often HTTPS, a protocol that transfers information from the web server to display in the user's web browser.

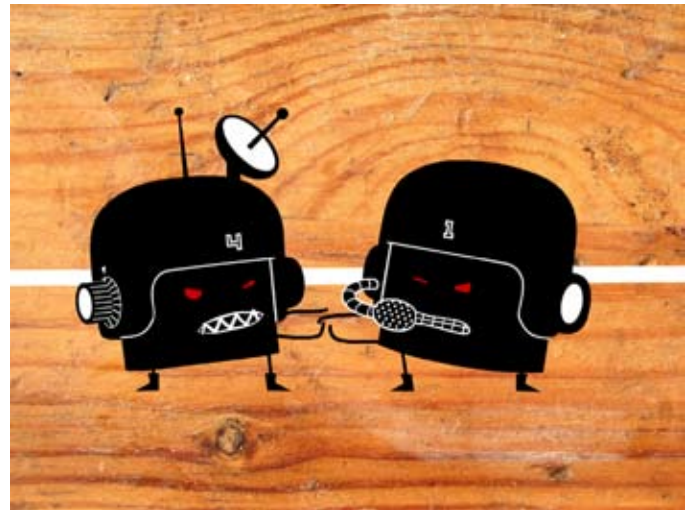
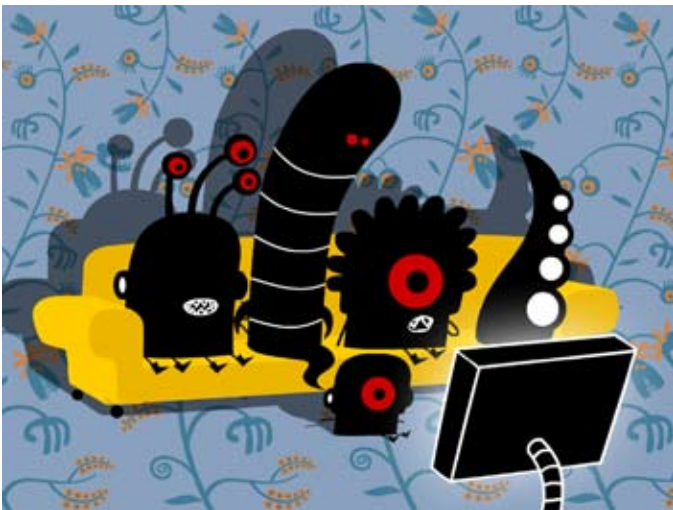
All publicly accessible websites are seen collectively as constituting the "World Wide Web".

**TALENT:** 12FOOT6  
**AGENCY:** JETIX  
**LAUNCH DATE:** 2008

## JETIX (DISNEY)

2 minute animated films

Client: Disney  
Director: Jillienne Reinseth  
Production: 12Foot6  
Director: 12Foot6  
Post Production: St Annes. London  
Editor: 12Foot6



### OBJECTIVE

Client wanted a series of films to use as interstitials inbetween longer shows on Channel. Need to work across several territories and stand repeat viewing.

### PROCESS

Illustrator in the studio created a team of aliens called The Sensibles. They come to earth from Planet Square to learn the ways and means of the earth. And report back – all in a 2 minute episode. Write funny scripts to appeal to kids and adults. Create own nonsense language so can work across different territories. Draw straight into Flash and animate with Flash and After FX. Produce 6 episodes.

### RESULT

Nominated for Bafta.

# The Sensikles



**TALENT:** 12FOOT6  
**AGENCY:** CHANNEL 4  
**LAUNCH DATE:** 2008

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## CHANNEL 4, E4 Comedy Series

Pub Dogs, 1 minute animated sketches

Client: Channel 4  
Production: Objective  
Director: 12Foot6  
Producer: 12Foot6  
Post Production: Objective  
Editor: 12Foot6



### PROCESS

Using established cast of 'real people' record discussions about state of world, football girls etc. Edit into humorous sequences. Put the words into the mouths of animated dogs which have been created in photoshop. Place the dogs in typical pub surroundings - pool table, dart board etc. Use After FX to bring the dogs to life.

### RESULT

Great reviews in press. Commissioned to make ads for RSPCA (Royal Society for Protection of Animals) using related characters.



**TALENT:** 12FOOT6  
**AGENCY:** VIRGIN MEDIA  
**LAUNCH DATE:** 2008

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## VIRGIN MEDIA

TV/ Website Advertising

Client: Virgin Media  
Creative Director: Adrian Spooner  
Production: 12Foot6  
Director: 12Foot6  
Post Production: Candle, London  
Editor: 12Foot6



### OBJECTIVE

Drive consumers to a website promoting Virgin Media products over the Xmas period. And once got them there engage them enough so they hang around.

### PROCESS

2 illustrators in the studio create 12 different illustrated characters who each sing one verse of 'On this day of xmas, Virgin Mobile gives to me'. Commission Candle music to write and perform the song. Scan drawn characters into Flash and animate. Design and build front-end website in studio, brief partner company to build backend, and produce 30 second TV ad which incorporates full song.

### RESULT

Site receives over 1 million hits. Client sells lots of goodies.

