





Case Study:
Munny
The World's Best Do-it-Yourself Toy
Web/Branded Content
commissioned by Kid Robot



Represented by
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Kid Robot's Munny Web/Branded Content

commissioned by Kid Robot

Contribution:

Original Scripts, Creative Direction, Direction, Music Direction

Project:

Develop branded content based on The MUNNY character toy.

Goal:

To create entertaining and engaging viral films – aimed directly at the youth market and vinyl subculture – showing the endless creative possibilities of a customizable DIY toy. The films were to have multiple uses after completion. As viral content to be distributed on the web and mobile outlets and as proof of concept for Kidrobot's toy properties as branded entertainment.

Approach/Strategy:

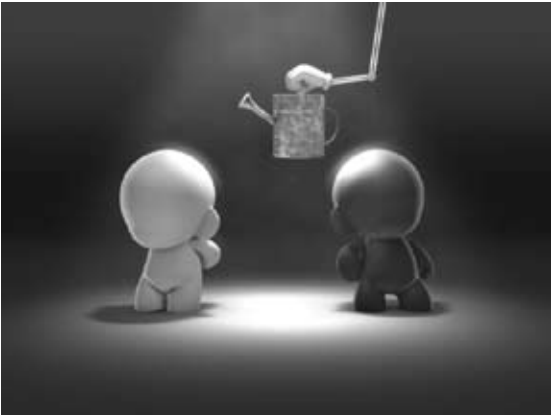
The overarching premise is to start with a “blank canvas”, add a little imagination and go wherever the story takes you. INTERspectacular conveyed this concept and remained true to Kidrobot's subversive roots by developing scripts that were humorous and unexpected.

Outcome:

One of the shorts was in the first wave of content used in YOUTUBE's pilot commercial program. It was also accepted and featured in the Pictoplasma 2007 festival in Berlin.



Chia Munny Short Film No. 1



Village Munny Short Film No. 2



For additional materials regarding this project please contact:
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