

# Blinky Bill



BRAND BIBLE



**FLYING  
BARK**  
PRODUCTIONS



# THE MOVIE

Blinky Bill is one of Australia's most recognised and loved characters.

Always up for adventure, Blinky is clever, cheeky, resourceful and above all things, lovable. A bonafide national icon, the light atop the world-famous Sydney harbour bridge is even called Blinky Bill!

From his birth in the 1930s as the main character of Dorothy Wall's bedtime classic *Blinky Bill* books, to his upcoming CGI feature film debut, Blinky Bill represents a quintessentially Australian brand of mischief, mayhem, adventure, humour and fun.

*The Blinky Bill Movie* is a truly authentic Australian cinema experience unlike any other, drawing upon a rich tradition of flora, fauna, classic iconography and cultural values for three generations of children and their parents.



# THE STORY

**Blinky Bill is a koala with a big imagination. An adventurer at heart, he dreams of leaving the little town of Green Patch and following in his explorer father's footsteps.** Mr Bill went missing in the Outback sometime ago and Blinky is the only one who believes his father is still alive.

When Blinky discovers a mysterious marker that hints at his Dad's whereabouts, he embarks on a journey that takes him beyond the boundary of Green Patch and into the wild and dangerous Outback. He quickly makes friends with Nutsy, a zoo koala, and Jacko, a nervous frill-necked lizard.

Pursued relentlessly by a vengeful Cat who has a personal score to settle with Blinky, the trio must learn to work together if they ever want to survive the rugged Australian landscape and find Blinky's father!





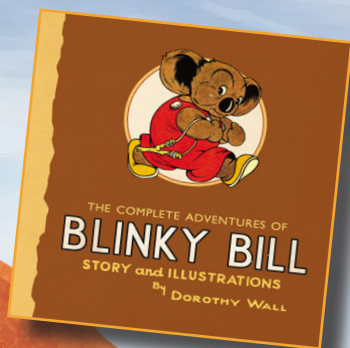
# QUICK FACTS

ZOO →

<b>Format:</b>	CGI Feature Film
<b>Audience:</b>	Family (children 6-12, parents & grandparents)
<b>Running Time:</b>	80 mins
<b>Budget:</b>	Approx. \$15 million AUD
<b>Language:</b>	English (dubbed by territory)
<b>Territories:</b>	Worldwide
<b>Available:</b>	Start of Q3 2015
<b>Australian Distributor:</b>	Studio Canal
<b>Australian Release Date:</b>	September 17th 2015
<b>International Sales :</b>	Studio 100 Film <a href="mailto:info@studio100film.com">info@studio100film.com</a>



# BRAND HISTORY



## 1930's: Classic Book

First introduced to audiences in the 1930's through a series of children's books, **The Complete Adventures of Blinky Bill** is considered a quintessential Australian children's classic. The title has never been out of print in Australia.

## 1990's: Feature Film

In 1992, Yoram Gross Film Studios – now Flying Bark Productions – produced the iconic *Blinky Bill* feature film, **Blinky Bill: The Mischievous Koala**. The film has sold around the world, including in territories such as: UK, Germany, Austria, Switzerland, Belgium, Poland, Yugoslavia, Greece, Ukraine, Bulgaria, Hungary, Indonesia, Australia and New Zealand – generating almost A\$3.5 million in gross receipts.

## 1990's TV Series

**Blinky Bill: The Mischievous Koala** was followed by several successful television series, which aired extensively in the US and continue to air around the world today in over 80 countries, including Germany [WDR], France [Canal J], Israel [TG4], Italy [Viacom Networks], Spain [Telephonica], Hungary [MTV], Africa, Australia [ABC] and New Zealand – generating almost A\$18 million in gross receipts. The 1990s Blinky Bill TV series is still on air in Australia and regularly rates in the top 20 children's programs on ABC TV.





# BRAND STORY

**Blinky Bill is an essential part of the Australian 'brand'.** Most people in the world who think about Koalas - even those who haven't been to Australia - know about Blinky Bill.

**All countries have brands that shape their image and unofficial mascots that "represent" them.** The US has Mickey Mouse, the UK has Sherlock Holmes and Australia has Blinky Bill. He's not just another consumer product that we buy off the shelf in the form of books and DVDs: Blinky Bill is a bonafide part of Australia's history, our outreach to the world and who we are as Australians.

So why is the Australian 'brand' both **appealing** and **relevant** to international audiences?

It might have something to do with Australia's **enviable climate**, which means Australians can engage in outdoor **sports and leisure** activities almost 360 days a year....

...or the fact that Australia's **cute and cuddly animals** are unique to the continent and can't be found anywhere else in the world.

From outback deserts and ancient rainforests to rugged mountain ranges and coral reefs, Australia's **natural landscapes** are a spectacular collection of nature's finest work.

Australian slang retains its own **wickedly fun** sense of cheeky humour (where else in the world can you call a redhead "bluey" or a stranger "mate"?).

And the indigenous cultures of Australia are the **oldest living cultural history** in the world, dating back at least 50,000 years, with some of the most complex and diverse cultural heritage on the planet.

Mystery...adventure...danger....humour...the great outdoors...history...humour...spirituality...interconnectedness...**what's not to love about the Australian Way?**





# BRAND COMPARABLES

The following iconic and globally-successful Australian brands have infused their products with a strong sense of Australian cultural values. *The Blinky Bill Movie* extends and reimagines these very same values for a family demographic - adventure, fun, sun, the great outdoors - all ingredients for international appeal and success.

## BRAND

## MARKET SEGMENT

## VALUES

**Qantas**  
**Billabong**  
**Quicksilver**  
**Rip Curl**

**Airline Carrier**  
**Surf Apparel**  
**Surf Apparel**  
**Surf Apparel**

**Travel**  
**The Outdoors**  
**The Outdoors**  
**The Outdoors**





# MARKET RESEARCH

“People like *Blinky Bill* because he is an Aussie icon - cute and cuddly yet mischievous, with good morals and educational messages”\*

**80%**

of the population  
visually recognise  
*Blinky Bill*

**72%**

of those who  
recognised *Blinky Bill*  
liked him

**58%**

have watched a *Blinky Bill*  
movie or TV show

**41%**

continue to have solid  
merchandise interest

**2nd**

only to *The Wiggles*  
in unaided recall of  
Australian children's  
characters

**49%**

have read a *Blinky Bill*  
book

\*Data from “*Blinky Bill: Merchantwise Research Findings*”, Final Report: 30 August 2011, by Merchantwise. The research was taken from key Australian states and territories with an equal mix of males and females across the following age groups: 18 – 29 years, 30 – 39 years, 40 – 49 years, 50 – 59 years and 60 – 69 years and at least 50% of the sample have children 0-8 years.





# UNIQUE SELLING POSITION

The **language** is distinctly 'Aussie', featuring a colourful mix of puns, word play and slang.

The outback **locations** are exotic and unique to the Australian environment, inspiring a thrilling sense of danger and wonder in both Australian and international audiences.



The **story** is unashamedly infused with a uniquely Australian dry sense of slapstick humour that is a true mash up between American and British sensibilities.

*The Blinky Bill Movie* explores universal themes including the importance of community, survival in a harsh climate, the love between children and their parents, and 'mateship' - an Australian cultural idiom that embodies equality, loyalty and friendship.

The **characters** are iconic Australian animals - including koalas, kangaroos, emus, wombats, goannas and frill-necked lizards - whose 'kookiness' inspires fascination and delight around the world.

The **design** combines a stylised CGI world with the richness of classic Australian landscape art, creating a distinct visual style in the animated family film market

The **cast** is an impressive line up of internationally successful Australian actors with a slate of impressive Hollywood credits to their name.





# LICENSING & MERCHANDISING

The *Blinky Bill* brand has enjoyed a strong licensing and merchandising program over the years, ranging from plush toys to activity books with more than 60 different licenses worldwide – exceeding over A\$7 million in gross receipts.

Merchantwise is the representative agent for the Blinky Bill brand in Australia and New Zealand, supporting many of the world's best loved brands across a diversity of sectors including entertainment and attractions, sports and leisure, retail and consumer products.

## OUR PARTNERS



### **Headstart International**

(Master toy including CGI plush)

### **Curumbin Wildlife Sanctuary**

(Live show, themed zones and merchandise)

**Entertainment Store** (Meet & Greet appearances)

**Australia Post** (collectable stamp packs)

**UR1 International** (packaging box & post bag)

**Sunbeam** (sultana & dried fruit packs)

**Colourific** (vintage-style plush)

**The Five Mile Press** (publishing)

**Hot Shots** (biscuit tins)

**Caprice** (apparel)







# CAST

Featuring a stellar Australian cast, *The Blinky Bill Movie* has attracted some of the best Australian names in showbusiness to reimagine Blinky's latest and greatest adventure!



**Ryan Kwanten**  
as **Blinky Bill**  
TV's  
*True Blood*



**Robin McLeavy**  
as **Nutsy**  
TV's  
*Hell On Wheels*



**Toni Colette**  
as **Beryl & Cheryl**  
*Little Miss Sunshine*



**David Wenham**  
as **Jacko**  
*Lord of the Rings*



**Rufus Sewell**  
as **Sir Claude**  
*Dark City*



**Barry Humphries**  
as **Wombo**  
Comedian -  
*Dame Edna*



**Richard Roxburgh**  
as **Bill Koala**  
*Moulin Rouge*



**Deborah Mailman**  
as **Blinky's Mum**  
*The Sapphires*



**Barry Otto**  
as **Mayor Craklepot**  
*The Great Gatsby*



# CHARACTERS



## BLINKY BILL

Blinky Bill is a cheeky koala who dances to the beat of his own drum. Clever and mischievous but at times rash and unrealistic, Blinky causes mischief and mayhem wherever he goes. Fiercely idealistic and hopeful, Blinky is the only member of his hometown of Greenpatch who believes that his Dad is still alive after he went missing one year ago. Blinky idolises his Dad, an outback explorer, because he thinks he is a hero.

When Blinky embarks on a mission to find Dad in the dangerous Australian outback, he must rely on his sharp wits to escape the jaws and claws of predators. He must also learn to cooperate with his new friends and play to their strengths. Throughout his journey, Blinky realises that being a true hero isn't about following your own impulses, but more so about recognising the needs of others and taking responsibility.





## NUTSY

Nutsy is a domesticated zoo koala who has never lived outside captivity. Losing her parents in a bush fire, Nutsy was rescued by humans and grew up in a zoo. Analytical, pragmatic and a pampered princess, Nutsy enjoys being taken care of and doesn't have the first clue how to fend for herself... so imagine how being tossed off the back of a truck into the wilderness with a 'wild' koala like Blinky would feel ! Nutsy is quick to trust others, but doesn't listen to her own instincts - the complete opposite of Blinky. After being thrust into an outback adventure with Blinky against her will, Nutsy overcomes her fear of the wild and develops a taste for adventure. Nutsy learns that life outside the enclosure isn't so scary after all, and most importantly, what it really means to be free.

## JACKO

Jacko is a fun-loving frill-necked lizard and fast-talking comedian who lives on a rock in the Australian outback. Naive and trusting, Jacko yearns to make friends, although it's not easy for him to meet other 'frill seekers' - that is, until Blinky and Nutsy rescue him! Desperate to be part of their gang, Jacko's enthusiasm is initially off-putting, but he eventually proves himself to be a useful ally for his newfound friends. Jacko uses his frill to 'sense' danger like a radar, which comes in handy when Blinky gets into trouble. Although Jacko's sense of direction can be a bit topsy-turvy, his big heart always manages to help him land on his feet.







## SIR CLAUDE

Feral cats are common in the Australian outback and are a threat to the wellbeing of native wildlife. Sir Claude is one foul-tempered feline who considers himself 'above' native species. A loner who rejects any sense of community, Sir Claude acts as a solo operator, selfishly doing what he pleases and not trusting anyone for fear of losing power and autonomy. Sir Claude represents the sum of all Blinky's flaws and a reminder of the path Blinky could take if he acted on his more self-centred impulses. In the end, it's Sir Claude's stubbornness and rejection of friendship is ultimately the cause of his demise.

## MAYOR CRANKLEPOT

Mayor Cranklepot is the self-appointed mayor of Greenpatch. A maniacal goanna and petty tyrant, he is pompous and vain, fond of theatrical flourishes and intolerant of anyone who dares to break his ludicrous rules. A bully and a coward, Cranky sees himself as the savior of Greenpatch, constantly disparaging Blinky's long-lost father Bill - the true local hero. Blinky is Cranky's nemesis - the old lizard just can't understand how Blinky can be so naughty and break so many rules, yet remain as likeable and respected as he is.





## BERYL & CHERYL

Beryl & Cheryl are two motor-mouthed Aussie emus. They've known each other for so long, they might as well share the same brain. In fact, they probably do! Emus aren't necessarily the smartest of animals, but this doesn't diminish Cheryl and Beryl's enthusiasm. Chatty and chummy, these sassy sheilias spend their days gossiping about boys and yearning to fly.



## WOMBO

Wombo is a friendly but smelly old wombat who lives in a trash-filled burrow out on the desert plains. Wombo has been living alone for so long, he has started to go a little bit crazy. He makes 'friends' out of spare parts he finds and talks to them as if they were alive - something Blinky and Nutsy find odd, but charming. Wombo knew Blinky's parents and has been on many adventures with them in the past. Above all, Wombo has a huge heart to go along with his huge frame. He is fast to laugh and always ready with a joke or a good yarn.



# CREATIVE TEAM

**Barbara Stephen (Producer)** is the Managing Director of Flying Bark Productions and has worked as a producer for over ten years across a vast slate of corporate, advertising and long-form productions, including *Erky Perky*, *Magical Tales*, *The Woodlies* and the KidScreen award-winning hit series, *The Adventures of Figaro Pho*. Recently, Barbara produced *Maya the Bee Movie* and the *Tashi* TV series, adapted from the internationally renowned children's books. Barbara is currently working on a slate of new projects, including the iconic *Skippy*, a sequel to *Maya the Bee Movie* and a *Blinky Bill* TV series, expected to deliver in late 2016.

**Jim Ballantine (Executive Producer)** has built an impressive 25-year career in the animation industry. Jim worked on *The Little Mermaid* as production administrator and subsequently became a producer in feature animation development at Disney. From 1992-1995, Jim worked as producer on Nickelodeon's cult classic *The Ren & Stimpy Show* and went on to produce *Brother Bear 2* and *Bambi II* for DisneyToon Studios. Jim's credits as executive producer include animated feature films *Santa's Apprentice* and *Maya the Bee Movie*, and internationally successful television series *The Woodlies*, *Vic the Viking*, *Heidi* and *Tashi*.

**Fin Edquist (Writer)** is a screenwriter and award-winning director of commercials, music videos and short films. His writing credits include *Maya the Bee Movie*, *Serangoon Road* (HBO Asia), *House Husbands*, *McLeod's Daughters* and *Rescue: Special Ops*. Fin script-produced the animated comedy adventure series *Tashi* and *Rescue: Special Ops*. Fin's pilot for *Hartman's Solution* (Network 7) is currently in-production.

**Deane Taylor (Director)** is the Art Director of the Oscar-nominated feature, Tim Burton's *The Nightmare Before Christmas* and *Cow and Chicken*. Deane has worked on several high quality television series including *The Ren and Stimpy Show* and has completed concept art, design and production design on a host of both independent and major US studio productions, European and Australian animated features, television series, games, book design and book illustration.

**Alexs Stadermann (Co-Director)** is an accomplished feature film and television director with over a decade's experience working for Walt Disney Studios in Sydney. Alexs directed two seasons of the animated comedy show *Planet Sketch* for Aardman Animation before joining Zack Snyder on *Legend of the Guardians* as Head of Story. Moving to Flying Bark in 2010, Alexs directed *The Woodlies*, which became the highest ever rating television show on Germany's K.I.K.A and *Maya the Bee Movie*, the highly successful European children's property. Alexs is the Creative Director for Flying Bark, overseeing development on all feature film, television and digital media projects.





TM

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