

The absolute best in CHARACTER DESIGN and ENTERTAINMENT merchandising.



bigshottoyworks.com

Your creative partner with **GIANT** capabilities



Over the past 20 years we have engaged with the world's leading lifestyle brands, video game developers, entertainment & media companies, and consumer packaged goods companies to help them (and their agencies) create unique character activations. By implementing our vast knowledge of merchandising and marketing options, our agency partners are empowered to create memorable and successful consumer experiences for their clients.

Our characters and design work are known throughout the industry, but we are more than just great toys. Our work has been the focus of special edition activations, experiential entertainment, VR/AR experiences, hands-on tactile entertainment such as walk-around costumes, photo booth engagement, and interactive real-world environments. Some of our most recognizable projects are detailed below.

We turn 2D icons and logos into **BRANDING PHENOMENONS!**



As a nascent skin care brand, Sun Bum had a great product along with a simple and fun 2D “ape face” logo which was appropriate for stickers and packaging. Our task was to develop a 3D character that resonated with the brand message. Using that single image as a springboard, we created a fully-realized ape mascot character that conveyed the laid-back nature of their brand direction.

From the 3D model, we designed and produced massive 16” tall vinyl figures to be used as in-store POP displays, as well as 9” vinyl collectibles and 2.5” keychain figures of the same character which were used as in-store and trade-show premiums.

The results were spectacular, with Sun Bum running out of keychains almost immediately, retail stores reporting dozens of sales inquiries, and even a few reported thefts of the 16” display figures. Sun Bum immediately re-ordered more figures..

For over a decade, we've helped Sun Bum make all of this magic happen!



SQUAD GOALS

in brand extensions!



Since that initial project, Sun Bum has engaged Bigshot's services several more times to assist in the design and development of multiple marketing assets and merchandise. These projects included the creation of new 3D assets for campaigns featuring the Sun Bum Brand Ambassadors vinyl toys, additional 2D print materials, and a group of new Baby Bum characters that Bigshot developed to complement their new line of skincare products geared towards babies and children.





Market share for Sun Bum has been measurably higher since Bigshot began working with them. You will find Sun Bum displays in many major chains around the world, with the refreshingly consistent branding of their curated POP displays. Sun Bum has done a phenomenal job of utilizing our assets in a myriad of ways: Sonny the Ape, the Baby Bum characters and the Brand Ambassadors are all over social media, in magazine articles and print ads, as trophies for surfing competitions, sold as collectibles, given away as premiums, blown up to giant-sized inflatables, and so much more. It's been deeply satisfying to watch our assets and characters experience so much customer love and brand success.



We brought FLO home to you!

PROGRESSIVE

Arnold Worldwide approached us to design a series of job-specific action figures for print ads that featured a toy character version of “Flo” the Progressive insurance mascot. The Action Flo campaign was a huge success. With a distinct 80s action figure vibe, it connected solidly with adults who grew up in the 80s, as well as professionals working in the same industries as Action Flo. Due to the limited nature of the Flo action figures, their high quality finish, and how strongly they resonated with the public, they remain in high demand online. .





YOU'VE GOT A RIG.

WE'VE GOT THE INSURANCE TO COVER IT.

VISIT US AT THE MID-AMERICA TRUCKING SHOW. BOOTH #13240

Based on the incredible response from both the agency and client, they asked us to turn two of our Flo designs into real action figures that were sold online and given away at trade shows. The action figures were also used in TV spots, while the 2D assets were deployed in social media campaigns and at industry events.





We made you **THINK** more about **SODIUM!**



When UNILEVER introduced a new low-sodium line of their popular KNORR Sidekick products, DDB tasked us to create and develop a lil guy named Salty, a dejected salt shaker who was not very happy about the idea of less salt.

We worked closely with the DDB team to develop and sculpt the look they were going for. We produced 40 different characters for consideration until we nailed down the perfect combo of cute & sad for Salty. DDB then crafted quite a few Knorr ad spots featuring Salty & Pep, and tugged at heartstrings worldwide with the extremely clever TV commercials.

Salty & Pep ads were memorable, received great acclaim and were an instant hit with fans and media alike. DDB expanded the reach with viral online videos, wild postings, in-store merchandising, a Twitter account, and a Facebook fan page which quickly garnered more than 10,000 active followers.



Get a Free Pair of Salt & Pepper Shakers

Knorr Sidekicks Salt & Pepper Shakers
 – yours FREE with the purchase of any three Knorr Sidekicks products or only \$14.99 per set! *
 Shipping and handling not included.

While Supplies Last
 Due to high demand, we have ordered more salt & pepper shakers.
PRE-ORDER YOUR SET TODAY!
 Please allow 16-20 weeks for delivery.



Thanks to Salty, Knorr's Sidekicks line showed a 24% increase in sales from the previous year. Bigshot was contracted to design and produce actual ceramic Salty + Pep shaker sets as a mail-in premium item, and 30,000 sets sold out almost instantly.

Based on the success of Salty, DDB came back to us to create a new character called Eggy. Knorr was able to cut the time needed to prepare their Sidekicks side dishes in half, and Eggy was the mascot for this new marketing message. Eggy enjoyed a similar debut as Salty, with ad spots, viral videos and a social media campaign. By all metrics, the Salty & Eggy campaigns were a runaway success for Knorr.





CP+B Boulder contacted us to develop Action Ollie, an action figure version of the Otterbox mascot which was to be used in a retro 80s-style commercial spot. Using the simple 2D Otterbox logo as a starting point for our inspiration, we jammed on various character designs for Ollie before nailing down the version you see here. Our directives from CP+B were to give Ollie a big personality, but also relay the brand message clearly. Once we had our direction, we 3D sculpted Ollie and had a few samples prototyped and painted for photography and the filming of the commercial. Action Ollie was by all accounts a success: happy agency, happy client, and a very happy otter.

We help PROTECT your brand with CHARM and CHARACTER.



TOYS are just a byproduct of our development toolkit and process.

When it comes to unique characters, we do not mess around! We understand character merchandising. We develop 3D assets for 2D animated shows, create uniform style guides, and design on-model product with record speed. Our assets can be repurposed for digital activations, experiential engagement, and in the manufacture of the highest quality merchandise, from housewares to lifestyle products to, of course, toys.





We help BRANDS get SCHWIFTY by creating content for use across multiple platforms.





**We help take your IDEAS
to new DIMENSIONS!**



Our charming, colorful and high quality characters and illustrations are used in print, OOH, interactive and AR experiences. We've graced magazine covers, billboards and nearly every possible medium, and our clients appreciate our design sensibility, thoughtful attention to detail, highest quality service and fast turnaround.



**Give us a whirl
to impact your
FUTURE!**

HELLO
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