



LAZYTOWN: A WORLD MOVED

Way beyond merchandising

LazyTown is a phenomenally successful children's television show, made in Iceland, and screened in over a hundred countries round the world. Starring a character called Sportacus, it encourages children to eat healthily and get plenty of energetic exercise. In 2008, LazyTown wanted to build on its amazing success, and offer a whole range of products and services – way beyond traditional merchandising. It wanted, in short, to become a lifestyle brand.

We move the world

Wolff Olins worked closely with LazyTown's creator, Magnus Scheving, to pin down the essence of LazyTown – summed up as 'we move the world'. We defined LazyTown's proposition as 'everyone wins': both boys and girls want it, and parents like it, so businesses sell more, and society benefits. We then used that brand idea to define what any new LazyTown product or service would have to be like: original, energetic and irresistible. Finally, we worked with LazyTown to map out a spectrum of possible new enterprises, some in the world of entertainment, some in lifestyle, and some that would build a community of children, parents and organisations.

Brand-led innovation

With this platform for brand-led innovation, LazyTown continues to grow. It's already launched a new television series, LazyTown Extra, and a theatre version of the show, LazyTown Live! And beyond that, inspired by the framework we jointly created, LazyTown is working on many more brand-led innovations that will move the world. The first idea, LazyTown Sports Clubs, started across the UK in summer 2009.

Wolff Olins

+44 20 7713 7733

+1 212 505 7337

+9 7144 01 9581

www.wolffolins.com

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