



HEATHER HARPOLE, SIERA MISUMI, SAMANTHA SARDAROV, SAZJA LINCOLN

WHO WE ARE

Established in 2024, SHS Studios is a boutique creative agency founded by Heather Harpole, Siera Misumi, Sazja Lincoln, and Samantha Sardarov.

As an activated marketing agency, our mission is to elevate brands' current position in the marketplace through engaging and enriching experiential marketing activations.

SHS Studios aids brands in creating custom content that connects a campaign's image to their overriding business purpose. Our marketing approach allows brands to reach their target audiences through digital and physical campaign initiatives.



OUR ROLES



SAMANTHA SARDAROV

ART DIRECTOR

- Develops conceptual ideation and delivers captivating visual messages.
- Creates visual styles, design elements, and visual aesthetics for projects



HEATHER HARPOLE

PRODUCTION LEAD

- Coordinates campaign from start to finish
- Communicates between clients and vendors
- Allocates and plans digital and physical marketing budget



SAZJA LINCOLN

SOCIAL MEDIA LEAD

- Creates social media campaigns
- Builds press release content
- Reaches out to press outlets for releases



SIERA MISUMI

CRETIVE DIRECTOR

- Setting the overall creative direction and vision for projects
- Defining the tone, style, and messaging that aligns with client's objectives and our brand

INTRODUCTION



FABULOUS
FURRY
FRIENDS

Build-A-Bear: Fabulous Furry Friends



- The movie follows each of the animal characters' lives through their adventures navigating friendships and differences.
- The main character creates a few plushies that become friends at her house.
- This movie allows children to understand that everyone is one-of-a-kind and should be celebrated no matter what
- Appearing on Hulu and Disney+, parents and children under age 10 can bond over the Build-A-Bear franchise.
- Our marketing campaign's goal is to continue spreading the love of Build-A-Bears in digital and physical spaces.
- We hope that through our activations, parents and children recognize the value of originality.

hulu

Disney+

SNS
STUDIOS

Genre: Childrens Animated Movie



- Marigold is the creator of the Build-A-Bear animals that she plays with
- The movie begins as Marigold goes to Build-A-Bear to create a peacock plush named Jewel
- Once she brings Jewel home, the other animal plushes feel threatened by their personality and differences
- Through trials and tribulations the characters learn to work through their different lifestyles, personalities, and appearances
- The movie concludes with each of the characters recognizing how to respect one another and work together to all feel included in society



Demographics



Children under ten

Values

- Creativity, learning, family, friends, imagination

Education

- Pre-K, Elementary school

Home

- Single, multi-family homes, foster care

“On average, children ages 8-12 in the United States spend 4-6 hours a day watching or using screens” - AACAP.org

“Children enjoy watching cartoons daily. Interpretation: 48% agreed that children enjoy watching cartoon daily and 32% strongly agrees that children's enjoy.”- Jetir.org



Parents with children under ten

Values

- Educational TV programs fostering creativity, family, friends, parental restrictions

Education

- Bachelor's degree and above

Marital status

- single, married, or divorced

Family size

- Two or more people

Income

- \$70,000 and up annually in California





SWoT



Strengths

- There is an established fan base of children and parents for the client
- Build-A-Bear is a nostalgic, well-known franchise
- The client has a product attached to the film to increase revenue

opportunities

- Many creative marketing opportunities
- Experiential marketing opportunities
- Brand partnerships
- Re-building the franchise's presence
- Connect Build-A-Bear franchise to the movie

Weaknesses

- Build-A-Bear is not as popular anymore
- Children prefer digital entertainment over toys
- There are many other competitors creating similar plots to the film

Threats

- The campaign does not resonate with the children or parents
- Parents may be hesitant to watch a film with unique characters



Customer Profiles



Tate

3 years old

- Lives at home with a single parent in a small town in the country
- Only child - mom works - spends most days with grandparents
- Goes to Pre-school 4 days a week in the afternoon
- Spends the morning watching cartoons and making art projects
- Spends his weekends on playdates with school friends
- Enjoys playing with his toys - stuffed animals, trucks, dinosaurs
- Favorite holiday is Halloween



Molly

7 years old

- Lives at home with 2 older brothers in a large metropolitan city
- Both parents work so she has to entertain herself after school
- Goes to elementary school 5 days a week full-time 8am - 2:30pm
- Spends her free time playing with her stuffed animals, watching tv getting dressed up, and having tea parties
- Spends her weekends on playdates and spending time with her parents
- Favorite holiday is Christmas



Kelly

32 years old

- Lives in a mid-size city with 2 kids and husband in a single-family home
- Stay-at-home mom that takes care of her children before and after school
- Spends her free time ensuring her kids have everything they need
- Her goal is to educate her children and teach them about how to love others
- Her favorite task on the weekend is taking her kids out shopping and spending time together
- She is always looking for ways to entertain her children so she can have time to herself

Characters



Marigold

The main character, Marigold is a 6 year old girl. As she navigates building friendships, she takes inspiration from her Build-A-Bears leading her to appreciate imaginative, creative, and unique individuals of all backgrounds.



Bearigold

Bearigold is the original Build-A-Bear that is the leader of the animals. Bearigold wants to make a good impression on the other animals but puts a lot of pressure on themselves to be best but overworks himself.



Lazy Lou

Lazy Lou tends to get behind on doing chores and tends to procrastinate on projects. Lazy uses the help of their friends to push them through the day. You'll find Lazy lounging around most of the day.



Meadow

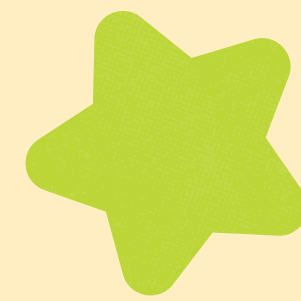
Meadow is a shy little lamb that likes to follow along with the group. She is reserved and soft spoken but has a big heart for her friends. She likes to hang out with her friends during the day.



Jewel

Jewel is the most recent addition to Marigold's Build-A-Bear collection. She has a bold personality and likes to be the center of attention.

Actors



Marigold
Ariana
Greenblatt



Lazy Lou
Gaten
Matarazzo



Jewel
Hunter
Schafer



Bearigold
Troye Sivan



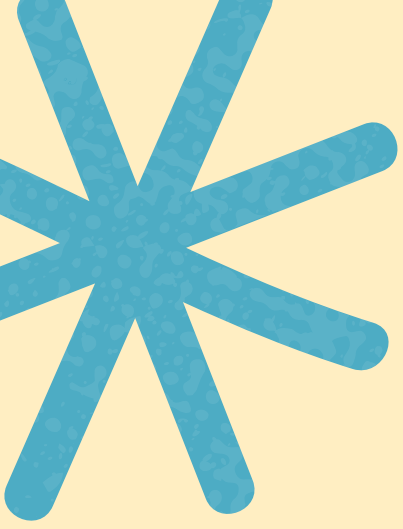
Meadow
Chloe Bailey



GRAPHIC ELEMENTS



FABULOUS
FURRY
FRIENDS



Logo and Title Treatment Drafts



Fabulous Furry Friends

Every Stitch Has A Story

Fabulous Furry Friends

Fabulous Furry Friends

BUILD-A-BEAR™

Fabulous Furry Friends

BUILD-A-BEAR™

Logo and Title Treatment

FABULOUS
FURRY
FRIENDS



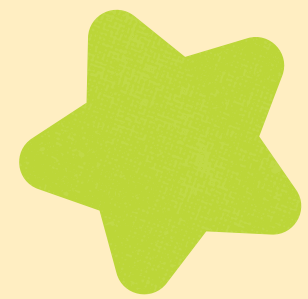
FABULOUS
FURRY
FRIENDS



Taglines

The taglines connect the film's premise of creating unique plushes. This ties to the client's goal of generating new sales at Build-A-Bear stores.

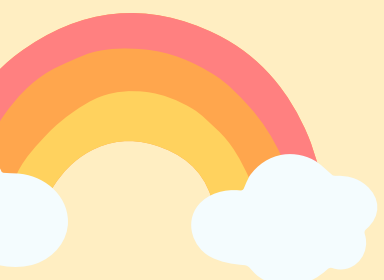
Every stitch has a story



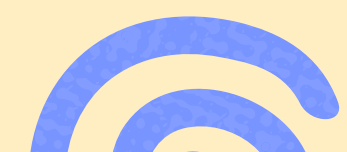
Crafting memories, one stitch at a time

Where every stitch tells a tale





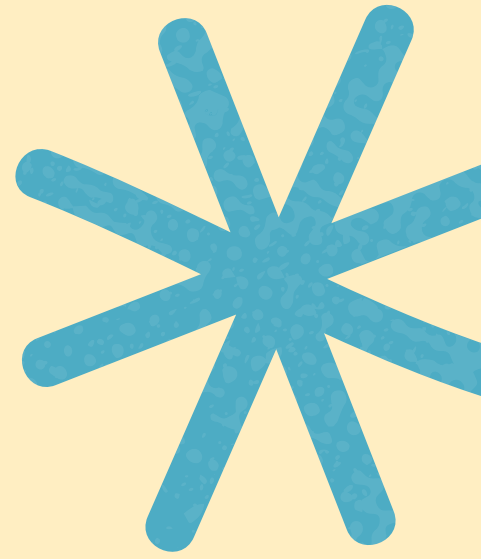
Key Art Drafts



Key Art Final Selections



overriding Campaign Image



- The tones of this campaign are nostalgic and imaginative
- Our goal is to inspire parents and children to revisit or visit the Build-A-Bear's stores after watching the film
- As consumers reconnect with Build-A-Bear's in the digital space, we would like to re-establish the experiences the company provides in physical stores
- This is the core of the company's marketing initiatives and we want our campaign to translate this across the taglines and activations

ADVERTISING



FABULOUS
FURRY
FRIENDS

SNS
STUDIOS

out of Home Advertising - Billboards



Sunset Boulevard

Sunset Boulevard is a high-traffic area that has the potential to reach millions of pedestrians and drivers



Print Advertising

- For our client's print advertising, we will utilize a QR code to direct consumers to the Build-A-Bear website's catalog of plushes from the film
- Our print advertising will be featured in publications with the demographic of children and their parents
- This will direct consumers to both the film and returning to in-person locations



Family First
Parents

STORYLINE



FABULOUS
FURRY
FRIENDS



Storyboard

Marigold makes Jewels at Build-A-Bear



Marigold creates Jewels and takes her home



The other plushes are perplexed by Jewels



Marigold leaves for school



The plushes make observations and assumptions about Jewels



They start attacking Jewel and feel threatened by their presence



Jewels explains that they are comfortable and love with their big personality!



They start to agree with Jewel as they let one another accept their strengths and weaknesses



Marigold finishes school and starts heading home



Marigold gets back to her home to see her plushes



The plushies all hugging and learning to be more understanding with one another/not being so hard on themselves



They end up all understanding their differences because they are all one-of-a-kind!



Trailer



Every stitch has a story

<https://www.youtube.com/watch?v=7kjVK6LXg2w&feature=youtu.be>

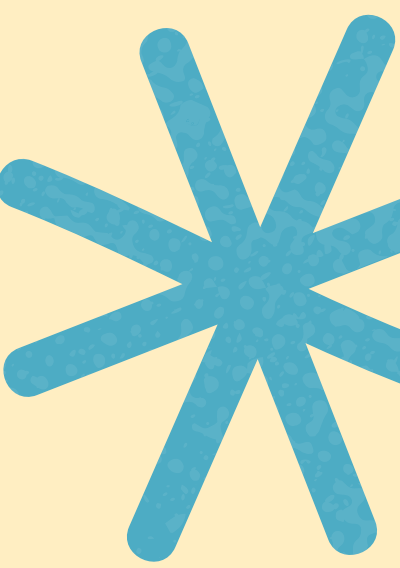
SOCIAL MEDIA STRATEGY



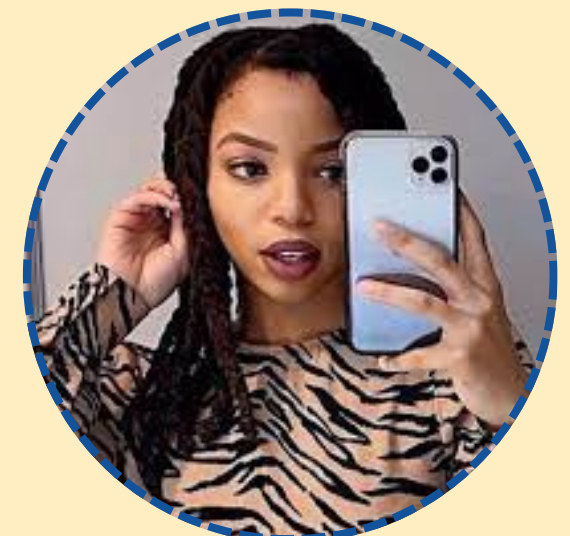
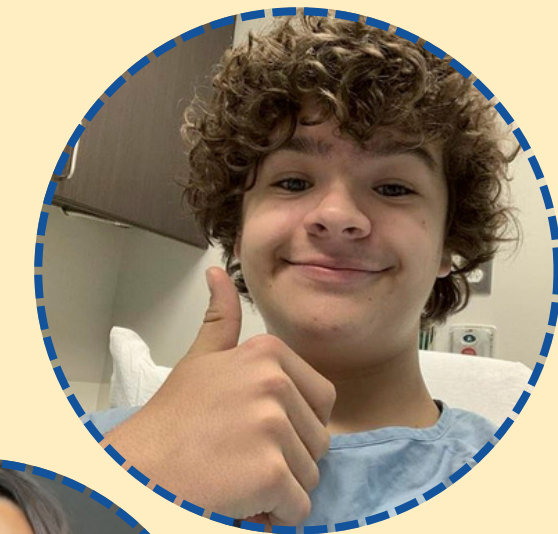
FABULOUS
FURRY
FRIENDS



Social Media Strategy

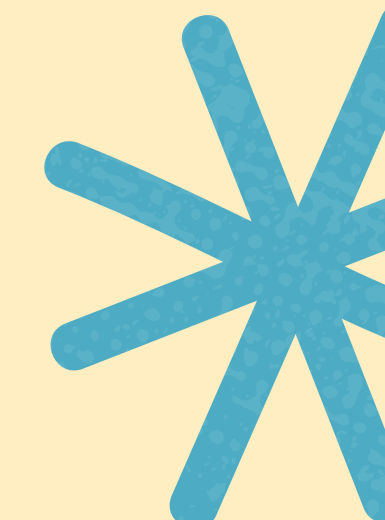
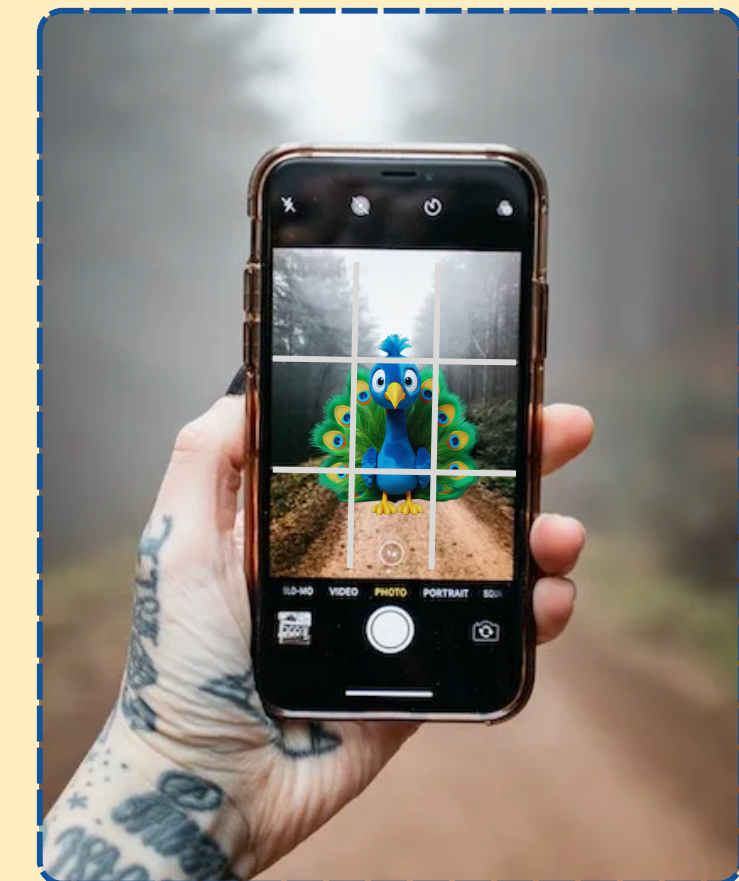


- We see the potential in utilizing new technology and experiential marketing to market Build-A-Bear in the digital and physical spaces
- With our in-person and online activations, we will integrate consumers back into the company's presence in-store and through digital purchases
- Additionally, there are opportunities to collaborate with talent including cast members and influencers
- UGC content will be a major element of our campaign to increase engagement/brand awareness



Social Media Character Filters

- The character face filter will turn your selfie into a plushie from the movie
- VR plushie filter will project the characters immersed in your own world to make it feel like you are hanging out with the Furry Friends!
- Pop-up banner of the movie theatre date
- Both filters are available on IG, TikTok, and Snapchat
- Increase UGC content and brand awareness
- Fans can post their selfie with #fabulousfurryfriends for a chance to win 2 tickets to the premiere



Scavenger Hunt at Century City Mall Activation

- This event will take place a month before the movie is in theatres to create buzz and excitement
- Raffle for 5 kids to win coupons to make a character plushie at Build a Bear once the movie is in theatres
- Mixed Reality scavenger hunt through a section of the mall to engage both children and parents in the digital and physical realm
- This activation will be viewed using Apple Vision Pro Goggles
- Instagram-worthy backdrops and food sponsors
- Post your scanger hunt experience with #fabulousfurryfriends for a chance to win 2 tickets to the movie premiere



virai videos

Social Media Character Filters



- In a press shoot, the cast will try the VR/AR filter with characters over their selfies
- This will go viral because of prominence of the actors bringing hype to the film
- Platforms: TikTok, Instagram Reels, and YouTube Shorts

Come With Hunter Schafer to Build-A-Bear



- Hunter Schafer will go to Build-A-Bear to make her own Jewels plush
- This will go viral because of Hunter's prominence and will encourage fans to go to the store to make their own plushes
- Platforms: TikTok Instagram Reels, and YouTube Long-form

virai video

BTS of Recording Lines

- We will create a behind the scenes recap video of the cast recording lines in the studio
- This will be bloopers, having fun with the characters' personalities, and improvising lines
- This will go viral because of the cast being featured and humor

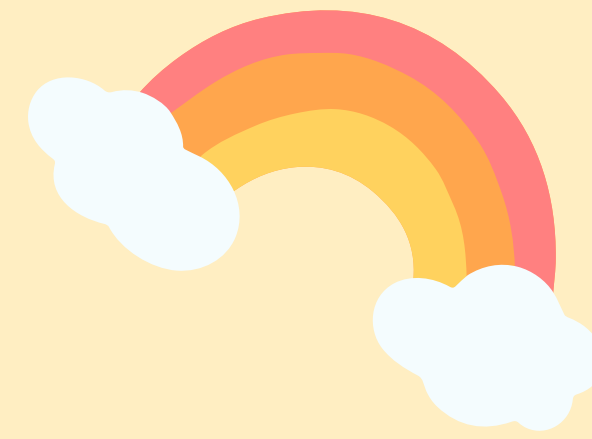


Miss Rachel Reel

- Ms. Rachel reel with Fabulous Furry Friends
- This will be a quick video of Ms. Rachel with the Furry Friends where she will get the viewers excited about the movie
- She tells viewers a bit about the storyline to create buzz about the film for children and parents



MEMES



WHEN YOU REALIZE YOUR CHILDHOOD FAV PLUSHIES

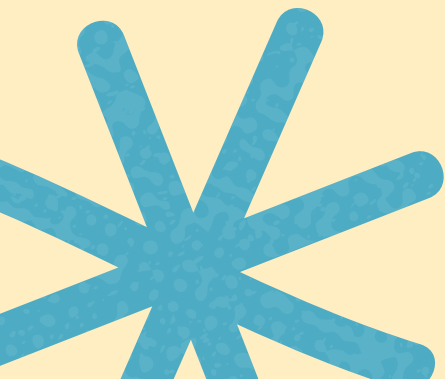


HAVE A MOVIE!



WHEN UR TRYING TO DRESS UR BUILD-A-BEAR BUT NONE OF THE OUTFITS MATCH ITS PERSONALITY

**ME PASSIONATELY EXPLAINING WHY I NEED JUST ONE MORE BUILD-A-BEAR
MY MOM CONFUSED WHY I NEED TO ADD TO MY COLLECTION OF 300 BEARS**



MERCHANDISE



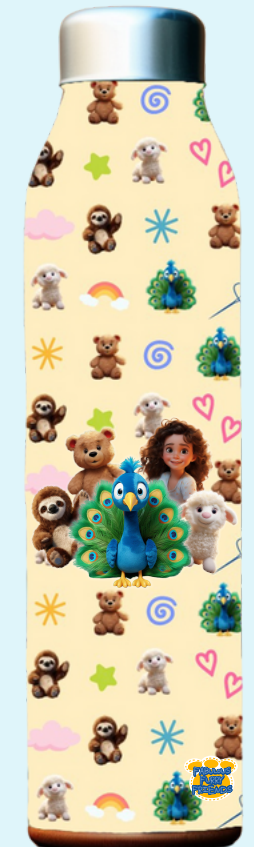
FABULOUS
FURRY
FRIENDS

Merchandise Concepts

- Considering the campaign's demographic, we want the merchandise to resonate with their current stage of life as children in school.
- Children who view the film will want to wear the attire with their friends and at home.
- The merchandise product line includes PJs, backpacks, and bedding
- Build-A-Bear can partner with Target and The Disney Store to sell merchandise at places parents and children frequent together additionally on the Build-A-Bear website/in-stores
- This will continue the celebration of the franchise



Merchandise Concept



- PJ Set for \$32
- Bedding for \$75
- Backpack for \$18
- Waterbottle for \$14
- Distribution/Sale method: Target, Disney Store, and Build-A-Bear online and in-person

Teddy Grahams Limited Edition Snack Collaboration



- Build-A-Bear will partner with Teddy Grahams to create a limited edition snack pack in honor of the movie's launch
- Characters will be featured in each pack from the film for children and parents to enjoy
- The brand has the same demographic as Build-A-Bear and will be a big hit leading up to the movie



Teddy Grahams Sweepstakes

- In collaboration with Teddy Grahams, Build-A-Bear will hold a sweepstakes contest to meet all the actors from the film in Los Angeles.
- To enter the contest, consumers will buy the limited-edition Teddy Grahams package and enter their name through a QR code link inside of the box
- We will get their email information from there to continue connecting with them through email marketing.
- The winner will be flown out with their family members to attend the premiere at Century City.

Nutrition Facts
12 servings per container
Serving size 1 pack

Amount per serving
Calories 120

% Daily Value*

Total Fat 4g	5%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 90mg	4%
Total Carbohydrate 21g	8%
Dietary Fiber 1g	4%
Total Sugars 8g	
Includes 7g Added Sugars	14%
Protein 2g	
Vitamin D 0mcg	0%
Calcium 130mg	10%
Iron 0.7mg	4%
Potassium 50mg	0%

* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

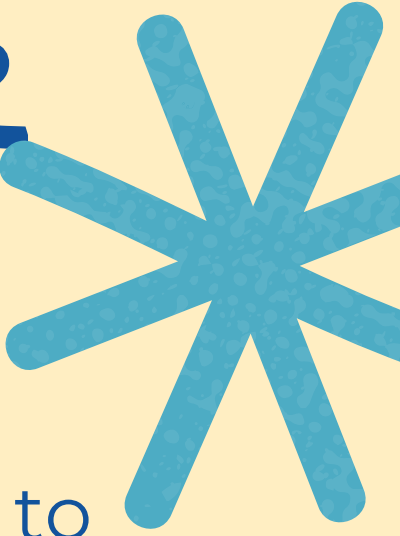
Teddy Grahams **FABULOUS FURRY FRIENDS**

Win a trip to Los Angeles to attend the Fabulous Furry Friends Premiere!

SCAN ME



In-Store Promotion Buy one Get one Free Personalization voice Box



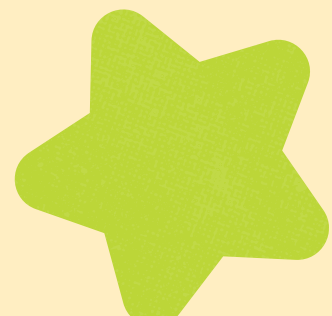
Buy 1
Fabulous Furry Friends
Plush



Get 1
Personalized
Voice Box

I am unique
because I am
one-of-a-kind

- To encourage consumers to go back to in-store shopping, we will have a promotion to buy one plush and get one free personalization voice box
- Customers can answer the question prompt: “What makes you unique?” to inspire children to believe the premise of the movie (all individuals deserve to feel like they belong even if they are different)
- The store will also offer AI voice boxes that will say any prompt given by the customers in the voice of any of the actors.



In-Store Promotion Percentage off PJ's Set with Fabulous Furry Friends Plush Purchase

- To continue spreading the love for the film and franchise, we want to offer an in-store promotion of 20% off children's and adults sized pajamas with a purchase of a Fabulous Furry Friends plush
- This will continue spreading brand awareness outside of the client's main product being plushes



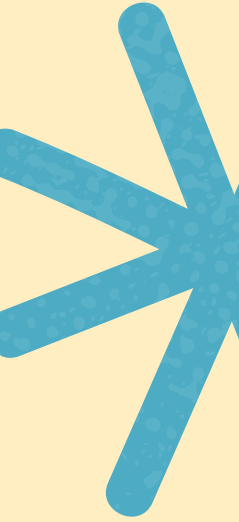
Buy 1
Fabulous Furry Friends
Plush



Get 20% off
Fabulous Furry Friends
Children + Adult Sized
Pajamas



Works Cited



<https://www.jetir.org/papers/JETIR2003214.pdf>

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[054.aspx#:~:text=Screen%20Time%20and%20Children&text=Children%20and%20adolescents%20spend%20a,spend%20up%20to%209%20hours.](https://www.aacap.org/AACAP/Families_and_Youth/Facts_for_Families/FFF-Guide/Children-And-Watching-TV-054.aspx#:~:text=Screen%20Time%20and%20Children&text=Children%20and%20adolescents%20spend%20a,spend%20up%20to%209%20hours.)

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[accordin/#:~:text=September%202022%2C%202023-,A%20family%20of%20four%20in%20California%20needs%20to%20earn%20nearly,a%20new%20report%20by%20ConsumerAffairs.](https://www.pressdemocrat.com/article/news/heres-how-much-you-need-to-earn-in-california-to-be-middle-class-accordin/#:~:text=September%202022%2C%202023-,A%20family%20of%20four%20in%20California%20needs%20to%20earn%20nearly,a%20new%20report%20by%20ConsumerAffairs.)

