



# JUNGLE BEAT

TM

sunrise

# What is Jungle Beat?

Remember when kids were kids and playing meant grass burns, bare feet and muddy faces?

**Jungle Beat is a fun, family friendly series of CGI animated self-contained, dialogue-free, 5 minute episodes** focusing on different animals and the bizarre situations they encounter in nature.

From the bee who's allergic to pollen to the giraffe who's afraid of heights, this wholesome series aims to **entertain, inspire** and **ignite** children's curiosity!



# Introducing the Characters

The cast of Jungle Beat is varied, giving a wonderful, rich family of characters for kids to fall in love with.



# Jungle Beat DNA

The passion behind the JUNGLE BEAT brand is story telling, and this is being communicated across multiple platforms. Integrity and coherency is vital for the brand and its long term partners, and to this end we strive to entwine the JUNGLE BEAT DNA whenever and wherever the brand is represented.

**ORIGINAL** – new, dynamic, creative, fresh, wow, not derivative

**QUALITY** – passion for excellence, trust, consistency, integrity, no short cuts!

**FAMILY** – wholesome, healthy, good natured, innocent, family friendly

**FUN** – energetic, light hearted, exciting, spirited



# Recent Awards

“I’ve Got A Lovely Bunch of Coconuts” & “Somewhere Over The Rainbow” both received Platinum Awards at the 4<sup>th</sup> Annual Pixie Awards held in November last year.



# Numerous International Awards & Accolades

## Jungle Beat – The Series

- Selected episodes officially invited and screened at the Sprockets Toronto International Film Festival, the Anima Mundi in Brazil and at Showcomotion in the UK, 2006.
- Series participated in the Pulcinella Awards 2006 in the International Showcase section, Cartoons on the Bay, Italy, April 2006
- Select episodes showcased at The Museum of Modern Art, New York City, 2006
- Select episodes featured in the Scottsdale International Film Festival, October 2006
- Series showcased at the Bermuda International Kids Film Festival, October 2006
- “Best Series for Children” at the South African Film & TV Association's Awards, 2007
- Select episodes screened at Cinema K: the Children's Film Festival and at the Mar del Plata International Film Festival, Buenos Aires, Argentina, 2007
- Part of a family learning storytelling day in the ‘Short & Sweet’ program at the Rich Mix Festival, London, February 2007
- Select episodes were invited to participate in the Little Big Shots International Children’s Film Festival and the series can also be seen on FilmFestivalWorld.com. Jungle Beat was showcased in the winners section of the Children’s genre films, Australia, 2007
- “National Film Board of Canada Award for Best Animated Short” at the Freeze Frame International Festival, Canada, March 2007
- Select episodes screened at the National Gallery of Art in Washington DC as a part of their summer showcase, July 2007
- Entire first season selected to screen at Black Movie, Festival de Films des Autres Mondes, Geneva, Switzerland, February 2008
- Selected episodes invited to screen at the Travelling World Film Festival, Peterborough, January 2008
- Selected episodes invited to participate in the Black Movie Film Festival, Switzerland, January/February 2009
- Invited to screen at Afrikabok, Senegal, March 2009
- Season 1 invited to screen at The New Children’s Museum, San Diego, California, May/June 2009
- Selected episodes invited to be a part of the Shorts for Shorties: Animation Celebration at the Worldwide Short Film Festival, Toronto, June 2009
- Selected episodes were screened at the 23<sup>rd</sup> International Festival of Films for Children & Young Adults, Iran, August 2009
- Select episodes from season 2 were invited to participate in the Reel Fun Film Festival, Calgary, 2010
- Jungle Beat was invited to participate in the AfryKamera African Film Festival, Poland, May 2010
- Invited to screen at the CinemAfrica Film Festival, Sweden, March 2011
- Jungle Beat Season 1 was invited to screen at the X Chulpicine Film Festival for Kids & Teenagers, a nonprofit organization, Ecuador, September 2011



# More Accolades - Individual Episodes

## 'Always Take the Weather with You'

- Winner of "Best Animation" at the African Eye Animation Festival, Cape Town, South Africa, November 2003
- Top 5 nomination for 'TV Series for All Audiences" category, Cartoons on the Bay, Italy, April 2004
- Winner of the "Children's Jury: Marble Z award for Best Film", Zagreb Animation Festival, Croatia, June 2004
- Winner of the "Audience Award" at the Anima Mundi International Animation Festival, Sao Paulo, June 2004
- "2nd Place" at the Anima Mundi International Animation Festival, Rio de Janeiro, June 2004
- "Official Selection" at the International Animation Festival, Hiroshima, August 2004
- "Finalist" in the "TV Films" category at the Seoul International Cartoon & Animation Festival , Seoul, Korea, August 2004
- "Special Mention" Schlingel 2004: 9th International Film Festival for Children & Young Audiences, Chemnitz, Germany, October 2004
- "Official Selection" at the Chicago International Children's Film Festival, USA, October 2004 (***This is an Academy Award qualifying festival***)
- "Official selection" at the International Leipzig Festival for Documentary & Animated Film: International Panorama program, October 2004
- "Finalist" at the Green Film Festival, Seoul, Korea, October 2004
- "Officially participated" in the main program for the 26th Taipei Golden Horse Film Festival, December 2004
- Selected for the short films Official Competitive Section, Animadrid, Spain, December 2004
- Invited to screen at the fourth BIFF Kids Children's Film Festival, Bermuda, October 2007

## 'Moondance'

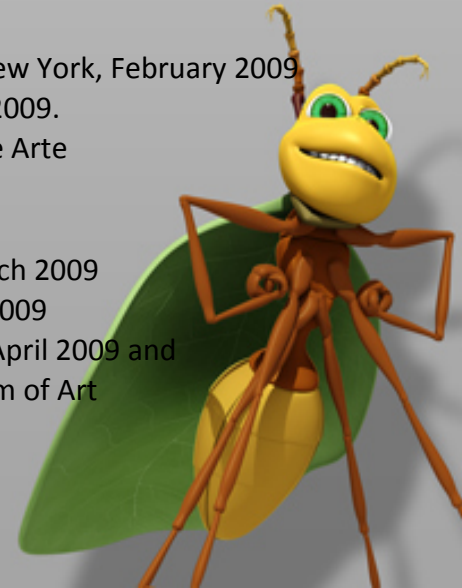
- Nominated in the "TV Series" category at the Annecy International Animation Festival, France, June 2005
- Winner of the "Camerio Audience Award" at the 24th Carrousel International du Film de Rimouski, Winnipeg, Canada, 2006
- Invited to screen at the Environmental Film Festival, Washington DC, March 2008
- Winner of "Best Sound Design" award at the WYSIWYG Festival, San Francisco, California, November 2008
- Winner of "Best Actor – 'Giraffe'" at the WYSIWYG Festival, San Francisco, California, November 2008
- Invited to be a part of a special program during 2009's Annecy International Animation Festival
- Invited to be a part of the Providence Children's Film Festival in New England. During the selection process, Jungle Beat were some of the most popular, scoring highly with the jurors.



# More Accolades - Individual Episodes

## 'Because You're Gorgeous'

- Nominated in the “Short Film” Category at the Annecy International Film Festival, France, June 2008
- Winner of the “children's vote award”, Jica Enfants at the Annecy International Film Festival, France, June 2008
- Selected to screen in a Specialty Program at the Worldwide Short Film Festival, Toronto, June 2008
- Screened at Comic Con San Diego as part of Spike & Mike's Festival of Animation Gauntlet, July 2008
- Audience Award favourite at the Palm Springs International Short Film Festival and included in the 'Best of the Fest' screening, August 2008
- Nominated in the Hiroshima International Animation Festival, August 2008
- Nominated in the LA Shorts Fest, August 2008
- “Children's Jury” 2nd Place at the Chicago International Children's Film Festival, October 2008
- Official part of the International Leipzig Festival for Documentary & Animated Film at the Fredrikstad Animation Festival, Norway, October 2008
- Official part of the Starz Denver Film Festival, Colorado, November 2008
- Showcased at the Sala Parpallo, a contemporary arts gallery, in a projection space dedicated to new media in computer graphics works, Valenica, Spain, December 2008/ January 2009
- Showcased at the Spanish Museum, LABoral Centro de Arte y Creación Industrial, Spain, January 2009
- Invited to participate in the 11th Annual Brooklyn Academy of Music Kids International Film Festival, New York, February 2009
- Invited to participate at Cartoons, the International Short Animated Films Festival, Rome, Italy, March 2009.
- Invited to participate in a series of 14 screenings at the Spanish Museo Extremeño e Iberoamericano de Arte Contemporáneo, March to June 2009
- Screened in the Martha's Vineyard Film Festival for Kids, March 2009
- Screened in the official competition of Cartoons International Short Animated Film Festival, Rome, March 2009
- Invited to screen at the Walker Art Center to 2000 adults and children, Minneapolis, Minnesota, April 2009
- Winner of the “Audience Award” at the 2009 Newport Beach Film Festival, Orange County, California, April 2009 and was subsequently invited to be a part of the Art & Animation celebration at the Orange County Museum of Art



# More Accolades - Individual Episodes

## 'Because You're Gorgeous' cont.

- Invited to be a part of the Festival De Cine Creativas, Madrid, Spain, April 2009
- Screened in the Hiccups family program of the Reel Shorts Film Festival, Alberta, Canada, April 2009 Invited back to Martha's Vineyard for the summer series Cinema Circus
- Invited to be a part of the Little Big Shots International Film Festival for Kids, Australia's major annual traveling children's film festival, which showcases select children's films at events and festivals all across the Australian continent, June – August 2009
- Invited to participate in the Orange County Performing Art Center's outdoor classic film series called Musical Movie Mondays, where short animated films are screened prior to feature presentations, 2009
- Invited to participate in La Matatena, the 14<sup>th</sup> Festival Internacional de Cine Para Ninos, Mexico, August 2009
- Invited, for the second year running, to participate in the International Leipzig Festival for Documentary & Animated Film (DOK Leipzig), Germany, October 2009
- Invited to be a part of the REELkids Film Festival, Ontario, Canada, 2010
- Invited to be a part of The Afrikafilm Festival, Belgium, 2010
- Asked to be a part of a special program at Anima Mundi Festival, Brazil, 2010
- Invited to be a part of the Sprockets Toronto International Film Festival, Canada, April 2011
- Invited to screen at the Mill Valley Film Festival presented by the California Film Institute, San Rafael, May 2011

## 'I Believe I Can Fly'

- Invited to be a part of the Shorts for Shorties: Animation Celebration at the Worldwide Short Film Festival, June 2009
- Invited to be a part of the official section of the 35 Festival Internacional De Filmets, Barcelona, Spain, November 2009
- Invited to screen at the Reel Shorts Film Festival, Alberta, Canada, 2010



# More Accolades - Individual Episodes

## 'I Love Rock n Roll'

- Winner of the award for “Best Animation” at the LG “Life’s Good” Film Festival, Toronto, 2009
- Invited to the Academy Accredited Worldwide Short Film Festival specialty program, Toronto, Canada, June 2010
- Invited to be a part of the Calgary International Film Festival, Alberta, Canada, September 2010
- Invited to be a part of the Regent Park Film Festival, Toronto, November 2010
- Selected for the Regard at the 15<sup>th</sup> Saguenay International Short Film Festival, Quebec, Canada, March 2011

## 'You Don't Bring Me Flowers'

- Invited to be a part of the Shorts for Shorties: Animation Celebration at the Worldwide Short Film Festival, Toronto, June 2009
- Invited to be a part of Sala Parpallo, an institutional museum of contemporary art with a New Media Space for animation, Valencia, Spain, December 2009
- Invited to be a part of El Loop, the most important fair and festival of video in Barcelona, Spain, 2010
- Invited to be a part of the Sprockets Toronto International Film Festival, Canada, April 2011

## 'Born To Be Wild'

- Premiere invitation to screen at the Mill Valley Film Festival, California, 2007



# More Accolades - Individual Episodes

## 'If At First You Don't Succeed'

- Invited to be a part of the Sprockets Toronto International Film Festival, Canada, April 2011
- Selected for the International Panorama of the 15<sup>th</sup> edition of Cartoons on the Bay – International Television and Cross-media Animation Festival, April 2011
- Invited to screen at the Mill Valley Film Festival presented by the California Film Institute, San Rafael, May 2011
- Selected for recognition by the American Pixel Academy, and subsequently won a Platinum "Pixie" Award
- Invited to screen as a part of "A World of Shorts," the Toronto CFC Worldwide Short Film Festival's monthly screening series presented by the National Film Board of Canada
- Invited to participate in the 14<sup>th</sup> Annual BAMKids International Film Festival at the acclaimed Brooklyn Academy of Music, New York, 2012

## 'Yes, We Have No Bananas'

- Invited to be a part of Cinekids, a monthly film club in conjunction with the Encounters International Short Film Festival as a pre-festival children's event, Bristol, November 2007

## 'I've Got You Under My Skin'

- "1st Place" Sprockets Toronto International Film Festival, April 2006
- Invited to be a part of The Global Kids International Film Festival, Lisbon, Portugal, October 2007

## Shout, Shout, let it all Out

- Invited to be a part of the Providence Children's Film Festival in New England. During the selection process, Jungle Beat were some of the most popular, scoring highly with the jurors.



# More Accolades - Individual Episodes

## 'Blowin In The Wind'

- With a return to the World Wide Short Film Festival the short was invited to be a part of their 2011 Shorts for Shorties Program in Toronto, 2011
- Invited to exhibit at the National Gallery of Art, Washington D.C, 2011
- Invited to screen as a part of the 2011 St Louis International Film Festival, November 2011 and into 2012
- Selected to screen as a part of the 2012 International Children's Film festival Film'on in Brussels, Belgium in October & November

## "This Little Light of Mine"

- With a return to the World Wide Short Film Festival the short was invited to be a part of their 2011 Shorts for Shorties Program in Toronto, 2011
- Selected for recognition by the American Pixel Academy, and subsequently won a Platinum "Pixie" Award, 2012
- Winner of Best Animation at the SAFTA's (the South African Film and Television Awards), March 2012
- Selected to screen at the Toronto International Film Festival's Kids Festival – the #1 children's film festival for kids aged 3 – 13, April 2012

## "Somewhere Over The Rainbow"

- Selected to screen at the Toronto International Film Festival's Kids Festival – the #1 children's film festival for kids aged 3 – 13, April 2011
- Selected for recognition by the American Pixel Academy, and subsequently won a Platinum "Pixie" Award, 2013

## "I've Got A Lovely Bunch Of Coconuts"

- Selected for recognition by the American Pixel Academy, and subsequently won a Platinum "Pixie" Award, 2013



# Production Plan

- **BROADCAST**
  - ❖ 65 Jungle Beat Episodes
- **ONLINE**
  - ❖ Jungle Beat e-Club
- **GAMES**
  - ❖ Mobile Games
  - ❖ Games & Apps
- The Production of Jungle Beat will continue to use characters from season 1 and 2, as well as introducing new characters from different settings in each new season. For example, in season 3 we bring to life new characters from the ocean, including a Puffer Fish and Octopus, amongst others.



# Broadcast

## Jungle Beat on screen

**Broadcast** in over 180 countries worldwide.

**Airlines:** Shown on more than 28 airlines including British Airways, Emirates and South African Airways. Brand new season 2 episodes currently on **SAA** and **Mango Airlines**.

**Intertainment:** Jungle Beat episodes are currently being screened on the Intercape luxury buses across South Africa.



# Jungle Beat on SABC

Jungle Beat will be exploding onto television screens on **SABC** in the near future.

All 26 episodes of approximately 5 minutes each will be screened.

It has been agreed that the number of transmissions will be unlimited with at least 40% of the episodes being broadcast during childrens programmes prime time.

We have secured a 2 year license so Jungle Beat will be seen on TV screens countrywide until the end of December 2015



# Jungle Beat in CINEMA

Jungle Beat episodes are being screened directly before major family films in **Nu Metro cinemas throughout South Africa in 3D stereoscopic.**

The cinema initiative started in December 2010 and will be a continuing initiative for the foreseeable future.

These screens draw around **100 000 people per week, meaning over an 8-10 week period more than a million people will be viewing the episode in cinema in high quality 3D stereoscopic surround sound.**

To advertise the screening of Jungle Beat episodes in Nu Metro, posters have been created for Nu Metro cinema forecourts.



# Jungle Beat in CINEMA

## Episode Launch Dates & Movie Schedule

- Wreck it Ralph – 25 January
- Oz: The Great and Powerful – 8 March
- Escape From Planet Earth – 22 March
- The Croods – 29 March
- Epic – 14 June
- Monsters University – 21 June
- Despicable Me 2 – 5 July
- Planes 3D – 16 August
- Turbo 3D – 5 September
- Smurfs 2 3D – 20 September
- Free Birds 3D – 6 December
- Walking with Dinosaurs 3D – 20 December
- Frozen 3D – 27 December



# Jungle Beat Retail 2013

We are looking at the re-launch, phase 1, for **TOY, PARTY FAVOURS, DVD, GIFTING, STATIONARY** during 2013 through 100 stores nationally which will include Pick 'n Pay, Game, Shoprite, Checkers, Toys 'R Us, Reggies & Independents.

Stand alone JB standees will appear in these stores and we are looking at a competition element for the launch.

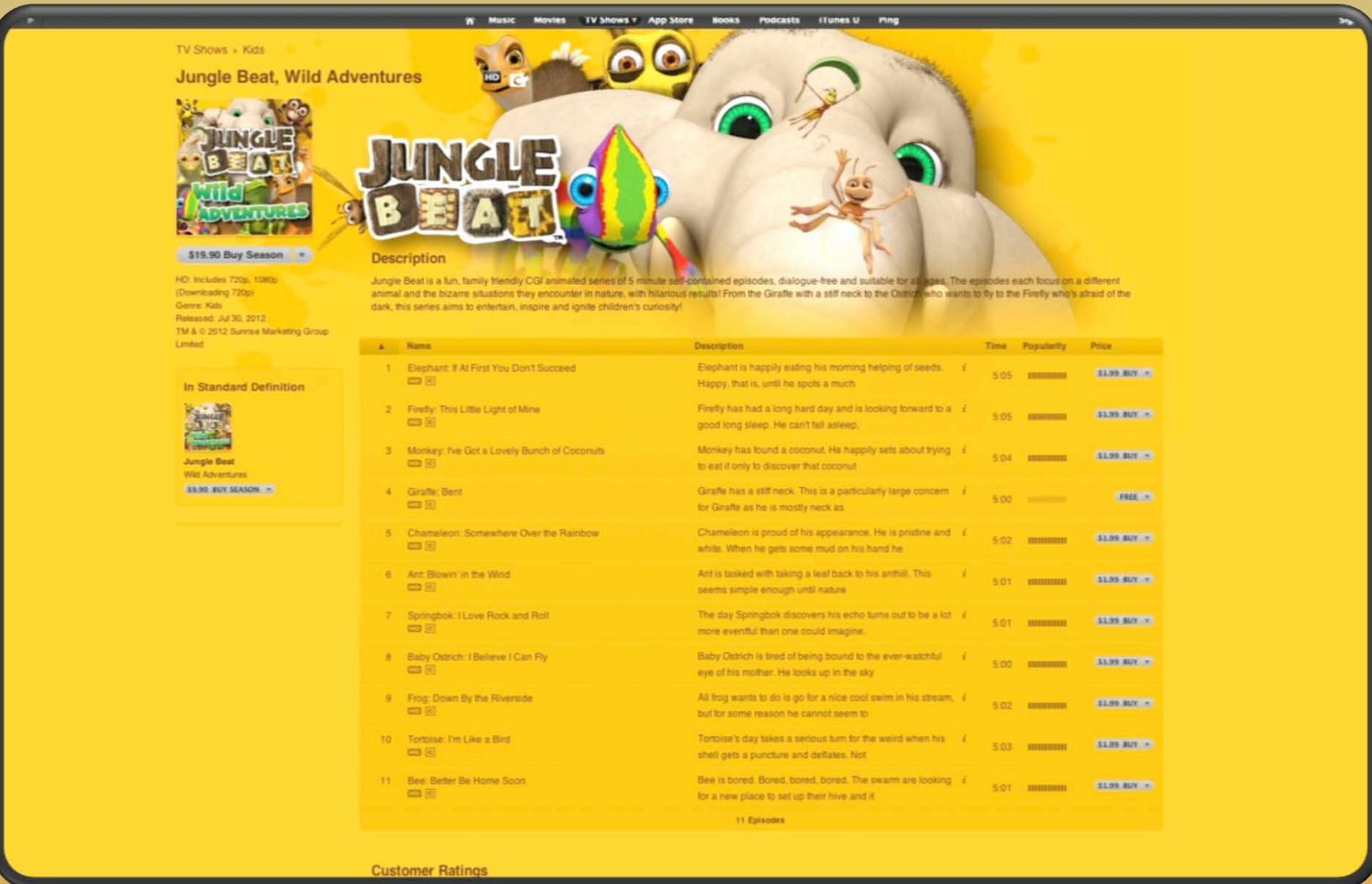
We are currently working on the marketing plan, along the likes of My First which is distributed to 60 000 kids nationally and endorsed by the education department.

Phase 2 will be much bigger as we will be planning for Xmas.



# Jungle Beat on iTunes

Sunrise Productions is thrilled to announce that Jungle Beat, Wild Adventures launched on iTunes in Canada, Australia and in the United Kingdom in 2012.



The screenshot shows the iTunes interface for the TV show 'Jungle Beat, Wild Adventures'. The page features a large background image of an elephant with various jungle animals flying around it. The title 'Jungle Beat, Wild Adventures' is prominently displayed. Below the title, there is a 'Description' section and a table of 11 episodes. The table columns are Name, Description, Time, Popularity, and Price. The price for most episodes is \$1.99, while episode 4, 'Giraffe: Bent', is free. The page also includes a 'Buy Season' button for \$19.90 and a 'Customer Ratings' section at the bottom.

TV Shows > Kids

## Jungle Beat, Wild Adventures

**\$19.90 Buy Season**

HD Includes 720p, 1080p (Downloading 720p)  
Genre: Kids  
Released: Jul 30, 2012  
TM & © 2012 Sunrise Marketing Group Limited

**In Standard Definition**

Jungle Beat Wild Adventures  
**\$9.99 BUY SEASON**

### Description

Jungle Beat is a fun, family friendly CGI animated series of 5 minute self-contained episodes, dialogue-free and suitable for all ages. The episodes each focus on a different animal and the bizarre situations they encounter in nature, with hilarious results! From the Giraffe with a stiff neck to the Ostrich who wants to fly to the Firefly who's afraid of the dark, this series aims to entertain, inspire and ignite children's curiosity!

#	Name	Description	Time	Popularity	Price
1	Elephant: If At First You Don't Succeed	Elephant is happily eating his morning helping of seeds. Happy, that is, until he spots a much	5:05	██████████	<b>\$1.99 BUY</b>
2	Firefly: This Little Light of Mine	Firefly has had a long hard day and is looking forward to a good long sleep. He can't fall asleep.	5:05	██████████	<b>\$1.99 BUY</b>
3	Monkey: I've Got a Lovely Bunch of Coconuts	Monkey has found a coconut. He happily sets about trying to eat it only to discover that coconut	5:04	██████████	<b>\$1.99 BUY</b>
4	Giraffe: Bent	Giraffe has a stiff neck. This is a particularly large concern for Giraffe as he is mostly neck as	5:00	██████████	<b>FREE</b>
5	Chameleon: Somewhere Over the Rainbow	Chameleon is proud of his appearance. He is pristine and white. When he gets some mud on his hand he	5:02	██████████	<b>\$1.99 BUY</b>
6	Ant: Blowin' in the Wind	Ant is tasked with taking a leaf back to his anthill. This seems simple enough until nature	5:01	██████████	<b>\$1.99 BUY</b>
7	Springbok: I Love Rock and Roll	The day Springbok discovers his echo turns out to be a lot more eventful than one could imagine.	5:01	██████████	<b>\$1.99 BUY</b>
8	Baby Ostrich: I Believe I Can Fly	Baby Ostrich is tired of being bound to the ever-watchful eye of his mother. He looks up in the sky	5:00	██████████	<b>\$1.99 BUY</b>
9	Frog: Down By the Riverside	All frog wants to do is go for a nice cool swim in his stream, but for some reason he cannot seem to	5:02	██████████	<b>\$1.99 BUY</b>
10	Tortoise: I'm Like a Bird	Tortoise's day takes a serious turn for the weird when his shell gets a puncture and deflates. Not	5:03	██████████	<b>\$1.99 BUY</b>
11	Bee: Better Be Home Soon	Bee is bored. Bored, bored, bored. The swarm are looking for a new place to set up their hive and it	5:01	██████████	<b>\$1.99 BUY</b>

11 Episodes

Customer Ratings



# Toy Range

Launched in November 2011 and consists of;

- Puzzles
- Board Games
- Plush
- Ball



# Publishing

Publishing deal with Pearsons  
Publishing

High quality story book released  
Dec 2010

Initial roll out of 3 activity books.



# Jungle Beat in Blockbusters

Jungle Beat DVD and popcorn is now available in Blockbuster outlets countrywide. Blockbusters also ran a competition whereby customers won monthly Jungle Beat hampers!



PURCHASE OUR  
POPCORN &  
YOU STAND A CHANCE  
TO WIN 1 OF 5  
**SAMSUNG BLU-RAY  
PLAYERS**  
OR 1 OF 10  
**JUNGLE BEAT HAMPERS!**

See pack for more details. Terms and Conditions Apply. Full Terms and Conditions available in stores. [www.facebook.co.uk/blockbustersentertainment](http://www.facebook.co.uk/blockbustersentertainment)

**BLOCKBUSTERS**  
ENTERTAINMENT

WHAT YOU WANT TO SEE



# Jungle Beat Promotions

## SAFARI

SAFARI ran a Jungle Beat On-Pack Promotion during the Dec/ Jan school holidays through to the end of March 2013.

This promotion included 300 000 In-Pack Jungle Beat Lenticular Rulers as premiums. The On-Pack Promotion consisted of a sms competition whereby Jungle Beat DVD's, Nu Metro Cinema Tickets & Jungle Beat Plush Toys were won.



In addition, SAFARI teamed up with Nickelodeon in a cross promotion whereby Jungle Beat episodes were aired and “topped and tailed” with a SAFARI billboard advertising the Jungle Beat Promotion and competition element.

**Recent statistics confirm that Nickelodeon reaches more than 800 million households globally in more than 211 countries.**

The Jungle Beat episodes aired in March 2013 and ran for 6 weeks.

**nickelodeon™**



# SPUR

Spur, one of South Africa's Largest QSR chains ran a fantastic Jungle Beat Promotion during the Easter 2012 school holidays.

This promotion included 180 000 Jungle Beat DVD premiums, cinema activations and a cross-promotion with a major cinema chain, Nu Metro.

Spur was thrilled with the success of the promotion and we are in discussions with regards to a 2<sup>nd</sup> Jungle Beat promotion.



# SASOL

SASOL ran a collectable Jungle Beat DVD forecourt promotion over the 2011 Dec/Jan school holidays.

150 000 Jungle Beat DVD's premiums were available to be collected at forecourts across the country. Customers were encouraged to purchase one of the promotional combos shown alongside and you would receive one of the 6 collectable DVD's.

The promotion was supported by strong forecourt point of sale material which included posters, flyers and wobblers.



Buy any promotional combo and collect 1 of 6 FREE Jungle Beat DVDs. Promotional period: 1 December 2011 - 4 January 2012

**Buy 2 x 125g Simba Lays for R20.00 & receive a FREE JUNGLE BEAT DVD**  
*Offer applies to: 125g Simba Lays (all flavours)*

**Buy 2 x 2L Coca Cola for R32.90 & receive a FREE JUNGLE BEAT DVD**  
*Offer applies to: 2L Coca Cola (selected flavours)*

**Buy 2 x Ferrero Rocher T3 for R21.00 & receive a FREE JUNGLE BEAT DVD**  
*Offer applies to: Ferrero Rocher T3*

**Buy 2 x Doughnuts for R14.50 & receive a FREE JUNGLE BEAT DVD**  
*Offer applies to: jam, chocolate & vanilla doughnuts*

**Buy 2 x Nestlé Giant Bars for R22.90 & receive a FREE JUNGLE BEAT DVD**  
*Offer applies to: 100g Bar-One Giant & 62g Tex Giant*

**Buy 2 x Ola Cornetto for R21.90 & receive a FREE JUNGLE BEAT DVD**  
*Offer applies to: 120ml Ola Cornetto (strawberry, vanilla & chocolate excluding Classic)*

**Buy a Power Play & Bonaqua Pump™ for R22.50 & receive a FREE JUNGLE BEAT DVD**  
*\*Power Play is the trademark of The Coca-Cola Company ©2011 Bonaqua Pump is a registered trademark of The Coca-Cola Company ©2011.*

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Terms & Conditions Apply. 150 000 copies of jungle beat DVD's available (25 000 of each DVD) TM & Copyright © 2011 Suniva Marketing Group Limited. All rights reserved.

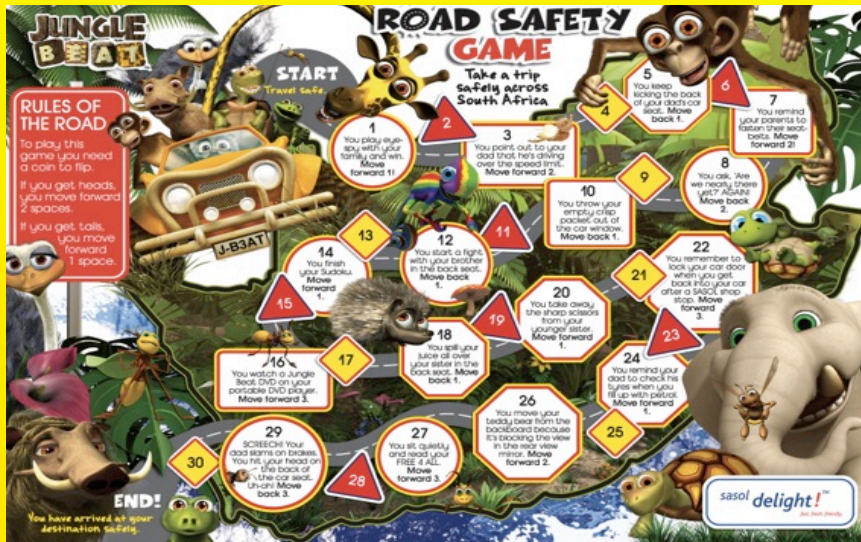
sasol **delight!**™  
*fast. fresh. friendly.*

# SASOL cont.

The SASOL forecourt promotion was additionally supported by a strong presence in the Free4All paper.

65 000 copies of Free4All were distributed under contract to Primary schools in KZN, Gauteng and Western Cape.

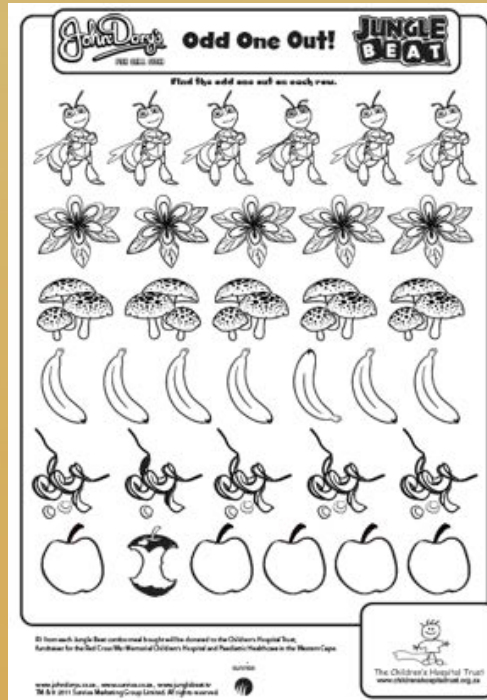
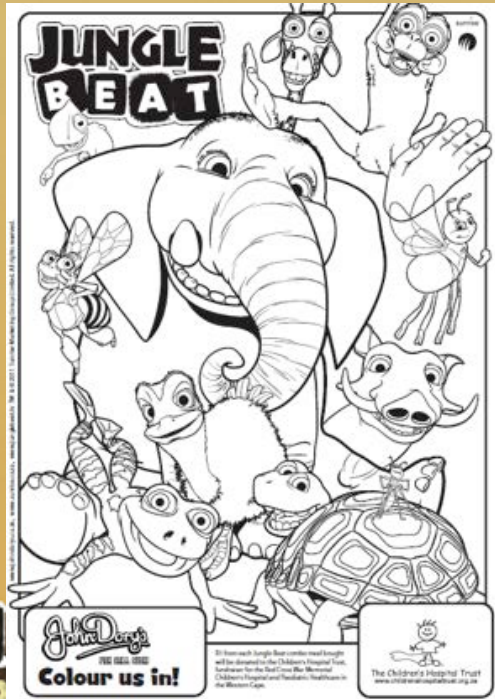
An additional 30 000 copies were distributed to selected SASOL forecourts.



# JOHN DORY'S

John Dory's ran a Jungle Beat promotion over the Sep/Oct 2011 school holidays where kids collected Jungle Beat mugs with John Dory's kiddies meals.

Jungle Beat activity sheets were available in John Dory restaurants and a Jungle Beat prize hamper was up for grabs!



**Combo**  
**JUNGLE BEAT**  
**R39** includes **FREE** **JUNGLE BEAT** mug  
 collectable filled with soda of your choice!  
**PLUS!**

Stand a Chance to WIN a PARTY for you and 10 friends at John Dory's and 5 Jungle Beat Hampers  
 E Cape, W Cape, Gauteng and surrounds only.

**R1** from each meal will go to  The Children's Hospital Trust

**John Dory's**  
 FISH GRILL SUSHI  
 Eat-in only White Stocks Last No Sharing  
 Customer Care Line 0860 536797 0860jdorys  
 www.johndorys.co.za  
 John Dory's Franchise (Pty) Ltd Co. Reg. No. (2004/130578/07)

Name: \_\_\_\_\_ Age: \_\_\_\_\_

Contact number: \_\_\_\_\_

**TERMS & CONDITIONS:** Valid 30 Sept-30 Nov 2011. To enter kids under 12 must buy Jungle Beats combo in any John Dory's (excl. KZN), complete the entry form and place it in the box in the restaurant. Prizes will be randomly drawn. Winners will be notified by telephone and/or email. Prizes can be collected by the winner at the John Dory's where they entered. See www.johndorys.co.za for competition rules.

# CHICKEN LICKEN

Chicken Licken ran a Jungle Beat QSR promotion during November and December 2010 whereby Jungle Beat branded premiums were given away at Chicken Licken outlets throughout South Africa.



# WIMPY

A Jungle Beat promotion was run with the major QSR chain, Wimpy, in the September 2010 school holidays whereby 350 000 Jungle Beat DVD's were placed with children's meals. The promotion was supported by a print, radio and a television ad campaign.

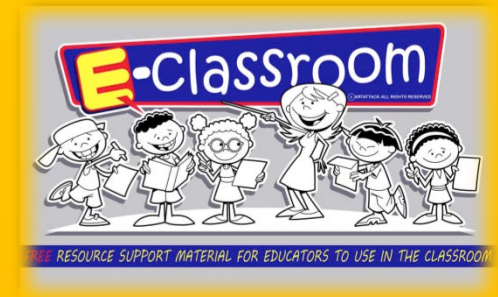
The promotion was so successful that Wimpy sold out of the 350 000 Jungle Beat DVD premiums in under 2 weeks for a planned 3 week promotion.

Feedback we received from Wimpy was that the Jungle Beat DVD promotion was even more successful than the previous Ben10 promotion and the Loony Tunes promotion that was run over the World Cup.



# Marketing/ PR

## E-Classroom



E-Classroom is a digital magazine which is provided to ALL educators at primary Schools nationally via an online portal. As literacy and numeracy have been subject matters of concern for learners in recent outcome results, this portal provides creative support resource material to both educators and parents at a click of a button. Their content promotes cognitive thinking and motor skills and the worksheets are creative so that children “have fun” whilst learning. Jungle Beat is thrilled to be associated with E-Classroom and regularly sponsor work sheets.

- The website link is emailed to 1000 primary schools nationally & a further 1400 schools have registered to receive the E-classroom newsletter.
- The LSM school groups targeted are lower and higher.
- Registration is FREE to any user who wishes to receive the monthly newsletter and users do not pay to download content.
- A monthly PR campaign is in place with Fusion Design where radio and magazine exposure is given to the website.

## Facebook

You can find Jungle Beat on Facebook at [Jungle Beat Facebook](#) and keep up to date with what is happening with your favourite jungle characters.



# List Premier

48 Jungle Beat **interactive educational lessons** for school children are currently in production.

These will roll out on whiteboards in classrooms **worldwide in 2013** and be supported by mobile applications so that children will have access to them at school as well as at home or on the move.

Jungle Beat characters and stories have **been integrated into 24 English modules and 24 Enrichment modules** to encourage children to find learning fun and to engage with them in the educational space.



# Character Costume

Character costume appearances at malls and events

Jungle Beat Mall Shows were held at Fourways Mall in Johannesburg and Gateway Mall in Durban over the 2010 December holidays.

Both forecourts were completely Jungle Beat themed with a stage for “meet and greet”. Additionally there was a jungle gym, scratch patch, activity area etc.

Monkey and Tortoise also made guest appearances at the 2012 Living & Loving Kids & Baby Expo in March earlier this year held at Emperors Palace. The characters appeared in 3 live shows a day much to the children's delight.



# The Childrens Hospital Trust

We are very excited to be partnering with the Children's Hospital Trust. The Trust raises funds for the Red Cross War Memorial Children's Hospital – the only specialised dedicated children's hospital in southern Africa – as well as for special projects aimed at improving paediatric healthcare in the Western Cape.



The Trust do fantastic work in raising funds to keep the Red Cross Children's Hospital a centre of excellence able to deliver a service to sick children equal to anything available in the world.

The work of the Hospital is never-ending and the task of maintaining the standard of excellence is as important now as it was when the Trust was first formed in 1994.

We will endeavour to use all Jungle Beat promotions to raise funds for the Red Cross Children's Hospital. The first of these was the Jungle Beat John Dory's promotion where R1 from every meal was donated to the Children's Hospital Trust.



# St Josephs Home

In June 2012, the Ackermans Marketing Team put together a charity day at St Josephs Orphanage near Gugulethu. The Jungle Beat characters were used as cut outs/wall paper and put up on orphanage walls in order to brighten up the ward.

Additionally the children were given Jungle Beat activity books (kindly donated by Pearsons) to colour in and a Jungle Beat DVD (kindly donated by Sunrise) was played whilst the Ackermans team were busy doing the make over.

We were told that the Jungle Beat characters were chosen above all other characters as they were the children's favourites.





JUNGLE BEAT



JUNGLE BEAT



JUNGLE BEAT



JUNGLE BEAT



**JUNGLE  
BEAT**



■ Pantone 213:  
■ Pantone 670:  
Glitter on hearts

**JUNGLE  
BEAT**



**JUNGLE  
BEAT**



**JUNGLE  
BEAT**



JUNGLE  
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# Thank You

