

BIG & SMALL



Happy new year ! I hope you had a great holiday and are enjoying 2011 so far. Here's the latest news from the world of Big and Small...

CBeebies Weekly Magazine Renew Big and Small License

The ever popular CBeebies Weekly magazine, which has a weekly readership of **1,198,000**, has renewed its license with Big and Small for another year. The Big and Small inclusions have proved very popular for the magazine, and this has seen them feature more regularly and more prominently in the last few months. We are delighted at the commitment the magazine has shown to the brand, and at the exposure they have given Big and Small to such a wide audience. (See examples of recent coverage below)

Cooneen's Pyjamas Get Trial in Debenhams

Very encouraging news from Cooneen as Debenhams have taken on a trial run of Big and Small nightwear. As one of the biggest clothes outlets on the high street, this trial should be a key breakthrough for the Big and Small branded apparel. Get yourself down to your local Debenhams and pick up a pyjama!

Sweden Calling

More international success for Big and Small as Sverigest Television are set to complete a deal to get their own version of the BAFTA-award winning website www.bbc.co.uk/cbeebies/bigandsmall. The site will be revoiced by Swedish actors and the work to localise it will be carried out by creators Plug-In Media. Sweden are the latest territory to get the website, following Wales, Denmark, Norway, Africa, Asia, India, Latin America and Poland.

Big and Small Sent to Coventry (and other places across the UK)

The Big and Small character costume made one final appearance for 2010, meeting and greeting fans in Coventry city centre. The event organiser was pleased with the result and said 'the public really enjoyed themselves'. 2010 was a big year for the Rainbow Big and Small costume. They also visited: Toyfair, Longleat, West Sussex Bunn Leisure Park, Brand Licensing, Folkestone, Birkenhead, Middleton, Bolton, Preston and Derby.

Social Network Getting Bigger

Following the news last month that Small now has his very own Twitter feed (follow @SmallsWisdom!), we can now announce that Big and Small are looking to increase their social network presence by starting their own Facebook page. Check it out at <http://on.fb.me/hhXUMC> and 'Like' it as soon as possible! They also have a strong presence on Youtube, where videos of Big and Small have amassed hundreds of thousands of views. This is all in an effort to connect the dots of Big and Small's online presence and to build a strong online following that can interact with the show and each other.

That's all for this month, I'm off to teach Small the *real* words to Auld Lang Syne. Till next time...

