



BRAINIAC (Sky One)

Target market :
Children 8 + and Adults.
Family viewing.

Highly original live action science show that has been a core part of the Sky schedules for a number of years. There have been 8 series of Brainiac to date.

Strong visual identity – yellow and black – has helped establish the series as one that is easily remembered by viewers.

The programmes are frequently on Sky channels with a high repeat count.

Dedicated following that has spawned a number of Fan based web forums and websites.

Spin off programmes have run on Sky as well.

Brainiac Live – stage show has been toured the UK to great reviews and tour merchandise sold through at venues extremely well demonstrating the popularity of the series well. There have been two Live Tours.

Now established at Butlins as a key part of their entertainment programme.

2011 sees the launch of a range of Dress Up Costumes from new licensee Orion Costumes.

Licensed range of science and gadget toys from Paladone Products introduced to the market to a great retail reaction – products include shocking products , flying products and kits. They have been developed with full input from the Brainiac production team.