



BBC TWO EVERYBODY'S FAVOURITE PERSONALITY

We love a challenge and we're renowned for injecting life into inanimate objects. In 1991 our ground breaking idents helped transform BBC Two's personality, which viewers had previously considered 'snobbish, middle-class and highbrow'.

By 2001 we needed a fresh approach to reflect the youthful slant of the channel's new schedule. So we gave the figure a pair of robotic arms and a cheeky personality that delivered irresistible fun and occasional anarchy into the proceedings. Our solution successfully engaged with a broader, wider audience, helping the channel to increase its share of viewing by an impressive 50%.