



## BBC3 THREE'S THE MAGIC NUMBER

With the launch of BBC Three, the UK's young people - who had traditionally felt underrepresented by the BBC - finally had a place of their own in the broadcaster's growing digital family. Of course, the channel needed a personality to reflect its audience, so the BBC turned to us for ideas. Our solution? The Blobs.

Delving into the BBC archives for soundbites that these endearing creations could act out, we delivered a series of award-winning idents that helped established the channel's charming, funny and irreverent personality. Our young target audience fell in love with them, and quickly took BBC Three to their hearts.