



TEXT SANTA **SANTA'S LITTLE** **HELPERS**

ITV is launching a brand new charity and entertainment initiative at the heart of the ITV1 Christmas schedule.

Our task was to create an iconic brand identity that creates cut through and resonates with viewers throughout the Christmas period.

We created a new family of characters who help Santa spread the spirit of Christmas. Endearing, thoughtful, playful or a little bit silly; the characters each have their own traits and personalities.

The characters appear in a promo campaign leading up to the show, the title sequence and the on-screen graphics for the show itself. The characters will also infiltrate the ITV1 channel identity in December, always finding ways to play with the logo.