

# GUIDELINE BOOK



**BIGFOOT  
FAMILY**

IN 3D SUMMER 2020

nWave

WAVE

WAVE

BELGA

BELGA

CHA



# Upcoming european releases





nWave's

# BIGFOOT FAMILY

**FRENCH RELEASE DATE: TBC**

**NO HOLDBACK ON THEATRICAL RELEASE**





nWave's

# BIGFOOT FAMILY

**DUTCH RELEASE DATE: SUMMER 2020**

**NO HOLDBACK ON THEATRICAL RELEASE**





# Positioning

## THE PERFECT FAMILY ENTERTAINMENT COMEDY + ADVENTURE & ACTION + HEART

**More comedy** with more **funny talking animals**

**More adventure** and action with strong ride **cinematic 3D scenes**

**More heart** with strong **family bonds** and Adam+Emma **love story**

Tone, humor and themes appealing for both kids & adults, girls and boys

Educational with a strong environmental message



# Positioning & Dating<sup>\*</sup>



JULY

AUGUST

SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER

COMING  
SOON

2020

2021

DREAMBUILDERS

BOB'S BURGERS

PINOCCHIO

RED SHOES  
AND THE  
7 DWARFS

THE SPONGEBOB MOVIE  
IT'S A WONDERFUL SPONGE

YAKARI

Trolls 2

Fritzi

CALAMITY

PETIT VAMPIRE

Disney  
RAYA  
AND  
THE LAST DRAGON

THE CROODS  
2

The  
Elfkings

SHORT FILMS  
ANIMATION  
CONNECTED

minions  
2

Soul

SCOOB!

SPYCIES

TERNET  
NINJA

Away

LES  
BLAGUES  
DE TOTO

<sup>\*</sup>COMPETITIVE ENVIRONMENT AS ANNOUNCED IN MARCH 2020. GIVEN THE CURRENT CONTEXT, THESE DATES ARE FOR INDICATIVE PURPOSES ONLY.





# Brand



**LOCALIZE THE TITLE - BUILD THE BIGFOOT FAMILY BRAND**



# Marketing materials





**Marketing  
materials**

**Teaser Poster Valley (B2C)**  
100x130 Poster



Available Now





**Marketing  
materials**

**Teaser Poster Valley (B2C)**  
275x68 Poster



Available Now





**Marketing  
materials**

## Teaser Poster Valley (B2C)

4x3 Poster



Available Now





# Marketing materials

## Teaser Poster Totem (B2C)

100x130 Posters



Available Now





# Marketing materials

## Teaser Poster Totem (B2C) 2000x2300 & 2100x900 Standees



Available Now





# Marketing materials

## International Launch Poster

QUAD AND 120x160 Poster



Available Now





# Marketing materials

## Characters (B2C) 2000x2300 Standees



The Standees can also be adapted into posters.

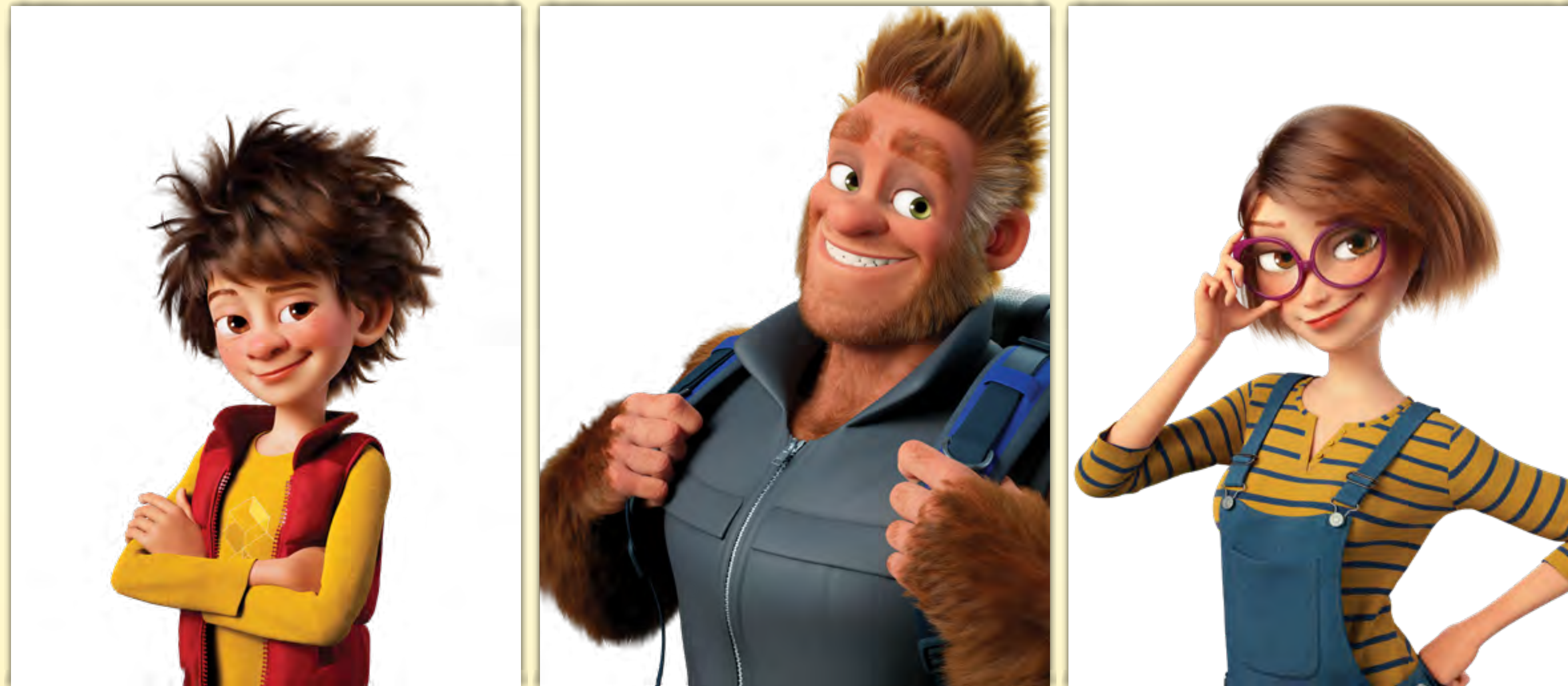
Available Now





# Marketing materials

## Character Posings (B2B)

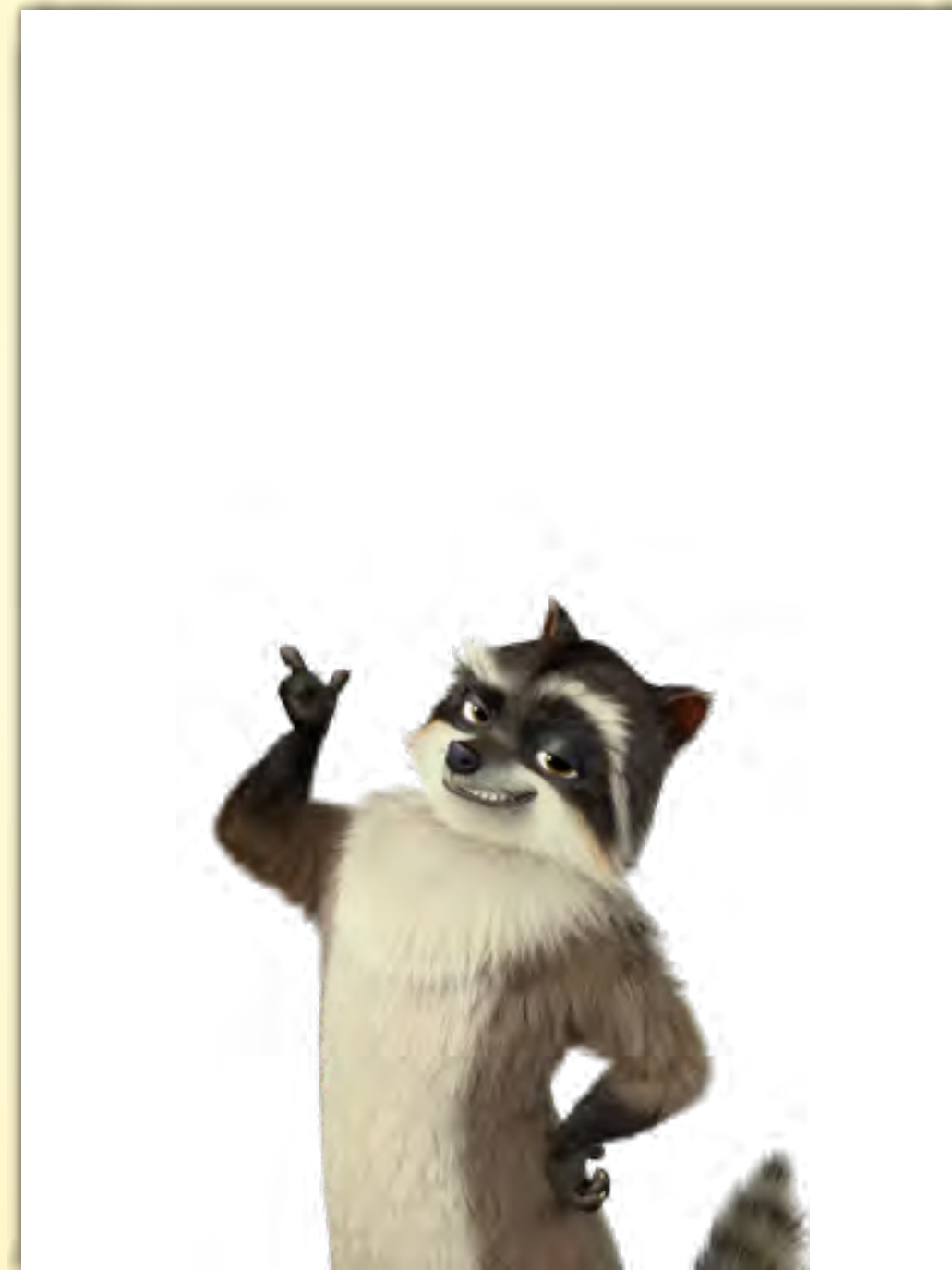


Available Now



# Marketing materials

## Character Posings (B2B)

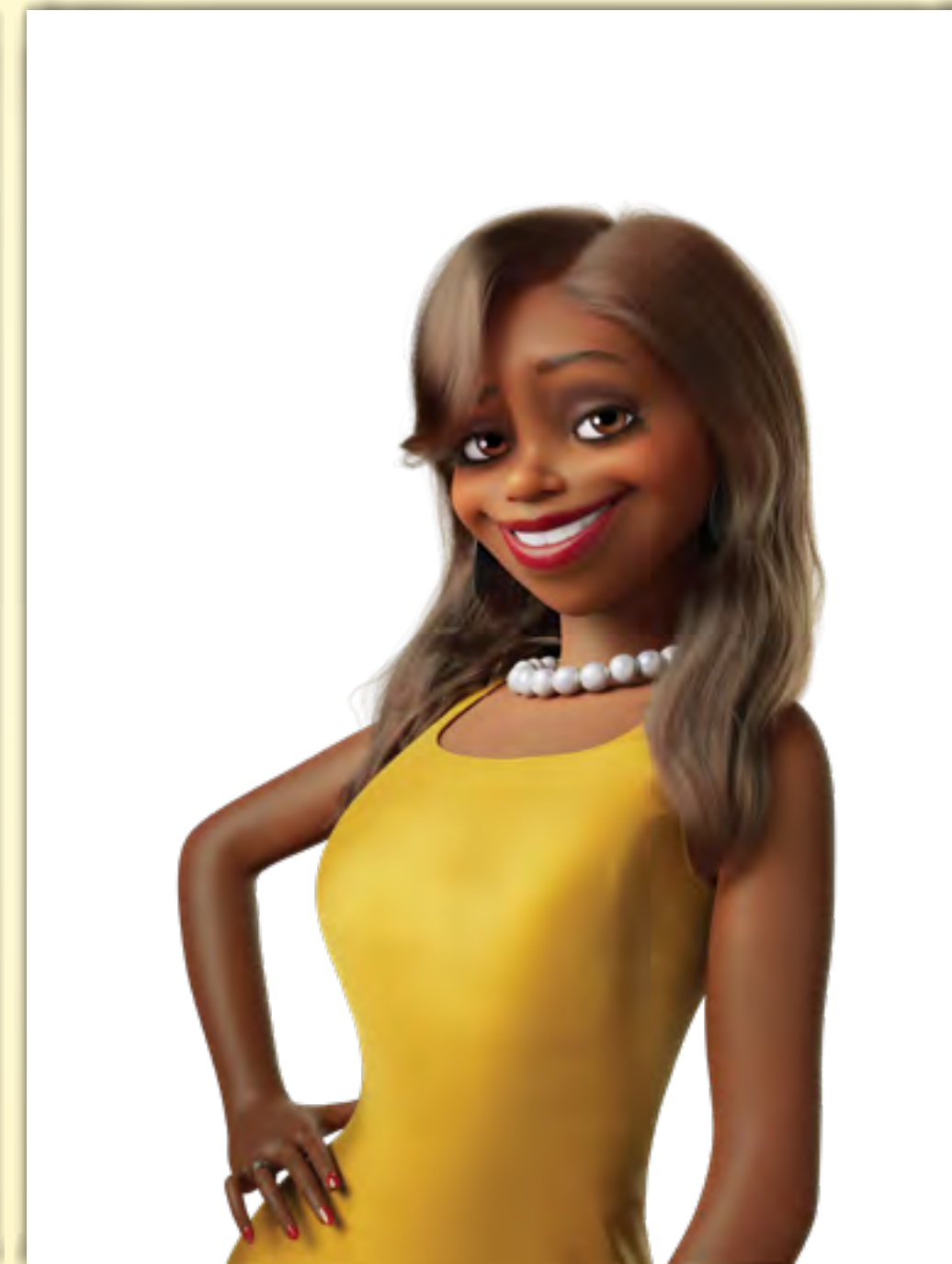


Available Now



# Marketing materials

## Character Posings (B2B)

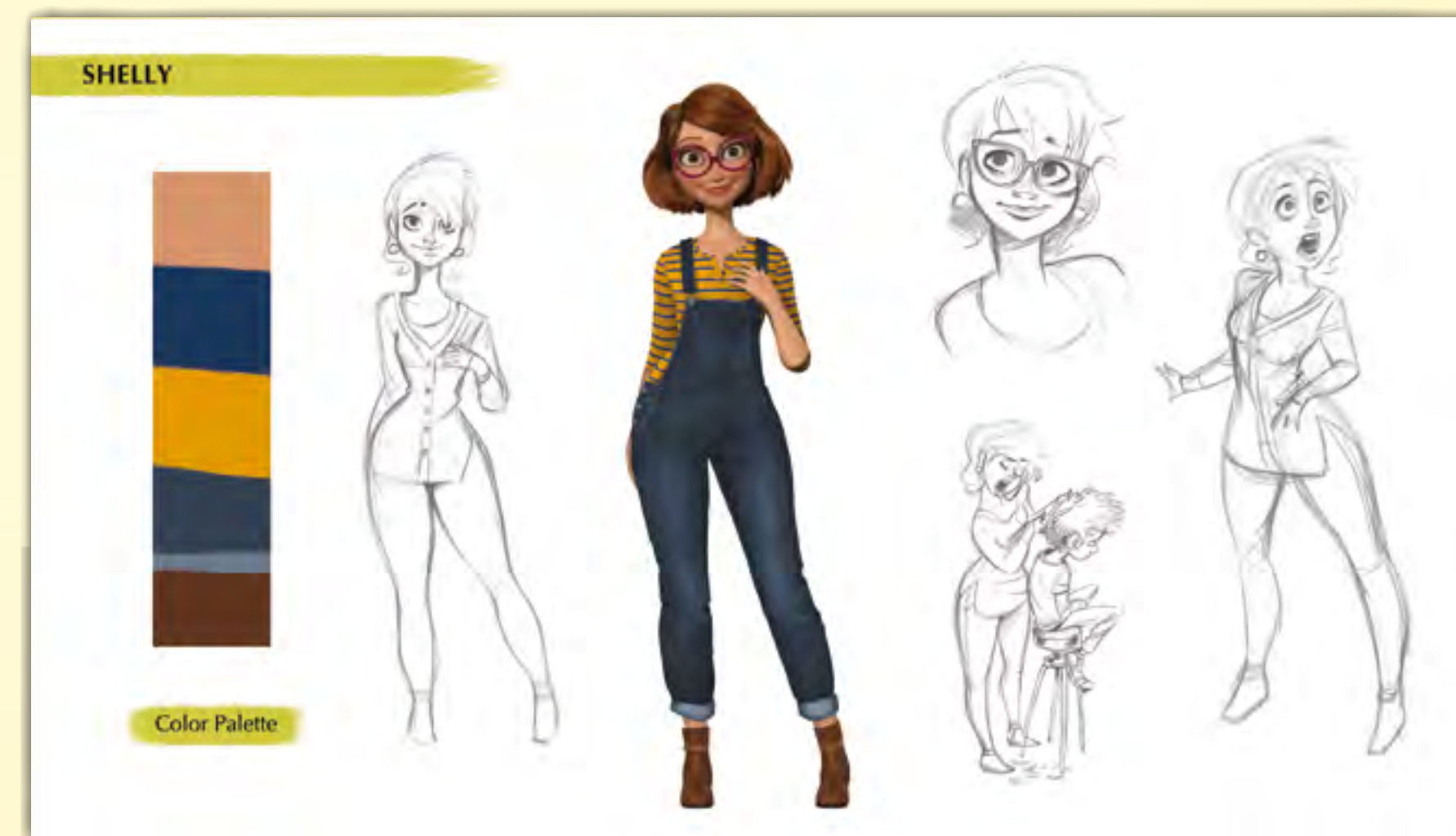


Available Now



# Marketing materials

## Character Cards (B2B)



Available Now



# Marketing materials

## Character Cards (B2B)

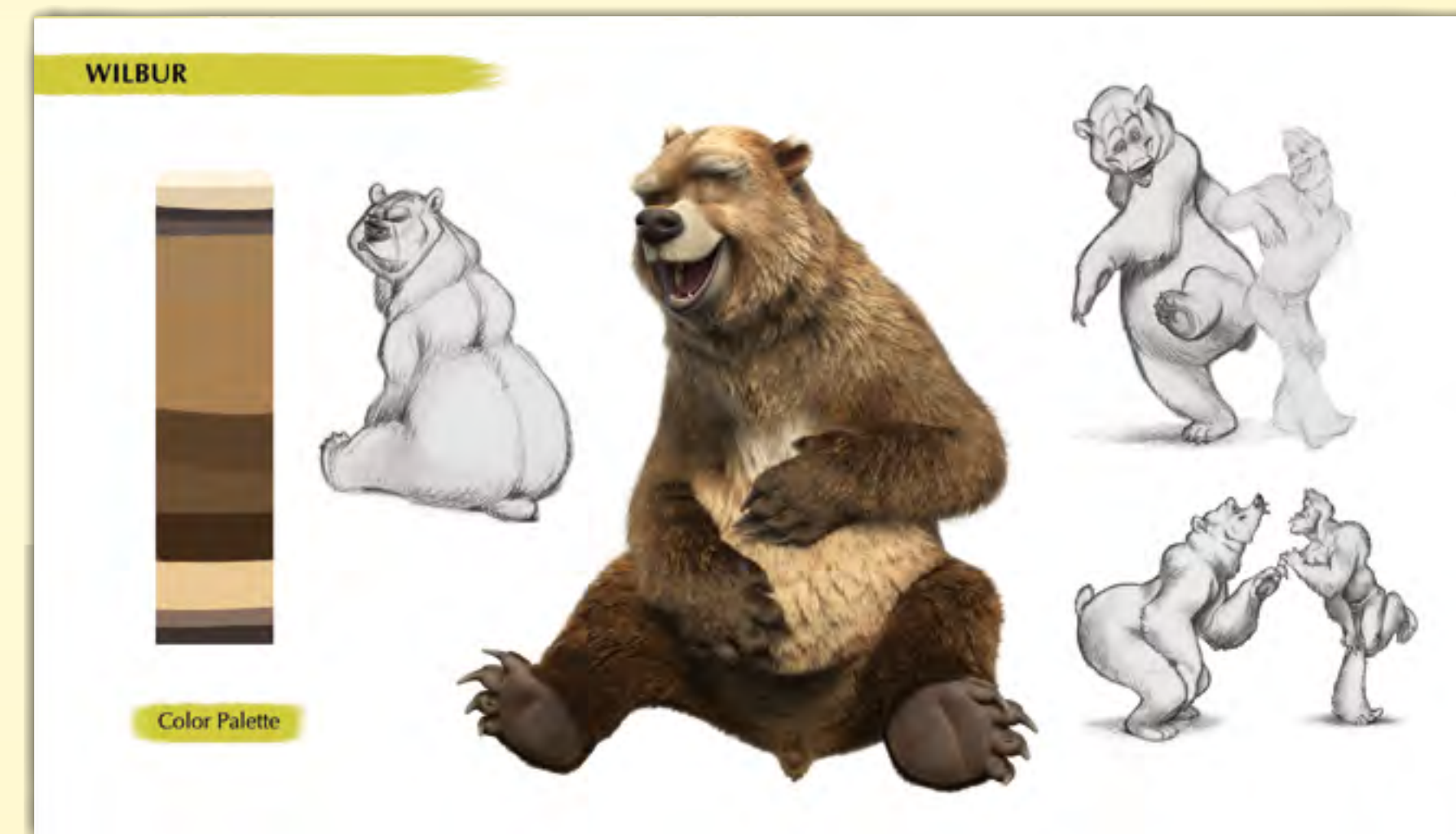


Available Now



# Marketing materials

## Character Cards (B2B)

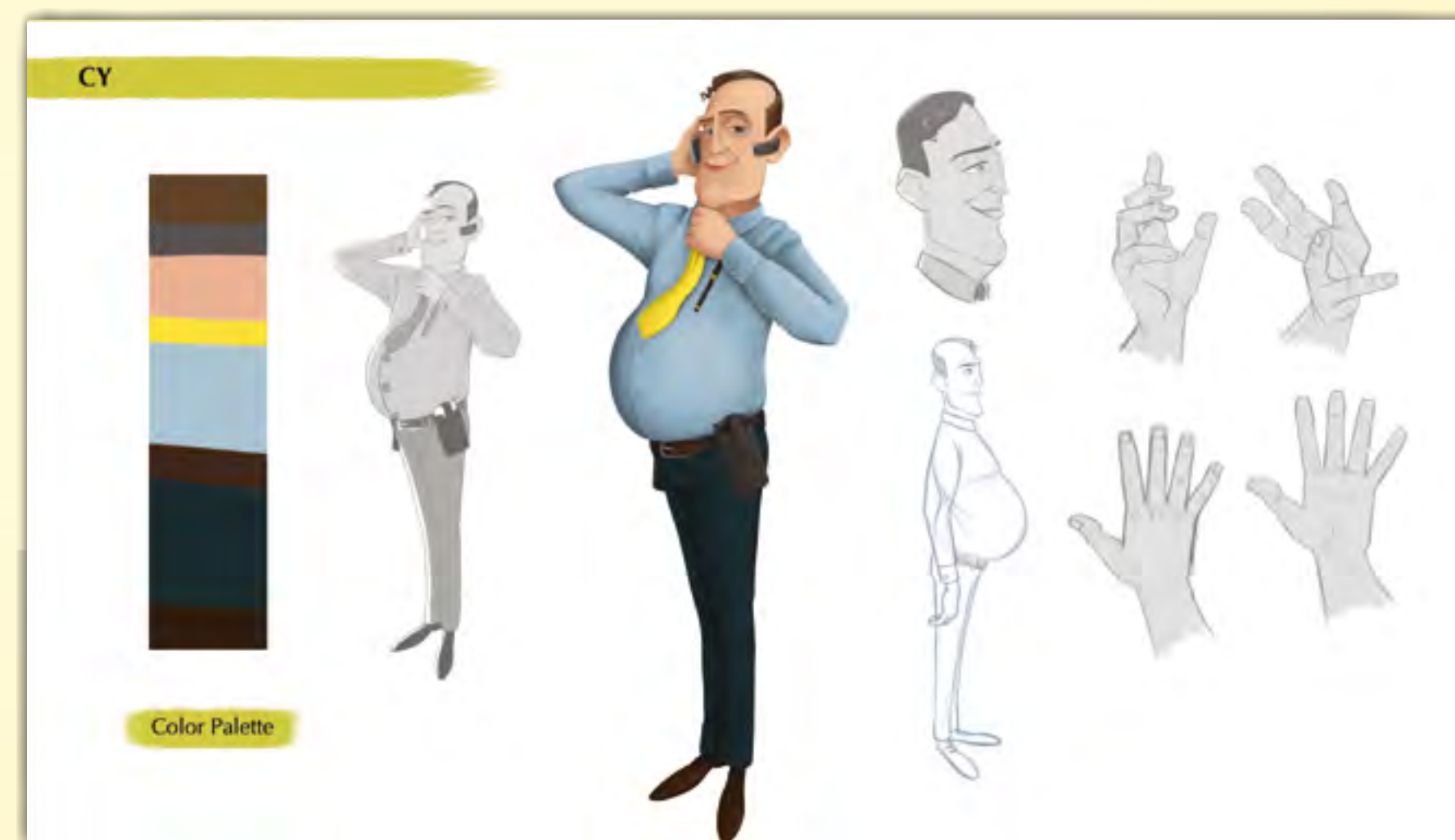
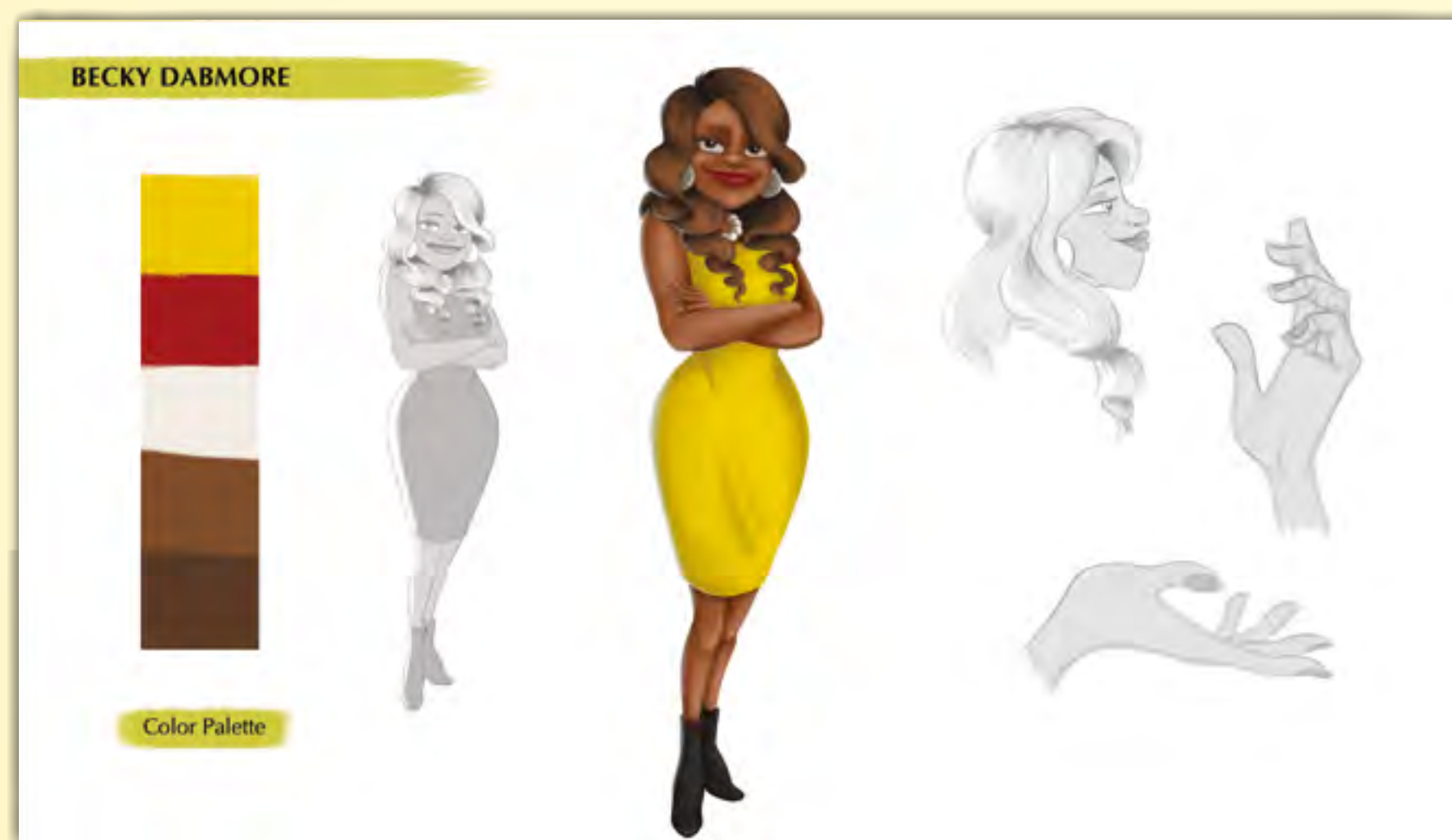


Available Now



# Marketing materials

## Character Cards (B2B)

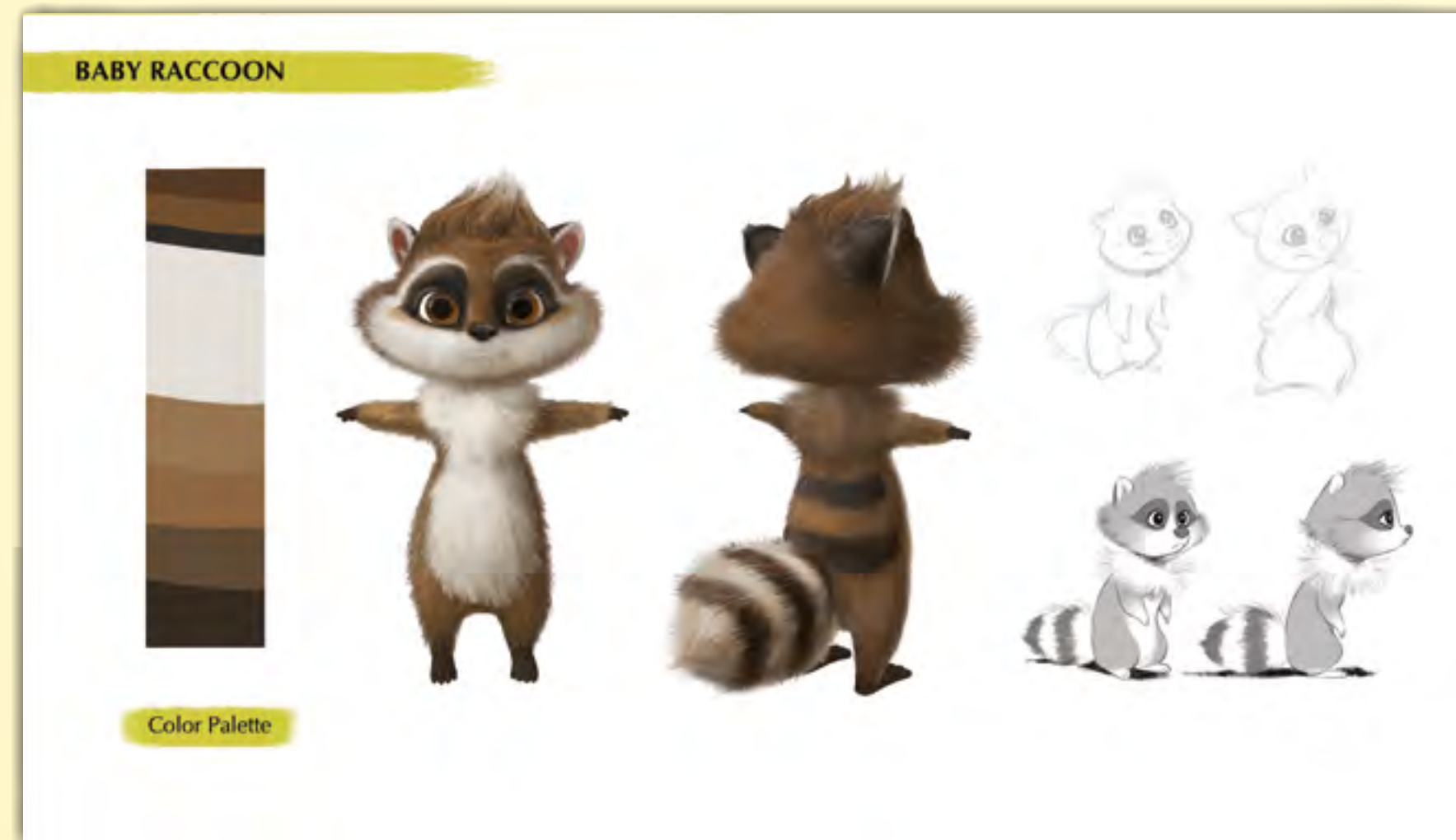


Available Now



# Marketing materials

## Character Cards (B2B)

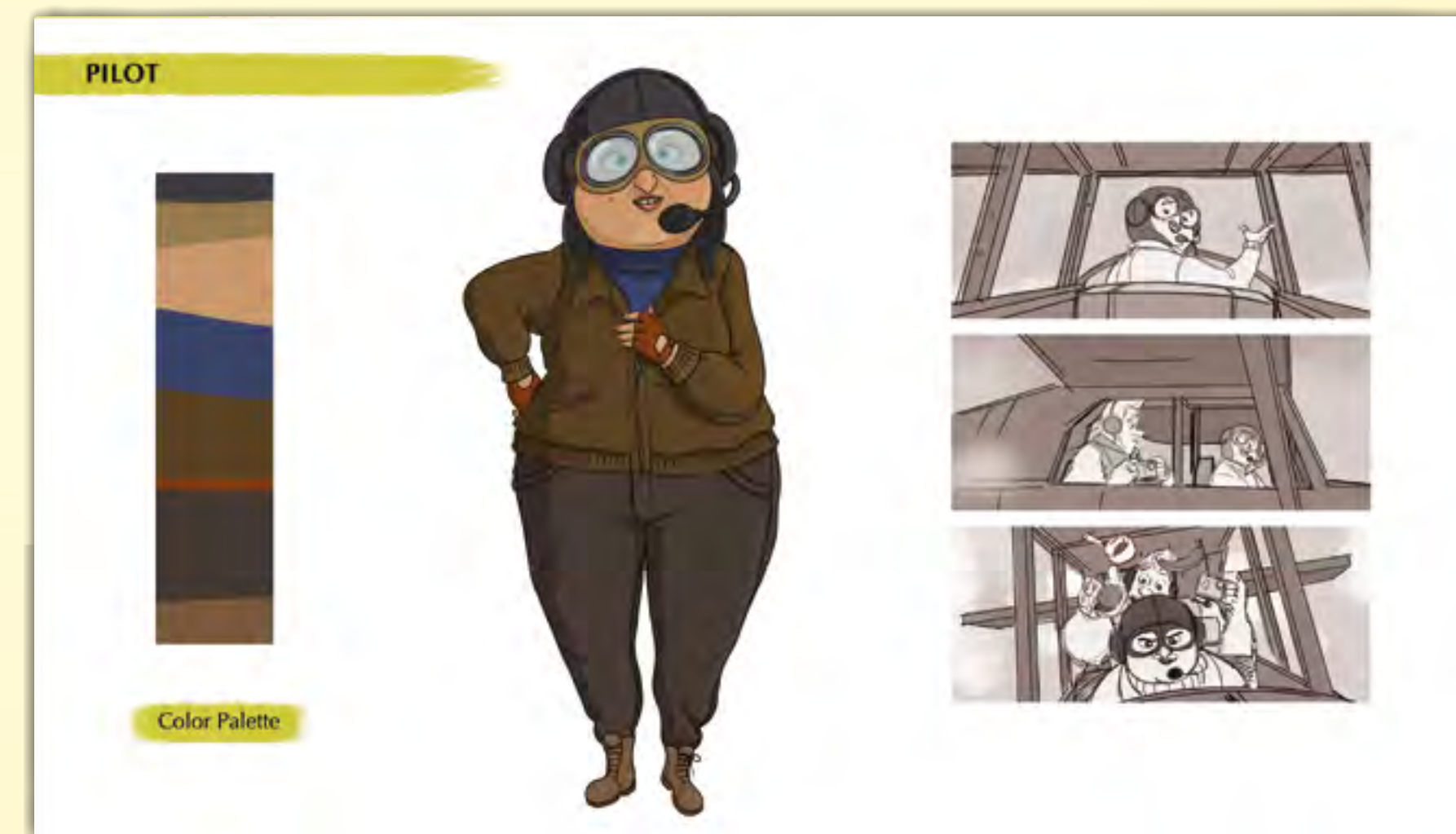


Available Now



# Marketing materials

## Character Cards (B2B)



Available Now



# Marketing materials

## Set Up Cards (B2B)

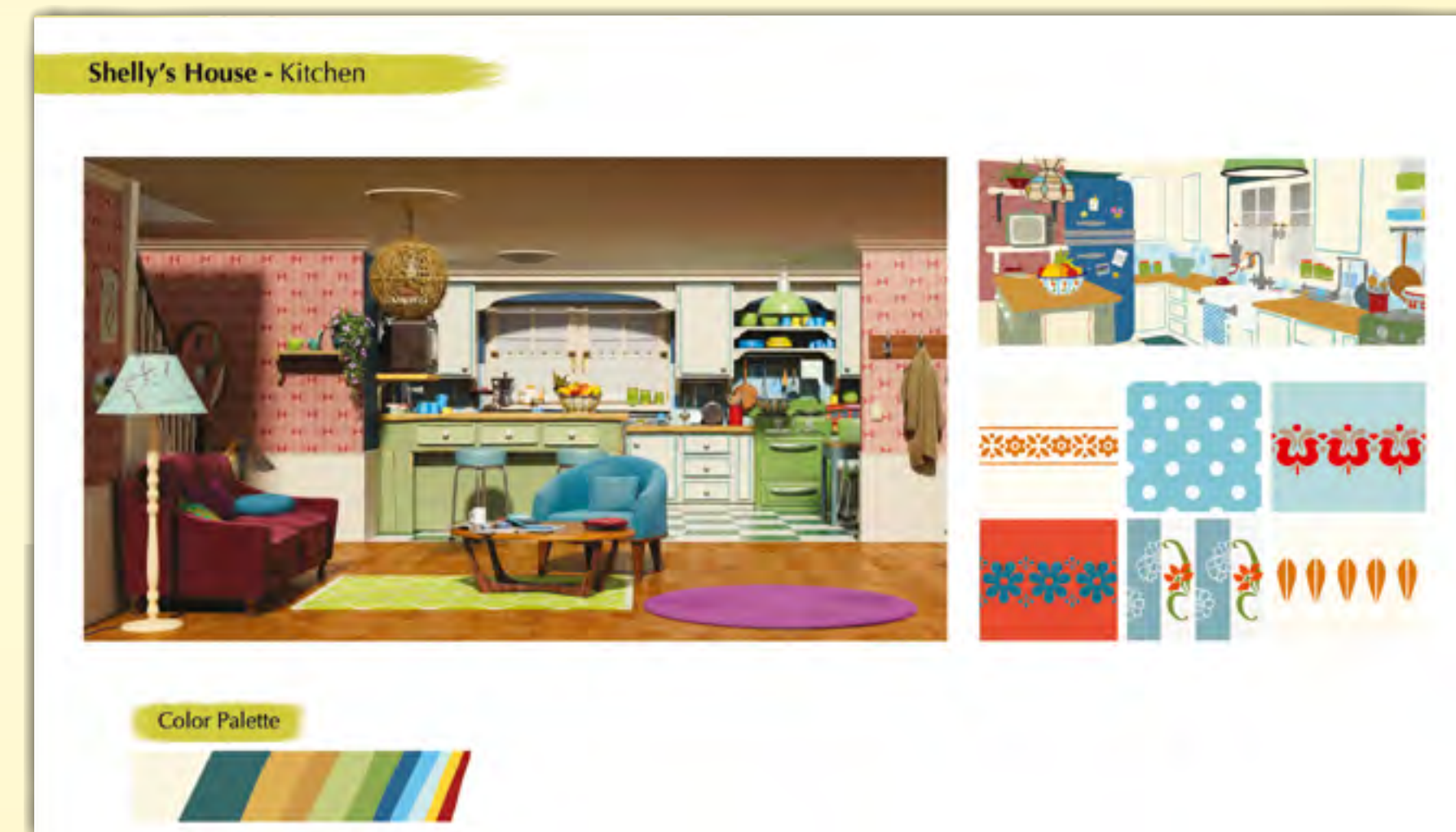


Available Now



# Marketing materials

## Set Up Cards (B2B)



Available Now



# Marketing materials

## Examples of stills (B2C)



Available Now



# Marketing materials

## Examples of stills (B2C)



Available Now



# Marketing materials

## Video assets

- 1x 2-minute trailer

- 3 x 45-second teaser trailers

(Themes: Trapper-Wilbur comedy duo, Eco-friendly & Teenage love story)

Available Now for digital and in-theaters use





**Marketing  
materials**

**Volume Logos (B2C)**



Available Now





# Music

## Original soundtrack composed by PUGGY (at least 3 original songs).

The song can be translated, localized and performed by a female local star.

You are given 3 options : use the French version, use the English version or adapt in your own language.

Main theme song « ***Out in the Open*** » written by Puggy,

Performed by: Rochelle - English

Brigitte - French (« *Libres comme l'air* »)

and more to come...





# LOCALIZATION



# ARTWORK

## WHEN ADAPTING:

- "BIGFOOT" MUST BE INCLUDED IN YOUR LOCALIZED TITLE
- THE O-SHAPED FOOT MUST ALSO APPEAR, IN ORDER TO IDENTIFY THE "BIGFOOT" BRAND, ESTABLISHED BY THE PREQUEL
- THE MENTION "NWAVE PRESENTS" HAS TO BE APPARENT
- ON ALL PRINT ELEMENTS, PRIORITIZE PHOTOS OF BIGFOOT WITHOUT COSTUME
- LAYERED FILES ARE AVAILABLE UPON REQUEST, AFTER APPROVAL OF THE MOCKUP





## Examples of localized artwork (B2C)

100x130 Poster

The Netherlands



Russia



Available Now



**IN THE COURSE OF THE INTERNATIONAL RELEASES,  
ALL THE LOCALIZED ARTWORKS WILL BE AVAILABLE FOR INSPIRATION [HERE](#).**



# DIGITAL CAMPAIGN

**AS THE MOVIE WILL HAVE DIFFERENT TITLES AROUND THE WORLD  
PLEASE USE ON SOCIAL MEDIA THE HASHTAGS #NWAVE AND #BIGFOOTFAMILY.  
THE CENTRAL WORD MUST ALWAYS BE «BIGFOOT».**





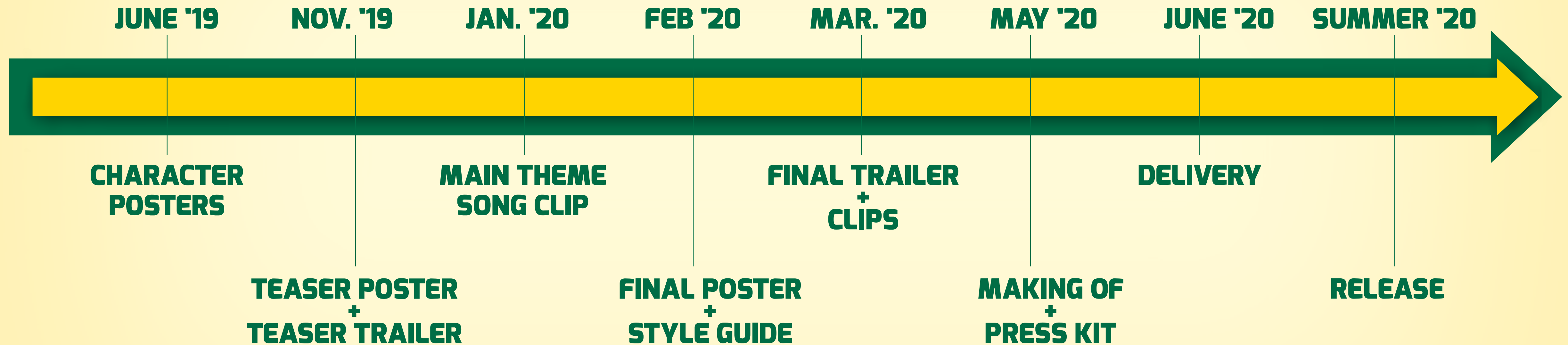
# COPYRIGHTS & LICENCES

THE REGISTERED TRADEMARK ® MUST BE PRESENT ON THE BIGFOOT FAMILY LOGO USING THE SYMBOL ® ON ALL PRODUCTS, PACKAGING, DISPLAY AND COMMUNICATIONS. © 2020 NWAVE





# Timeline





	AVAILABILITIES	DETAILS	USE
Print Material			
TEASER POSTER VALLEY	Available now	100x130	B2C
TEASER POSTER VALLEY	Available now	275x68	B2C
TEASER POSTER VALLEY	Available now	4x3	B2C
TEASER POSTER TOTEM	Available now	100x130	B2C
TEASER POSTER TOTEM	Available now	2000x2300 - standee	B2C
TEASER POSTER TOTEM	Available now	2100x900 - standee	B2C
CHARACTERS STANDEES	Available now	200x2300 - 5 standees - Can be adapted into posters	B2C
MAIN POSTER	Available now	100x130, 70x100, 120x160, 4x3	B2C
VOLUME LOGO	Available now	PSD, PNG, JPEG	B2C
CHARACTERS POSINGS	Available now		B2B
CHARACTER CARDS	Available now		B2B
SET UP CARDS	Available now		B2B
PRESS KIT	Spring 2020		B2C
IN-THEATER MARKETING MATERIALS	TBC		B2C
Video Material			
TEASER	Available now		B2C
PROMOREEL	Available now	Ipad version	B2B
3 X 45" TEASER-TRAILERS	Spring 2020		
FINAL TRAILER	Available now		B2C
Original Music			
OUT IN THE OPEN (written & composed by Puggy)	Available now		B2C
Digital			
STILLS	Available now		B2C





# Contacts

**PLEASE KINDLY SEND US YOUR RELEASE PLANS, P&A AND ARTWORK AS SOON AS POSSIBLE TO:  
MATHILDE MARTIN ([MATHILDE@CHARADES.EU](mailto:MATHILDE@CHARADES.EU))  
WE REMAIN AT YOUR DISPOSAL SHOULD YOU NEED ANY FURTHER INFORMATION.**

