



This year, RAINBOW PRODUCTIONS worked with European holiday park EuroParcs to create their new mascot... Yuki!

Specially designed to put a smile on visitors' faces, Yuki plays a central role in creating unforgettable experiences and activities at the park. A lover of treasure hunts, cooking and crafts, Yuki's arrival at EuroParcs means there will always be plenty of exciting things for adventurers, both young and old, to see and do during their stay.

Yuki was revealed to holidaymakers through an exciting and mysterious social media campaign, where he left several clues pointing to his arrival at EuroParcs! Yuki is a friendly and adventurous creature who is as small as an insect, but with the help of his magical walking stick, can grow as big as a human!



*'Yuki has been a great success from day one! Both children and adults love him. We would like to thank you and your team again for all your hard work! How you made the translation from paper to real life mascot is amazing. I am sure that Yuki will win many hearts at our parks and am very much looking forward to further cooperation.'*

Martijn Dijkstra, EuroParcs

### EUROPARCS WELCOMES A NEW FRIEND TO THEIR HOLIDAY PARKS



### BEANZ MEANZ MASCOTZ

RAINBOW PRODUCTIONS teamed up with The Kraft Heinz Company to bring a can of their much-loved pantry staple, Heinz Beanz, to life!

Since its launch in May, the Heinz Beanz mascot has made several appearances at events, including offsite management days, The Kraft Heinz Company's factory tours, and the site's 65th Birthday party and family day. Both kids and adults attending the events could meet and grab a snap with the nation's favourite tin of baked beans!

RAINBOW PRODUCTIONS were delighted to be commissioned to bring such an iconic brand to life and Kraft Heinz were involved in the manufacture process from the very beginning, commenting that:

*"The quality and accuracy of the design is unbelievable! It always gets a great response when everyone sees it."*



### VIRGIN RED WELCOMES A NEW FACE TO THE TEAM

RAINBOW PRODUCTIONS recently teamed up with Virgin reward club, Virgin Red, to help design and bring to life their brand-new mascot...

Meet Redge!

Since his launch, Redge has assumed the role of Virgin Red's TikTok mascot, spreading awareness of the brand and bringing joy to a wider audience, and helping to bridge the gap between product and consumer. In his signature red dungarees and with his witty mannerisms, Redge has definitely charmed his way to the top at Virgin Red!



*'The entire Rainbow team was so professional. The costume looked beautiful, the quality of the fabric and shape of our Redge was exactly as we imagined it and better. The team brought our illustrations and renders to life in a really impressive way.'*

Katie Gavriel, Cubaka





## A YEAR OF OINKTASTIC CELEBRATIONS

With cinema parties and exclusive collaborations, global preschool phenomenon, PEPPA PIG, has been celebrating her **20th Anniversary** in style this year!

In February, Hasbro kick-started anniversary celebrations by throwing the most epic party ever! Fans were invited to attend Peppa's Cinema Party, where they enjoyed 10 brand-new PEPPA PIG episodes, five new songs, and so much more, giving little ones the opportunity to sing and dance along with their best friend Peppa in a whole new way.

To mark the milestone, Peppa also became the focus of exclusive merchandise ranges. Childrenswear retailer, Trotters London, unveiled their new collection, featuring whimsical designs available for girls and boys in a bespoke Liberty London x PEPPA print. Peppa, herself, even donned the outfit at the launch! Modern pottery brand, Emma Bridgewater, also launched their own range of PEPPA-inspired goodies. In traditional Emma Bridgewater style, the hand-painted designs are fit for the whole family, spreading messages of happiness, positivity, and rainbows. The factory even hosted a PEPPA Tea Party, which included pottery, painting, lots of cake, and of course appearances from Peppa and George!



Alongside the excitement of PEPPA's anniversary, **RAINBOW PRODUCTIONS** is delighted to announce that we have been appointed the Global Licensee for Hasbro, making us the sole PEPPA PIG costume character manufacturer for all territories worldwide.

*"We've gone all out this year for PEPPA PIG's 20th anniversary, and it has been delightful to collaborate with so many impressive UK brands as we celebrate the global phenomenon that is PEPPA PIG. Here's to many more years of fun and learning with the Queen of Preschool!"*

Cat O'Brien, Director of UK Licensed Consumer Products at Hasbro.

## A MIRACULOUS MAKEOVER

Spots on – Miraculous' Ladybug and Cat Noir have had a revamp! With all new 3D printed heads, the Miraculous duo is a popular choice for tween audiences and **RAINBOW PRODUCTIONS** are delighted to be the official supplier for UK events.



## A MONOPOLY TAKEOVER LIKE NO OTHER

This Summer, Leeds BID welcomed an immersive, family friendly MONOPOLY experience to the city, with Mr. Monopoly himself appearing to kick off the event with a bang!



As a first of its kind, city-wide version of the iconic board game, the MONOPOLY Leeds Takeover saw the city centre where the game was first produced, transformed into a real-life MONOPOLY board! Under license by leading toy and game



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company Hasbro, and with appearances managed by **RAINBOW PRODUCTIONS**, Mr. Monopoly himself was there to help celebrate the launch of the experience, grabbing snaps alongside giant versions of the game's legendary tokens, including Scottie Dog, Battleship and Top Hat,

which were scattered across Leeds' key locations and landmarks. His appearances brought plenty of photo opportunities to those eager to take part in the summer event, where participants were challenged to explore 22 locations, play mini games, and solve puzzles in order to buy the city back from Mr. Monopoly.

Manufactured by **RAINBOW PRODUCTIONS**, Mr. Monopoly has now joined our licensed character portfolio and can be booked for UK events!





## CARL THE WOMBAT RETURNS TO THE HUNDRED WITH ALEKSANDR & SERGEI!

Ahead of The Hundred's return to our screens this summer, RAINBOW PRODUCTIONS were delighted to team up with proud sponsors Compare the Market for a second year running... this time, to bring Aleks and Sergei to life!!

Following the success of Carl the Wombat during last year's tournament, the beloved meerkat duo were revealed at the first match of the 2024 competition at The Kia Oval in July. Rainbow's talented events team were once again enlisted to



manage the appearances of Aleks, Sergei, and Carl at all 34 matches of the fast-paced cricket tournament, where they entertained the crowds and posed for photos with fans. As ambassadors of one of the most recognisable UK brands, the arrival of Aleks and Sergei definitely did not go unmissed on the pitch!



## A NO-BRAINER FUNDRAISING MISSION

Each year, tens of thousands of individuals run the TCS London Marathon. This year was no different, and RAINBOW PRODUCTIONS were approached by Jesse Walklin to create a brain costume to help in his mission to raise money for Brain Tumour Research's incredible cause!!

After hitting his initial £10,000 target, Jesse's promise – to run all 26.2 miles of the London Marathon in a brain costume – was put to action! The team at Rainbow worked closely with Jesse and Brain Tumour Research who were involved in the manufacture process from start to finish, attending fittings, choosing fabrics, and approving sculpts for the specially adapted marathon costume. Affectionately known as 'The Brain Runner' on his socials, Jesse and the brain costume received a lot of press and news coverage in the run up to the event, as well as an incredible response from the crowds who attended the marathon. Jesse completed the London Marathon in 5hrs14m and raised a fantastic £22,439!



## ALLICA BANK WELCOMES A NEW TEAM MEMBER!

When Allica Bank spoke to RAINBOW PRODUCTIONS' Managing Director, Simon Foulkes about helping to expand our Colliers Wood premises, they never expected to come out the other end with a brand-new member of their team... Meet Allicator!



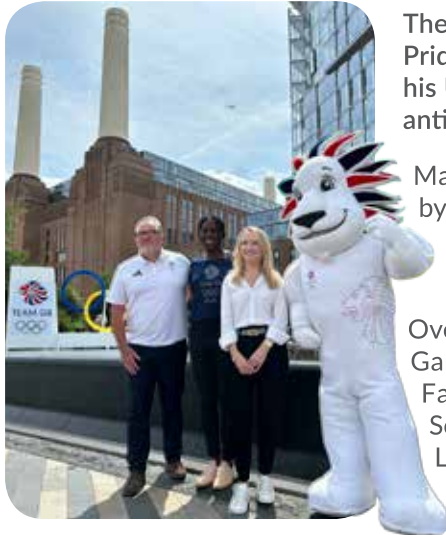
It all stemmed from a joke by one of the Allica team to Simon about a dream their Chief Strategy Officer had about bringing to life his vision of the 'Allicator' – an orange alligator with an Allica Bank bowler hat, based on a dog toy he'd found on Amazon. Rainbow's response? "Well, that's kind of what we do." And so, the dream-weaving commenced.

Rainbow worked closely with Allica to bring their vision to life, and the cheeky chap joined the team, assuming the role of Chief Scaling Officer. Since his launch, Allicator has become a very popular member of Allica Bank and has made a number of appearances at social events, in videos, and most recently at the company's summer party where he was the selfie king!



*"Everyone at Allica absolutely loves Rainbow and the Allicator has become a very treasured member of the team"*  
Joe Jones, Communications Manager at Allica Bank

## THE TEAM GB MASCOT VISITS THE OFFICIAL FANZONES ACROSS THE UK



The Official Team GB mascot, Pride the Lion, kicked off his UK Fanzone tour at Battersea Power Station where fans awaited the much-anticipated Opening Ceremony of Paris 2024 Olympic Games!

Managed by the events team at **RAINBOW PRODUCTIONS**, Pride was joined by Olympic Champion, Christine Ohuruogu, at the ribbon cutting ceremony to celebrate the opening of the Battersea Fanzone. The duo grabbed plenty of snaps with fans ahead of the Games, and Pride was a hit with the public!

Over the course of the Paris 2024 Olympic Games, Pride also visited various other Fanzones across the UK including Southampton, Birmingham, Bristol, Liverpool, Manchester and Edinburgh. With his union flag-inspired mane, Pride has become a familiar part of the Games since his launch back at London 2012 and continues to be a patriotic figure for Britons rooting for Team GB!



## HAMPSHIRE FOOTBALL ASSOCIATION (FA) INTRODUCE HAMMY IN SURPRISE UNVEILING

Hammy made a surprise appearance at the county football association's end of season Grassroots Football Awards ceremony, marking the official unveiling of the association's new mascot!

Brought to life by **RAINBOW PRODUCTIONS**, the design for Hammy was the result of an art campaign launched by Hampshire FA for children between 5-15 to reconnect with members and the community following the Covid-19 pandemic. Rainbow worked closely with Hampshire FA throughout the manufacture process, including fabric and early production approvals, to ensure their vision of Hammy was successfully achieved!

Since Hammy's launch, the mascot has been a hit with Hampshire FA members and will play a crucial role in supporting youth engagement activities, appearing at youth cup finals, charity events, and community meet and greets.

*'We are grateful for the high quality, beautifully presented and perfect mascot, which appears exactly as the graphic that was sent to the team. Welcome Hammy to the Hampshire FA family!'* Isabella Pearson, Business Development Lead at Hampshire FA



## RAINBOW NEWS



### 2024 has been an exciting year for RAINBOW PRODUCTIONS.

- In March, Rainbow hosted the first character parade at London Bookfair, including characters such as The Gruffalo, Mula, and Elmer! The characters walked the aisles in style, greeting and grabbing selfies with visitors of the show. We look forward to returning in 2025!
- To support the significant growth in demand for our manufacture and events services, we recently expanded to a new purpose-built premises which is now home to our Events and Wardrobe Departments. The new site has enabled us to operate more efficiently and continue to grow the business in line with demand.
- Alongside local recognition and expansion, we also strengthened our presence in the Middle East. For the first time this year, we exhibited independently at the Saudi Entertainment & Amusement (SEA) Expo and look forward to returning in 2025 following the show's success.

