



bluekangaroo

CAPABILITIES

BIG-IDEA CREATIVE, THAT WORKS.

... ON SHELF
... ON SCREEN
... IN-STORE
... IN THE REAL WORLD
... GLOBALLY

BLUE KANGAROO DESIGN



COOL
SH*T
INSIDE

bk

20 YEARS CREATING

Founded and built in Newcastle.
Bringing ambitious ideas to life.

BLUE KANGAROO DESIGN

GLOBAL
REACH

LOCAL
TEAM



bk

CAPABILITIES

**STRATEGY, CREATIVE,
CONTENT AND PRODUCTION
STAYS CONNECTED FROM
FIRST THOUGHT TO
FINAL FIT-OUT...**

THINK

STRATEGY + CAMPAIGN

MAKE

DESIGN, 3D + ILLUSTRATION

MOVE

CONTENT + MOTION

BUILD

PRODUCTION + ACTIVATION

...ALL IN ONE STUDIO.

BLUE KANGAROO DESIGN

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FIVE DISCIPLINES. ONE CONNECTED OFFER.

01 STRATEGY + CAMPAIGN

Brand strategy / Campaign ideas /
Consumer journeys / Retail strategy

02. DESIGN

Retail / Packaging / POS /
Environments / Digital

03.

ILLUSTRATION+ 3D

Character art / Visualisation/
Brand worlds / Style guides

04. CONTENT

Film / Motion / Social /
Launch / Event Capture

05 PRODUCTION + ACTIVATION

Print / Build / Logistics / Install / Live delivery

CAPABILITIES

BRANDS DON'T LIVE IN DECKS.

They live in hands. Instores. At events. In culture

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WE DESIGN FOR THE REAL WORLD.

Big ideas are only useful when they survive contact with retail, production budgets and people



RETAIL REALITY

Ideas that work in the real world.



PRODUCTION THINKING

Creativity that considers how it's made.



BUILT TO DELIVER

Ideas, people and partnerships that make it happen.

DESIGN

MADE TO LOOK GOOD MADE TO WORK.

Graphic, retail and spacial design
with production reality built in
from day one.

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3D & ILLUSTRATION

WHERE THE STORY STARTS.

Character art, styleguides, packaging,
brand worlds and 3D development trusted
across global entertainment properties

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GIVE THE IDEA A SECOND LIFE.

Social-first content, motion, launch films and event capture that extend physical experiences beyond the moment.

**SHOOT IT
MOVE IT
SHARE IT**

RETAIL ACTIVATION

FROM RENDER TO RETAIL.

Retail activations, pop-ups,
exhibitions and events.
Designed, produced, and
installed by one team.

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CAPABILITY IS NICE.

PROOF IS BETTER.

A FEW EXAMPLES OF WHERE STRATEGY,
CRAFT AND DELIVERY COLLIDE.

SELECTED WORK

Hot Wheels LEGENDS UNITED KINGDOM

CARFEST²⁶
with  bp
at Silverstone

An immersive Hot Wheels experience combining iconic vehicles, interactive play and integrated retail for fans and families.

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CARS. CULTURE. PLAY. FANS

bk

SELECTED WORK

Disney PRINCESS

X

SMYTHS
TOYS SUPERSTORES

Retail activations, pop-ups,
exhibitions and events.
Designed, produced, and
installed by one team.

BLUE KANGAROO DESIGN



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From story boards to delivery.
A YouTube ad filmed over multiple
shoots, providing full post
production, appropriated
for social media.



SELECTED WORK

Barbie

Dynamic social media shoot to highlight key product.

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Disney 100 YEARS OF WONDER

To celebrate Disney's 100th anniversary, we developed a heritage-inspired sketch illustration style for 100+ characters, uniting diverse studios and brands in one cohesive celebratory system.





Utilising our expertise in creating mini seasonal trend guide that consists of graphics, badges and patterns.



GHOULS
WHO
SLEIGH

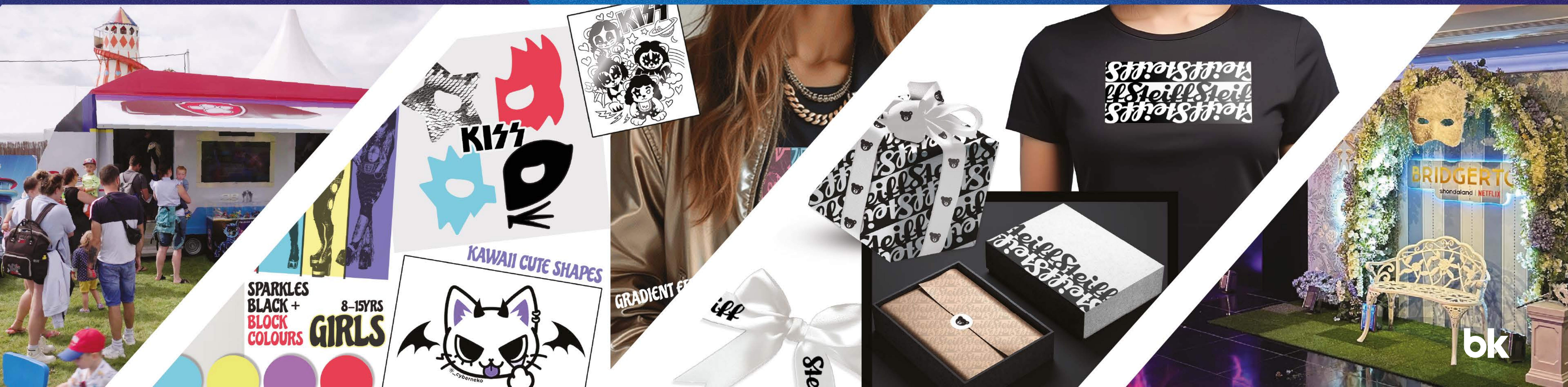


MONSTER  HIGH

CAPABILITIES

WE SPEAK ENTERTAINMENT.

Retail, licensing, and the space between them.





BUILT ON RELATIONSHIPS.

DELIVERY EARNS THE TRUST...

CREATIVE IDEAS, WITH...

LICENSING IS OUR FIRST LANGUAGE

WE UNDERSTAND IP RULES,
APPROVALS AND WHAT
MAKES CHARACTER
BRANDS TICK

RETAIL REALISTS

WE DESIGN FOR SHOPPERS,
SPACES, BUDGETS,
PRINT AND PRODUCTION

ONE CONNECTED TEAM

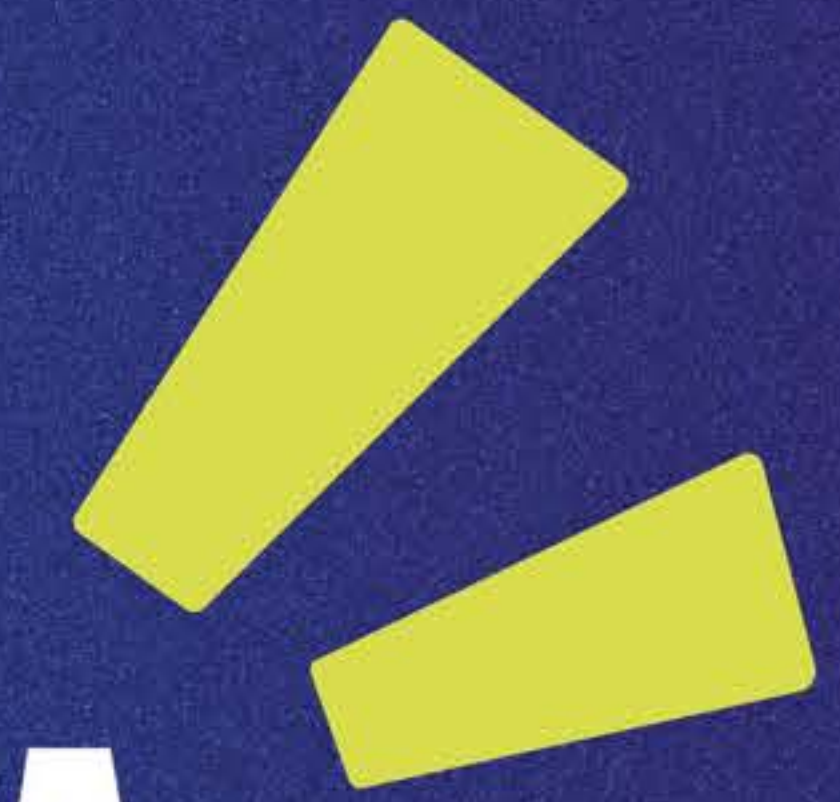
STRATEGY THROUGH
INSTALL WITHOUT THE
IDEA GETTING DILUTED

GLOBAL DELIVERY

CREATED IN NEWCASTLE,
ROLLED OUT ACROSS
MARKETS AND REGIONS

...PRACTICAL DELIVERY.

CREATED IN NEWCASTLE,
DELIVERED ACROSS EUROPE, NORTH AMERICA,
LATAM, APAC AND THE MIDDLE EAST.



A STUDIO SHAPED BY ITS PEOPLE.

The work is collaborative, because the team consists of designers, illustrators, content makers, strategists and production people working side by side.

AI CAN MAKE MORE STUFF.

**WE'D RATHER
MAKE BETTER STUFF.**

OUR EDGE IS JUDGEEMENT, CRAFT COLLABORATION, TASTE AND EXPERIENCE TO KNOW WHAT WILL ACTUALLY WORK.
TOOLS CHANGE, CREATIVITY AND CURIOSITY STAY.

MORE CONNECTED, TO WHAT YOU NEED.

Experiential will keep growing, but the bigger opportunity to connect strategy, ideas, design, content and delivery around what each client actually needs, and make better use of the creativity that has always been BK's strongest asset

CONNECT THE OFFER

Shape the right mix around the client, not the department.

GROW EXPERIENCE

Build experiential capability where it adds value.

LEAD WITH IDEAS

Put original creative thinking back at the centre of more briefs.



LET'S MAKE IT REAL.

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