



Best of Brief: May 2018

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Kids took a front row seat last month in Daily Brief, with a handful of popular stories that focused on branding initiatives crafted with young viewers in mind.

Nick Jr. featured real kids playing with animated characters as part of a brand refresh for its preschool programming block, while Universal Kids solidified its image after rebranding from Sprout, and Cartoon Network Enterprise turned to its own merchandise to create character portraits for Ben 10, The Powerpuff Girls and Rick and Morty.

For a somewhat older demographic, television executives discussed television's current renaissance of revivals and remakes, and shared tips on how to make sure that content resonates with viewers today.

And Simon Doonan, fashion icon and the former longtime window dresser of Barneys New York, revealed the secrets behind his unconventional approach that helped distinguish the clothing store's edgy, alternative image-before showcasing his work at the 2018 PromaxBDA Conference.

1. Real Kids Play with Animated Characters in Nick Jr.'s Brand Refresh

Nick Jr.'s new on-air brand refresh for its preschool programming block features real kids romping around with animated characters, as the two worlds collide. The redesign follows Nickelodeon's previous refresh from March 2017, and ties into the network's mission to "make the world a more playful place."

2. Cartoon Network Celebrates Fandom with Merch

It's hard to imagine the sheer number of products launched over the past year around Cartoon Network's Ben 10 and The Powerpuff Girls, and Adult Swim's Rick and Morty. Unless, of course, they're meticulously laid out and arranged in the shape of the main characters' faces, as was the case for Cartoon Network Enterprises' most ambitious trade campaign to date.

3. How Adolescent's Idents Helped Shape Universal Kids' Branding

What better portal into a child's unique world than a playground? That's the concept grounding the swirling, spherical IDs creative agency Adolescent developed to capture the energy of Universal Kids as it rebranded from Sprout in September.

4. TV Execs Weigh In on Ways to Make Reboots Relevant

Executives at Drama Summit West discussed television's current renaissance of revivals and remakes, and described show shows Hawaii Five-O, Yellowstone and The Continental offer fresh takes on existing IP.

5. Barneys Window Dresser Simon Doonan on Setting Your Brand Apart

For a quarter of a century, Simon Doonan was the creative force behind the window displays at Barneys New York. Since 1986, he's helped distinguish the clothing store's edgy, alternative image through unconventional arrangements that stunned, delighted and offended passersby, and solidified him as a fashion icon who remains on the cutting edge of the industry.