



**SPYRKY**™

**& BARKY**

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# Background

In 2016 David Lawrence Jones created and produced the animated series Super Geek Heroes, which has become a successful worldwide licensed children's edutainment brand.

CEO of Yellow Spot Productions, unbeknown to many, David is also a qualified electrical engineer specialising in green technologies and renewable energy.

The importance of teaching children about green issues has led to the introduction of two new protagonists, who exist in the same world as the Super Geek Heroes characters.

Super School welcomes two new heroes Sparky & Barky, who front a spin-off series specifically dealing with the use of green technologies to combat climate change.



# Characters

Introducing the two main characters in the series.

Sparky is an eco-electrician specialising in smart technologies and renewable energy.

Barky is his trusted female canine bot apprentice.

Together, they help to maintain electrical equipment that generates energy using solar, wind and water power.

Keeping our planet greener, cleaner, more energy efficient and carbon neutral.



The Mega Tester allows Sparky and Barky to analyse equipment that is having both a positive and negative impact on our planet... and measure its energy efficiency!



# Proposition

Understanding the children's edutainment and publishing sectors... and the need for new, fresh, current and innovative learning content, David Lawrence Jones and his team at Yellow Spot Productions will develop, produce and create 3d animations to support the publication of a Sparky & Barky picture books series.

Leveraging the brand direct to consumer digital channels, children's content platforms, distributors and publishers with multiple audience profiles for the new series.



# Landscape

Yellow Spot Productions have existing agreements in place to incorporate the expansion of the Super Geek Heroes world. Thus, affording Sparky & Barky instant exposure to an international audience within the children's edutainment sector.

Specific targeted territories will include, United Kingdom, Canada, USA, Europe, MENA, Latin America and China.

Through existing digital platforms, smart TV, mobile distributors, publishers and agents... Sparky & Barky will become a worldwide brand almost instantly.



# Marketing

Registered URL's;  
[www.sparkyandbarky.com](http://www.sparkyandbarky.com)  
[www.sparkyandbarky.co.uk](http://www.sparkyandbarky.co.uk)

Registered social media tags;

Facebook page  
[@sparkyandbarky](#)

Instagram account  
[@sparkyandbarky](#)

Twitter account  
[@sparkyandbarky](#)



# Licensing

Sparky & Barky will be represented worldwide by UK based agents Edutainment Licensing. The campaign will be headed by owner and founder Denise Deane with over thirty-years experience in the licensing industry, based on trust, respect, innovation and the tremendous success to license brands direct to consumer digital channels and distribution platforms.

A well-earned reputation for understanding character brands, coupled with in-depth knowledge of the licensing sectors, and a strong commercial background, to discuss new and exciting licensing opportunities with national and international distribution partners.





# Contact

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