



Bob the Builder – Brand Site

Partnering with FableVision for a Digital Relaunch

Partners: Mattel Digital Initiatives Group, FableVision

To coincide with Bob the Builder's PBS relaunch, Mattel and FableVision crafted a digital hub. This site, tailored for both parents and kids, showcases redesigned characters, events, games, and more, emphasizing the brand's STEAM focus.

OBJECTIVE

- Establish the Bob the Builder website as the primary destination for all brand-related content. Aimed at parents with a dedicated kids' section, the site's goal is to amplify audience engagement and emphasize the brand's educational values.



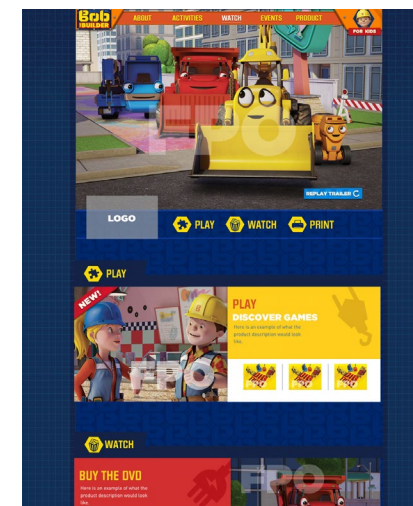
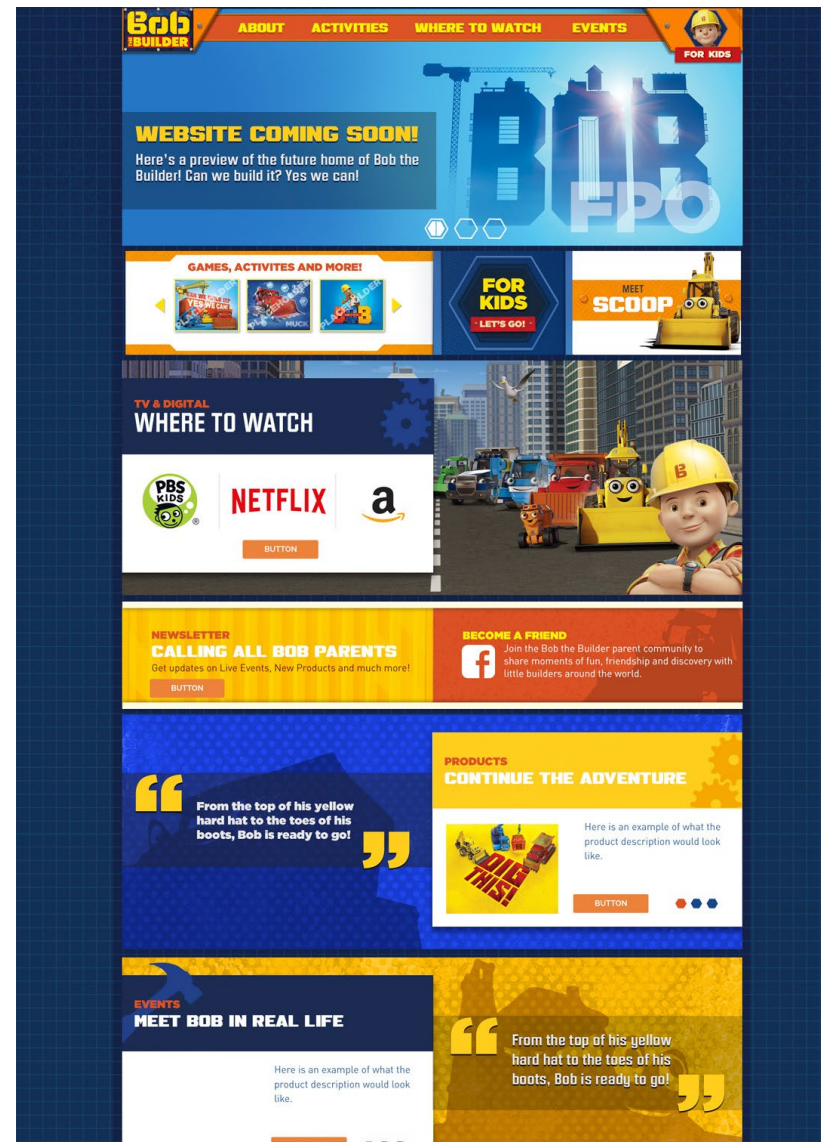


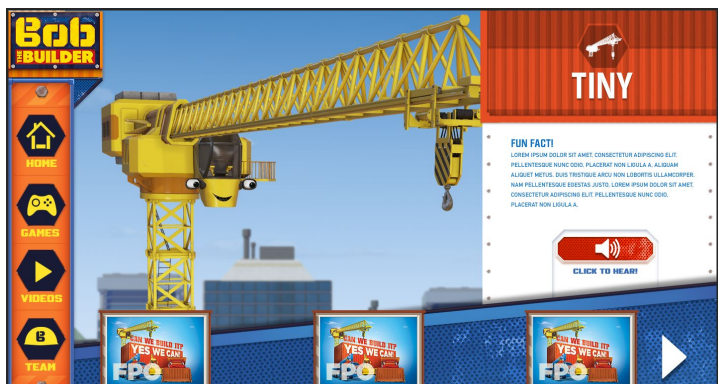
Process - Overview

- For over a decade, Bob the Builder has been a beacon of inspiration for preschoolers, teaching them the values of teamwork, problem-solving, and the joy of construction. With the show's relaunch on PBS, Mattel recognized the need for a digital transformation to match the refreshed brand identity. Partnering with FableVision, we embarked on a journey to create an online hub that not only introduces the newly designed characters but also serves as a comprehensive resource. From upcoming events to interactive games, from printable activities to social media links, the website offers a holistic Bob the Builder experience. Furthermore, the site emphasizes the brand's renewed focus on STEAM (Science, Technology, Engineering, Arts, and Math), ensuring that while kids have fun, they're also introduced to foundational educational concepts.
-

Process - Discovery

- With a fresh creative direction, the new Bob the Builder series required a digital presence mirroring its updated aesthetics. The digital iconography, consistent across platforms, integrates technology seen in the show, like tablets and smartphones. Our aim was to find an agency capable of designing a multi-platform, parent-targeted website that seamlessly blends all facets of the Bob the Builder brand.



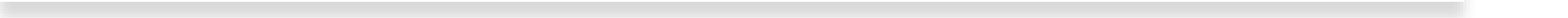


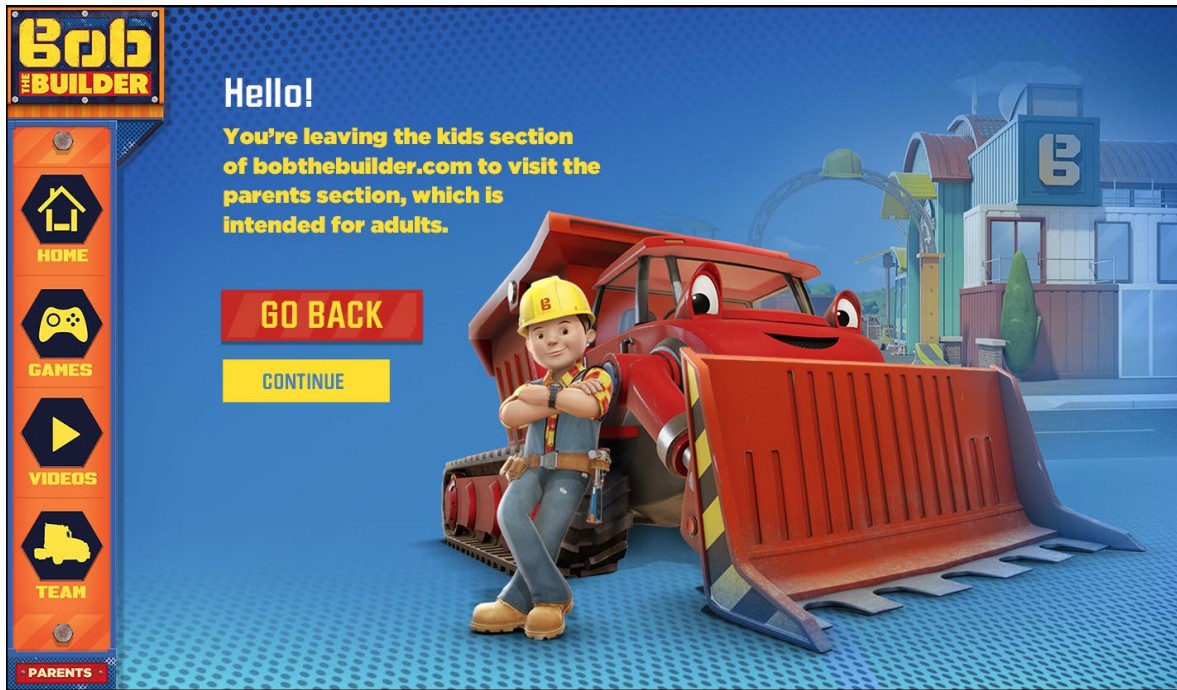
Process - Design

- The design of the Bob the Builder website was envisioned as a dynamic, interactive experience, drawing inspiration from the vibrant world of Bob and his team. We adopted a parallax design, a technique that creates an illusion of depth, making the site feel more immersive. As users scroll, subtle animations are triggered: gears turn, lights blink, and characters spring to life, adding an element of surprise and delight. These animations, while playful, serve a dual purpose: they not only engage the user but also guide them to explore deeper sections of the site.
- To emphasize the theme of "Going Outside with Bob," we incorporated images of children playing with Bob the Builder toys in outdoor settings, seamlessly blending the digital and physical worlds. This design choice reinforces the idea of STEM learning being integrated into everyday play. Furthermore, recognizing the global appeal of Bob the Builder, we incorporated a "Choose a Country" feature, ensuring the site's content can be localized, making it accessible and relevant to audiences worldwide.

Key Takeaways

A thick yellow horizontal bar spans the width of the slide, with a vertical yellow bar extending downwards from its right end.

- The site offers parents tools to give their kids a STEM head start, preparing them for school.
 - Activities on the site stimulate imagination and creativity, encouraging kids to explore and learn.
 - Emphasis on outdoor activities and play, promoting physical activity and real-world exploration.
- 
- A thin grey horizontal bar spans the width of the slide at the bottom.



Results

- Successfully launched a comprehensive digital hub for Bob the Builder, enhancing brand engagement.
- Recognized as an Official Honoree in the Web: Youth category at the 2016 Webby Awards.