



Press Release

CBBC launches Tag Team – free online game based on channel’s favourite characters

For Immediate Release

Monday 26th October: Today sees the launch of the CBBC online campaign ‘Tag Team’ which will showcase some of the most beloved CBBC stars: Tracy Beaker, Shaun the Sheep, Basil Brush, Raven and Oucho.

‘Tag Team’ is a suite of free online games based on these favourite characters, where the aim is simple: unlock your CBBC Tag Team-mates and work together to score high, win medals and to earn CBBC Tag Team swag.

Kelly Turner, Head of Marketing, BBC Children’s said, “We experimented with different marketing techniques when we re-launched CBBC last autumn. Gaming worked really well for us so I was keen to continue with this way of reaching new audiences. We know that children love these characters, and I’m sure they’ll love playing these games.”

GT is the digital creative agency who developed the campaign. Their goal was to stay true to the characters’ distinct individual personalities, whilst creating a fun and engaging gaming experience where all the characters would interact. This would not only keep existing fans happy, but also generate lots of new ones.

Scott Andrews, GT’s associate creative director commented, “We’re really proud to have worked with CBBC in creating this innovative game to promote the quality and breadth of the channel’s programming. And it’s not often you get to work with a talking cactus either.”

The promotional campaign will run for 8 weeks and the game will be hosted on www.bbc.co.uk/cbbc

Ends

Notes to editor: Tag Team website: www.bbc.co.uk/cbbc/tagteam

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About GT

GT is a digital creative agency. We create rich and rewarding experiences for everybody: our clients, their audiences and us. We do this by Thinking Human.

Since 1994 we’ve been creating things that people value, experiences that are relevant. These experiences may be beautiful, unnerving, intriguing or just plain useful... but above all, they’re human. Our clients are some of the most

thinking human



recognised brands in the world. From Audi, Xbox, BBC and ASDA to Christian Aid, MSN and Aviva. We have 114 of the most talented people from around the world. Each dedicated to developing an ever more diverse creative environment for the brands we work with and the world we live in. We have been awarded Revolution Agency of the Year 2008.