

This case study is about CharacterShop which is an award-winning animation studio and production company based in Birmingham. CharacterShop was launched in 2004, they focus on character animation and digital effects production for things like commercials, TV series, idents and branding, film, interactive and mobile media. For the past few years CharacterShop has produced hundreds of diverse characters for TV, media and leisure clients. These reach a wide range of audiences- from pre-schoolers to teens to grown-ups. There are some that are designed simply to entertain and some to convey a more serious message. In 2008 Advantage Creative Fund invested in CharacterShop to help the business develop at a key stage in its growth.

If you would like to find out more please follow this link:

<https://www.thecharactershop.co.uk/>