



Fitz Roy Media



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FitzRoy Media is a content development company with distribution and consumer products licensing capabilities worldwide. It has a team of seasoned professionals with areas of expertise in distribution, publishing, promotions, retail development and consumer products licensing.



Funny Face

Based on the silly, smiling characters first introduced on drink packets made by Pillsbury in the 1960s and spurred by the characters' appearance in television commercials and an ingenious marketing campaign, the brand eventually developed into a full-fledged craze. Animated interstitial series (25 x 1 min) is completed.



Secret Wings

Introduced in 2004 by Brand Champions (UK) and created by designer and Blonde Pilot co-founder, Gail Jeeves, Secret Wings continues to achieve significant success in key categories against established, heavily-promoted, competing brands becoming a best seller at mass retailers such as Toys 'R Us.



Heathcliff

After 35 years of tantalizing and non-stop shenanigans at the local fish store, Heathcliff, the world's best known street-smart cat, is contemplating more mischief. Cartoonist Peter Gallagher joins with FitzRoy Media to develop new direct-to-DVD releases (first set for 2009) location based entertainment projects and licensed merchandise.