MEET DICKIE THE HIPPO



The Dickie Simba Group wanted a mascot that could greet visitors to their brand on all mediums, from TV commercials to print, point of sale and social media.

They wanted Dickie the Hippo to help build deeper and longer lasting relationships with the target audience and felt the current version they had was flat and underwhelming.

7-STEP

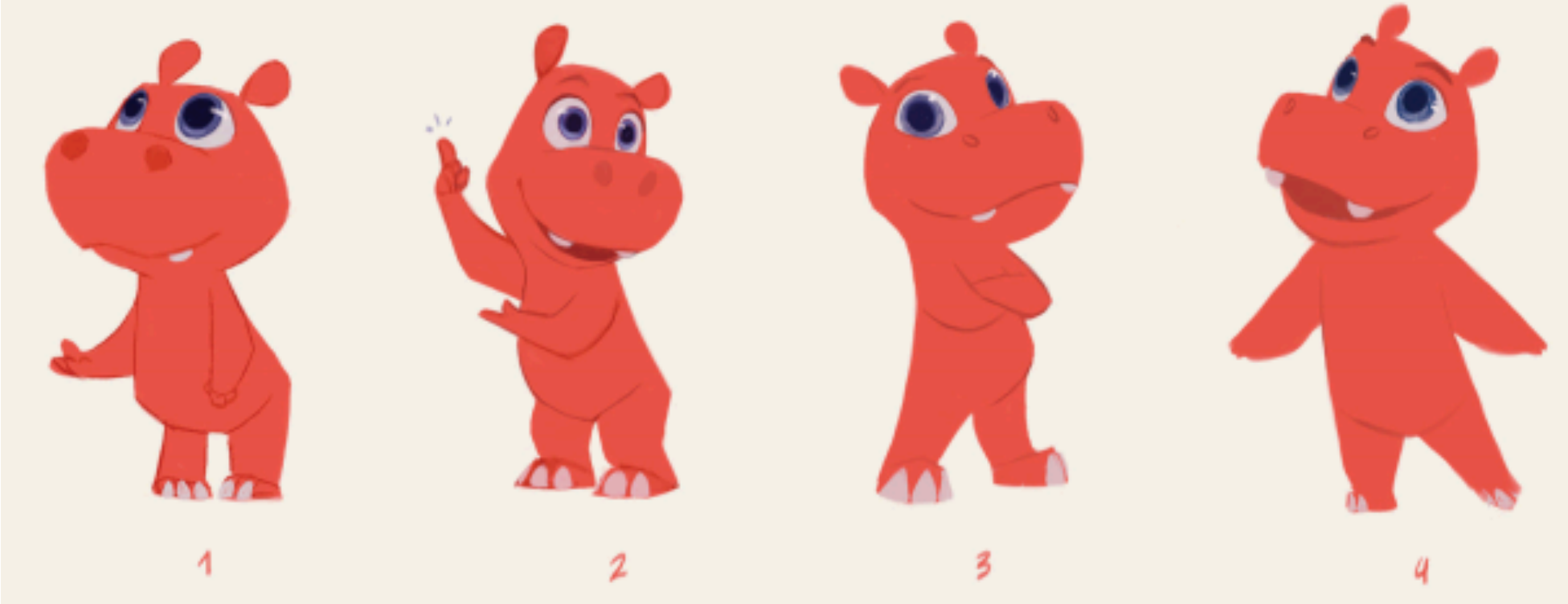




To build a character that will tell great stories, it is essential for us to first know who's story we are telling.
We start by mapping the Dickie brand and its conversation with the consumer.

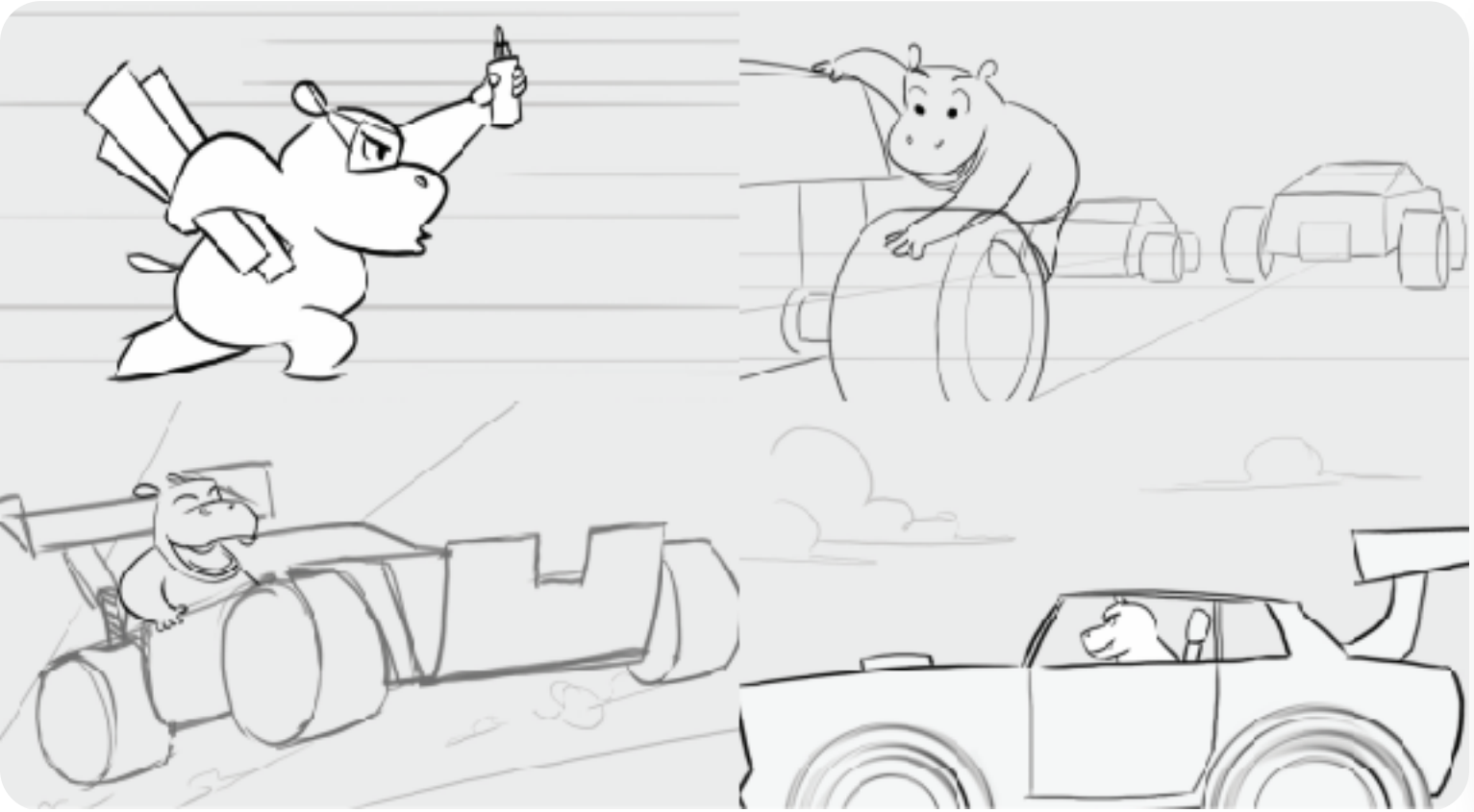


We knew we wanted to make Dickie an anthropomorphic hippo because giving him human characteristics would make him far more relatable and engaging to the target audience.



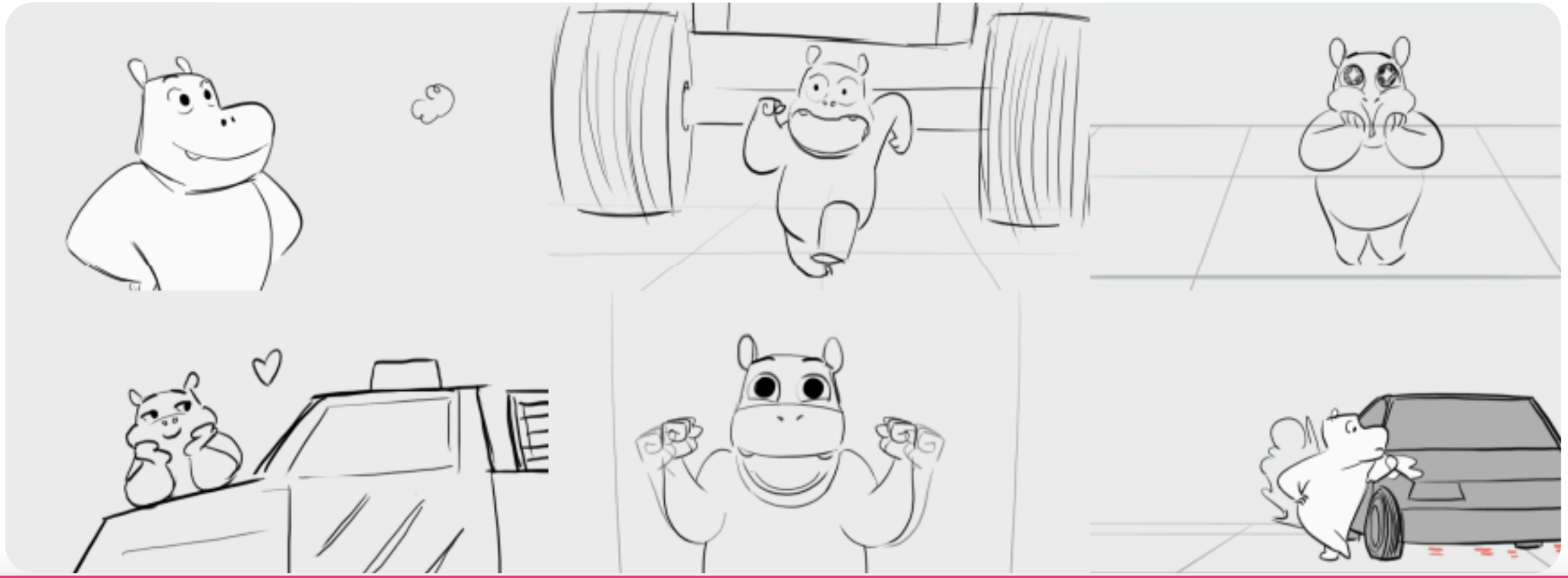
Just as a house needs a solid foundation, so does a good character need a backstory.
We dive into the personal details of Dickie the Hippo to start the process of bringing him to life.

Name: Dickie the Hippo
Age: 8 – old enough for kids as young as 4 to look up to him,
but not too young for the 10-11 year olds to feel patronized
Address: Germany
School: Automobile Junior School



Desire is a character's heartbeat. It's what makes them get out of bed every morning and engage an audience.
For Dickie the Hippo, we found his desire in the brand identity.

Dickie is a toy brand that primarily creates toy cars. Hence Dickie the Hippo is a collector, racer and mechanic all in one, with a Jeremy Clarkson knowledge of every Dickie car to roll off the production line and a goal to drive all of them.

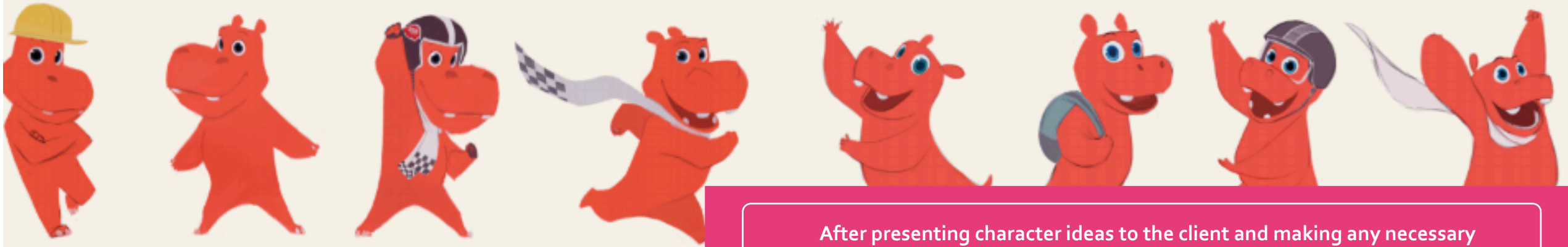


With the character starting to take shape it’s time to add the qualities that will take him from the screen and into the hearts of the target audience.

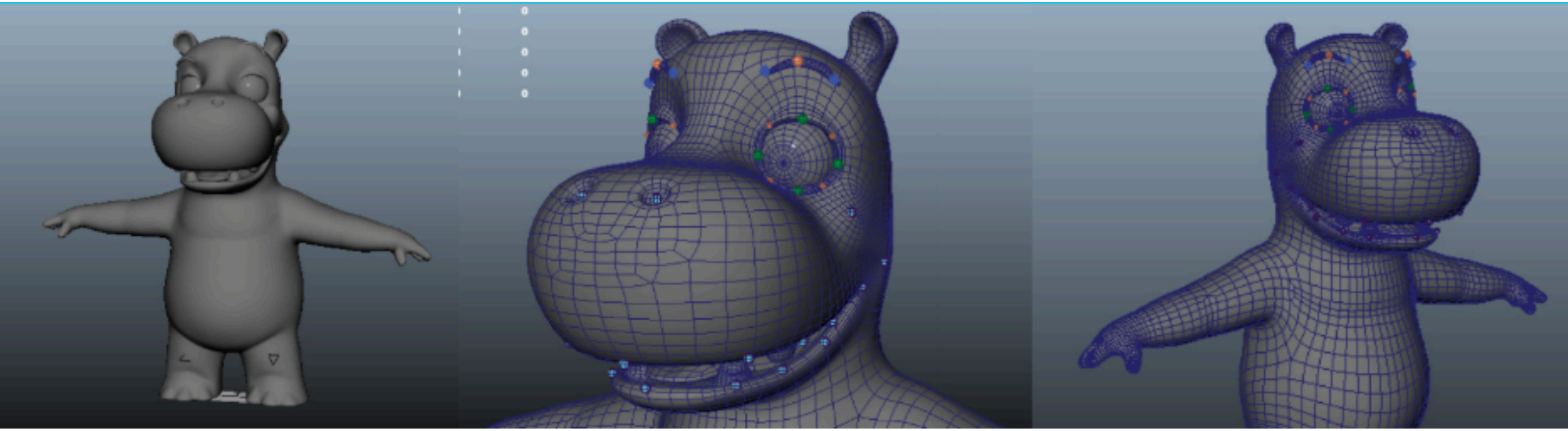
We had fun creating a few scenarios for Dickie the Hippo and exploring his reaction under a few different personality types, from adventurous to the downright mischievous. Using the Myers-Briggs Indicator we found ISTP - The Mechanic was the best fit.







After presenting character ideas to the client and making any necessary amendments it's time to take Dickie the Hippo to finishing school. We refine his look and style, wheeling him out in different poses with different props and attire. It is decided that the character is strong enough in his birthday suit!



Using our unique 3D design process, we bring Dickie the Hippo into the world of CGI where we have designed our own trademark rigging tools that allow us to animate the character in a very fluid and cartoon-like form. Meaning they can be pushed, pulled, stretched, and squashed without breaking.

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When Shoguns Entertainment creates a character, you are not just getting a 3D design. We delve deep into character development, employing the same processes as best-selling authors and Hollywood script writers to create deeper, richer characters that tell greater stories.