



# PADDINGTON™ VISITS...

LOCATION TOOLKIT

**STUDIOCANAL**

A CANAL+ COMPANY





# THE ORIGIN STORY & BACKGROUND

Paddington now lives in London, England, but he originally came from Peru where he was brought up by his Aunt Lucy.

When Aunt Lucy went to live in the Home for Retired Bears in Lima, she decided to send Paddington to England. After teaching him perfect English, Aunt Lucy arranged for him to stow away in a ship's lifeboat.

Eventually, Paddington arrived on Paddington Station in London where he was found by Mr and Mrs Brown. He was sitting on a small suitcase near the lost property office wearing nothing but an old bush hat and a label round his neck with the words "Please Look After This Bear. Thank You."

Paddington went to live with the Mr and Mrs Brown at 32 Windsor Gardens in London, along with their two children, Jonathan and Judy and their housekeeper, Mrs Bird.

The Browns decided to name the new member of their family Paddington, after the place where he was found.



# PADDINGTON VISITS

We are so excited that you are involved in the bench trail, Paddington Visits!

Our intention is to spread the joy of Paddington across the country, and for local areas to have a wonderful attraction that encourages people to visit and interact with the little hero.

As part of this trail, you play an important role in the celebration of the release of 'Paddington in Peru'. After a fabulous launch, you will be the official hosts of your very own Paddington, a fantastic opportunity to honour your area.

There is a range of locations in the country who are also participating, so that everyone can delight in Paddington's company.

This toolkit will act as a guide to ensure you can promote your new resident, Paddington, as well as the local area, whilst sticking to studio guidelines.



# THE LOCATIONS

- 🍷 Liverpool
- 🍷 Birmingham
- 🍷 Edinburgh
- 🍷 Southampton
- 🍷 Reading
- 🍷 Westfield, White City
- 🍷 Bury St Edmunds
- 🍷 Salisbury
- 🍷 John O Groats
- 🍷 Newbury
- 🍷 Newtownards (NI)
- 🍷 Chester
- 🍷 London Paddington
- 🍷 Penrith
- 🍷 Sunderland
- 🍷 Peterborough
- 🍷 Manchester
- 🍷 Lands End
- 🍷 Lanark





# YOUR PADDINGTON

We can't wait for you to welcome your new Paddington to your area. The statue has been lovingly created by our production team so you can proudly show it off to all its visitors.

What you'll receive:

- 🐾 A Paddington statue made from fibreglass, painted in 'classic' Paddington colours (red hat, blue coat, brown fur).
- 🐾 A plaque to be displayed beside Paddington on the bench with the trail name and location name.
- 🐾 (For locations who opted in) A park-style wooden bench that the statue will be attached to.
- 🐾 A small paint kit and guide to fixing any small chips or cracks
- 🐾 For specific measurements, see the technical drawing [HERE](#).







# ORDNANCE SURVEY

We have a partnership with Ordnance Survey, who will be creating a virtual map and assets for people to engage with the bears, and discover new routes around the UK and Ireland.

The partnership will include:

- Creation & hosting of bench trail map across “getoutside” website
- Creation of additional supporting content (i.e. location information, walking routes etc)
- Social support across OS owned channels
- Details pushed to their social “champions” with a combined reach of 1.63m
- Digital map hosted on “getoutside” website
- In-house PR & media team will support campaign
- Partnership with Bauer media that may be able to be leveraged (Across print titles including Country Walking, Trail)







# UPKEEP AND MAINTENANCE





# MAINTENANCE

With so many Paddingtons around the country, we will require each individual location to ensure they are well maintained, and to keep us updated on their status. Premier PR will manage this process, and be your point of contact through.

We ask participating locations to:

- **Once a week** – submit a response to a short google survey
- **Once a fortnight** – upload photos of your Paddington statue to a designated google drive folder
- **As required** – inform Premier of any issues, and complete any necessary fixes in line with the contract

We will provide every location with a small paint kit and 'how to' guide, in case of any surface level scratches or chips.

Premier should be notified immediately of any major damage throughout







**DISPLAY**



# DISPLAY

We're sure you're excited to give your statue its new home, in a place for everyone to enjoy! Here are some guidelines and areas to avoid to better aid your decision:

## DO ✓

Choose a public location, so everyone can join in on the fun!

*I.e. it can't get gifted to someone and kept in their home, kept anywhere with paid ticket entrance, anywhere private/exclusive*

Choose an accessible location

*No step-only access sites, presence of lifts and wheelchair-friendly ramps*

Choose a safe location with little disruption and antisocial behaviour

Remove any external items left on the statue

*E.g. clothing, rubbish, drinks, stickers etc.*

## DON'T ✗

Create any signage, backdrops or mini sets. This includes creating a 'scene' around Paddington, like a jungle, or incorporating other animals

Dress Paddington in any other clothing

Give Paddington anything to hold/leave any external items on the statue

Display the statue outside somewhere 18+

*E.g. bar, betting shop, strip club etc.*

Please note: any location will be subject to Studiocanal approval



# SOCIAL MEDIA & OTHER DIGITAL ASSETS





# SOCIAL MEDIA POSTS

We want to shout about your statue in any way you can, including on social media to really spread the love! Here are some guidelines to ensure your content is appropriate:

## DO ✓

Be kind. Paddington is all about promoting kindness, so we'd love to see this reflected in social media content.

Make sure it's child-friendly. Any content should appeal to a family-family audience.

*I.e. no bad language, inappropriate images, or anything that could be frightening*

Use high-res approved images of the bench to support the activity

*We will provide you with official images of the launch, as well as approved film stills.*

Use official assets shared with you in the toolkit

*I.e. activity sheets, colouring sheets*

Tag @paddingtonbear

## DON'T ✗

Speak in Paddington's voice.

*You may refer to things he has said in the 3rd person*

**Use Paddington to promote products, brands, retailers or services.**

Have Paddington act as an influencer or celebrity, this is a character and a brand.

Imply that Paddington has opinions on things

*Eg you cannot say something along the lines of "Paddington loves coming to {location} with his Aunt Lucy, it's his favourite city!"*

Use licenced music or any music that is inappropriate

*Please only use royalty-free music in any content*

Post Paddington in relation to any conflicting IP

*Brands, other characters e.g. Peppa Pig, Coca Cola*

Post anything negative about the brand

Use images of Paddington from the internet

*They may be unofficial, low res or too old*



# LOCAL INTERACTIONS & PROMOTIONS





# COMPETITIONS

Local competitions are a really great way to get people involved in the Paddington celebrations. Here are some guidelines to help your planning:

## DO ✓

Hold competitions inspired by the statue  
*I.e. creating artwork, costumes, baking etc.*

Use official assets shared with you in the toolkit  
*I.e. activity sheets, colouring sheets*

Use Paddington as placemaking in the area  
*Paddington could be a location on a scavenger/treasure hunt*

## DON'T ✗

Imply that the statue is real and involved in the competition in some way  
*Paddington cannot compete in or judge any competitions, only used as inspiration*

Give away official Paddington merchandise, unless it is through StudioCanal

Hold any competitions that are unsuitable for children or aimed at an adult audience



# LOCAL BUSINESSES

We know lots of local businesses will be eager to get in on the action and celebrate their newest resident. Here are some guidelines on exactly how they can participate:

## DO ✓

**Celebrate the arrival of Paddington to your local town, community and businesses**

*You cannot claim that anything was made by Paddington or that it is sponsored by Paddington  
E.g. a bakery could say "to celebrate our newest resident, Paddington, come and try our new Peruvian biscuits"*

**Suggest people incorporate visiting Paddington into a day out in the area**

*For example, "if you're planning a trip to Salisbury today, why not check out the Cathedral, our new Paddington statue, and our bakery that is a 5 minute walk away"*

## DON'T ✗

**Create themed products or merchandise using the Paddington IP, or imply that Paddington has any official partnerships with local brands**

*This would require an additional license from the rights holder, and could compromise existing official brand partnerships*

**Use Paddington to directly promote any products or services**

*E.g. you cannot say "come and buy Paddington's blue duffle coat", but you could say "Our navy blue duffle coats are the perfect nod to our new, local Paddington statue"*



# COSTUME CHARACTERS

A costume character is a fun way to engage the local community in a more animated way  
Here are some guidelines on best practices when Paddington costumes are involved:

## DO ✓

Book the official costume character through Rainbow Productions to appear in general in the local area

## DON'T ✗

Have the official Paddington costume character pose with the statute

Have any characters of conflicting IP, seen in the same place as, or photographed with, the statue

*E.g. Frozen, Peppa Pig*

*We understand that children and members of the public may be dressed up and posing with Paddington - for instance on World Book Day - this is fine*



# EVENTS

We understand the local area may want to put on an event that relates to Paddington. Here are some guidelines on best practices when planning an event:

## DO ✓

Create an event that is **inspired** by Paddington and Paddington related themes

*I.e. "We all know Paddington loves marmalade sandwiches, so today we're holding a marmalade sandwich picnic"*

Screening the film post release, or other Paddington franchise films, is fine and welcomed – please speak to your local cinema and go through the usual channels to organise

## DON'T ✗

Imply an event is an officially endorsed Paddington event

*I.e. "come down to the Paddington Bear's Picnic today"*

Imply an event is hosted by Paddington, or people are invited by Paddington

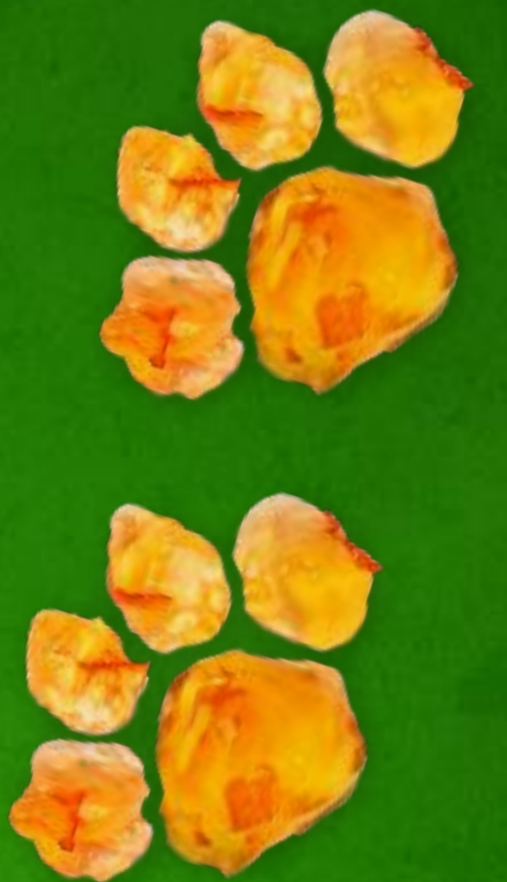
*I.e. "Paddington has organised a picnic for all his friends today, and he'd love you to come down. He can't wait to see you there!"*

Sell or display unofficial Paddington merchandise






# GENERAL INFORMATION








Paddington isn't his real 'bear' name. He has a Peruvian name 'Pastuzo' (pronounced in roars) which he shares with his uncle.

When Paddington goes shopping in the market, he often takes along his shopping basket on wheels.



Paddington has two birthdays per year (just like the King)! He celebrates these on 25th June and 25th December.

## **FUN FACTS ABOUT PADDINGTON**

Paddington has a close friend, Mr. Gruber who owns an antiques shop in the nearby Portobello Road and most days Paddington and Mr. Gruber share their elevenses of buns and cocoa.

If Paddington ever has a problem, he will almost always turn to Mr. Gruber for help and advice.



Paddington does not have a middle name.






“If we’re kind and polite, the world will be right.”

“Mrs Brown says that in London everyone is different, and that means anyone can fit in.”

## MOVIE QUOTES



“Dear Aunt Lucy, life in London has been better than ever. I really feel at home.”

“I’ll never be like other people, but that’s all right.”

“A wise bear always keeps a marmalade sandwich in his hat, in case of emergency.”



“There’s nothing like a nice chat over a bun and a cup of cocoa.”

“Willing paws make light work.”

“I’m sure you did your best and you meant well. Those are two of the most important things in life.”

“We often take for granted the things that mean the most to us. Something we should never, ever do, especially when it comes to bears.”

“There’s a lot of truth in the old saying “A friend in need is a friend indeed.”

## PUBLISHING QUOTES

“Please look after this bear. Thank you.”

“Young Mr Brown has a habit of bringing people closer together.”

“My Aunt Lucy taught me to say ‘please’ and ‘thank you’ when I’m out shopping, and to raise my hat whenever I meet someone I know.”

“Paddington was a surprising bear in many ways and he had a strong sense of right and wrong.”

“Aunt Lucy is very wise. If it wasn’t for her I wouldn’t be here at all. Besides, she taught me all I know.”

“He was that sort of bear who liked anything new, or, at least, anything which was new to him.”





# BRAND REGULATIONS



# BRAND REGULATIONS

## In the real world

Paddington cannot be seen or interact with any fictional character from a different world (eg Peppa Pig).

Paddington cannot be seen visiting two locations at once (in promotions' storytelling or as a costume character).

## Scale

Paddington is 3ft 6in tall (about 1.07m) with his hat on! Proportions must be respected in creative content.

## Brand Endorsement

Paddington is not aware of his popularity; he is living with the Brown family and understands people like to follow his adventures through the 'documentaries' made about his life.

Paddington should not be seen holding a product featuring his image or directly endorsing an experience or activity using his image or his story.

Paddington should not be shown to DIRECTLY endorse 3rd party brands or products. He would not be shown wearing a particular brand of wellington boots or eating a specific food brand outside of a commercial collaboration. Other brands should not be indirectly featured.

Paddington should not be shown to endorse ANY political party or campaign.



# BRAND REGULATIONS

## Brand Inclusion

When promoting activity, avoid referring to it as the 'world-premiere' or 'the first time in the world' Paddington is doing something.

Paddington never mentions past or present brand activations- the character is separate from the brand

## Naming:

Referred to as just 'Paddington', not 'Paddington Bear' unless there is the need to distinguish the character from the area in London or to translate the name of the character into multiple languages.

'Paddington Bear' is used in copyright notices.

## Voice:

Do not speak in Paddington's voice (first person), but you may refer to what Paddington thinks or has said (3rd person).

All copy featuring the character's name or referring to his story should be sent for review.

## Character Reference:

Do not use the term 'Darkest' Peru- he's just from Peru.

Do not refer to the character as an animal or compare him to other animals.

Do not refer to the character as: misbehaved, cute (except in certain contexts), awkward, furry or shaggy, bumbling, naughty, chaotic, causing havoc



# PROHIBITED ASSOCIATIONS & RIGHTS





# PROHIBITED ASSOCIATIONS

Ads for 'R' or 'NC-17' rated movies

Ads for 'TV14' or 'TVMA' TV programming

Ads for 'M', 'AO' or 'RP' video games

Content that could frighten or upset young children or the parents of young children

Adult-oriented prescriptions, drugs or over-the-counter medication, vitamins and dietary supplements

Contraceptives

Tobacco

Liquor of any kind (including beer and wine)

Drugs (marijuana etc)

Sexually explicit images (any pornography, etc)

Suggestive or revealing images (bare midriffs, legs, etc)

Potentially slanderous or libelous content

Bad language, proxies for bad language (X@&#%!) or noises related to bodily functions





# PROHIBITED ASSOCIATIONS

Politics (lobbyists, PAC Sites, political campaigns, alternative lifestyle advocacies)

Sensationalism (killer bees, gossip, aliens, scandal etc)

Gambling

Unsubstantiated or false claims

Misleading language

Graphic violence (including certain types of game sites) and Guns (eg firearms, bullets etc)

Death (eg funeral homes, mortuaries)

Any content or service that violates applicable laws, rules, regulations or infringes or assists other in infringing intellectual property rights.

Content that is otherwise inappropriate for children

Content that is discriminatory based on race, sex, religion, nationality, disability, sexual orientation, age or other protected category.

Controversial topics (social issues etc.)

Linked to or associated with cartoons or other 'characters'





# PROHIBITED ASSOCIATIONS

Involves a product that would be detrimental to the brand's image

Involves a direct business competitor of Paddington (TV, movies, theme parks, travel, books, live events, family or kid properties, etc.)

Corrosive cleaning products/products such as bleaching product

Hair removal equipment

Dietary proteins

Lice combs

Teeth whitening products, dentures/dental prosthesis products  
All adverts for marmalade or affiliated (eg jam) must be reviewed on a case-by-case basis

Products with a "keep out of reach of children" label

Unreasonable or highly unlikely product or service claims

Involves an advertiser in a category where Copyrights has previously granted rights to another party





# RIGHTS

## Music Rights:

Please use royalty-free music or ensure you own or have the rights, permissions, or licences to use copyrighted music in ANY assets.

To obtain permission to use any film or TV Paddington music, please reach out to your key Copyrights contact.





# PADDINGTON IN PERU

**PADDINGTON VISITS**

**BACKGROUND INFO**





# OBJECTIVES

In the lead up to Paddington in Peru's release, create a nationwide trail of Paddington statues up and down the country, unveiled in time for the October half term.

This nationwide Paddington attraction would tap into Paddington's community spirit, kindness and delivers media and social media coverage, with the potential to become a permanent legacy. A series of benches with Paddington eating a marmalade sandwich to allow people around the country to sit with Paddington and admire a location or view or to have company.

The objective is to create an experiential element that adds an incremental layer of media coverage and reach to the release, allowing the public to interact with Paddington whilst adding a community and legacy story and tapping into the affection for Paddington around the country To be delivered cost effectively for Studiocanal ie business models to be explored.





# THE PADDINGTON BENCH TRAIL



In Autumn of 2024 Studiocanal are creating an initiative which places Paddington statues in key destinations nationwide as an attraction, a footfall driver and a permanent place where people can go and meet the beloved bear, and take a photo with the cuddly hero.



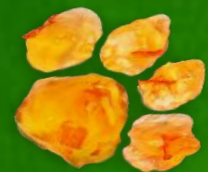
Statues will be finished in colour – with Paddington’s signature blue coat and red hat



Much like Leicester Square’s statue (pictured), our intention is for these Paddingtons to become permanent features in their new homes, and enjoyed by residents and visitors alike, for many years to come



Local BIDs, tourism boards, shopping centres and national companies have agreed to take part in the trail and are welcoming Paddington statue to display in their area






# CONFIRMED LOCATIONS

- Liverpool
- Birmingham
- Edinburgh
- Southampton
- Reading
- Westfield, White City
- Bury St Edmunds
- Salisbury
- John O Groats
- Newbury
- Newtownards (NI)
- Chester
- Penrith
- Sunderland
- Peterborough
- Manchester
- Lands End
- Lanark





# TIMING - OVERVIEW

MONTH	PHASE	NOTES	
JUNE - SEPTEMBER	Production	Sculptures created and any necessary long term permissions submitted with councils	
SEPTEMBER	Final planning	Publicity materials created, install and unveil plans finalised, project announced	
OCTOBER	Live	Statues installed and unveiled, all in-situ for October half term, key press moment and the start of public engagement	
OCTOBER ONWARDS	Display	TBC length of time displayed - with footfall, visitors, community engagement and social traction continuous throughout	



# COMMS TIMELINE

W/C 2nd - 9th  
SEPT

- Location toolkit shared to all partners
- Press materials shared with all partners
- **Campaign and press materials under embargo until 08:00am BST 16th Aug**

MON 16TH SEPT

- Paddington Visits announcement, with talent video.
- Listings, regional and broadcast media approached
- Wider news, lifestyle and entertainment media sell-in

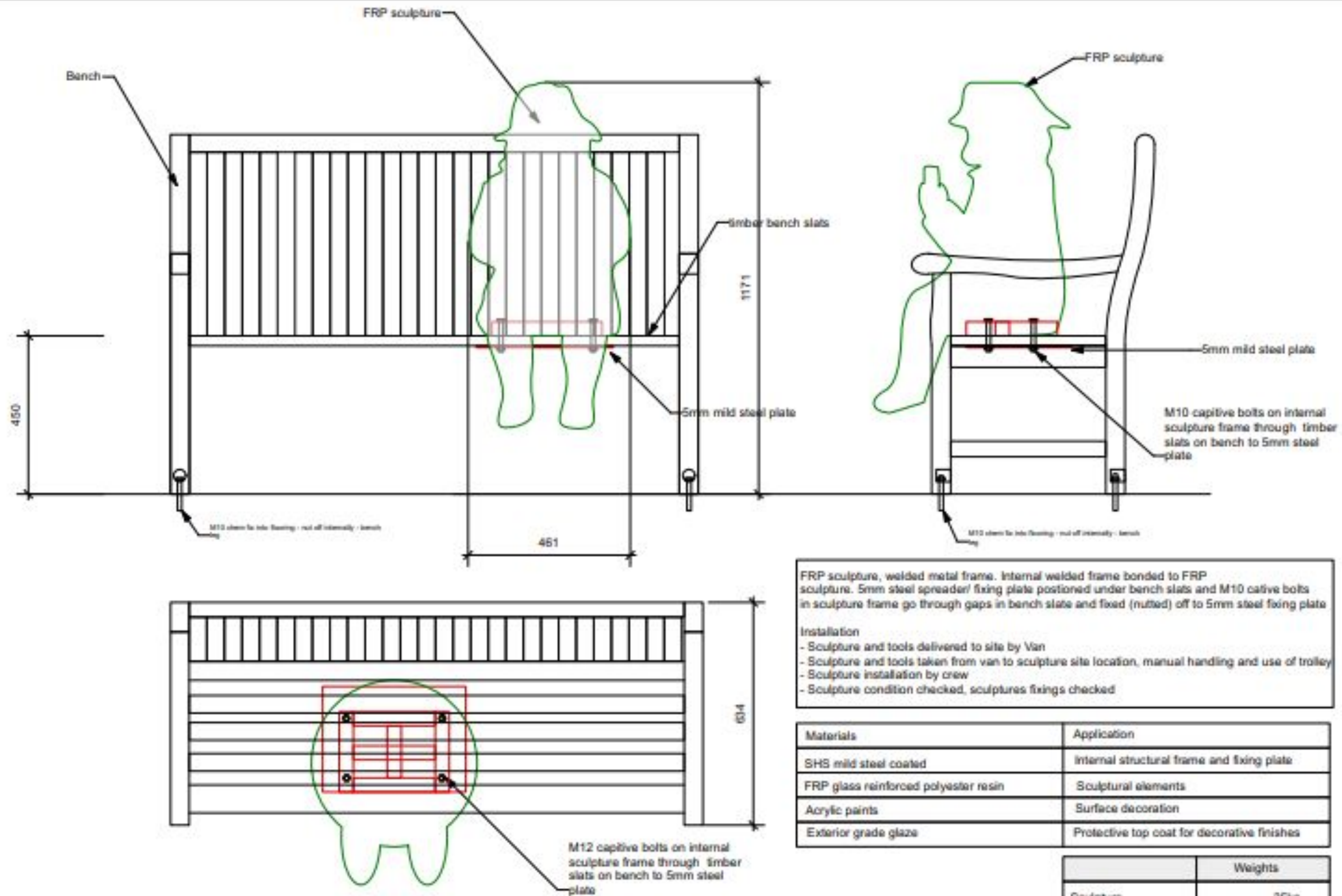
W/C 7th OCT

- Official launch of trail
- Regional media approaches with photography from each location
- Wider news, lifestyle and entertainment media sell-in





# TECHNICAL DRAWING





A LITTLE BEAR  
GOES A LONG WAY

# CONTACTS

For any production or general questions or further information, or to set up briefing calls, below are your central contacts:

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For any press related queries, please contact the PR team below:

[Paddingtonvisits@premiercomms.com](mailto:Paddingtonvisits@premiercomms.com)

**PADDINGTON  
IN PERU**

IN CINEMAS  
NOVEMBER 8

STUDIOCANAL THE WALT DISNEY PICTURES KINOSHITA GROUP

# THANK YOU!

