

Young students develop formula for viral hit

Three ambitious students in the Netherlands grabbed the term 'online marketing' by the horns under the alias The Pegbarians. Thijs Koole, Florian Walvaren and Martijn Calkhoven got an unknown success with their first animation that gained over more than half a million YouTube-hits. The viral hit is based on successful series as *Pokemon* and *Dragon Ball Z*. KLIK! supports the three young talented students in their search for virtual success.

The term The Pegbarians is a fusion of the words Pegbar – a support instrument that is used for traditional drawn animation – and Barbarians was the first step. Next the students created three animated characters and a uniform style and recognisable brand. During the start of the project the students visited the workshop '3 Steps to Becoming an Online Sensation' at the KLIK! Amsterdam Animation Festival 2012. This became the catalyst that inspired the hypotheses for their own online sensation, The Pegbarians.

Thijs Koole describes the search as *"searching for the holy grail"*. According to the students animation is the ideal means for online marketing because it is short, timeless and easy to swallow. The only disadvantage according to Martijn Calkhoven is the time-consuming process of making the animation. Finding a balance in quality and quantity is therefore a goal of The Pegbarians.

Meet The Pegbarians on the Industry Day at the KLIK! Amsterdam Animation Festival on Friday the 15th. In the program Getting Your Series Going they talk, together with studio KLOMP! Animation, illustrator Thomas Huyghe, animator Patrick Raats and studio Job, Joris and Marieke, about the secret of their successful animation series.

Over KLIK!

KLIK! Amsterdam Animation Festival viert dit jaar van 12 tot 17 november de zesde editie in EYE en Toren, te Amsterdam. Op het festival zijn de beste en nieuwste animaties te zien, vergezeld door een aanbod van masterclasses, themaprogramma's zoals 'The Fabulous Fifties', feestjes en tal van andere activiteiten. Het festival ontving dit jaar maar liefst meer dan 1300 inzendingen uit 75 verschillende landen, waaruit de meest spraakmakende voor het publiek zijn geselecteerd.



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