



Little Grey Fergie is a children's entertainment brand with books, TV, theatre, films and merchandise, and theme park attraction in Norway. 320 million views and 330k subscribers on YouTube. Overwhelming international interest has spurred our ambition to build a global brand and we are seeking an agent for our iconic live action tractor.

We are seeking representation for Little Grey Fergie (www.littlegreyfergie.com – www.youtube.com/user/littegreytractor/videos) based on the legendary Ferguson tractor TE-20 that revolutionised agriculture around the globe with its legendary 3-point system.

To date, our live action children's entertainment brand Little Grey Fergie has had more than 320 million views and more than 330,000 subscribers on YouTube, and requests for more content and products continue to pour in from fans all over the world. Our ambition is to build the Little Grey Fergie to become a leading global brand in children's entertainment. We wish to do so together with your agency.

We created and developed the Little Grey Fergie character in Norway in 1995, and over the years, we have built the brand through TV series, feature films, short films and theatre productions to become one of Norway's leading children's entertainment brands. Our commercial success is evidenced by our wide array of licence agreements covering books, TV, films, music, theatre, merchandise, etc. and we even opened a theme park attraction, Little Grey Fergie land, in 2014. We won the THEA Award for Best Themed Attraction in 2015, and we received the Award at a ceremony in Disneyland in Los Angeles.

Little Grey Fergie has also ventured abroad, and in 2012 the second feature film got a warm reception at the Chicago International Children's Film Festival. Our initial forays into the international arena convinced us that an English version of the brand would be able to capture the hearts of children outside of Scandinavia. In 2013, we set up our UK franchise Farmyard Stories Limited, and under this vehicle we have produced 7 short films in English for our YouTube channel. Little Grey Fergie's phenomenal success is in part due to the fact that we have kept the brand loyal to our core values. Children age 3-7 experience Little Grey Fergie through his eyes, and from his adventures we learn about farming, animal husbandry, sustainable and environmentally sound day-to-day living, and good nutrition. Little Grey Fergie is an antidote to the automated, slick and detached urban world.

We are the sole owners of the Little Grey Fergie brand and all associated intellectual property rights. We have secured a TradeMark licence from the tractor manufacturing AGCO Massey Ferguson in perpetuity, and AGCO continue to be a great fan of Little Grey Fergie.

With an impressive track record of commercial success, and with the launch of a new digital business strategy, we believe the time is right to bring Little Grey Fergie to the global marketplace.

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