Can you find Woolly, Collie and Mooey?

Hi there kids! My name is Woolly, and I love going on adventures. Join me on my road trip around New Zealand, but don’t tell the farmer! I love wearing scarfs, even on the beach, so make sure to look out for me.

Collie here! I love the farm; I have the best job being in charge of all the animals. The farmer forgot to give me my bone yesterday though, but luckily Woolly told me there are lots in the city.

I’m Mooey, and I don’t like being stuck in this boring farm all day. Woolly has invited me on an adventure around this beautiful country. I wonder if the grass is greener on the other island?
What is Where’s Woolly?

Kia Ora guys and girls, welcome to ‘Where’s Woolly.’ Where’s Woolly is a fun new way to learn about New Zealand and its many beautiful icons by using New Zealand made artwork. This is our 2016 Annual Review, and we hope you enjoy reading about and seeing all the cool things we’ve done this year. We are a Nelson College business project that’s run through the Lion Foundation Young Enterprise Scheme.

The aim of Where’s Woolly is not only to show off our picturesque country to Kiwis and to the rest of the world, but to make reading enjoyable and not a chore. Your mission is to find Woolly the sheep, Mooey the cow and Collie the sheep dog. They are within the 7 kiwiana scenes, and you must bring them back to the farm as quickly as possible. If you think you have found everything, turn to the back for more fun things to find!

We hope you enjoy Where’s Woolly and good luck trying to find Woolly, Mooey and Collie!
Executive Summary

Kia ora and welcome to Where's Woolly, an innovative Children's book that aims to educate and entertain children all over New Zealand. We have developed an action packed adventure around New Zealand with the goal of ‘Finding Fun in Fiction’. Our long but continuing journey has put Where's Woolly books in 25 countries around the world, supported young children in developing countries such as Vanuatu and El Salvador, and allowed us to give back through the Starship foundation.

Where's Woolly was born upon the idea of creating an innovative version of one of the most recognizable Children's series of all time, Where's Wally, to design a product that would shout New Zealand, and educate people about what this country has to offer. Due to a distinct lack of artistic ability amongst the Where's Woolly team, we contracted out the illustrations to Garin College Student, Poppi Burke. We opted for a one off payment of $500 as opposed to a share of the business, which turned out to be a great decision, due to the resulting success of the book.

What began as a casual school project, quickly became a near full time job with hundreds of orders flying in from bookstores all over New Zealand. We spent hour upon hour contacting anyone we believed could help us further Where's Woolly's journey, we sent over 15,000 emails and got rejected by publishers and book chains all the way from Whitcoulls to Penguin books. However, despite the obstacles and barriers, we have worked with and supported a range of incredible organizations, sold over 1100 books in just five months, turned over $18,000 and have been invited to the Beehive to meet Prime Minister John Key.

Alistair King – Managing Director

Product Description

Where's Woolly combines all that's great about New Zealand: our stunning beaches, great shopping and of course our love for Rugby. All this is jam packed into an engaging experience for anyone who loves learning about our beautiful country. Where's Woolly makes learning fun, and provides a new way to show off our corner of the world to anyone and everyone. With fun facts, a great storyline and over 50 things to find, Where’s Woolly is sure to engage and entertain over and over again.

“It is incredibly humbling to see a group of 5 young Kiwi's who are passionate about helping to enhance children's literacy skills, to give back to the community and of course to fundraise for Starship's children along the way!”

- Starship Foundation
Innovation

Aim: To develop an innovative product chain that provides hours of entertainment and education to Children nationwide, and achieve this without kids having their heads buried in a device.

Achievements

To innovate is to "make changes to something established, especially by introducing new methods, ideas or products". This is the epitome of what Where’s Woolly has achieved, taking an established product (Where’s Wally) and re-inventing it as a New Zealand icon, adding a range of fresh ideas and innovative sales channels to add value.

We based our book around 5 New Zealand animals hidden among 7 iconic places throughout our beautiful country. We innovated through having each scene in a specific location, as opposed to a generic depiction of reality. This, combined with the addition of educational facts about each place resulted in a more educational experience than the original Where’s Wally, which made it more appealing to parents and school teachers.

We also found out precisely what children would want through visiting children of every single year level from kindergarten to year eight with our first edition of the book, which we later re-designed and improved. We also decided to target individual schools and libraries, as opposed to going through a distributor and destroying our profit margin.

Due to the innovative aspects of the book, Where’s Woolly has been extremely effective in tackling the lacking literacy and cognitive skills in developing countries over the world. Not only have books been sent to 25 countries worldwide, we have donated books to kindergartens in Vanuatu and to Children in El Salvador. In both cases the feedback has been extremely positive, and we look to expand this international development in the coming months and years.

Reflection

As we quickly realised, to get anywhere in an arguably saturated children’s book market we would have to stand out, be innovative in our processes and network considerably. Because of this, we continually aimed to make the most of our differences, the fact that we were school kids, had the backing of the Lion Foundation Young Enterprise Scheme and developed a product that was instantly recognisable but also new to people all over New Zealand. This provided a unique angle in the Children’s book market, and with innovation in our processes we were able to exploit this.

We put in a lot of effort into creating a network of people we could draw advice from, which included book buyers in Penguin books, Whitcoulls, Paper plus and Potton and Burton Publishers. This, combined with direct feedback from children allowed us to tailor our book as best we could to the needs of the market. In fact, our innovation and unique market angle provided us with a product that was extremely memorable and was quickly spread through word of mouth.

One example of this is was following an afternoon promoting the book to year 6 class at Hampden Street Primary School. A few days later a year 5 student who was not involved came up to one of the group members and told us how the whole school had been talking about the book in the days following our visit.

• Re-inventing a New Zealand version
• Educational facts and storyline
• Visited schools and Kindergartens
• Re-designed and improved book
• Got advice from publishers and bookstores