

MONSTERS UNITED

ANIMATED GIF BOOKS



Camy ♥ Fantasy

Hutsy ♥ Adventure

Rooky ♥ Horror

Zecky ♥ Science Fiction

- A transmedia project bringing to life a quartet of loveable library mascots, known as Monsters United (MU), via five Graphics Interchange Format (GIF) books detailing each monster's origin story and how they come together as MU
- The animated GIF books and their eBook versions strengthen MU branding and objectives in enhancing the library experience of children aged 7 to 9, sparking the joy of reading, and encouraging reading of a wide variety of genres
- To further immerse children in reading, the animated books come with library programmes and hands-on activities
- Support collaborative partnership for inclusivity and nation-wide reach:
 - Dyslexia Association of Singapore for dyslexia-friendly content
 - #UniteAsOneSG campaign, featuring MU as advocates of reading in celebration of Singapore's national day
- Supports UN SDGs: #4 Quality education • #12 Responsible Production and Consumption

Omnichannel Engagement



Storytelling cum meet & greet sessions with hands-on MU mini book crafting to spark reading joy in children



Book displays to promote books of various genres and in-library DIY trail with redeemable MU tokens to make library visits fun for children



Featured in National Day Parade Digital Play Pack as part of #UniteAsOne SG campaign

Impacts & Future Plans

- From June 2022-June 2023:
 - Over 15,000 children engaged through in-library MU GIF book activities
 - Over 30,000 clicks for MU GIF books
- Extension of MU stories through creation of user-generated content, e.g. MU fan fiction workshops



<http://go.gov.sg/nlb-monsters-united>

Scan to read MU GIF books!