

# BUSINESS CASE STUDY:



#TeamMoretonBay

## Product Showcase: The Animation

The studio is the heart of creative expression, where Pixel Zoo's skilled designers and animators breathe life into static images to spark viewers' imaginations. From concept art and character design to animation and post-production, every step in the process is a technical finesse. By embracing innovation and fostering a culture of continuous improvement, the Pixel Zoo team has positioned themselves as pioneers in the Australian animation landscape.

Through dedication to innovation, the studio continues to push the boundaries of what's possible in the realm of animated storytelling.

Paul, who has been in the industry for 20 years and has seen so much change, acknowledges that as a company, they "need to innovate or else they get left behind."



## About

Pixel Zoo is an independent creative studio, specialising in character animation for clients all over the world. Proudly based in Moreton Bay, the company has an impressive portfolio of clients, working with some of the world's most beloved and recognisable brands and characters, spanning animated movies, TV shows, web series and commercials.

Offering a script-to-screen service, Pixel Zoo pioneered the webisode format for children's content, and today are proudly producing for many toy companies across the world including L.O.L Surprise, Bratz, Rainbow High, Mermaze, Go Buster, Penelope Farm and Lego Duplo.

Their work can be viewed on YouTube, Netflix and various streaming services around the world.

Paul Gillett, Founder & CEO fondly recalls moving into the North Lakes office with only 15 employees, with a mostly Australian clientele.

"With a growing list of international clients, we experienced rapid expansion, increasing our staff to 70+, expanding to 250 during COVID."

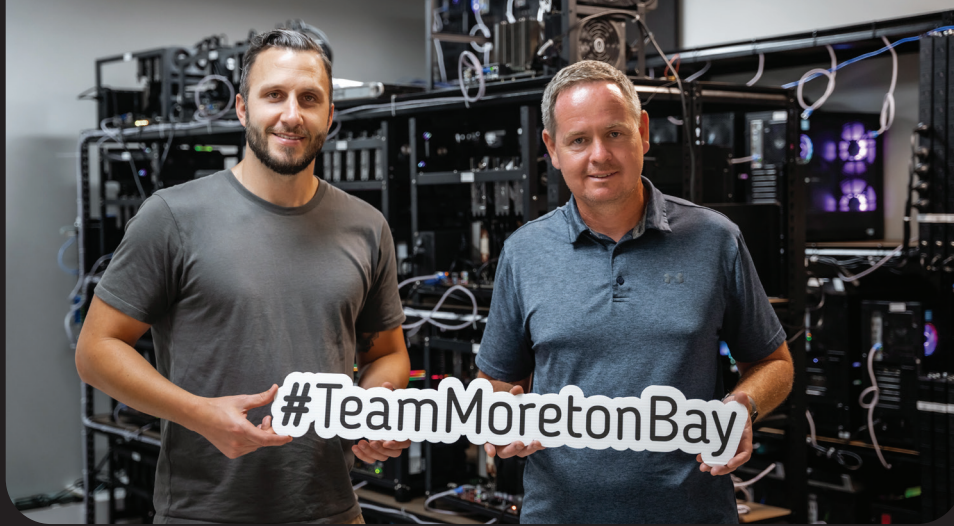
This growth represents a 233% staff increase during the pandemic.

[Find out more about Pixel Zoo ▶](#)



**Innovate**  
Moreton Bay





## Why Moreton Bay?

When asked why Moreton Bay, Head of Production Sebastian Gonzalez said:

"We have a young demographic that are looking for that alternate lifestyle. The City of Moreton Bay offers exactly that. It's a lifestyle away from the city and open to amazing locations like the beach or the

hinterland. And I think it provides an all-rounded lifestyle."

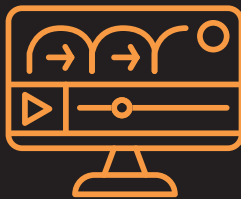
Paul backs this up and says he's excited to see further growth in the region and attracting more talent to the area.

"More talent means more business growth."

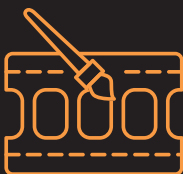
## Fast Facts



EACH WORKSTATION FEATURES **HIGH-END COMPONENTS, TOP-OF-THE-LINE GRAPHICS CARDS, MOTHERBOARDS, CPUS AND HARD DRIVES**



PIXEL ZOO PRODUCES ABOUT **35 MIN OF COMPLETED CONTENT EVERY 10 TO 15 DAYS** - FULL CG ANIMATION



EACH SECOND HAS **24-30 FRAMES** AND RENDERING A TOP-LEVEL SHOW MAY TAKE **45MIN PER FRAME**



## Moreton Bay's Value Proposition

The City of Moreton Bay encourages other businesses who are embarking on their Innovative journey to follow the footsteps of Pixel Zoo and establish or expand within the City of Moreton Bay. With plenty of support on offer, and many successful businesses that have hit global markets, the networks in Moreton Bay are an incredible resource for any business at any stage in their journey.

By embracing the real-world challenges and creating solutions in the region, the goal of a bigger and bolder region with a \$40 billion economy can be achieved by 2041. Businesses like Pixel Zoo achieves growth and success while contributing positively to the community while making an impact on the world.



Find out more about the Case Study series here