BLUE ZIPPY CAT

Tiny Adventures. Giant World.

An original character entertainment brand for publishers, licensing agencies, and commercial partners.





Zippy · 9 cm



Violet Mimi · 7 cm · Can use magic

ORIGINAL CHARACTER IP

www.bluezippycat.com

Brand blue #395CD4

Brand story

Original short-form character entertainment with a distinctive paper-cat universe.

Blue Zippy Cat is an original character IP featuring Zippy and Mimi, two tiny handmade paper cats exploring a giant everyday world. Born from a simple hand-drawn sketch, Zippy is a handmade paper character who runs, appears, and disappears through quiet rooms and playful adventures.

THE IDEA

BLUE ZIPPY CAT turns everyday moments into playful adventures. Small characters, expressive visual storytelling, friendship, curiosity, and surprising discoveries make the world feel wonderfully big.

THE EXPERIENCE

A character-first universe designed to be discovered through short videos, recurring stories, and interactive fan experiences. The brand connects entertainment with repeatable moments of delight.

THE AMBITION

Build a recognizable, enduring international character IP that audiences can watch, explore, and return to — with future opportunities in publishing, products, and licensed collaborations.



SCALE IS THE STORY

Zippy is 9 cm tall and Violet Mimi is 7 cm. Real Cat is approximately 50 cm tall, and Neighbor Shiba's shoulder height is 55 cm. A pillow becomes a hill, a table leg becomes a tower, and a sleeping Real Cat becomes a gentle mountain.

Characters

Canonical specifications from the official brand reference. Mimi and Fenn are the established magic users. Their published magic storylines stay with them.



Zippy

Height 9 cm. Brand blue #395CD4.
Four-legged cat, cut from blue graph paper.
Flat face, red cheeks, no eyelashes or eyebrows.
Curious, fearless, and playful.



Violet Mimi

CAN USE MAGIC

Height 7 cm. Purple graph paper.
Exactly three eyelashes per eye.
Triangular cheek markings and a pink tail.
Always a four-legged cat. Quiet but adventurous.
First appearance: Shorts Season 16.



Fenn

CAN USE MAGIC

An established magic user. Fairy magic and fairy-kiss stories are part of the published world. In official artwork she is the tiny fairy friend Zippy and Mimi meet in the garden — not a third paper cat.

Artwork: the published wallpaper “A Little Fairy Magic,” shown here with Zippy and Mimi.



Neighbor Shiba

A real Shiba Inu who lives nearby. Shoulder height 55 cm. Four-legged dog. The official design includes a collar. Curious, energetic, and friendly. He may chase or join an adventure, and he is never truly their enemy.



Real Cat

A gentle giant domestic tabby. Approximately 50 cm tall. No official personal name is published. Calm and sleepy, and unaware of most of the tiny paper-cat adventures nearby.

Published content

A broad catalog of stories and fan experiences that partners can watch, play, and share today.

ALREADY IN THE WORLD

Seventeen Shorts seasons and 500+ adventures, with a TV season, named series, puzzles, wallpapers, coloring pages, origami, and stickers.

17 seasons and 500+ adventures are evergreen display figures, not a live count.

01

Short-form series

Seventeen Shorts seasons of miniature adventures, plus Little Wonders, Around the World, and Specials.

02

Stories and commercials

TV Series Season 1 and the Commercials series now on the website. Longer stories and playful films, already online.

03

Play and create

Zippy Pocket Puzzle, free phone wallpapers, published Draw with Zippy coloring pages, and Origami Zippy.

04

Everyday fan touchpoints

Stickers for iMessage and WhatsApp, LINE stickers in Japan, the Blue Zippy Cat Club on Facebook, and YouTube, Instagram, Facebook, TikTok, and X.

PUBLISHED DISPLAY FIGURES

The website shows 17 Shorts seasons and 500+ adventures. These are evergreen display values, not a live catalog count, and they are not audience statistics.

IN DEVELOPMENT

Additional interactive experiences, creative activities, and original content are in development. They are not released and are not offered as available content.

Audience snapshot

Fixed published snapshot from the Partnerships page. Not a live measurement. No reporting date is published with these figures.

1.7M+
META
Views in 28 days

293K
TIKTOK
Views in 28 days

FOLLOWING AND COMMUNITY

2.4K+	1K+	1.4K+	1.1K+
FACEBOOK	INSTAGRAM	YOUTUBE	TIKTOK
Followers	Followers	Subscribers	Followers

4 Major social platforms with 1K+ followers or subscribers: Facebook, Instagram, YouTube, and TikTok.

FEMALE AUDIENCE

Facebook	71.2%
Instagram	76.7%

Share of followers. Not published for YouTube or TikTok.

CORE AGE RANGE

Published range	25–44

The published core age range is adults 25–44.

VIEWS FROM NON-FOLLOWERS

Facebook	85.7%
Instagram	88.9%

Share of views. Not published for other platforms.

PUBLISHED SNAPSHOT

These audience figures are a fixed published snapshot, not live measurements. No reporting date is published with them. The November 2026 date is this kit's edition, not the date of the counts. Meta and TikTok views are separate 28-day figures and are not combined.

Brand strengths

Character-led entertainment designed for repeat discovery.

01

Recognizable visual identity

A consistent cast, defined proportions, and the brand blue #395CD4 support character recognition across formats. Zippy is 9 cm. Mimi is 7 cm. Both paper cats stay four-legged.

02

Multiple discovery channels

Short-form video, a TV season, character profiles, puzzles, wallpapers, coloring pages, and stickers offer complementary ways into the same world.

03

An expandable universe with a fixed canon

Distinct series leave room for storytelling and carefully developed extensions. New work keeps Mimi’s and Fenn’s magic with those two characters and does not assign it to anyone else.

04

Family-friendly storytelling

Playful humor, curiosity, and visual narratives can be enjoyed across language boundaries. The published audience snapshot is centered on adults 25–44. Suitability should be evaluated for each proposed collaboration.

Partnership opportunities

Exploratory opportunities — not claims of existing commercial agreements. Listing a partner type does not mean a partnership is in place.

01

Publishing and storytelling

Illustrated storybooks, activity books, creative educational formats, and character-led publishing concepts.

02

Licensed products

Character merchandise, stationery, toys, and lifestyle products developed under brand and artwork approval.

03

Brand collaborations

Selective co-created content and family-oriented campaigns aligned with the characters and the established world.

04

Digital experiences

Interactive formats and cross-platform storytelling that respect official character design and approved IP guidelines.

YOUR PRODUCT BECOMES PART OF THE ADVENTURE.

A pencil becomes a bridge.
A toy becomes a new world.
A pet product becomes part of a tiny story.

CONVERSATIONS MAY INCLUDE

- Publishers
- Licensing agencies
- Consumer product companies
- Entertainment partners
- Family-oriented brands
- Digital platforms

Any collaboration uses approved official artwork and the canonical character specifications, including Mimi's and Fenn's magical abilities. Proposals that give magic to other characters, rename Real Cat, or change the published heights are outside the brand reference.

Contact

For partnerships, publishing, licensing, and collaboration inquiries. This is the contact published on the Partnerships page.

DISCUSS A PARTNERSHIP

mlg@bubblesdream.jp

Tell us about a partnership with Blue Zippy Cat.

Official website	www.bluezippycat.com
Partnerships	www.bluezippycat.com/partnerships
YouTube	youtube.com/@BlueZippyCat
Instagram	instagram.com/bluezippycat
Facebook	facebook.com/bluezippycat
TikTok	tiktok.com/@bluezippycat
X	x.com/BlueZippy_Cat

© 2025–2026 Blue Zippy Cat

Artwork in this kit is from the official website library. Audience figures match the Partnerships page snapshot and should not be updated from memory. This document is the November 2026 Edition.