

CASE STUDY:

# MINDFUL BEE

Building a Kinder Generation,  
One Story at a Time



# Mindful BEE



**BEE-  
HERD**

# THE SPARK

Some of the best ideas don't come from whiteboards or boardrooms. They come from sun loungers.

On a family holiday in Spain, Bee (founder of Bee Herd) attempted to lead her children, Evie and Ronnie, through a pack of mindfulness cards she'd packed with good intentions. The session ended in laughter, mild chaos, and an admission: this wasn't going to work. But as is so often the case with Bee, failure sparked something far more powerful — a conversation.

What would mindfulness actually look like if it was designed by kids, for kids?

What if it wasn't labelled as a "practice" at all — but instead, woven into joyful, everyday storytelling?

**And just like that, Mindful Bee was born.**

<b>Client:</b>	Mindful Bee
<b>Sector:</b>	Children's Wellbeing & Education
<b>Project Duration:</b>	July 2023 – Ongoing
<b>Services Provided:</b>	Brand Creation, Content Development, Strategic Direction, Product Launch, Media & PR Support

# WHAT WE DID



## Brand Strategy & Development

- + Developed the **Mindful Bee** brand to feel soft, playful, thoughtful, and entirely child-focused
- + Created the brand vision: **To help build a more resilient, emotionally literate generation through storytelling and shared moments**
- + Positioned Mindful Bee as a **Peppa Pig for wellbeing**, delivering meaningful messages without it feeling like a lesson



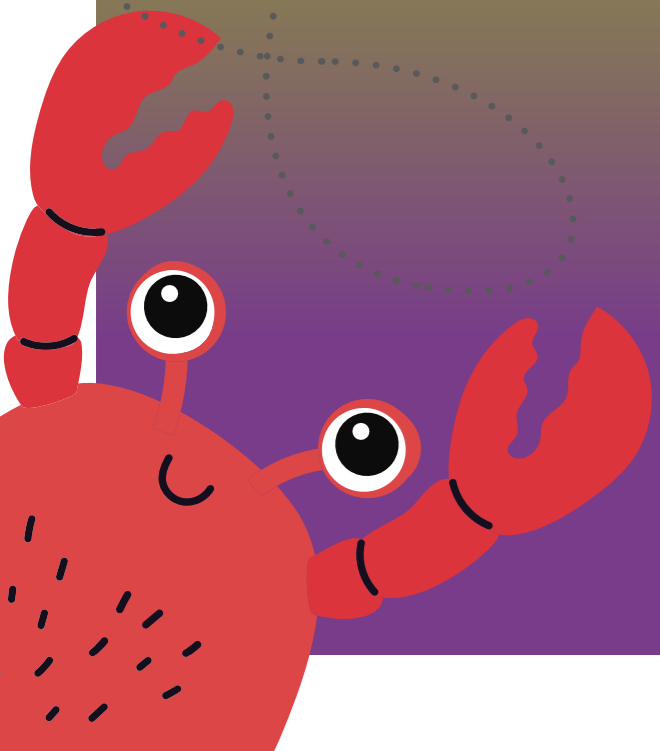
## Creative Development

- + Collaborated with writer/director Stephanie Unthank Latter to bring Bee's sun lounge stories to life
- + Created a growing library of beautifully illustrated children's storybooks, each embedding mindfulness practices subtly into everyday adventures — from arguments over toys to feeling anxious at school
- + Developed original characters (Buzzy Bee and friends) that children love and relate to, without needing "real names" or human leads



## Storytelling with Purpose

- + Ensured every book, every scene, and every message was underpinned by a core belief: mindfulness isn't something to learn, it's something to live
- + Designed books that encourage parent/child bonding with subtle cues for conversation, reflection, and shared calm



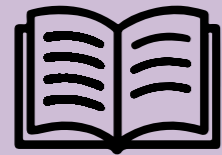
# Launch & Media Coverage

- + Managed launch PR and brand storytelling across channels
- + Achieved features on KMTV, BBC Radio Kent, Kent Messenger, Kent Online, and specialist educational platforms
- + Delivered targeted outreach to primary schools and educators across the UK





## Impact So Far



**12 books written with additional content in production**



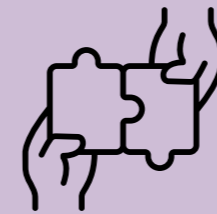
**Featured across 5 major media platforms in first 6 months**



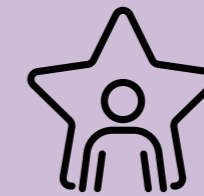
**Secured pilot conversations for TV adaptation and brand licensing**



**Engaged over 50 primary schools with sample packs and event invites**



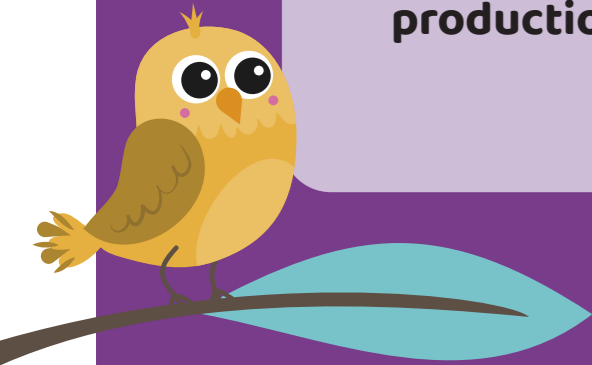
**An engagement and collaboration plan in place with Rare Breeds Centre in Ashford**



**A target of over 20 celebrities for engagement and endorsement**



**Developed strong early community support from parents, carers, and educators**



**“Mindful Bee represents everything we believe in as a creative agency – purpose-driven branding, rooted in lived experience, and grown through real community need. Watching a simple moment between a mum and her kids evolve into a full storytelling universe that could shape a generation is why Bee Herd exists.” — Bee Herd Strategy Team**

## What's Next?

- + Ongoing development of animated series and pitch for broadcast
- + Expansion into mindful merchandise for schools and families
- + Development of in-school programmes and live storytelling events
- + Continued PR and outreach to grow visibility and impact



## Mindful Bee is just getting started.

With bold vision, heartfelt leadership from Bee and Steph, and the backing of Bee Herd's full creative force — this is more than a brand. It's a movement.

[bee-herd.com](http://bee-herd.com)

**BEE-  
HERD**