

PICOTIION

# BUNNY BROTHERS



*Tales of the Old Castle*

Original Story

# Agenda

- About
- Synopsis
- Episodes
- Characters
- Locations
- References





A fascinating and original story about two Bunny brothers living in an elaborate fantasy world that is filled with full of adventure, humour and many unique and interesting characters. It can be said that with all the charm and complexity of the characters, being sometimes warm, but always fuzzy, they symbolize abundance and vitality – as they masterfully fool enemies, or just sit and look at the moon while and preparing an elixir of immortality.



## *Format:*

**26** episodes  
x **7** minutes



## *Genre:*

- Comedy
- Adventure
- Fantasy



## *Target Audience:*

- Kids, age **5+**  
Family

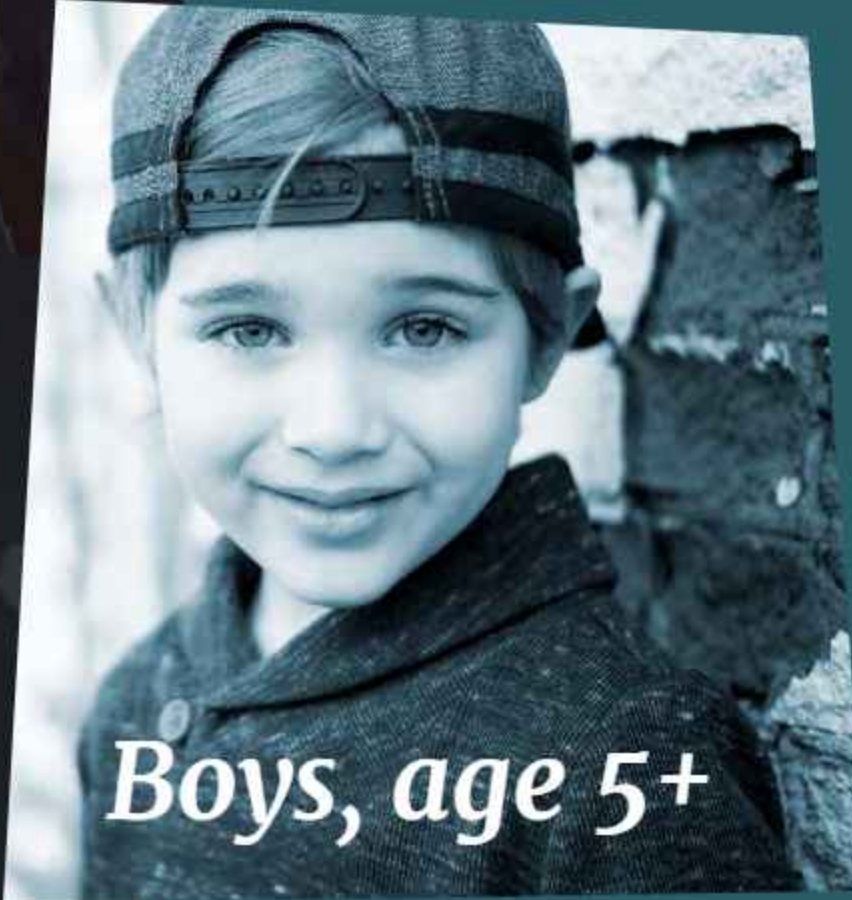


## *Technology:*

3D, 2D  
FULL HD

# Value for Target Audience

## TA Needs and Preferences



*Boys, age 5+*

- Socialization
- The development of abstract, paradoxical thinking
- Imagination
- Development of a sense of humour

## Content's response

- The child recognizes himself and his environment in the show's situations and characters, this is interesting and relevant to the child
- Unusual, fantasy setting
- Adventures
- Physical humour



*Parents, Family*

- Educate through entrainment
- The development of social skills and values
- Safe content

- Show teaches the values of friendship, teamwork, and family in a unobtrusive manner
- Developing the skills of judgment by actions, not appearance
- Versatile characters, without a mundane opposition of "light vs dark"

# CP Licensing

## *Styleguides*

*(Branding & Product Development assets)*

Summer 2020

## *Product Launch – AW 2020*

BTS 2020 – Holiday Season 2020



## *Toys*

Plush, Figurines, Role Play, Arts & Crafts, Seasonal, Puzzles, Games



## *FMCG*

Confectionery, Breakfast, Drinks, Snacks with premiums, Personal care, Accessories



## *Fashion & Accessories*

Fashion, Footwear, Bags, BTS Stationery, Bedding, Home storage, Gadget accessories



# Synopsis

An **Old Castle** sits in a tiny wonderland and is filled with magic, ghosts and secrets. The Castle has a mind of its own and creates its own laws for the inhabitants.

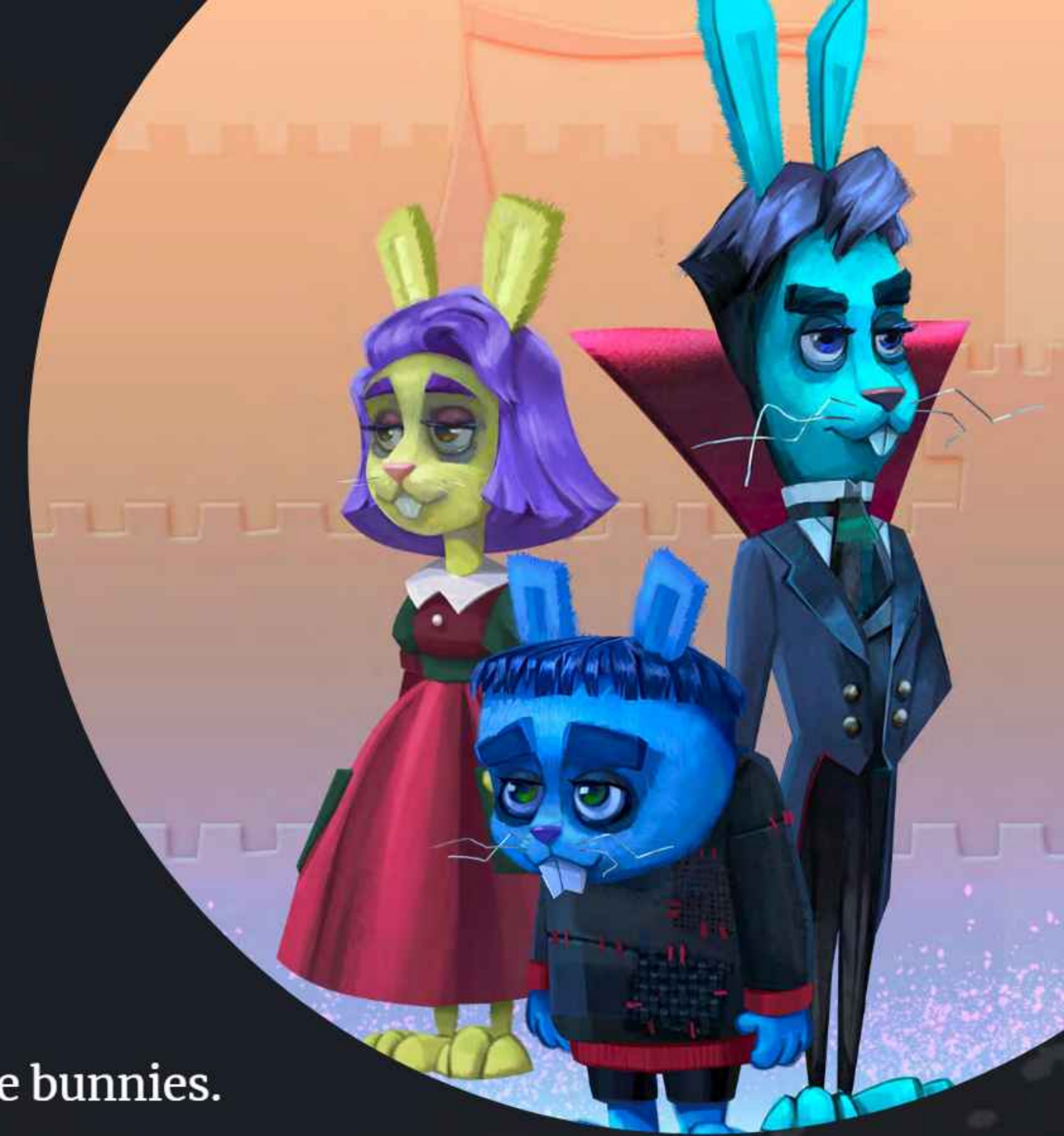
In a dusty corner lie three fuzzy bunnies. There are flashes of lightning. The castle shakes from a thunderclap! The thunder's shake sends a flurry of white snowflakes falling to the ground... which turn into flying ghosts. Another lightning strike and ... a child's toys turn into the Main characters, the Bunnies: **Oscar, Adam and Mary**, an inseparable family. Together can solve any problem that comes their way.

The relentless **Archibald Fox**, along with his mice followers, the **Voles**, lives next door to the bunnies.

Together, they constantly encroach on the castle's inhabitants, and invent various devious plans to accomplish the Fox's ultimate goal of living in the Old Castle.

Unfortunately for the bully Archibald, whatever dastardly plan he devises, the Bunny friends always find a way out of the situation thanks to their **ingenuity, resourcefulness and friendship**.

Although the Bunnies look somewhat peculiar, their childish spontaneity, charm and versatility, symbolize the **unity of family** as they band together to confront the enemy in all of its magical manifestations.



# Episodes

*Summaries*



# Unruly Ghosts

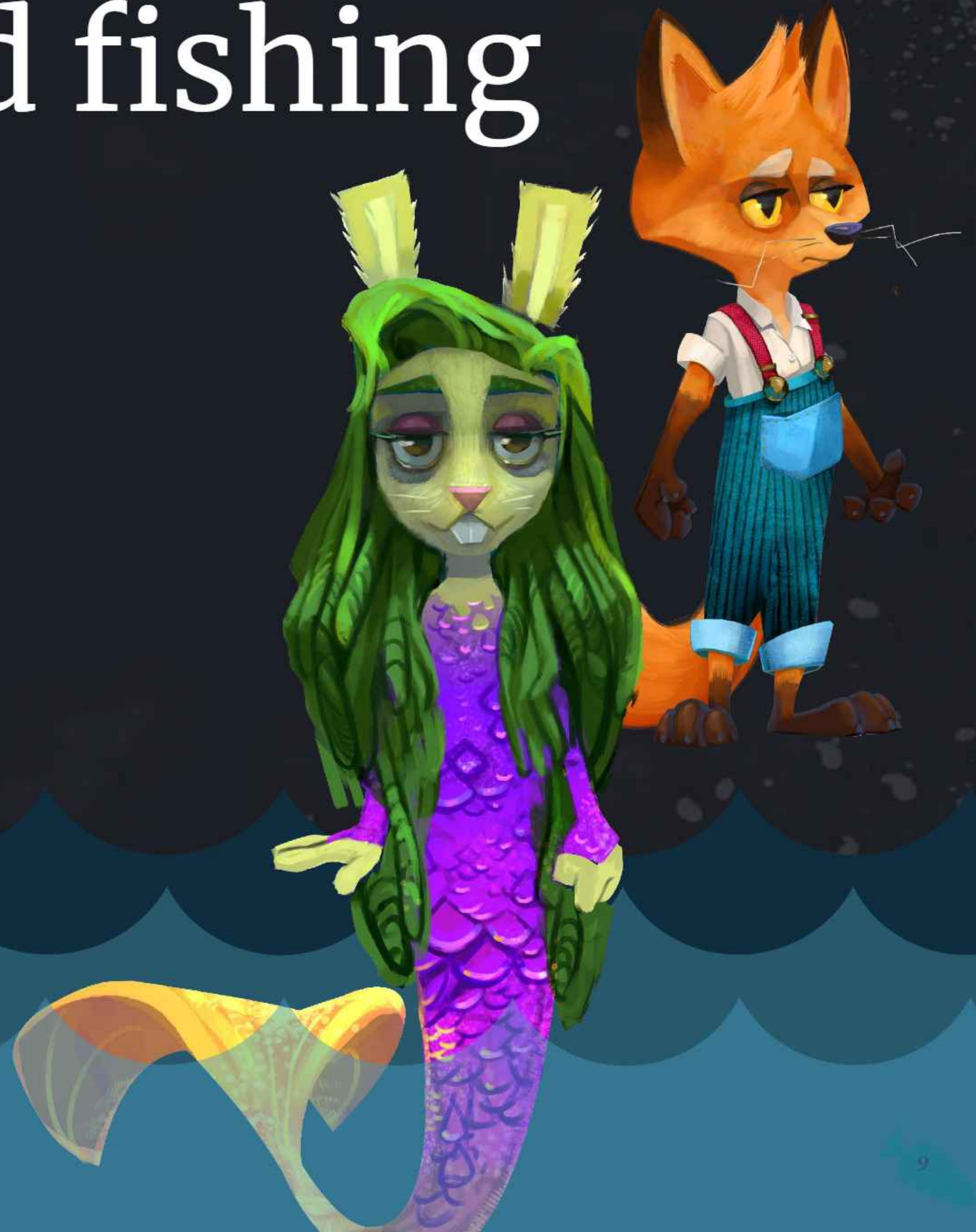
During a full moon, Ghosts cause a commotion in the Old Castle. The Bunnies Oscar, Mary and Adam barely manage to pacify them with the help of a reedpipe. Archibald Fox and Voles manage to get involved with their own mischievous antics.





# Hunting and fishing

Thanks to the combined efforts of the Bunny Brothers, the Fox and an Octopus mother who lives in a pond, Mary Bunny barely gets pulled away from the clutches of a mermaid, who wants to drag her to the water's bottom.



# Ruckus

The Bunnies' calm day is turned topsy-turvy by the evil Black Dog ghost, which lives in Archibald Fox's attic. Mary manages to tame the ghost, although only one half of it, which turns out to be white, gentle and kind



# Characters



# Character line-up



# Oscar Bunny

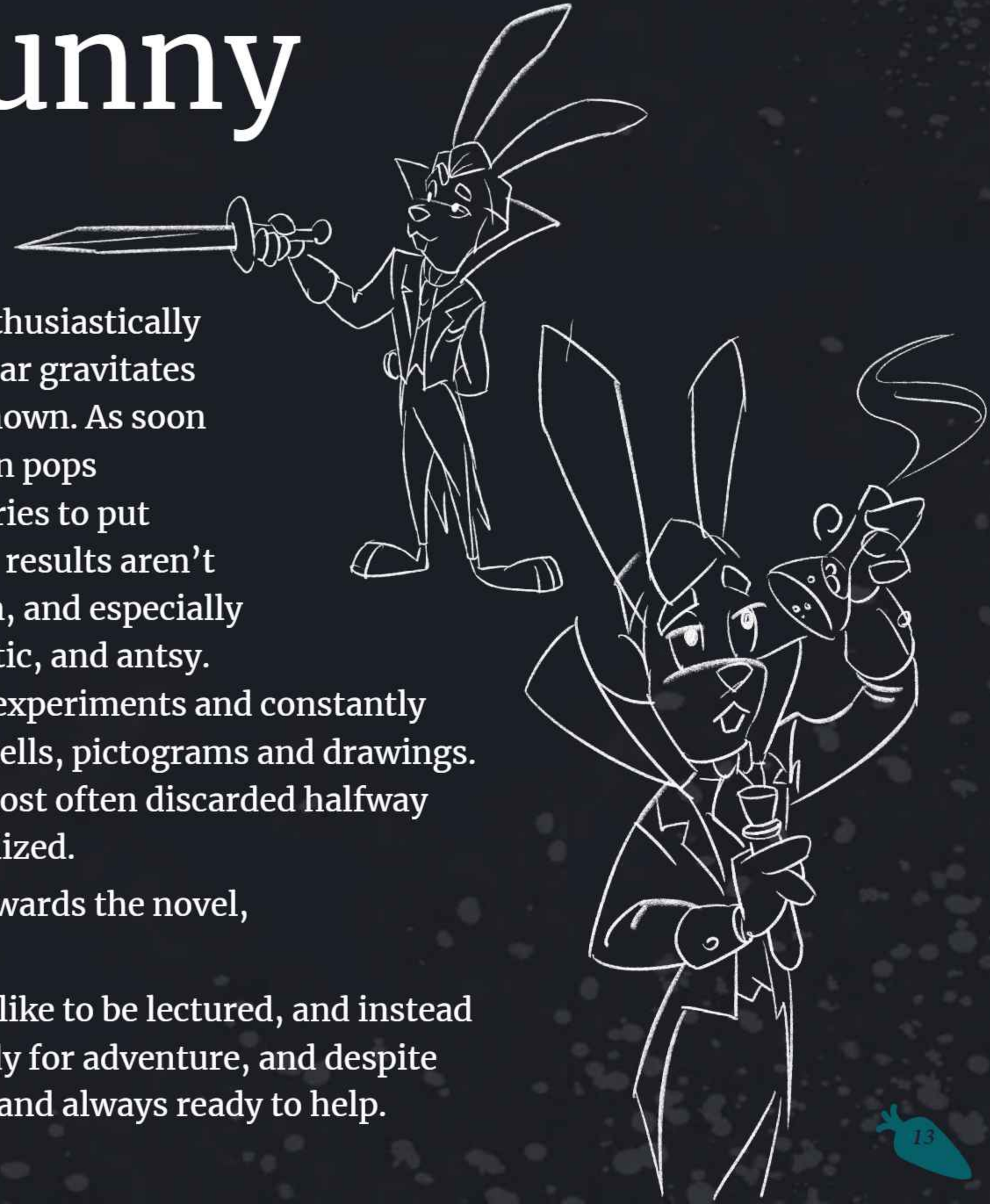
Age: **6-7**

A resilient leader who always enthusiastically rushes to solve any problem. Oscar gravitates to everything that's new or unknown. As soon as a thought, an idea, or new plan pops into his head - he immediately tries to put it into action. Unfortunately, the results aren't always ideal to those around him, and especially to himself. He is curious, energetic, and antsy.

Oscar tries to perform chemical experiments and constantly reads a book filled with magic spells, pictograms and drawings. But all of his undertakings are most often discarded halfway through, without being fully realized.

The unwavering Oscar strives towards the novel, the unexplored, and the strange.

He's tall and thin. Oscar doesn't like to be lectured, and instead lectures others. He's always ready for adventure, and despite his apparent whimsy, is reliable and always ready to help.



# Oscar Bunny



# Adam Bunny

Age: **5**

Adam is shy, calm, even-tempered, very responsible, and easy-going. He's a little on the chubby side.

He is younger than Oscar, and this makes him more inclined to make compromises, but he can have intelligent discussions with his elders in a sort of "swordplay of words". Adam is never in a rush, and is smart, coy, quiet and loves of solving puzzles or brain teasers.

He is an avid chess fan who studies historic chess matches from a book, often throws around chess terms and gets very upset when he "loses" to himself.

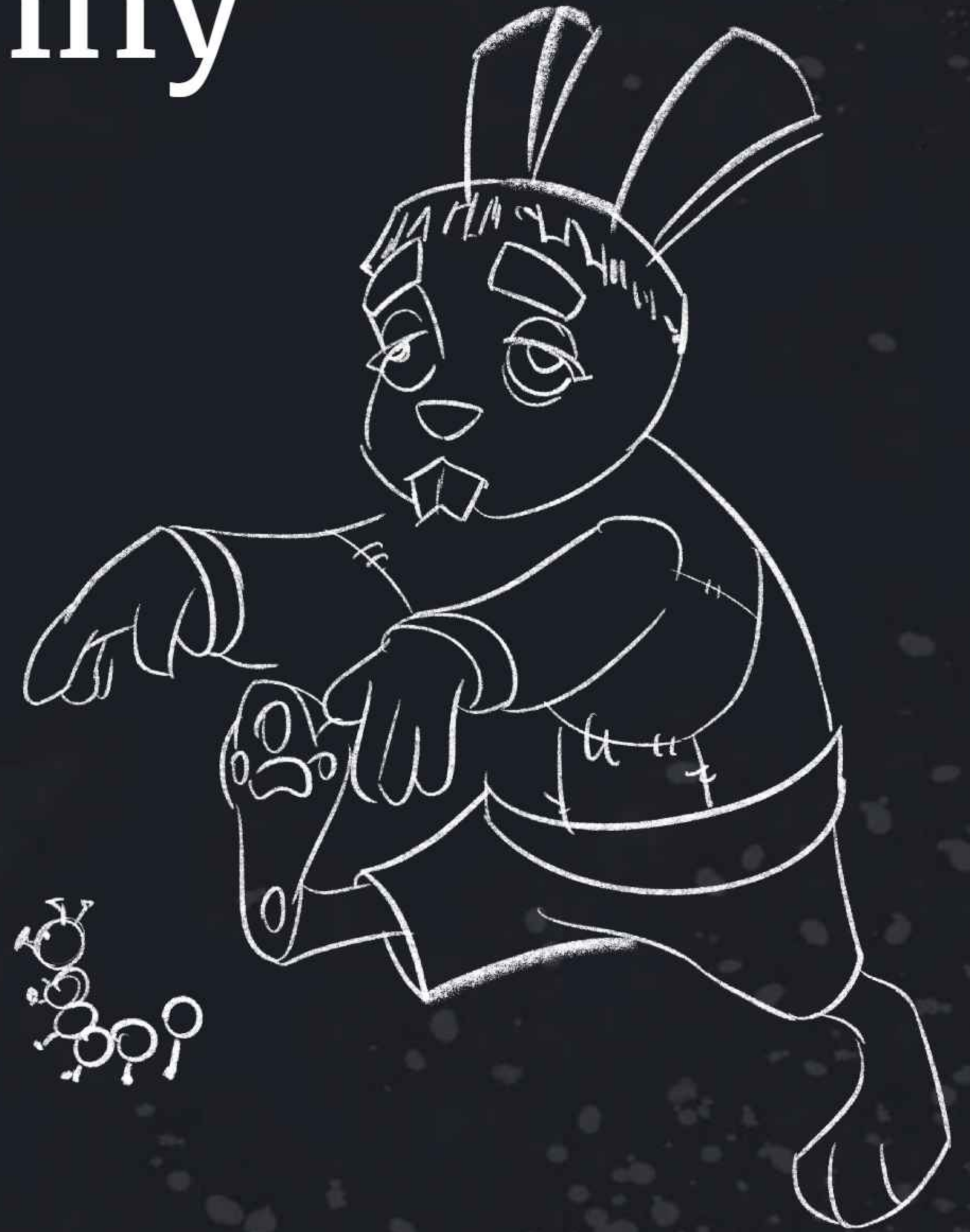
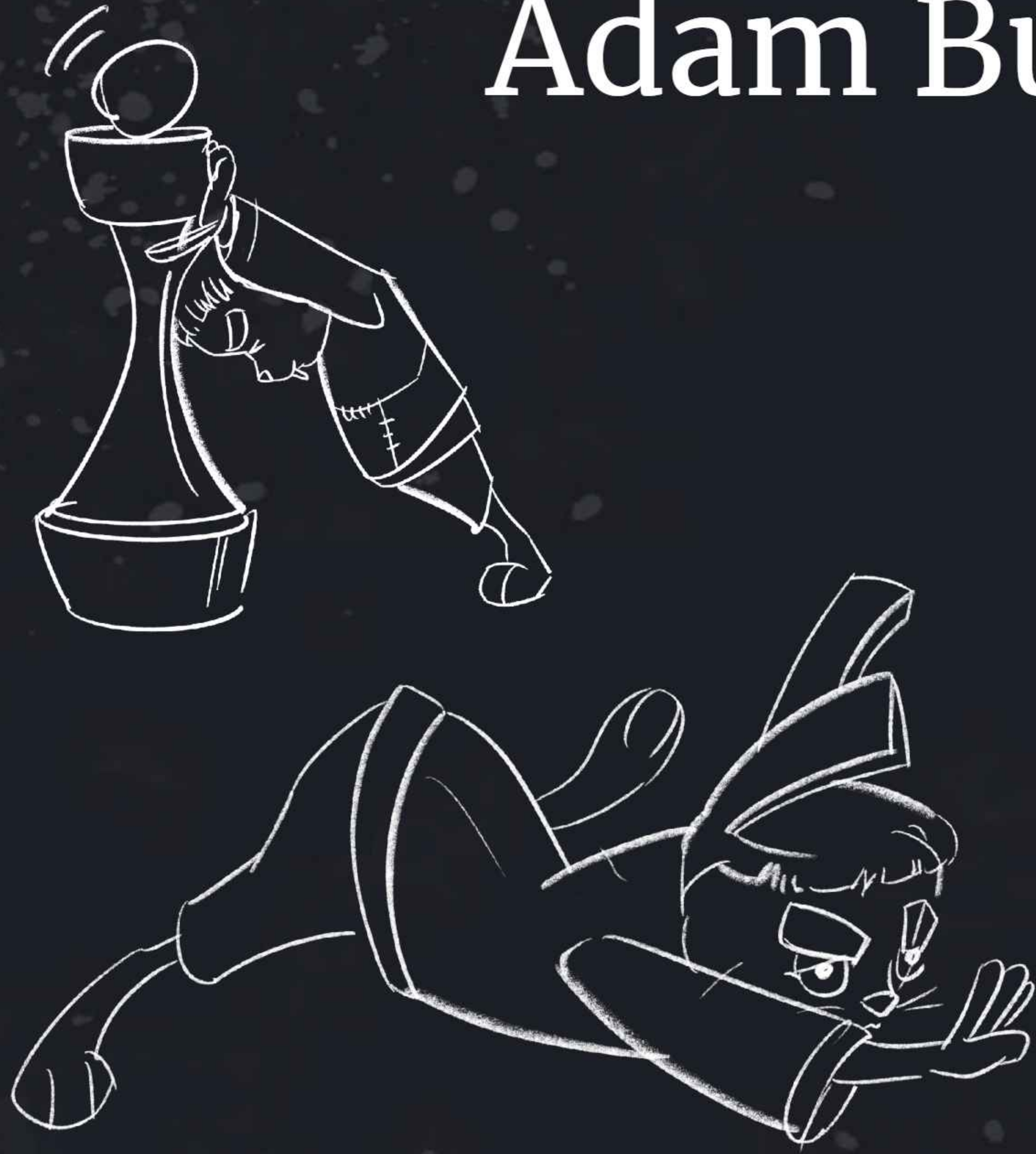
Adam is of short stature.

He dreams of going on a long and faraway journey, but the castle needs constant care and maintenance. Adam is hardworking and charming in his sincerity, albeit being somewhat of a gloomy weirdo. He respects and honors his ancestors while hardly letting anyone new into his inner world.

He likes to read a lot, which makes him really insightful.



# Adam Bunny





# Mary Bunny

Age: **5-6**

Mary is pensive, sweet, level-headed, smart, and well-read. She is somewhat naive, but kind. Mary lives in the far wing of the castle and is the Bunny brothers' cousin.

She plays an active role in the life of the Bunny brothers. Mary is caring, and takes a very responsible approach to anything she does. She also voluntarily fulfills the role of homemaker in the castle.

When facing a challenge, Mary becomes cool and collected, while also becoming capable of giving not only practical advice, but also defending the weak and helpless.

As a hobby, she likes to practice needlework.



# Mary Bunny



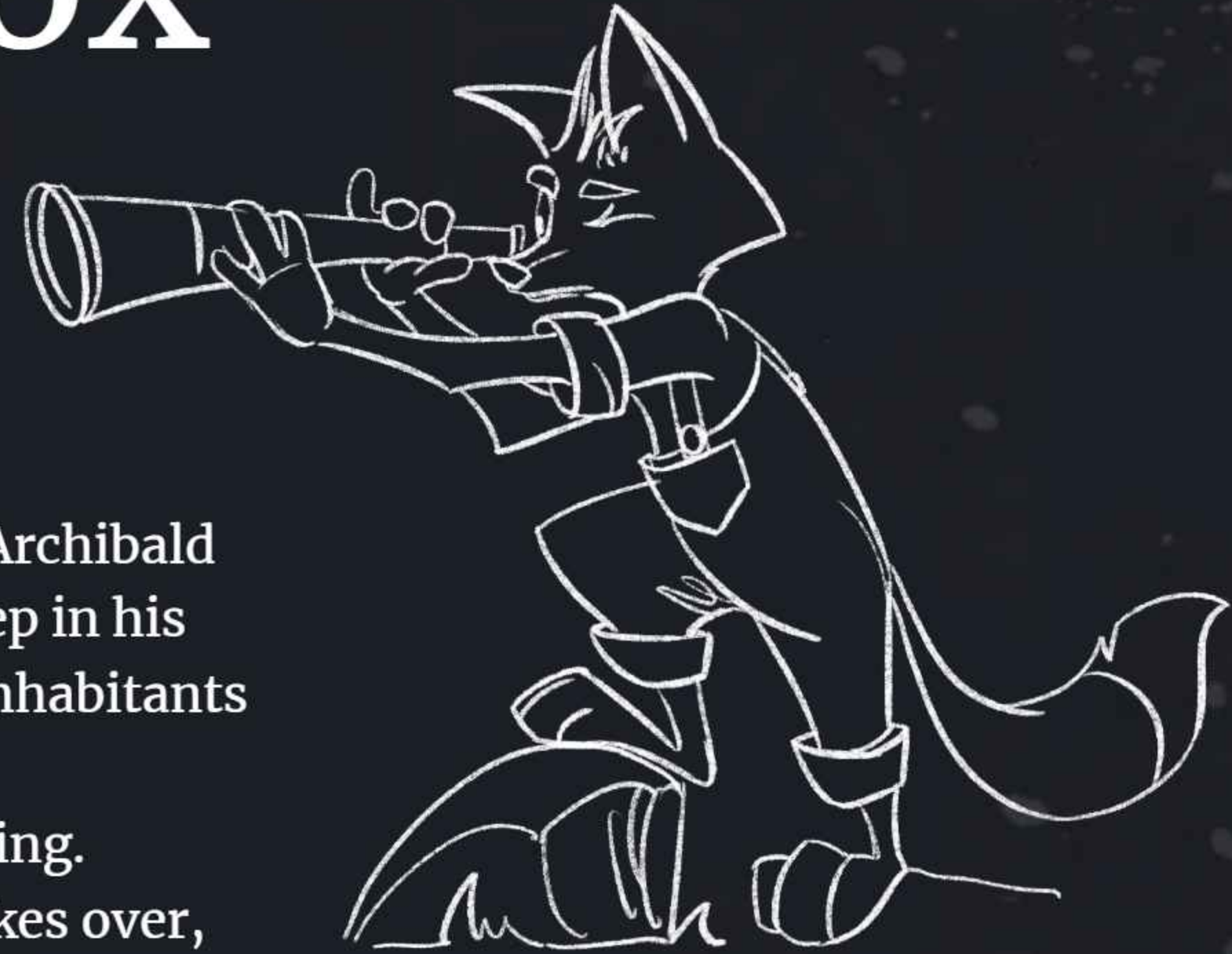
# Archibald Fox

Age: **6-7**

Archibald and Oscar are the same age.  
He is the antagonist.

Inventive, cunning, but a typical underdog. Archibald is an adventurer – a Robin Hood of sorts. Deep in his heart, he wants to live in peace with all the inhabitants of the surrounding area and the castle itself, but – he finds this kind of life extremely boring. The risk-taking nature of this adventurer takes over, and Archibald once again finds his way onto the malevolent, yet entertaining path of practical jokes and pranks. However, each time he concocts a mischievous plan, in the end, he usually becomes the butt of the joke, yet he always reacts as though it could have been worse.

Archibald has three faithful “minions”, three Vole mice, who are his fellow adventurers – always ready to carry out any of his orders.



# Supporting Characters



# Vole Trio

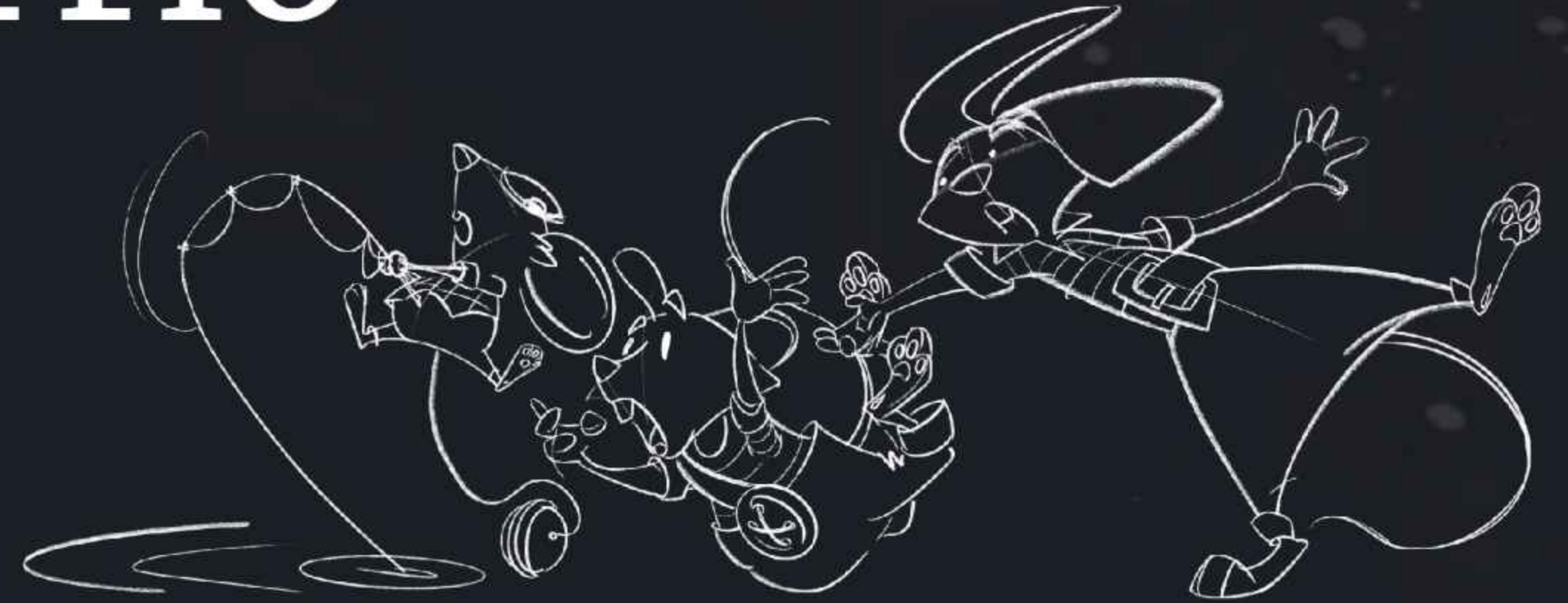
Age: **3-4**

Always scampering around, the nimble little gadabouts. They annoy all the inhabitants of the castle and the surrounding area with their tricks. The Voles are petty thieves, pranksters and hooligans. They constantly squabble, argue, bicker, and quarrel with one another, but they are quick to make up.

Their behavior is similar to extravagant, tireless, and mischievous minions.

They are very curious and reckless, even when in the face of something very scary, they overcome their fears and “plunge” into the most incredible situations. The members of Vole Trio frequently encourage each other, giggling and provoking mischievous actions, and rush headfirst into any adventure that comes their way.

The Voles are selflessly devoted to Archibald Fox, ready to serve their leader in anything he asks.



# Grandfather's Portrait



An important character in our story.

He is the keeper of ancient secrets and serves as an archive of wisdom.

Grandfather is laconic and ironic, patient and restrained, while at the same time very charming.

He watches over and guides our main characters in difficult situations. His help is not direct, but rather allegorical, as he gives Oscar, Adam and Mary brainteasers and hints that they have to solve.

Grandfather's Portrait often talks in rhyme.

He helps without being too preachy, and knows how to crack a good joke or two.

# Ghosts



Kind, shy spirits of the castle that have been living in it since ancient times.

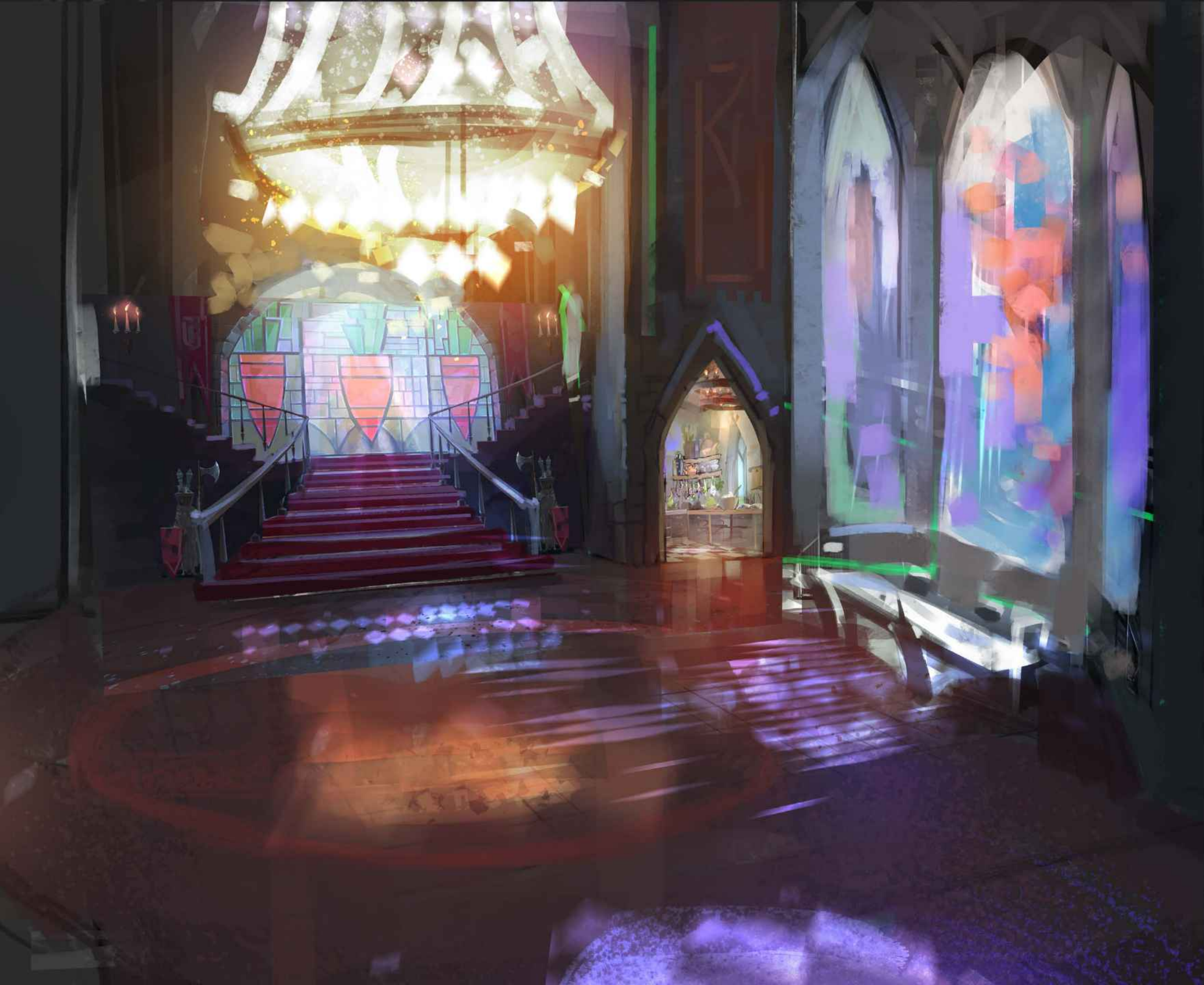
# Locations

The series' events take place in the Castle and its surrounding area, which is located on an impregnable island connected by a bridge to the mainland.





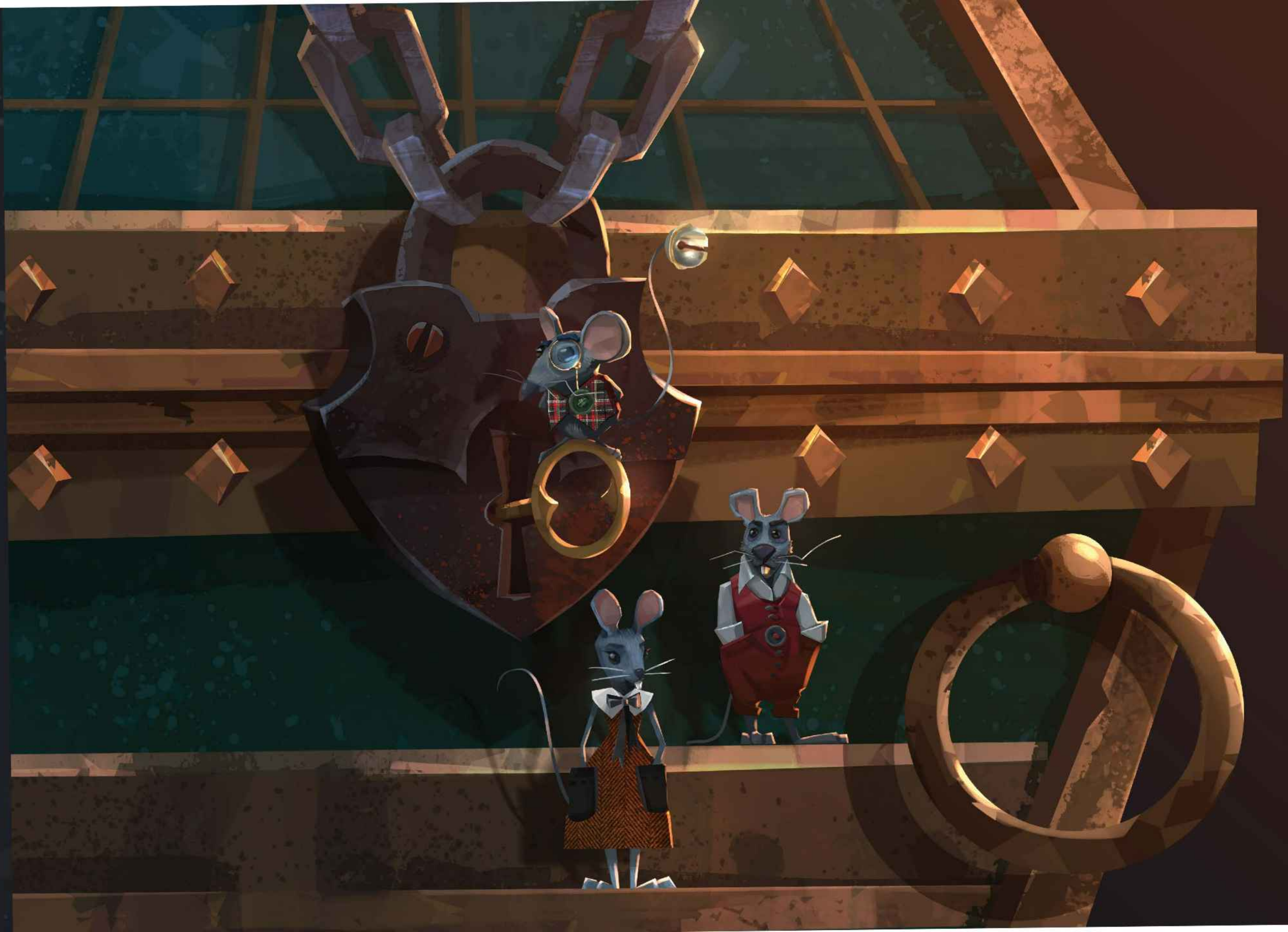














# References



## **Hotel Transylvania – The Series**

**2 Seasons**

**40 Episodes**

**2017 – present**

**Distribution: Disney  
Channel / XD**



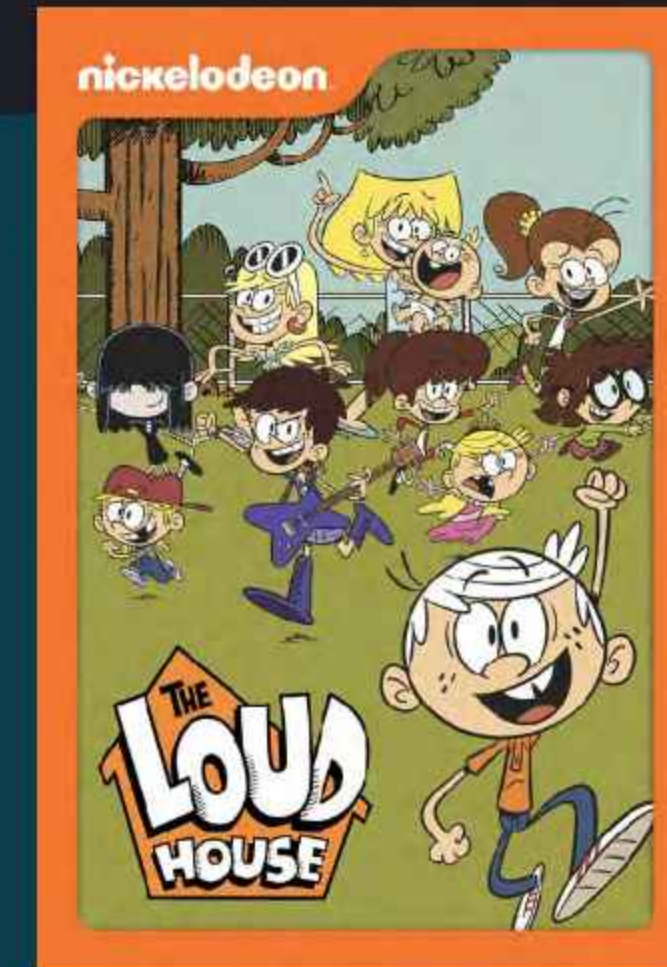
## **Casper`s Scare School**

**2 Seasons**

**52 Episodes**

**2009–2012**

**Distribution: Cartoon  
Network**



## **The Loud House**

**4 Seasons**

**96 Episodes**

**2016 – present**

**Distribution: Nikelodeon**



# PICOTION

## Animation Studio

Founded with the goal of becoming an agile animation studio with high production capacity, Picotion has developed a highly-optimized production pipeline that allows us to produce engaging animated content at competitive prices, without compromising quality and creativity.

Email: [raha.poorghasem@gmail.com](mailto:raha.poorghasem@gmail.com)

Address: Hornby street suite 600, Vancouver, V6Z 1S4

Tel: +98 912 601 6340