



# MOONSHOT

PRESENTS...



# **nboxables**



**—ASSUME—**

## THE HEART OF THE IP

**“BE WHO YOU WANT TO BE AND HELP OTHERS DO THE SAME”**

**UNBOXABLES IS ABOUT EXPRESSING YOURSELF WHILST UNDERSTANDING OTHERS & FINDING COMMON GROUND THROUGH THE UNIVERSAL LANGUAGE OF PLAY – ALL WHILE HAVING #FUN!**

Play is about connecting through imagination and fun, something kids do naturally.

When kids start to play, they quickly leave behind stereotypes – the “boxes” we put people in – and an **ARENA OF POSSIBILITY** opens up, because *every* kid “plays a different way”, no two kids are the same.

And when kids rise to the challenge together and find a new way to play that is open and inclusive, it means more friends and a ton more fun.

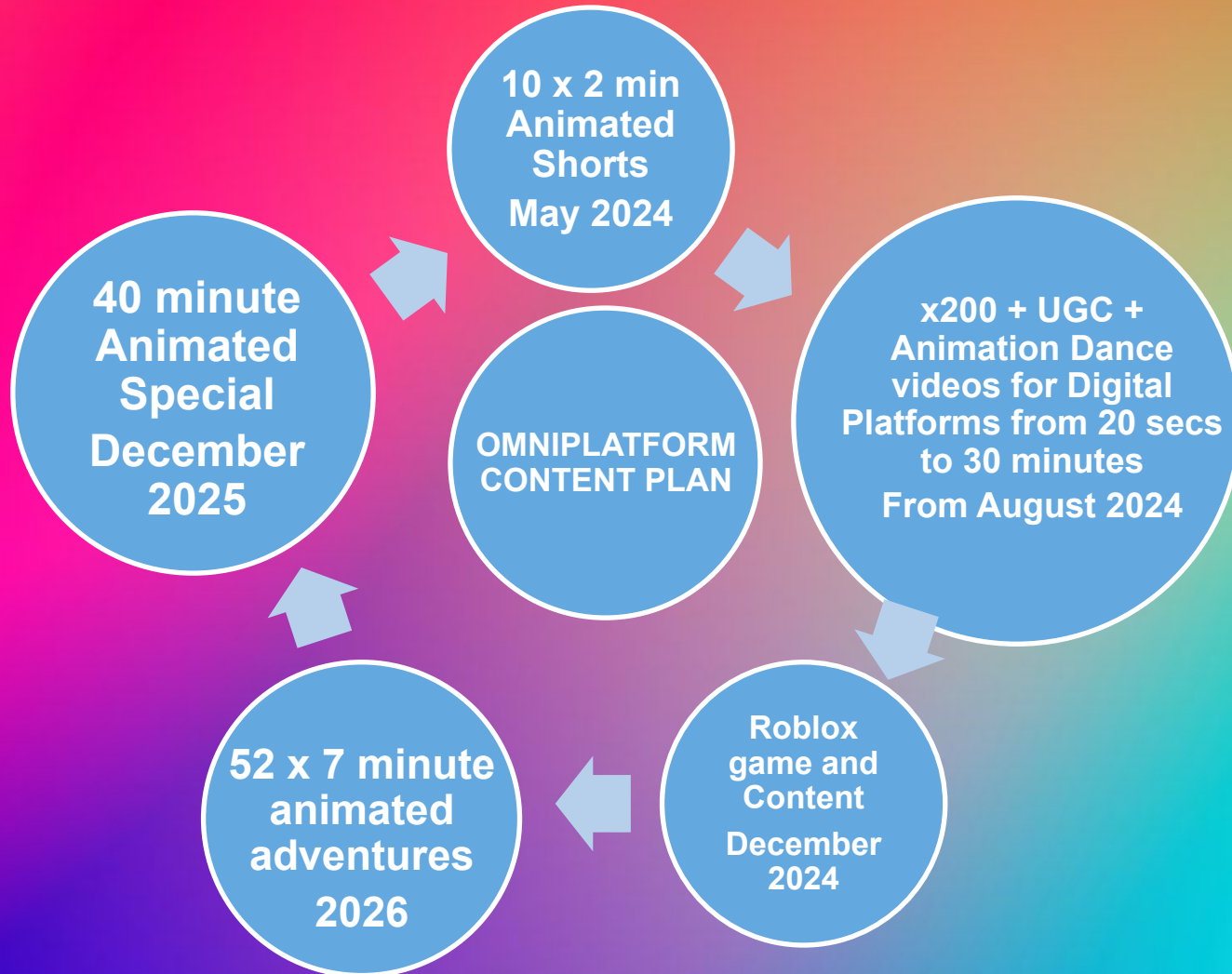
## UNBOXABLE STORIES

Unboxables is set in a **toy multiverse** where ex YouTube Unboxed, toys live in different communities ....the **"Toytube Lots"**.

Led by a Toy Youtuber "Rina" our stories follow the hilarious adventures of these toys in a land where you can be who you want to be. A demolition robot can express himself in the Lot of Arts and Crafts, a laughing Cuddly Bear is at home in the crash and bash of the Lot of Blocks and Wheels.

Whether 2 minute shorts for YouTube or longer episodes, our stories feature rich and colourful "Unboxable" Toy characters who explore what they can be as individuals and what they can achieve together as they learn to understand each other through play.

## CONTENT PLAN



## DIGITAL FIRST STRATEGY: RINA'S PLAYDATES

Creative Format : Rina's Youtube videos of playdates with her friends from the Toytube Lots where they Unbox a toy and learn to play their way.....

Format: 3D Animated comedy adventure

Content: 10x2.5 min Playdates + clips, gags and compilations.

Target: Boys & Girls 3-6

**Delivery : from May 24**





Play Trailer

## DIGITAL FIRST STRATEGY: UNBOX YOURSELF DANCE VIDEOS

Creative Format : UGC Live action plus animation. Rina and the gang dance along to Family UGC moves and grooves

Format: 3D Animated & UGC Mix

Content: Approx 200 dance videos from 20 secs to 30 minutes.

Target: Kids 3-6 & Parents

**Delivery : from August 24**







Dance video trailer

## YOUTUBER AND PLAY MAESTRO

Our hero RINA was created as a hair-play fashion doll, but she is so much more than that. She “thinks outside the box” and believes it’s the MOST FUN when different toys find new ways to play together.

To prove it, she’s started her own youTube Channel of “experimental playdates”: “For Toys, By Toys”

**#FOTOBYTO**



Rina is our protagonist and lens to the world ...literally! Rina’s mission: to inspire the toys of Unbox-a-Lots to explore the world outside their boxes and unite in a common cause:

***MORE FUN 4 EVERY 1***

## AS A LONG FORM STORY

52 x 7 CGI

Budget : \$

Audience : 3-5

Rather than inviting friends on playdates, every episode follows Rina as she travels the ToyTube Lots finding a suitable home for Toys (objects or characters) that arrive in the land of the Unboxables.

Adventures unfold as through Rina the audience gets to see & explore the diverse communities that make up the world and the hilarious characters that live there.

**BATTLE**



**DANCE**



**RACE**



**The wonderful worlds of the Unboxables**

**BUILD**



**DRESSUP**



**CRAFT**



## EPISODE STRUCTURE

A parcel arrives addressed to a Toytube Lot, a Character or to Rina !

It could be a new Toy Character, or a Toy Thing

Short Musical interlude as Rina sets off on a magical train that links all the lots, waving at friends as she goes.

The parcel is opened ... ta da !

The story is sometimes centred around the unboxed Toy – a New Toy that's needs to find its home , or sometimes the unboxed toy is incidental.

Either way there will always be fun, adventure and lessons learned in how to play together.

Every episode ends in Rina and friends turning to camera and dancing us out to the Unboxables song !!!

## SPRINGBOARD FOR A “TOY THING”

The box is addressed Clank at the Lot of heroes and Villains.

Rina arrives to find a pitched battle (water balloon fight) with water bombs flying between the pirate ship and castle.

Clank comes down and they open the parcel..... it's a trampoline.

Clank puts across the castle ramparts, and it bounces back all of Skully's water bombs soaking her and her crew with friendly fire.

Skully thinks this a “no fair”. Also, after basking in the glory of his master plan Clank realises this is no fun either..... Who likes a water bomb fight where you don't get wet?

Rina sets up the trampoline directly between Ship and the Castle and shows them how to bounce together. Then she says, “Open fire”. They are caught in the cross-fire from both sides. Skully, Clank and Rina work together to deflect and pop the water bombs as they bounce up and down ..... Getting soaked and laughing all the way. This is the best water bomb battle ever they shout..... We end on Rina and Clank and Skully dancing us out to the Unbo song!!

## SPRINGBOARD FOR A “TOY CHARACTER”

Rina unboxes a bizarre character. T Dapper

A musical/ Rapping T Rex that can body Pop. Wears dark glasses, large earphones, has gold chains around its neck and a large gold tooth.

He says his passion is fashion and style..... So Rina take him to the Giant Doll House that is Dress up a lot. T Rapper does indeed love all the outfits, beauty and glamour of all the various rooms but he is still a very boisterous Dinosaur whose bops and moves are causing havoc. Rina has a think. What about somewhere where you can wear what you want but its all about the groove..... She takes him to the land of Music and Dance. He and Didi get into a dance off ..... its amazing. Rina and the the others from the Dollhouse watch on cheering and chorus dancing. T Rapper has found his home.

T Rapper takes the Mic and raps his thanks to everyone... we dance our way out to a rap beat version of the UNBo theme .

## COMEDIC CHARACTERS

Unboxables characters are Toys and to our audience that's **funny and intriguing** because their **diversity and eccentricity** is externalised there to see through their various **Toy features!**

Extreme physical features heighten the stories of **self discovery as they learn different ways to play.**

Lets meet some of the cast.....

.



★ PRINNA ★



Name: Rina

Kingdom: ALL of them

## OUR HOSTESS WITH THE MOSTEST

Rina is the ultimate YouTuber host: confident, with a splash of sass and never afraid to be dorky. Think Ellen Degeneres meets Laurenzside.

She finds the funny in everything, never missing a moment for a video intercut, a youTube-style overreaction or popping in as a different character - thanks to all her cool accessories.

But it's clear she's rooting for her contestants, you can tell by the way she lovingly narrates their ridiculous antics.

She wants to show the world there's no "wrong way to play", embracing our differences just keeps things interesting, and a lot more fun!



Category: Dress up

Special Feature: Props and Outfits for everything

**Name: Dry Wall**

**Kingdom: Dress up**



**Category: Bendi action figure**

**Special Feature: Suction cups x6**

Drywall is an off-the-wall fashionista teen who lives for Parkour. Cuz why walk when you can flip? Why take the stairs when there's a handrail to slide up? To Drywall, all the world's an OBBY.

And with moves this cool, he's gotta look cool too, so he always dresses his best.

A total adventure-hound, Drywall's up for anything. So when Rina needs a volunteer, Drywall's hand is the first one up.

And you know he'll stick to it cuz his hands (and feet) have suction cups!

Sure, Drywall can sometimes act too cool for school, but his willingness to try new things, his knack for tackling a problem from every possible angle (literally), his crazy-amazing moves, and his awesome outfits make him popular – 2 the extreme



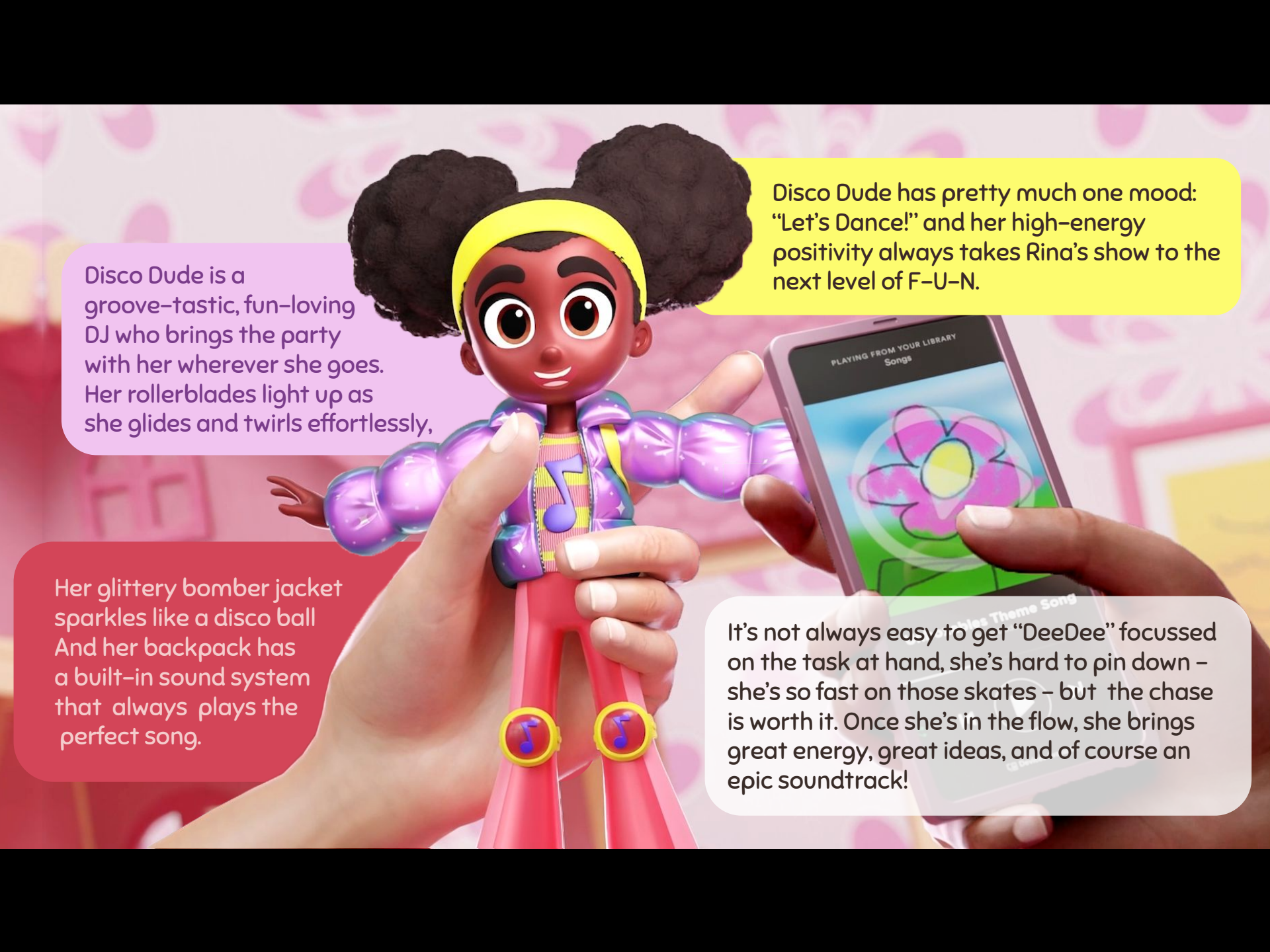
**Name: Disco Dude**

**Kingdom: Music and Dance**



**Category: Tech Toy**

**Special Feature: Activated by Music**



Disco Dude is a groove-tastic, fun-loving DJ who brings the party with her wherever she goes. Her rollerblades light up as she glides and twirls effortlessly,

Her glittery bomber jacket sparkles like a disco ball  
And her backpack has a built-in sound system that always plays the perfect song.

Disco Dude has pretty much one mood: "Let's Dance!" and her high-energy positivity always takes Rina's show to the next level of F-U-N.

It's not always easy to get "DeeDee" focussed on the task at hand, she's hard to pin down – she's so fast on those skates – but the chase is worth it. Once she's in the flow, she brings great energy, great ideas, and of course an epic soundtrack!

**Name: Skully**

**Kingdom: Battle**



**Category: Action Figure**

**Special Feature: Multi-tool Peg Leg**

A fearsome pirate with a goth look and a deadpan voice, Don't DARE to point out that she's of royal descent and therefore technically a...

...because before you can say 'Princess', she'll shiver your timbers with her multipurpose peg leg: t-shirt cannon, bubble-maker, confetti launcher -

- and don't think she won't, because knocking the wind out of sails is the one thing that (almost) makes her smile..

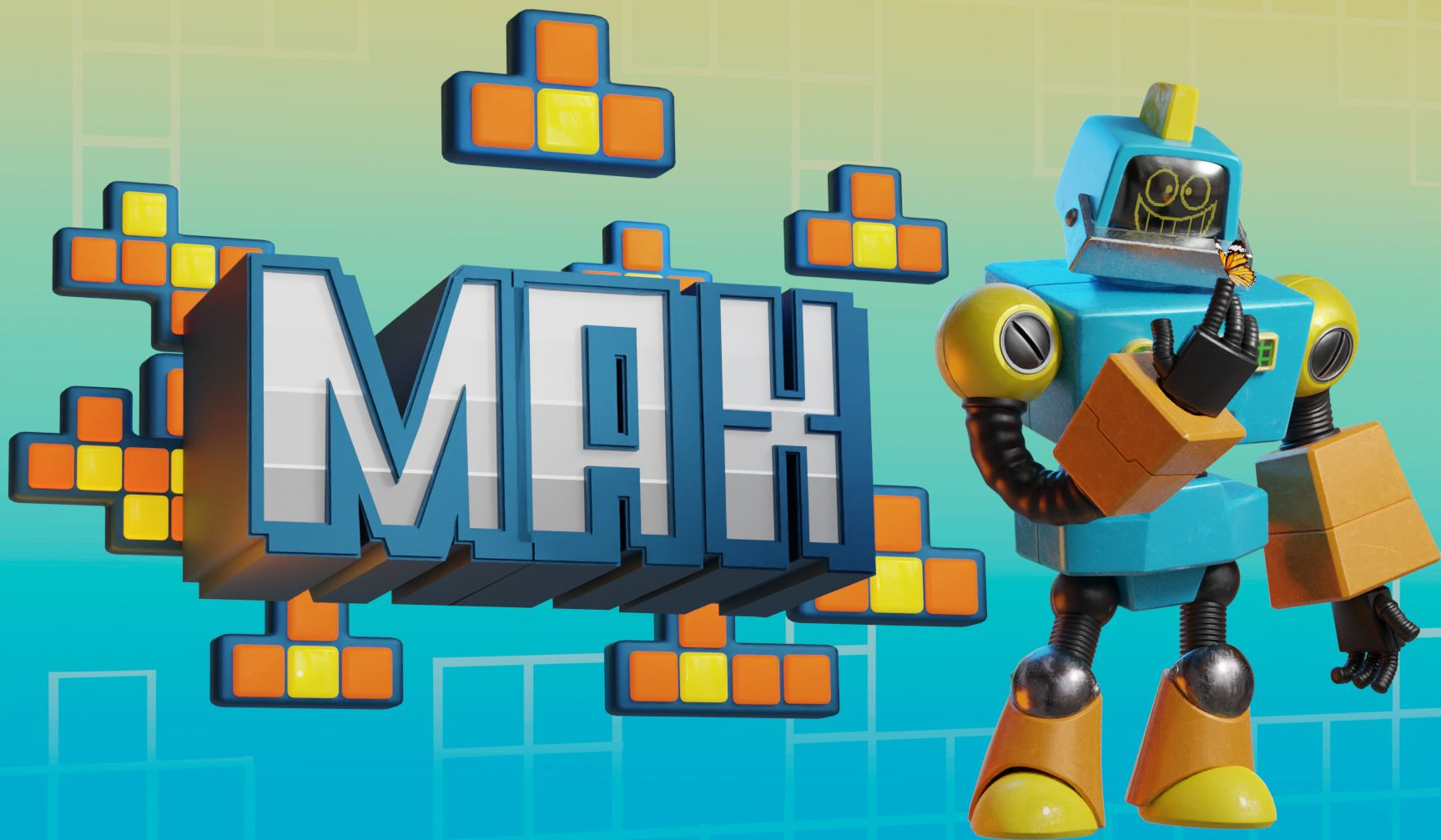


Dark Skull definitely has a dark turn of mind but she's a wildly popular guest on Rina's show, thanks to her dry humour, snappy comebacks, and razor sharp instinct. And, no surprise, she makes a great partner-in-crime. Nothing gets by her side-eye, so do your best to stay on her *good* side...



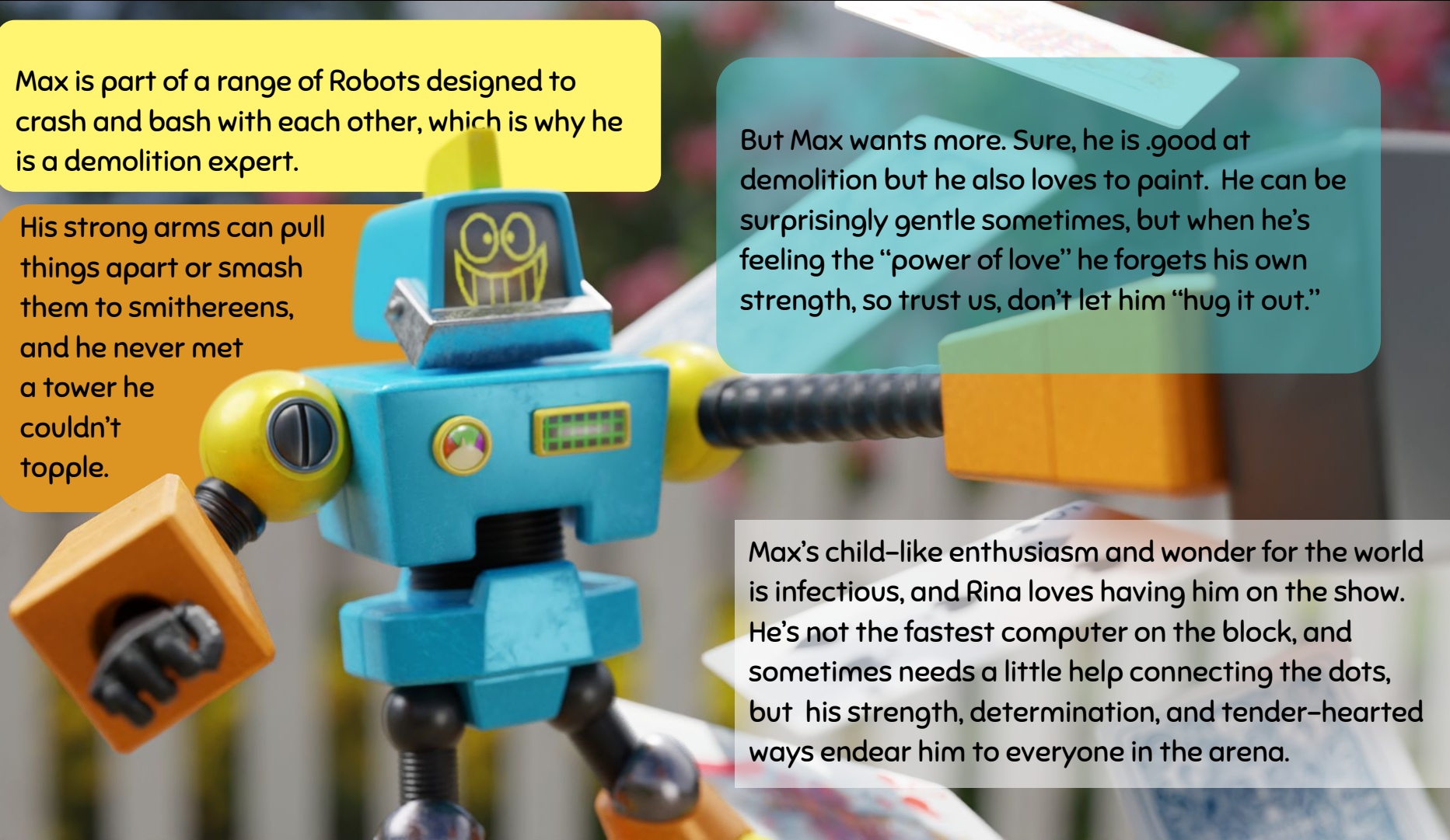
**Name: Max The Mulcher**

**Kingdom: Build**



**Category: Robot**

**Special Feature: Multi-tool Arms**



Max is part of a range of Robots designed to crash and bash with each other, which is why he is a demolition expert.

His strong arms can pull things apart or smash them to smithereens, and he never met a tower he couldn't topple.

But Max wants more. Sure, he is good at demolition but he also loves to paint. He can be surprisingly gentle sometimes, but when he's feeling the "power of love" he forgets his own strength, so trust us, don't let him "hug it out."

Max's child-like enthusiasm and wonder for the world is infectious, and Rina loves having him on the show. He's not the fastest computer on the block, and sometimes needs a little help connecting the dots, but his strength, determination, and tender-hearted ways endear him to everyone in the arena.

**Name Pancho: Poncho**

**Kingdom: Build & Race**



**Category: Plushie**

**Special Feature: Squeeze his belly and see!**

Soft and squishy, Pancho Poncho has one weakness: being tickled—it makes him roll about, laughing uncontrollably. But can we get back to what Pancho really wants to talk about, please? Safety! He's obsessed with it, and can spot a safety hazard a mile away.



His constant safety checks can slow things down a smidge, but Rina can always get us back on track—a little tickle and Pancho's rolling around on the floor laughing. Sure, it's not part of the safety drill, but it means we get to enjoy watching the full effects of his slow-rise squishiness—suuuuch satisfying ASMR!

**Name: Clank**

**Kingdom: Battle**



**Category: Action Figure**

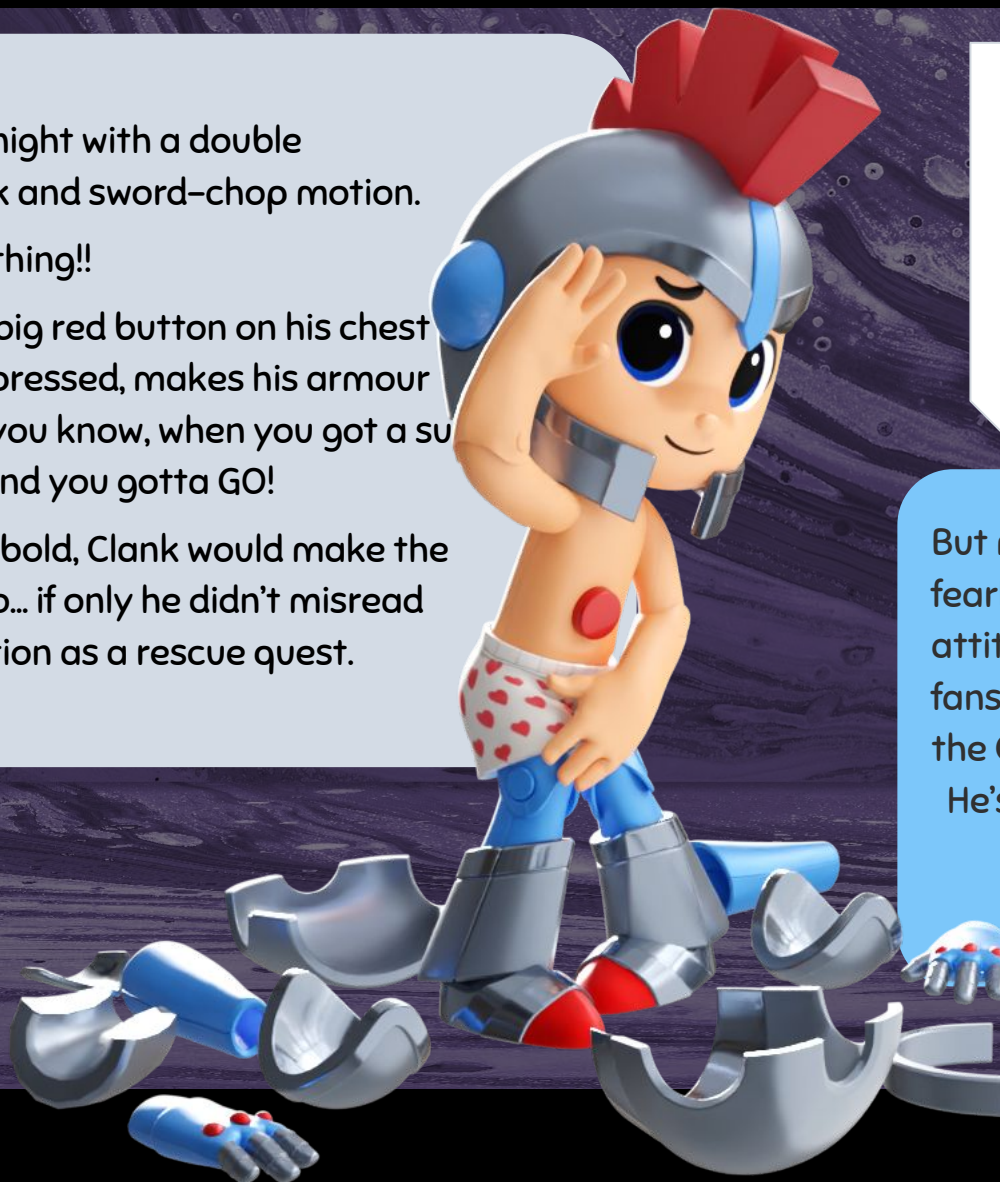
**Special Feature: Sword + Shield (and a #1 button)**

Clank is a knight with a double shield-block and sword-chop motion.

He fears nothing!!

Except the big red button on his chest that, when pressed, makes his armour fall off. Cuz you know, when you got a suit of armour and you gotta GO!

Valiant and bold, Clank would make the perfect hero... if only he didn't misread every situation as a rescue quest.



**Clank:** *That maiden is trapped in a ring of dark magic!*

**Rina:** *Um... that's just Di Di and her hula hoop.*

But make no mistake, Clank's fearless and headlong "shalt-do" attitude gives him an edge with the fans, and Rina can't get enough of the Clank mishap rewind-replays. He's "comedy treasure", with a heart of gold inside that naked chest!

# Webisode Structure

## SETUP

Two randomly picked toys from two different lots meet in Rina's Arena.  
A new surprise box is dropped and unboxed - it's a prop or playset that neither toy has encountered before.

**Both toys have different ideas and excitedly launch into playing their own way.**

**Which leads to... CHAOS!**

## PROBLEM

The two play patterns clash. One wants speed, the other one wants size.  
One wants to follow the rules, the other one wants to make them up.

*With her trademark style and humour, Rina leads the toys to see if they can find a new way to play... together*

## RESOLUTION

They stop, listen to each other and start to play with some possibilities...

Soon they're lost in an **AMAZING** new game that no one's ever thought of before.

Just as Rina suspected, this new way to play is..  
**MORE FUN 4 EVERY 1**

NOW LET'S LOOK AT  
THE HUMAN PART OF  
THE TEAM





# THE PRODUCERS



**Juan Cruz Baldassarre - Producer - Canadian**  
Animation veteran and award-winning immigrant entrepreneur. (also from Argentina)

Juan Cruz attracts excellent creative talent to every project, has a knack for identifying technical artists and is proficient in raising soft and hard capital.

Producer on Teen Titans Go! (and the TTG Movie) and is always looking for the next cool tech.



**Steve Green - EP / Sales & Acquisitions**

A veteran of 20 years + in kids & family entertainment Stephen has held senior executive positions at Hasbro, Chorion and ITV Studios and was also CEO of Galleon Holdings Plc. With a blend of commercial and creative skills Steve also brings to the project his expertise from the Toy industry. He has known Juan Cruz long enough to remember him without grey hair (which started in his 30's).



# THE ARTISTS



## **Jessica Borutski - Creator - Canadian**

Jessica's impressive career began when she was hired by Warner Bros to redesign the Looney Tunes (New York Times pictured)

After her ten-year tenure developing and producing at WB, Jess is now working as a Supervising Director at Loud House.

Jess is the type of mom who tells her kid to play outside and is the creator of Thickety Thicket.



## **Melissa Ballesteros - Art Director**

With an impressive talent for both design and storyboards, Melissa has worked for Disney, Fox and Cartoon Network.

Originally from Mexico, Melissa brings to UNBOXABLES versatile character designs and quirkiness to her art direction... and can draw complex female characters like nobody else.



# THE WRITERS



## **Shelley Hoffman & Rob Pincombe - Writers**

They are a 2x team of writers, script editors, showrunners and all around awesome possums. With over 400 screen credits Shelley and Rob are known for their work on Iggy Arbuckle (2007), Camp Lakebottom (2013) and Kid vs. Kat (2008). Their accolades include 2008 – Gemini Award Winner – “Idle Worship”.

Most recent notable project: Piper’s Pony Tales.



## **Kate Keenan & Lesley Halferty - Writers**

Best friends since college and telepathically connected, Kate and Lesley bring to the team more than twenty years of experience writing for kids' entertainment. Their playwriting background is a treasure trove of ideas for, Unboxables. They'll bring exciting exercises to help kids explore different ways to play! Credits: "Luna, Chip & Inkie" and "Hailey and the Hero Hearts." They've also teamed up with Shelley and Rob on other projects!



**unboxing | uhn-boks-ing |**

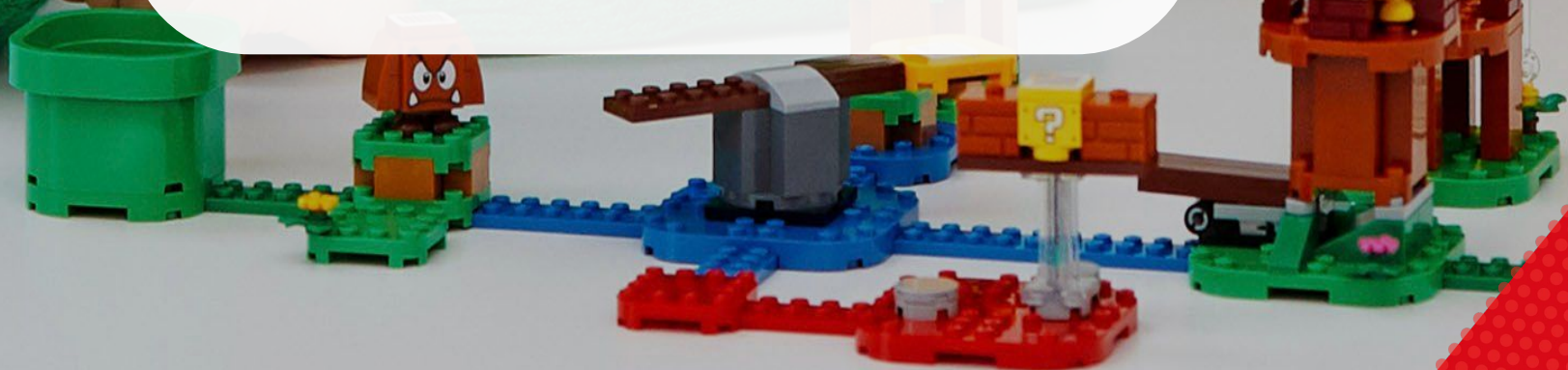
noun

The activity of taking new products out of their packaging, especially on videos on the internet.

**kids unboxing | kɪd | uhn-boks-ing |**

noun

A type of unboxing video where children get to unbox, test and play with new toys.



THANK YOU!



—ASSUME—