



# ANIMAL MESSIAH

*a.k.a. Our master plan to reclaim our glory, kick some butt, and save the world*

Modified from TRF 471 (TV Nation) Project



A cartoon-style illustration of a suburban neighborhood. In the foreground, a large, light-colored house with a brown roof and green shutters is visible. A red convertible car is parked in the driveway. A person is walking on the sidewalk in the background. The scene is set during the day with a clear sky and green trees.

# *LOGLINE*

When a human-driven apocalypse is prophesied by next year, a group of oppressed animal rebels unite to save the environment from an international corporation hell-bent on monopolizing clean air.



# SUMMARY

<b>Title</b>	<b>Animal Messiah</b>
<b>Format</b>	<b>Hand-drawn animated, serialized 20-minute episodes</b>
<b>Genre</b>	<b>Action-adventure, dark comedy, satire</b>
<b>Budget</b>	<b>\$1 million per episode</b>
<b>Demographic</b>	<b>Ages 12-25</b>





# CHARACTERS

Here are some of the vibrant and eclectic characters with their unique personalities. There is a diagram for the three main characters that further showcases their relationships, abilities, and similarities and differences.



# TITUS

Past	He was formerly a pet to employees of Smithfield Corporation before being rescued by Eli and Princess, his childhood friends, from his abusive owners. He has not looked to go back to his owners ever since.
Present	<p>The kind, affectionate, but unlikely leader of a group of wandering animal rebels.</p> <p><b>Titus</b> is the lead protagonist in Animal Messiah's ensemble cast. He is a golden retriever.</p> <p>He is an optimist who learns about environmental issues and how much life sucks for some people (a.k.a. inequality).</p>





# ELI & PRINCESS

Eli is a carefree lamb who lives like there is no tomorrow because, to him, there is no tomorrow.

He is often ignored or taunted by others by his lifestyle. Despite his apparent demeanor, he claims to have "pre-cognition." He prophesied the apocalypse caused by Smithfield Corporation (in reality, he listened to a conspiracy podcast but claimed it as his own theory).

Despite this, he is always five steps ahead of everyone and possesses extreme intelligence.

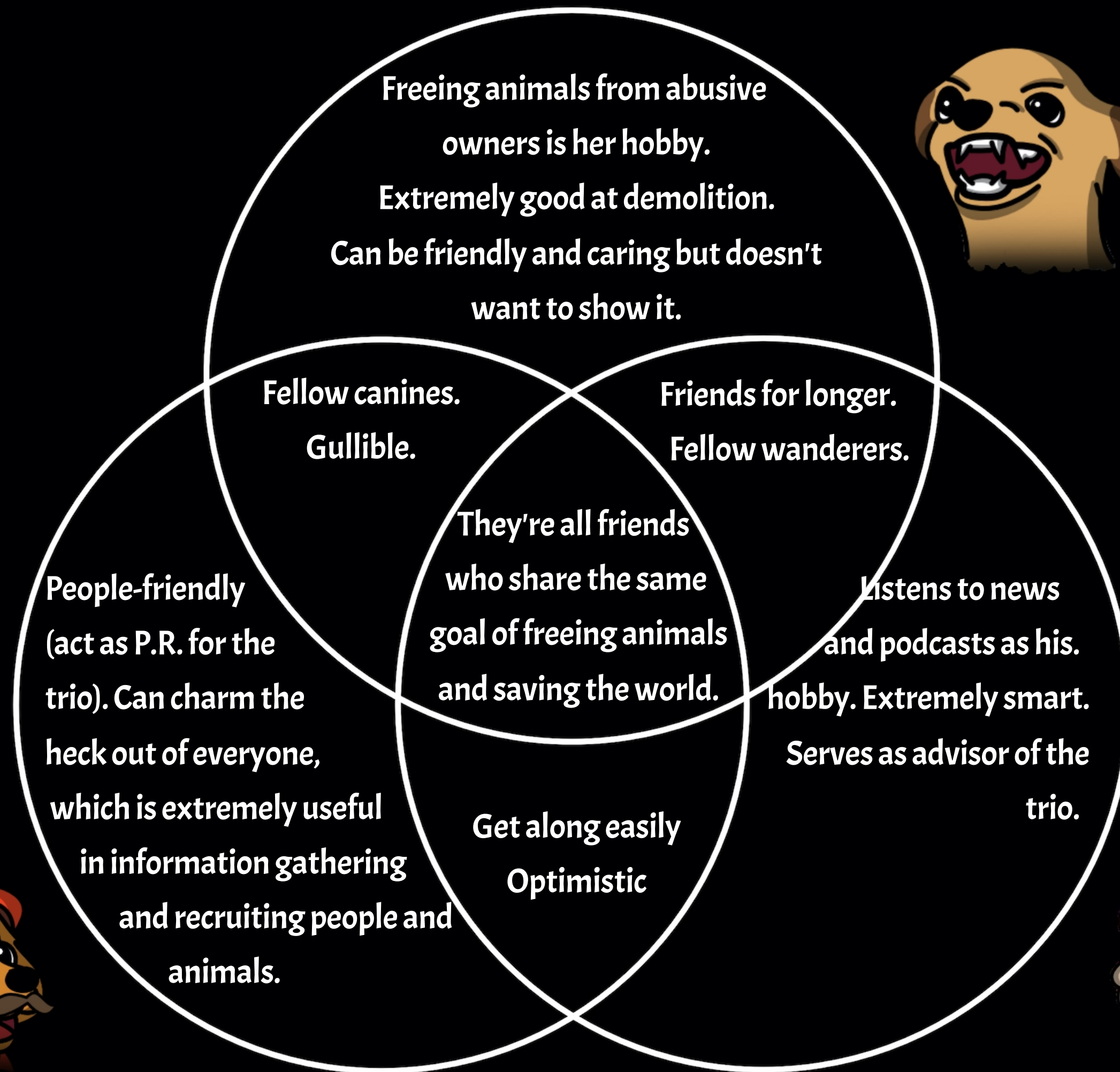


Princess is an impulsive and feisty chihuahua who raises hell in the household. The other heroes find her irritable, but deep down inside, she has a good side, as she is unquestionably loyal to Titus and Eli, childhood friends. Although extremely small, she loses her c\*\*p, both literally and figuratively.

She maintains a strong sense of justice and is never afraid to do what's right.

She is basically like the Tasmanian Devil of the *Looney Tunes* franchise.







# MR. SMITHFIELD

A compassionless business tycoon who runs a company that runs, well, basically everything...

Having an iron grip on everything, he maintains huge political influence. However, he is unknowing (or possibly unconcerned) about the consequences of his actions. He is highly mysterious, as little is known about him.

He has a group of "executives," his rogue's gallery of villains.





A colorful illustration of a suburban neighborhood. In the foreground, a wide sidewalk runs across the frame. To the left, a two-story house with a brown roof and green shutters has a flower box under its front door. A red convertible car is parked on the street in front of a smaller house. A large, leafy tree stands on the right side of the image. A person in a dark coat is walking on the sidewalk near the tree. The word "STORY" is written in large, white, stylized letters across the center of the image.

*STORY*



# PILOT AND SEASON OVERVIEW

## Pilot

The pilot episode revolves around character and world-building. It is the origin story of Titus, Eli, and Princess meeting and the group's formation. The main antagonists of the pilot are Titus' abusive owners, who attempt to capture Titus.

## Season One and Two

The first season starts with a time skip from the pilot. Titus, Eli, and Princess are now long-time friends. Titus and Princess hear a premonition from Eli that an apocalypse will happen in a year due to pollution and climate change.

The crux of these seasons revolves around uncovering and exposing Mr. Smithfield, who tries to capture the heroes.

## Future

Despite the heroes' efforts, the apocalypse is coming... To escape the Earth's apocalypse, Mr. Smithfield attempts to build a space program to escape to and colonize the moon for his end. The heroes engage in an interplanetary battle around the solar system to save the planet.



# MARKETING & DISTRIBUTION

Promotional Marketing	Distributors	Streaming Options / Channels
<p><b>Media Platforms:</b></p> <ul style="list-style-type: none"><li>• YouTube</li><li>• Instagram</li><li>• X/Twitter</li><li>• TikTok (trailer shorts and clips)</li><li>• TV Trailers</li></ul>	<ul style="list-style-type: none"><li>• Netflix</li><li>• Cartoon Network</li><li>• Warner Bros. Animation (merger with Cartoon Network)</li></ul>	<ul style="list-style-type: none"><li>• Netflix</li><li>• Adult Swim</li><li>• Cartoon Network &amp; its app (might need to tone down certain jokes and story details)</li></ul>



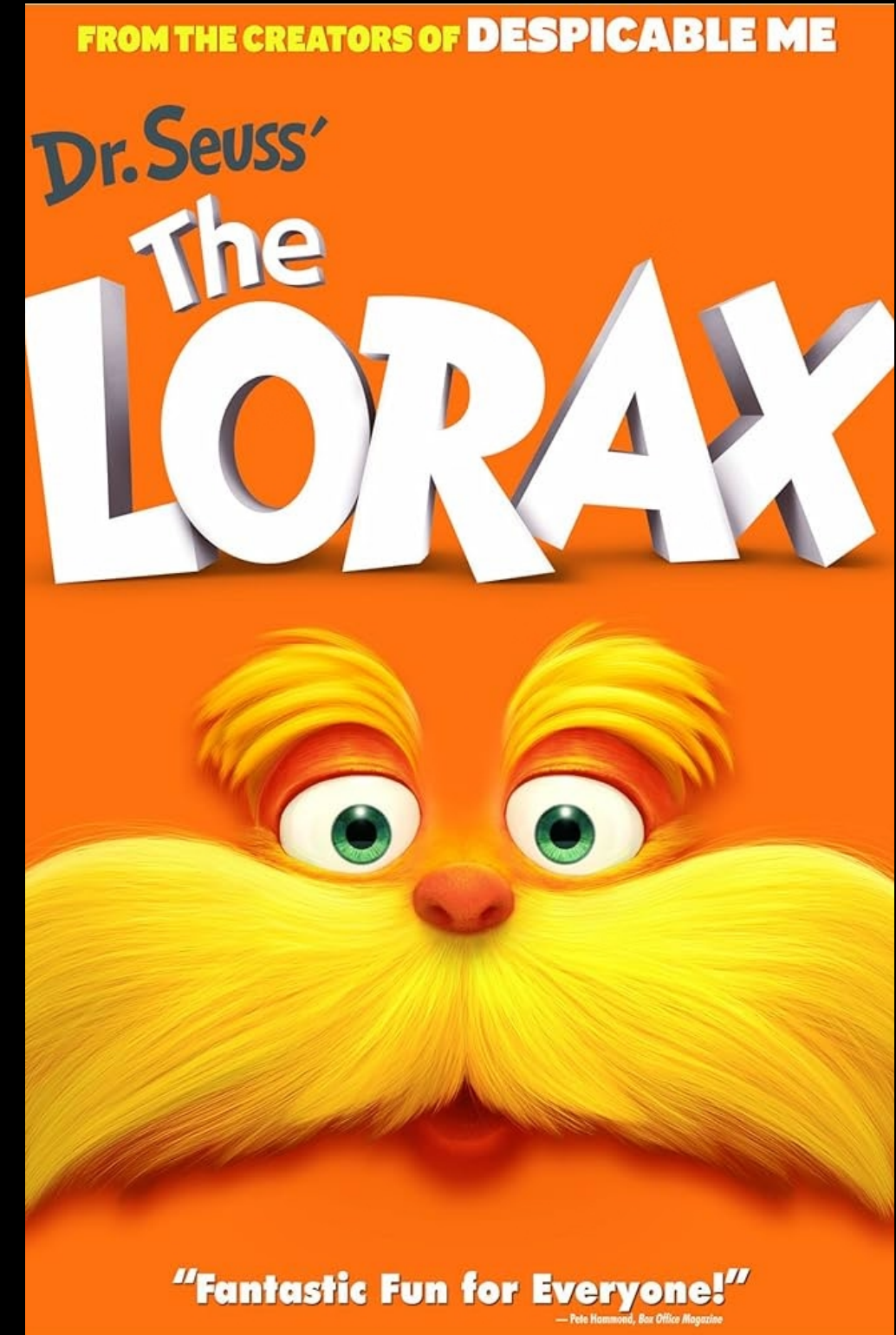
# COMPS



***Regular Show***

**2010-2017**

More teen to young adult-geared content and jokes. There is offbeat humor and darker comedy.



***The Lorax***

**2012**

The environmental messages are similar and a giant corporation attempts to sell clean air.





# RELEVANCE

This series is a story of humility and acknowledging our mistakes and hubris.

Having a story from a non-human perspective would help people get a better perspective of our impact on everything. However, this is not a misanthropic story but a lighthearted take on sensitive topics, such as climate change (and some who deny it), corporate mismanagement, and even animal abuse.

It would be fascinating if non-humans could have higher-order thinking and desires; what would they say about us?





# WHY ANIMATED?

Using animation allows for complicated topics to be easily conveyed to broader audiences.

There is more visual freedom than live-action in conveying exaggerated visuals and surrealism.

My takeaway is that even though this show does have a message about environmentalism and humanism, I want it to be something other than a total downer or feel like watching an educational documentary. I want it to be an empowering story and an opportunity for audiences to get a good laugh out of themselves and learn a thing or two (without feeling like they are revisiting high school).





# CONTACT

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*Characters drawn by Aaron Hall*

*Locations and Title Card designed using Shutterstock AI*