

pressrelease

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LONDON

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Set sail for Orsum Island!

New boys property aims to lure audience with awesome adventure

Orsum Island is an exciting new boys' property from pineapple Squared Entertainment aimed at finding the elusive 7-11 year old demographic literally where they live.

With kids spending more time online than watching TV, Pineapples Squared intends to go where the audience is. Orsum Island is an adventure programme aimed at boys between 7 and 11 which will launch interactively through gaming on the web and television with the first 13 episodes completed for summer 2008.

The action takes place on a mysterious island where two rival powers vie for control. Kodi is the central character who finds himself stranded on the Island. He can't remember where he came from but he knows he must escape and leave.

The story can then focus on Kodi's motivation, risk and emotional journey. During his adventures he is supported by Divine Flower, a female martial artist, Monty the last dragon on the island, and Fidget, a chameleon who found Monty as an egg.

According to Michele Fabian-Jones, Producer of Pineapple Squared, the property works on classic themes which represent what young audiences want to be watching and interacting with.

"We believe that Orsum Island is a reaction to the political correctness that young people find in almost every part of their lives," she says. "They can't play out, they can't do this, they can't do that. They have no control over their lives except on line and that's where they can be in charge in scenarios like Orsum Island." The web approach will be used as an audience builder prior to broadcast.

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Orsum Island has an impeccable creative pedigree. Concept creator and development director David Mitton developed, directed, produced, and wrote 182 episodes of *Thomas the Tank Engine*. Director David Lane has a list of credits that include *Thunderbirds* - the original movie and television series - , *Muppet Treasure Island*, *Superman*, *Supergirl*, *Santa Claus The Movie* and the new *Captain Scarlet* series. While producer Michele Fabian-Jones has worked for all of the majors with credits including *Captain Scarlet*, *Muppet Treasure Island*, and *The Brothers Grimm*.

A new technique devised by Pineapple Squared which gives cinema quality on a television budget, Fabian-Jones believes that Orsum Island has a huge amount of potential in terms of broadcast across all platforms including IMAX and licensing, especially toys.

"The website through its audience build creates brand awareness and encourages brand loyalty but we are basically taking a studio approach when it comes to broadcast partners," says Fabian Jones. "This will be a strategic decision based on whichever one we believe is the right fit for the property."

"We are treating Orsum Island like a classic FMCG and we have done our research first of all to find our audience and then adjusted the property to suit that audience."

Bulldog Licensing is handling the rights for Orsum Island and managing director Rob Corney believes it is one of the most exciting properties he has ever seen.

"Orsum Island is just a terrific concept," says Corney. "Pineapple have such an innovative approach to dealing with a changing market and all of their solutions are completely practical when you look at market conditions."

Pineapple Squared Entertainment believes that Orsum Island is the ideal vehicle for promotions and important strategic partnerships. They have done their homework and will use an interactive platform to build their audience.

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Says Michele Fabian-Jones: "Licensees are always saying that this is the hard to reach demographic but we know where they are, they'll be with us. If licensees want to find them then all they need to do is come to us."

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