

BUBBLE GUPPIES

An Interactive Underwater Variety Show

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Developed with
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OUR STATEMENT OF PORPOISE

When you're a kid, it can sometimes feel like you've been tossed into the deep end. Your play group, a new sibling and preschool can all be pretty challenging. Our goal is to create a show that will provide kids with water wings to help keep them afloat in life's uncharted waters. Using games, jokes, and stories, BUBBLE GUPPIES will get them thinking about who they are, how they feel, and how to get along with all the other little guppies in the big, blue sea.

BUBBLE GUPPIES

A SHOW ABOUT YOU AND ME AND THE BIG BLUE SEA!

BUBBLE GUPPIES is a themed interactive variety show for children 2 - 5 set in a vibrant underwater world full of colorful and imaginative creatures.

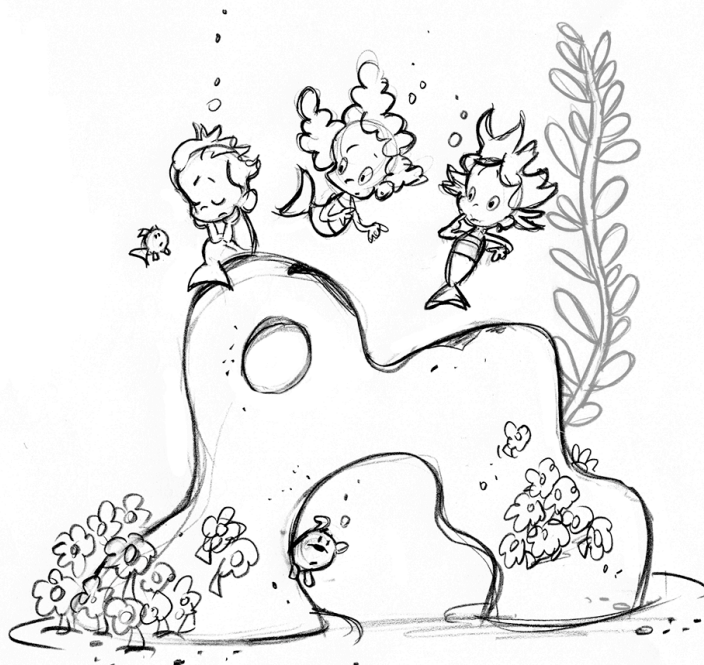
BUBBLE GUPPIES features an ensemble cast of undersea kids and animals who will sing, dance, tell jokes, play games, and have adventures.

BUBBLE GUPPIES focuses on exploring the everyday issues of emotional intelligence and social dynamics through interactive game play in a variety show-inspired format.

Each half hour show will feature a three-part story plus games, sketches, jokes, and silly PSA's that all explore the same preschool theme. A visual device, our "swimming camera" will link the components together so that kids are continuously drawn through the half hour.

BUBBLE GUPPIES takes place in an aquarium-inspired world of swaying kelp forests, fantastical coral reefs, and undersea gardens. This world is inhabited by The Bubble Guppies, an energetic group of little kids with colorful tropical fish tails. Puppies, kittens, and other land animals also have fins and tails! Joining them are familiar undersea creatures: crafty crustaceans, merry mollusks, funny fish and other alliterative denizens of the deep.

Additionally, a playful little SCHOOL OF FISH will always be following along, interjecting commentary and interacting with the camera. They're a visual version of BLUE'S CLUES' off-camera voices, a livelier version of DORA'S cursor.



CHARACTERS

Like the cast of Laugh-In, ours is an ensemble cast of characters with distinct personalities. They'll each assume regular roles and duties within each episode and their individual character traits will serve to underscore our themes. Two characters will stand out as our hosts: Molly and Gil.



MOLLY

A little girl Bubble Guppy with a head of wavy pink hair. She's smart, resourceful, and irrepressibly curious. A natural leader, Molly is extremely thoughtful and thinks a lot about how others be feeling. Along with Gil, she is our principal connection to the viewer.



GIL

A little boy Bubble Guppy. He's rough, tough, adventurous, and very competitive. Often impatient, Gil doesn't always carefully consider the outcome, but he's hungry for new experiences and can't wait for the next one. Gil knows a lot about the undersea world and has a special connection with the creatures in it, especially Bubble Puppy.



GOBY

A little boy Bubble Guppy who likes to dress up in costumes and loves to pretend. Goby's got a big imagination and jumps at any chance to role-play. He also likes to draw pictures in the sandy ocean floor.



DEEMA

An energetic goofball – she’s silly, high energy, and the most likely to sing or dance just for the fun of it. An embodiment of positive energy, Deema likes to say silly things and make outrageous observations just because it’s funny. She loves to make the others laugh, especially Mr. Grouper.



OONA

A very sweet but very timid little girl Bubble Guppy. Oona’s very sympathetic to others’ troubles and is often afraid of being hurt or scared herself (“Will it hurt? Will it be scary? Will it taste yucky?”). She likes to figure other people out and collects knowledge about them (Deema’s favorite color is orange; Bubble Puppy loves it when you rub his tummy, Nonny doesn’t like oatmeal, etc).



NONNY

A little boy Bubble Guppy who wears glasses, Nonny’s a little bit of a sourpuss who sometimes has trouble accentuating the positive. He’s the ‘Eeyore’ of the group and needs a lot of encouragement from his friends.



MR. GROUPER

A friendly old fish who links all the segments together. Mr. Grouper narrates the show, interacting with the viewer and guiding them through the show. He'll introduce a segment with a straightforward "And now take a look at this," or follow up a sketch, chuckling, "Well, that was silly." Viewers will come to expect him between segments and he'll help them understand when the show is changing gears.

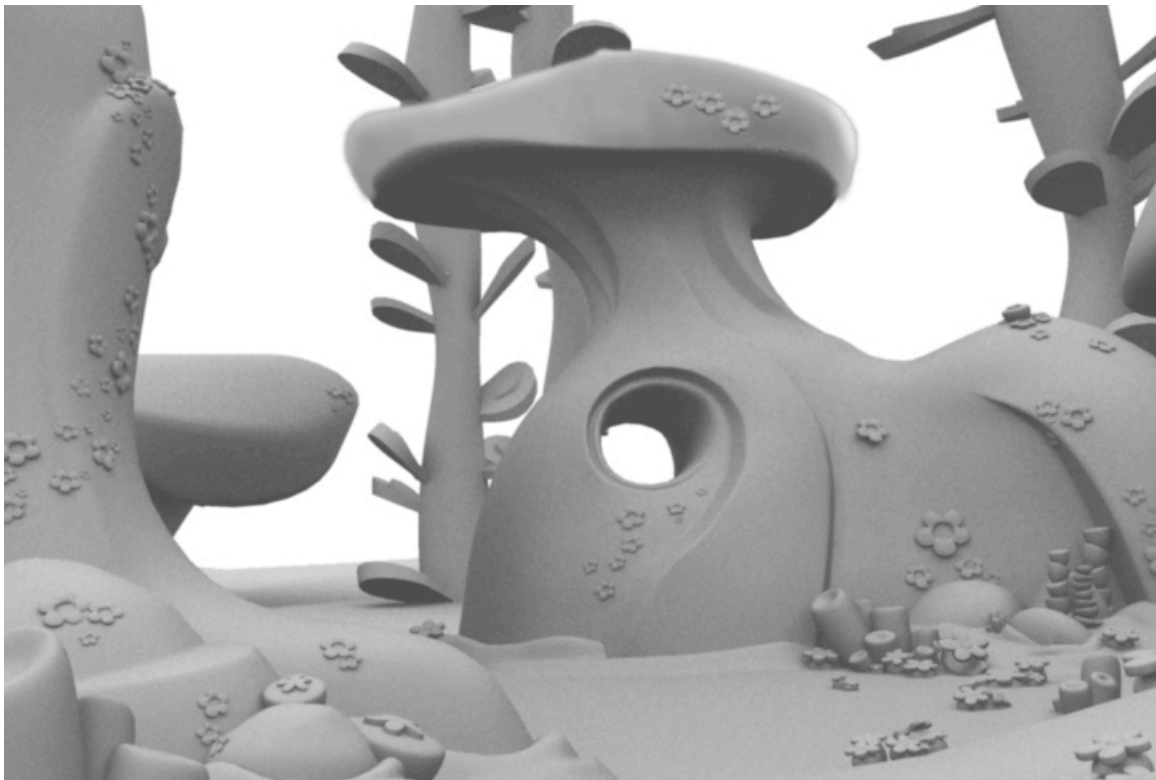
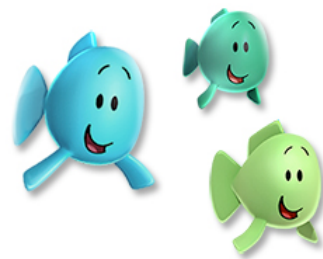


BUBBLE PUPPY

Gil's beloved and rambunctious puppy (with a fish tail!) He's playful and loves to fetch things and, like all puppies, needs to be taken care of.

THE SCHOOL OF FISH

A colorful group of little fish that are always with us, watching the action and participating in the stories. They're a preschool Greek chorus that helps the viewer, plays along, and comments on the action. They're also a visual representation of the audience and are used to reinforce an answer or an emotional point.



FORMAL FEATURES

BLUE'S CLUES and DORA THE EXPLORER are “sticky” shows. Viewers are so engaged that they can’t look away from the screen. Here are a few of the things that will make BUBBLE GUPPIES even stickier!



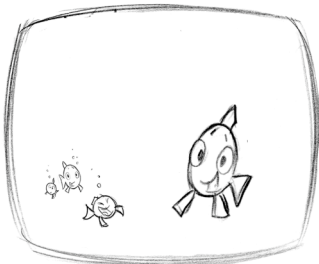
3D WORLD – FISH TANK TV

The world of BUBBLE GUPPIES is bubbly and bright and, because it’s in 3D, kids will be able to explore it in ways never before possible in preschool TV. Characters will swim right up to the screen and engage viewers; kids at home can swim along with the action; the camera will float, following characters from segment to segment as an alternative to cutting, and moving in ways not possible in traditional animation.



THOUGHT BUBBLES

Literally bubbles containing visual solutions to choose from that appear over a character’s head during game play. A little fish will pop the “No” answers, leaving the correct answer for all to see.



SCHOOL OF FISH

They experience events from a preschool perspective and will offer suggestions and help out. This makes the audience part of the school too. When someone needs a hint, a little fish will swim right up to camera and whisper something helpful to the viewer. The little fish are also our “cursors” to indicate a selection during game play.

A NOTE ABOUT TRANSITIONS - OUR “SWIMMING” CAMERA

Cuts, wipes, or dips to black will not be used as transitions from segment to segment. Instead, our continuous “swimming camera” will follow the action, gracefully gliding along with the action in three-dimensional space. Never before in play-along animation has the camera been able to plunge in and explore the environment from every angle.

ELEMENTS OF THE SHOW



GIANT SEAWEED, AQUARIUM GRAVEL?

Are we under the sea? Are we in a fish tank? Is it true that the Bubble Guppies are only a few inches tall? The shimmering world of BUBBLE GUPPIES is unlike anything seen before!

DANCE/MOVEMENT SECTION

A dance-along segment in which The Bubble Guppies teach easy-to-learn dance moves. Viewers will learn “The Kelp Dance,” “The Wiggly Eel,” and “The Puffer Fish.”

SILLY SONGS

Sing-along moments featuring easy-to-learn original songs that reinforce them of emotional intelligence and social dynamics.

PSA’S/COMMERCIALS

Silly public service announcements that tackle the tough preschool issues like “How to Make Friends” “Say Please and Thank You” and “Blow Your Nose.”

ANIMAL/GUPPY HYBRIDS

In addition to some familiar undersea animals, the world of BUBBLE GUPPIES is populated by Guppy versions of land animals. Who hasn’t heard of catfish, sea lions, elephant seals, sea horses, or chickens of the sea? Well, ours are better!

RECURRING CALLBACK SKETCHES

Remember GO, DOG, GO’s “Do you like my hat?” We’ll do silly encounters like that that come back throughout the episode and always resolve in a funny and satisfying way at the end.

ME MOMENT (and let’s find out about you...)

Inspired by “My Book About Me,” these moments encourage the viewer to take a closer look at his or herself and learn to ask others about themselves. “What color is your hair?” “What is your best friend’s favorite animal?”

SAND DRAWING

Drawing pictures in the sandy sea floor during game play or to help illustrate an idea.

CHARADES

The Bubble Guppies act out clues for each other and for the School of Fish.

FORMAT



COLD OPEN

Establishing immediate eye contact with the viewer, the cold open will feature a quick moment with Molly and Gil in which the theme of the episode will be introduced.

OPENING TITLES

An exciting sing-along title sequence featuring our cast and culminating in the Molly and Gil announcing the theme of the show (“Today’s show is about feeling...”) before giggling and swimming (and leading the camera) to the beginning of our main STORY.

STORY, PART A

The first of three acts of an emotional theme-related BUBBLE GUPPIES adventure. There will be a GAME in each story segment.

TRANSITIONS

Between segments will be led by Mr. Grouper OR the action of the following segment will draw the viewer along into the next.

GAGS, SKITS, & PSA’S

Recognizable featured moments that will be seen regularly in the series. Some segments will swap out for others and some will be immovable.

STORY, PART B

Back to the story. Another GAME will reinforce the theme.

TRANSITION

Back to some shorter snack-sized segments, via Mr. Grouper or our swimming camera.

DANCING, GAGS, & SKITS

(Including callbacks and references to gags seen previously)

STORY, PART C

The climactic conclusion to our story. A final GAME will allow the viewer to help resolve whatever conflict that’s driven the adventure.

MORE GAGS, ETC.

A resolution to the callback gag and maybe an additional segment or two.

SHOW CLOSE/THE END

Our Guppies gather, ask the viewer for their final input, and swim away with a cheerful, “See you next time!” This will be a familiar wrapping up sequence and will feature a final payoff to the events of the episode.

THEMES

BUBBLE GUPPIES is a show about understanding yourself, your emotions, and how to interact with the people around you. BUBBLE GUPPIES themes are emotion based and will help preschoolers understand different ways of feeling, as well as dealing with those feelings.

SOME THEME IDEAS:

EMOTIONAL INTELLIGENCE

Happy
Sad
Silly
Comfy (safety)
Jealousy
Lonely
Angry
Excited
Grumpy
Funny
Shy
Scared
Hungry
Annoyed
Secrets

Additionally, BUBBLE GUPPIES will explore social interaction and examine situations that preschoolers will encounter.

SOCIAL DYNAMIC

Friends
Sharing (stuff)
Time (as in waiting, patience)
Time (as in time of day)
Taking turns
Being Friendly
Being Busy
Obnoxious
Hyperactive
Listening
Caring
Befriending
Helping
Hurting Feelings

RESEARCH

We are committed to carefully researching our approach to the creation of a new play-along format. Our goal is to create a show that will be as interactive and as much fun for kids as other Nick Jr. hits but will have more of a 21st century random access feeling.

Some of the things we would like to look into include:

- WILL THE AUDIENCE ACCEPT A VARIETY SHOW (SKITS) IF WE NEVER LEAVE THE OCEAN STAGE?
- THE “SWIMMING” CAMERA - WHAT DOES IT MEAN TO THE AUDIENCE IF WE NEVER CUT BETWEEN SKITS? DO THE TRANSITIONS WORK?
- CAUSE AND EFFECT GAMES
- COGNITIVE GAMES
- EMOTIONAL MODELING SKITS
- SILLY PSA’S
- THOUGHT BUBBLES AS A GAMING DEVICE
- “L” SHAPE ITV DEVICES

CURRICULUM (NOTES)

The curriculum for Bubble Guppies is rooted in the emotional life of a preschooler. We’ve been working with Eve Hall and Christine Ricci on the pilot script and curriculum.

Here are some starting points for our super smart PhD’s to explore:

- Understanding yourself.
- Appreciating other people.
- Successful Social Interaction: Being able to function as part of a group.
- Community.
- Though kids develop the same, they are increasingly placed in challenging social situations and have wildly different approaches.

SOME QUESTIONS AND SOME ANSWERS

HOW DO GAMES FIT INTO THE STRUCTURE OF THE SHOW?

1. Cognitive skill-building games with socio-emotional content are in both stories as well as in stand-alone elements.
2. ACTIVITIES: DO-ALONG activities like Guppy Count and others, LAUGH-ALONG, SINGING- AND MOVING-ALONG.

WHAT IS THE ROLE OF THE AUDIENCE?

You, the audience member, are part of the group of Bubble Guppies, a little fish, you're "in the swim!"

HOW AND WHEN DOES THE AUDIENCE INTERACT?

When we ask them to. We speak directly to the audience and ask them to interact with us, to play, to choose a thought bubble, or offer a solution. We'll ask them for right and wrong answers as well as how they feel.

HOW IS IT DIFFERENT THAN LITTLE MERMAID, FINDING NEMO, OR SPONGEBOB?

Well, first of all, The Bubble Guppies ARE NOT mermaids and the world they inhabit is different than anything yet seen on television. BUBBLE GUPPIES takes place in an ocean-sized fish tank complete with aquarium gravel, bubbling bubbles, and plastic plants. The world will not be photo-realistic (FINDING NEMO) or oceanic (LITTLE MERMAID), but something entirely original.

Musically, BUBBLE GUPPIES will be utterly different from the tropical or Caribbean feel of those films (as well as SPONGEBOB). We're going for kid-friendly Bollywood-inspired go-go music and B-52's rock; Party atmosphere stuff that's easy to dance to!

HOW IS THE INTERACTIVE (ONLINE AND ITV) CONTENT INTEGRATABLE?

We think the possibilities are unlimited. Here are a couple of starter concepts to consider:

1. Raise a Bubble Baby, a BUBBLE GUPPIES Tamagotchi! Feed him, play with him, sing him to sleep, watch him grow.
2. Create a Bubble Guppy: YOU! Pick from hairstyles, hair and eye color, skin tone and accessories.

HOW ARE THE GAMING AND EMOTIONAL CONTENT INTEGRATABLE?

1. The show themes are always about preschoolers' emotional experience of the world and their lives.
2. Themes are constantly reiterated in each show element.

3. Preschool audience is continuously invited to participate in show elements.

HOW IS IT CONCEPTUALLY BREAKTHROUGH?

1. 3D: Using the power of 3D animation to make the BG's, characters, and game place more accessible to the audience.
2. Using cognitive game play to help preschoolers explore and understand how they feel about themselves, other people, and the world around them.
3. **THIS IS NOT A MAGAZINE SHOW.** We're re-inventing and reintegrating the variety show/magazine format in ways that make it unexpectedly engaging for preschoolers.



It's the **NEXT GENERATION** of **PLAY ALONG TELEVISION!**