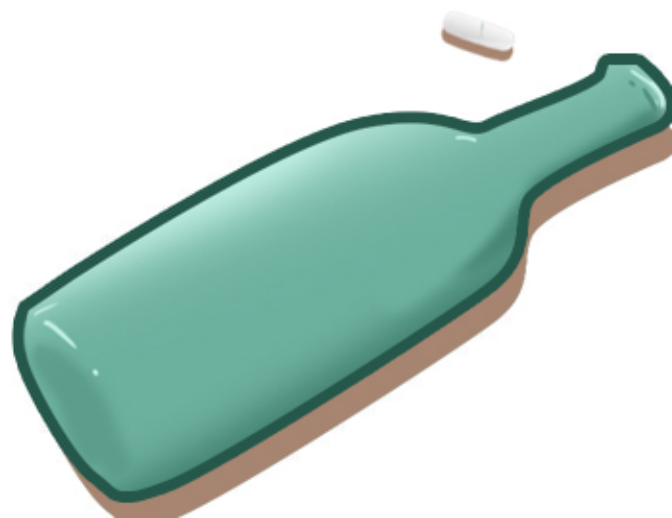




ARL★ AND FRIENDS



WRITTEN BY
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THE WORLD BEHIND THE SCREEN

You know how the characters on your favourite tv show always have a perfect life? Imagine a show where we follow them when the cameras cut away and they're off the clock. We see them dealing with breakups, their mental health, affairs, and more. We get to see them be goofy and charming and then vulnerable and conflicted. Our show will be emotional, gripping, funny and surreal.

"Paw Patrol" has captured the imaginations of children around the world, but what would happen when the cameras stop rolling? What would these beloved characters do when they're not saving the day?

ARLA AND FRIENDS is an adult comedy show that imagines the life of cartoon characters. It explores life behind-the-scenes of your typical cartoon TV show. What are their day-to-day struggles? How would they deal with an existential crisis? Join Arla as he struggles with his anxiety, Bobetta as she deals with addiction, and Ginger as she tries to navigate her identity.

These off-screen moments tell a story that's as much about the challenges of the human condition as it is about the entertainment industry. We will follow these messy and unstable characters through absurdist humour and rich story telling to explore deep character conflicts.



TONE

With the show's theme and storyline, we want to make the audience laugh while they also think. The show will tackle pertinent social issues from gender disparity to the opioid crisis to racism, all while never taking itself too seriously.

Meanwhile, the characters suffer at the hands of their own desperate search for true happiness. Probably something that we can all relate to. And as they navigate the entertainment industry, the trappings of fame lead them to self-destructive and self-righteous behaviour. And in their desperate search for fleeting and unattainable happiness, we the viewers, are made aware that their struggle is ultimately our own.

It's the dark comedy you love, now with added drama. With a range of jokes that are pleasingly juvenile to bafflingly surreal, it will have moments you've come to expect from a cartoon comedy, only with more drama and relatable characters that will tug at your heartstrings. The audience will explore the gritty side of entertainment but with the wit and humour you can only find on our show.



STORY STRUCTURE & GENRES

Dont Answer This Bitch

TV is in a golden age of compelling storytelling. Our show provides a refreshingly simple and straightforward viewing experience that's perfect for binge-watching. However, not all viewers have the time or inclination to sit through an entire season! With our new show, each episode will be a standalone half-hour format that delivers a strong theme and character arcs.

To keep the show fresh, we can experiment with different techniques of filmmaking to break away from the typical sitcom structure. We can tell stories in innovative ways, which will attract new and old audiences alike. This will also give us the luxury to tell a story however we see fit.

This project is a comedic series that explores different genres or subgenres to give the audience something new. We focus on comedy and human drama as the main backbone of the show but we'll be exploring many other genres such as horror, mystery, science fiction, and more!



ART STYLE

While the show is mainly in CGI, the characters' designs can vary in different animation styles and techniques. From 2D animation, claymation, CGI, and maybe some live-action. With this free-form idea, it will allow us to go as far as our imaginations will take us.

Although the characters and their workplaces are colourful, their real world will have a desaturated palette. Something that is devoid of life. This is to contrast the fake and happy world that they depict on our TV.



ARLA

OFF CAMERA:

Despite his looks, Arla is an adult male who lives a dirty bachelor life filled with bitterness and anger towards society. He is often afraid to be by himself because he claims to be "in a constant phase" of depression and self destruction.

With his cynical view of the world, he often comes out as moody, crabby, and sarcastic. This attitude can sometimes drive away the people closest to him.

This inner turmoil that spirals our main character into a life of self-loathing comes from his personal feeling that he lacks significance, meaning, and purpose. Throughout the series, we see him search for his placement in the world through any means necessary while knocking himself back a few paces when he does something self-destructive.

Although Arla has his rough edges, he cares deeply for his friends and co-workers. He is prepared to go to limitless lengths to be there for them whenever he is needed. Even though he tends to hide it from others, his tender side can appear melancholic and insecure.

TV SHOW PERSONA:

In his preschool show, aptly named 'Arla and Friends', Arla portrays a young adventurous girl who goes from island to island giving advice to animals, solving their problems, and teaching them basic life rules. The show is supposed to educate children about animals and their habitat but the show is actually aimed to sell toys and other merchandise. Due to its low viewership and declining ratings, the show is on the verge of getting canceled.



BOBETTA

OFF CAMERA:

Bobetta's off-screen persona is quite the opposite of her TV character. In real life, she is persuasive and uses trickery to manipulate men and women into bed with her. She has very little if any boundaries to whom she will have sex with. She is comically superficial, vain and selfish. Arla and Ginger would often point out that Bobetta is an emotionless sociopath who might have a Personality Disorder. Aside from her hedonistic nature and lack of self restraint or inhibitions, she possesses a razor sharp wit, with a dash of black sense of humour. She is crass, vulgar and sassy. With her sociopathic behaviour, she is often scheming to get what she wants which usually gets her, Arla, and Ginger into a lot of trouble.



She has many vices: she drinks and smokes heavily, and does a lot of cocaine which she calls "Super Sparkle". She is aware that she gets her inflated sense of self-importance and empowerment through these vices. So she is not planning to sober up any time soon.

Beyond Bobetta's callousness, belie a crippling insecurity, and a need for acceptance. Her struggle comes from the fact that she has gone through multiple serious heartbreaks from partners she cared so much for. Because of this, she occasionally shows signs of kindness to the people closest to her, such as Arla, Ginger, and Craig.

TV SHOW PERSONA:

Bobetta is Arla's pet in the preschool show. She is shown to be innocent, playful, and brave but unlike Arla, Bobetta sometimes makes wrong choices and gets herself into danger. During their mission to help animals, she often gets herself into an accident that requires saving. She is also shown to wear different costumes in the show for the purpose of selling more toys.

GINGER

OFF CAMERA:

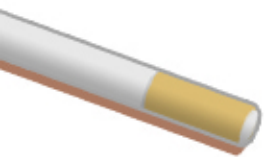
Off-camera, Ginger is conceited, detached, slightly paranoid, with a tinge of wisdom mixed with stupidity. Even though she's generally well-natured, and uses her stardom and charm to get her way with other characters. She uses her traumatic but often fabricated past as sympathy ploys to her friends. She detests her friend's drug-induced and lazy lifestyle but by her own admission, she avoids responsibility and tries to pawn responsibilities placed on her onto others.

She can be very dramatic, and emotional when talking about her acting career. And ever since her show became a success, she became even more competitive towards others. With her emotional issues and prima-donna attitude, directors, producers and her co-stars say that she's difficult to deal with. She even once refused to begin filming until her pregnant assistant found her a diet bagel. However, no one denies her talent as an actress.

She claims that she can help people with her world-saving ideology. But most of the time, her advice can be bad, if not damaging. No matter the outcome, she rejects the consequences and emphasizes the importance of her good intentions.

TV SHOW PERSONA:

Ginger is a star on a highly successful TV show called BONE DOG-TOR. A television series about a pup who helps other animals with broken bones. Doctor Ginger uses her extraordinary medical gifts to save lives one bone at a time.

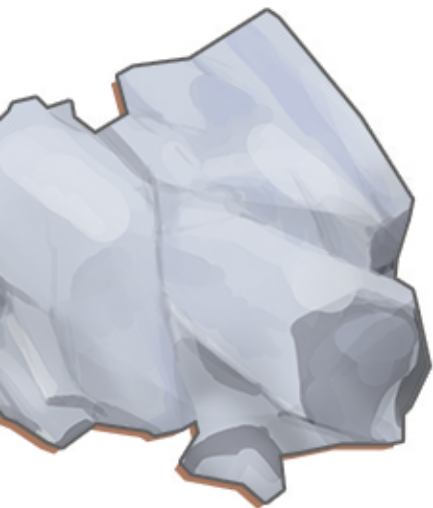


PEARLY 'THE LIONESS'

The Lioness is a network executive responsible for commissioning and managing the production of the shows. As far as anyone is concerned, she's the 'BOSS' - the 'EL JEFA.' She has an unquenchable desire to make the best TV programs, and she's willing to do almost anything to achieve this goal, even if it means committing illegal acts. Because she cares greatly about her reputation, she is also willing to do anything to secure her position as an executive producer. She defends any of her actions by claiming them to be done for the sake of the viewers' entertainment and happiness.

She oversees every project in the studio and she constantly threatens to fire those who disagree with her. She also has a habit of threatening our main characters by either canceling their shows or burying them in the 'Friday Night Death Slot'.

Even though she generally presents herself as a charming, and inspiring leader, she's manipulative, selfish, and arrogant. Because of this, people tend to avoid her or kiss her ass. It's all the same to her... and she likes it either way!



OTHER CHARACTERS

CRAIG THE FOUR LEGGED BOY

Craig is Arla's incompetent assistant on set, even though he casually changes his loyalty or allegiance depending on the situation. This is due to the fact that he is a people pleaser, regardless of their moral values. Despite being dimwitted, immature and oblivious, he is genuinely kind and cares for those around him.



SKANKY THE PIGEON

Skanky is Arla's neighbour. He is a washed up celebrity who was once the biggest star in town. After fading from the limelight, he is now forgotten and alone. Even though he and Arla are good friends, Skanky is a constant reminder to Arla that nothing in life is permanent. Not even greatness



SMELLYPONY

Smellypony is Arla's drug dealer who wants to become an actor. He has many unfinished written scripts that he pitches to Arla every time they meet. He is an enthusiastic man who likes to hang around our main characters.



RALPH

Ralph is the unproductive custodian at the studio. Although he appears quite lazy and unmotivated, he possesses great wisdom which the gang often takes seriously.





TOONSVILLE

Imagine a place if Hollywood had sex with Manhattan. Toonsville would be the shining degenerate offspring of that. This is the home of our characters and is the setting for most of our episodes.

Its tagline 'Where Dreams Are Made' pertains to the fact that 95% of the town's population work or have worked in films or TV shows. Within the center of Toonsville is a cluster of studios and other entertainment houses. One of them is a new studio called Studio 320c. That's where our main characters work.

Although it shines with glitz and glamour on the surface, the town suffers from an unbalanced economy and homelessness. It's real image is a far cry from the vibrant landscapes they show on the postcards.

EPISODES

PILOT

When the producers of a preschool show called "Arla and Friends" hire an extremely talented actress named Bobetta to keep the show fresh and appeal to younger audience, Arla fears of losing his spotlight. He schemes to get her fired and attempts to do the unthinkable.

FEE FI FO' FUN

When an angry CEO threatens to ax the show, Bobetta comes up with a plan to get rid of him by framing him for murder. Meanwhile, Arla befriends an actress from another show named Ginger who teaches him how to be a 'cunning pup' in a field of lions.

GO 'F' YOURSELF

When Bobetta (equipped with dual genitalia) gets herself pregnant, she faces a tough choice as to whether to keep the baby... combined Maternity and Paternity leave allowance does sound very appealing.

ROCK BOTTOM

Arla becomes depressed and goes on a drug binge after finding out that he didn't make it to the 'Top 10 best cartoon characters' on a popular YouTube channel. Meanwhile, Craig and Bobetta pretend to be Irish to impress a hot Irish temp at work and Ginger deals with her stolen identity.

ALL THAT GLITTERS

Bobetta deals with a severe allergy while on a date with an A-list actress who she thinks will catapult her to global success. After shooting a commercial aimed for girls, Arla tries to reclaim his manliness by various means.



EPISODES

IT'S NOT EASY BEING GREEN

Arla and Bobetta struggle to deal with the heavy use of CGI and green screen at work, so they take shrooms to boost their creativity. Arla deals with an existential crisis, Bobetta spirals out of control, and chaos ensues.

BREAK A LEG

While on their way to a Hollywood party, Arla, Craig, Bobetta and Ginger get beaten and robbed by a homeless sloth. Their friendship gets tested as they go around the city to find him and retrieve the only copy of a script they wrote for a big time producer at the party.

A TRIP AROUND THE STUDIO

Arla and Ginger trips out after accidentally eating brownies laced with LSD while touring their new executive producers around the studio. Meanwhile, Craig helps Bobetta find the hacker responsible for leaking her OnlyFans pictures.

PERSONAL ASS-ISTANT

Overwhelmed with the new management at work, Arla fires Craig and hires Ginger as a personal assistant. Only to find out that Ginger has an extreme approach to gaining fame and recognition. Meanwhile, Bobetta gets into a relationship with an employee who is addicted to Himalayan salt lamps.

THE ABANDON

Arla meets Skye Robertson, head of a large multimedia company who offers him more money and more creative freedom to join them. Jealous that she didn't get the offer, Bobetta tries to convince Arla that it's a bad deal. Meanwhile, Craig accidentally exposes his dark sexual fantasy during a eulogy at his brother's funeral who died in a freak accident.

ARL★ AND FRIENDS



THE SIXTH ARREST!

'Give me a chance!'

- He was a baby when he was born...
- He joined a cult at age of THREE!!!
- Shocking truth about his UFO abduction.

THANK YOU FOR READING
TO KNOW MORE ABOUT THE WORLD OF ARLA
PLEASE CONTACT:

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