





# Case Study: Three Headed Monster Nicktoons Network Broadcast/Branded Content



Louisa St. Pierre  
Bernstein & Andriulli  
Louisa@ba-reps.com  
212-682-1490  
www.ba-reps.com

# Three Headed Monster Broadcast/Branded Content

commissioned by Nicktoons Network

## Contribution:

Original Scripts, Creative Direction, Direction, Music, Sound Design, Production

## Project:

Develop a broadcast identity package for Nicktoons Friday, Saturday and Sunday night programming block.

## Goal:

Create an animated character that kids can identify with Nicktoons weekend block of programming. Create content using this new character for wraps and promotional material aimed directly at the tween and teen markets, ages 8-14. Build brand awareness.

## Approach/Strategy:

The strategy was to develop a new animated character with three heads. Each head would be given its own unique voice and personality and would literally be named Friday, Saturday and Sunday in order to reinforce the block's weekend schedule. We turned to classic comedy teams like The Three Stooges and Laurel and Hardy for inspiration. The scripts fell into two categories, Night Specific and Ensemble. The Night Specific spots would be broadcast only on that head's night and only his name would be mentioned during that spot. The ensemble spots could be broadcast any time and refer to the weekend block as a whole.

## Outcome:

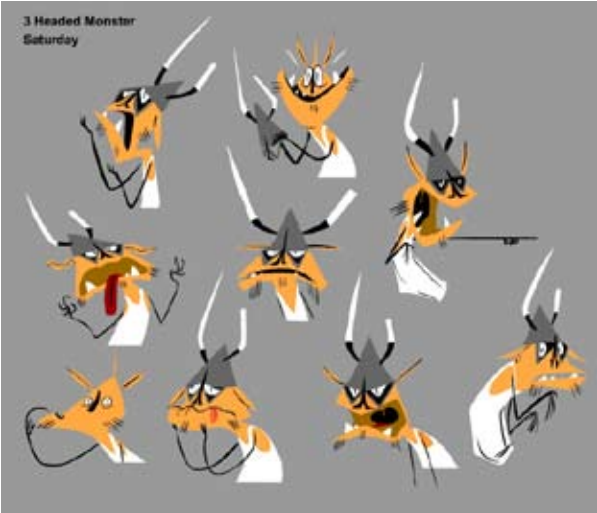
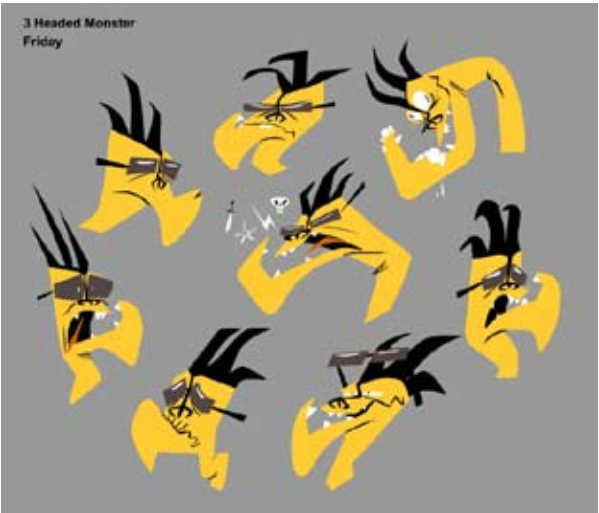
The kids, they really love us.



# Character Development



# Character Development



# Yoga Sunday Night Spot



# Refridgerator Romance Ensemble Spot



# Various





For additional materials regarding this project please contact:



611 Broadway Suite 907A New York, New York 10012 212-228-3070