

Super Wish

Created By
Vanessa Esteves & Adrian Thatcher





SUPER WISH

When 10-year old Jesse accidentally wishes his birthday party to disappear, he and his friends must venture through a magical realm known as “The Happy Land of Birthdays” to track down and un-do his SUPER WISH and return home.

Through their adventures, the kids rediscover the thrill of friendship, teamwork and how great it is to be a kid!

FANTASY | FRIENDSHIP | TEAMWORK
52 X 11 MIN | 2D ANIMATION | KIDS 4-8

TBI’s Kids Hot Picks – MIPCOM 2022

Created by Nelvana’s Vanessa Esteves & Adrian Thatcher

Produced by redknot, a joint venture between Nelvana and Warner Bros. Discovery, and distributed by Nelvana

SUPER STRONG DIGITAL SUCCESS

Short Form Bonus Content Garnered Over

2.3 Million Views on YouTube

with particularly strong viewership & engagement in the UK, USA, France, Australia and South Korea!

57.1 Million Impressions on  GIPHY

Selected as **TBI Kids Hot Pick** for MIPCOM!

**Top
Pick**

**WATCH
TRAILER**



CREATED BY NELVANA'S OWN VANESSA ESTEVES & ADRIAN THATCHER



Vanessa is an Award-winning Writer & Experienced Supervising Producer, Recently Recognized as a Rising Star of Animation by Animation Magazine.

Adrian is a Daytime Emmy® Award Winning Art Director and an Industry-Renowned Animated Series Director.

Together, they are a SUPER TEAM!



PRODUCED BY redknot

A joint venture between Nelvana and Discovery Communications LLC, redknot is a new production company crafted to develop, produce and distribute unique children's content with positive messaging and developmental values.



Series
Inspiration!

BIRTHDAYS ARE UNIVERSAL - ALL KIDS HAVE THEM!



A CAKE-WAY TO FANTASY!

Mystical Dimension

Featuring angry cake pops, glitter-breathing hee-roars, and a villainous balloon trying to ruin birthdays, Jesse and his friends discover a birthday-inspired dimension on their venture to find the Super Wish.

Cast of Wondrous Characters

From mythical new friends to the villainous Balloonicus, Super Wish features a cast of well developed characters, each with their own motives and story arcs.

High-Stake Adventure

The kids must find Jesse's Super Wish before the evil Balloonicus uses it to destroy birthdays.



WATCH
EPISODES



AND INTRODUCTION TO REALMS
OF ENCHANTING ADVENTURE!



FEATURES AN ALL-STAR CAST OF CHARACTERS



JESSE
Birthday Boy



WINNIE
Birthday
Enthusiast



ZANDER
Serious Gamer
& Best Friend



SADIE
Athlete &
Best Friend

MYTHICAL NEW FRIENDS



MAYLIN
Sprinx



RONNY BOBBY
Candle



BONBON
Piñata Chicken



FERT
Balloon

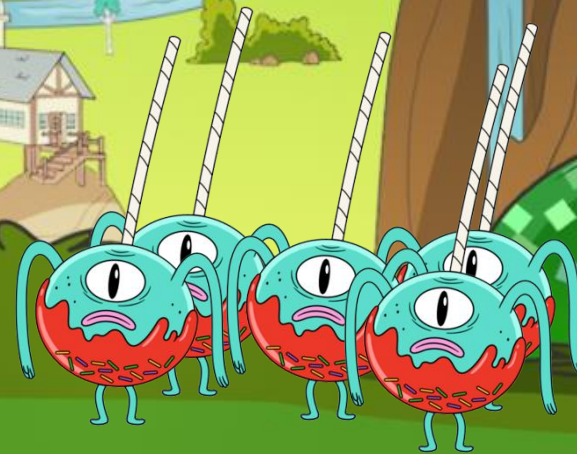
AND MISCHIEVOUS VILLAINS



BALLOONICUS
Bad Guy / Balloon

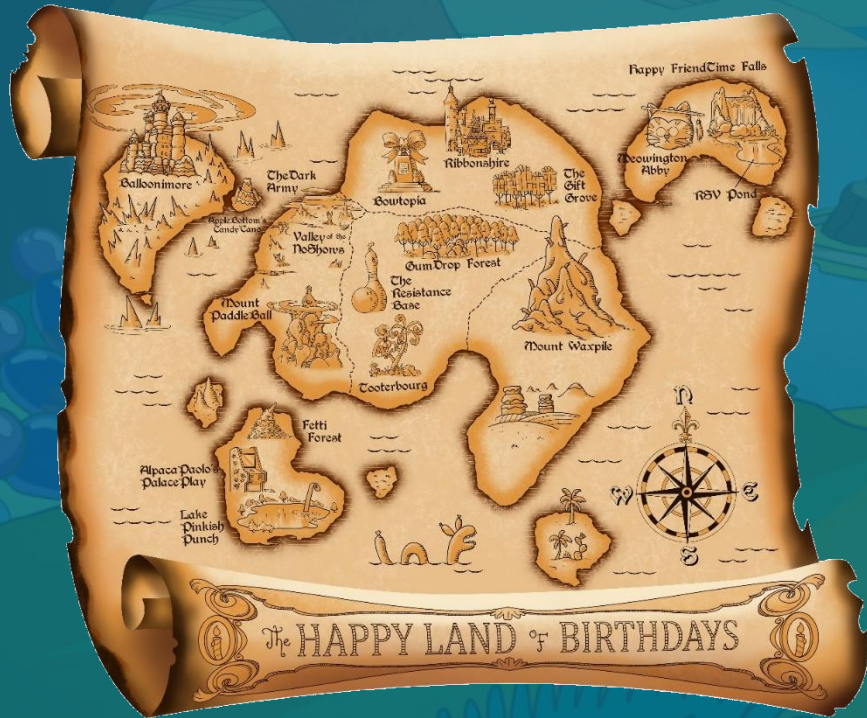


GLENN
Balloonicus'
Candy Tuft Sidekick



CAKER POPS
Cake Pop Army

AN ENCHANTING WORLD INSPIRED BY BIRTHDAYS!



7 Hamlets of Mythical Characters
and Fantastical Adventure



EVERY EPISODE FEATURES CHARACTER-DRIVEN STORYTELLING

- Strong, developed characters; each with their own story arc
- Emotional, compelling storytelling and celebrate each characters' unique personality
- Episode plots foster GRIT, determination & the importance of learning from mistakes



STRONG FEMALE HEROINES

Empowered female characters with variety of strengths:

- Magical Powers
- Confidence
- Athleticism
- Intellect
- Determination

They are supportive as they cheer on each other's differences and work as a TEAM



DIVERSITY AND INCLUSION

- Characters developed to ensure diversity & gender parity
- Casting done in alignment with ethnicity of onscreen characters to ensure accurate representation
- Nearly 50% of secondary characters reflect BIPOC & diversity casting
- Diverse writing team
- Gender parity behind-the-scenes on the production crew



CAN YOU SPOT THE SUPER WISH?



The Super Wish is hiding behind the wagon in Episode 101B



The Super Wish appears behind a tree in Episode 104A



The Super Wish appears behind a house in Episode 107A

FUN FACT:

- As a series Easter Egg, the Super Wish appears once in every episode!

EPISODE FORMAT



Jesse & friends on quest for Super Wish



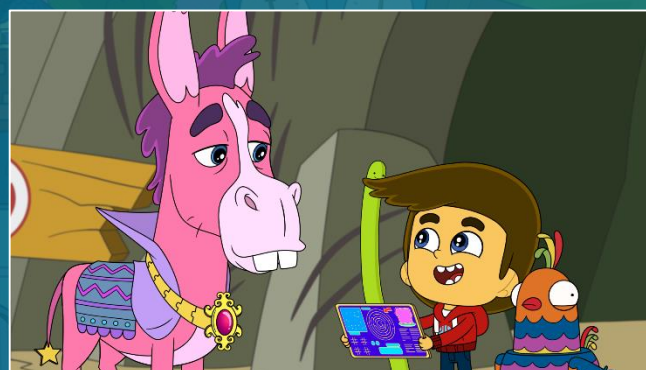
Venture through new area or hamlet of HLOB



Encounter birthday-themed challenge or obstacle



Repeatable Moment: Bonbon hatches trinket



Kids work together to overcome obstacle



Continue search for Super Wish

SAMPLE LOGLINES

The Big 1-0 (Episode 1A)

On Jesse's 10th birthday he inadvertently makes a bad wish that sends him, his two best friends, and his younger cousin to a strange and wondrous land where birthday parties have come to life!

Go GroGoPogo (Episode 4B)

Going against Zander's many warnings about crossing a "water level" in video games, the gang float across Lake Pinkish Punch on a mission to help a village of Goodies called The Stick 'Em Puffs. But when Balloonius finds out they dare attempt a "water level" crossing on his turf, he orders Glen to unleash the Grogopogo, a giant, spongy, juice filled sea monster on the kids.



BONUS CONTENT & ADDITIONAL ASSETS

Engaging Bonus Content

- 9 x 60-90 sec Introductory Shorts
- 1 x 30 sec Theme Song Music Video
- 3 x 60 sec Music Videos
- 5-10 Alpha Animated Characters

Additional Assets

- Series Tool Kit – Logo, Key Art, Character Poses, Backgrounds, Props
- 10 x Activity Sheets
- 30 x Animated Giphy Stickers
- 52 x GIFs

40 MILLION
Views
on Giphy!

Click to
Watch Bonus
Content!



DELIVERY SCHEDULE

EP	Intl Delivery Date	EP	Intl Delivery Date
1	January 21, 2022	14	July 29, 2022
2	February 11, 2022	15	August 12, 2022
3	February 25, 2022	16	August 26, 2022
4	February 28, 2022	17	August 31, 2022
5	March 25, 2022	18	September 23, 2022
6	April 8, 2022	19	October 7, 2022
7	April 22, 2022	20	October 21, 2022
8	May 6, 2022	21	November 4, 2022
9	May 20, 2022	22	November 18, 2022
10	May 31, 2022	23	November 30, 2022
11	June 17, 2022	24	December 16, 2022
12	June 30, 2022	25	December 30, 2022
13	July 18, 2022	26	January 16, 2023

BROADCASTERS:



Canada | June 2022



FR Canada | Sept 2022



discovery+
Brazil | May 2022



discovery kids
LATAM | Feb 2023



NZ | Spring 2023



Thailand | Feb 2023



USA | Spring 2023



Baltics | Feb 2023

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FIND THE WISH, SAVE THE WORLD,
GET BACK IN TIME FOR CAKE.

