

## Overview and Scenes from the Forthcoming 'Monster In My pocket' TV Series

At the dawn of time, twin immortals - Morlock and Warlock - guarded the 'Tapestry of Terror', which had encaptured all Monsters that ever existed.

Over time Morlock turned to the dark side and became evil, wanting to free the Monsters and use them in a quest for Magical Artefacts that would grant him the Ultimate Power. During the mystical battle with his brother, Warlock, the tapestry was partially destroyed and the Monsters escaped.



After defeating Morlock, Warlock fashioned the remnants of the tapestry into the Cape of Many Pockets and set out across the globe in an endless quest to capture the Monsters. Using his Secret solution he shrank the Monsters and dropped them into his Pockets.



### 'Banished into the limbo of Beyond'



Tiring from his quest, Warlock took on an apprentice called Taylor. Taylor being naturally curious couldn't resist opening the Cape of Many Pockets breaking the seal. The Monsters were freed once more to plague the Earth! Miniature Monsters eager for mayhem!



The pocket-sized Monsters are now fuelled by fear. The power of a scream causes them to grow. The louder you scream the bigger they get!



The Monster Hunt is now on again. Taylor and Warlock must track down the escaped Monsters. They set out on their quest with the help of a handful of Good Monsters. But the stakes are high. Someone is organizing the nastiest of the miniature Monsters - using them to track down Magical Artefacts of great power.



**Has Morlock returned with a thirst for Ultimate Power!**

For further licensing opportunities contact Alan Shorrocks:



Bagshaw Hall, Bagshaw Hill, Bakewell, Derbyshire DE45 1DL UK

Telephone: +44 (0) 1629 814555  
Fax Number: +44 (0) 1629 813539  
E-mail: [info@peakentertainment.co.uk](mailto:info@peakentertainment.co.uk)  
Website: [www.peakentertainment.co.uk](http://www.peakentertainment.co.uk)

# MONSTER IN MY POCKET™ THE QUEST



GM TV  
New for 2003!  
26x30min  
3D CGI  
Animation!



## Introduction

Monsters have fuelled the imaginations of generations, holding audiences spellbound with stories from myth and legend. It is that fascination, petrified into miniature figurines, that has been captured by the 'Monster In My Pocket' characters.

Characters that have fuelled countless blockbuster books, films and entertainment classics over the decades are household names ready to be released back into the world!

In My Pocket has a proven pedigree with sales that exceeded \$200m at retail with over 800m units marketed in the early 1990's.

The concept is being rejuvenated to exploit the boundless scope of this heritage with a major state of the art 3D-CGI TV show based on the original Monster in my Pocket theme.

## Broadcast

- 'Monster in my Pocket - The Quest' is a fully integrated media program aimed at kids aged 6 – 11 yrs.
- The (26x30min) TV Show and comprehensive Marketing Campaigns introduce the audience to 'The Quest' - a spellbinding back-story that will drive consumers to the associated licensed merchandise.
- GMTV are our terrestrial partner launching in the UK from October half term 2003 - followed by further episodes throughout 2004.
- Cross promotion with Cartoon Network for satellite networks will extend the broadcast platform and reach.



## Marketing

- The brand will explode into the market driven by Character Options as the lead licensee in the UK in a co-ordinated strategy with the lead broadcast and licensing partners.



- Supported by a £500,000 Brand Awareness Campaign to include:

- o TV Advertising
- o National and Consumer Press Campaign
- o Cereal partner promotion.
- o Fast food promotion.
- o Integrated Retail Promotions

- Further supported by £300,000 Character Options TV campaign to support the launch period.