



The Elf Factory Ltd



Phil Davies
Producer





Peppa Pig Short Synopsis

Peppa Pig is a 52 part 5 minute 2D animation series for pre-school children, about a cheeky and slightly bossy little pig called, Peppa. She lives with her mummy and daddy and her little brother, George. "Peppa Pig" is intended to be funny and charming in a way that will appeal to small children and the parents watching with them.



Pieces of the Peppa Jigsaw

Creative Drivers

Independence

2D or 3D

Cost of production

Production Finance

Scalability

Promotion

Audience

TV

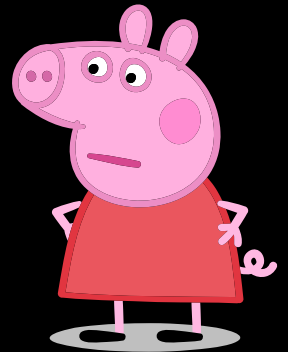
Advertising

Licensing

Distribution

International

Merchandising



Peppa Pig



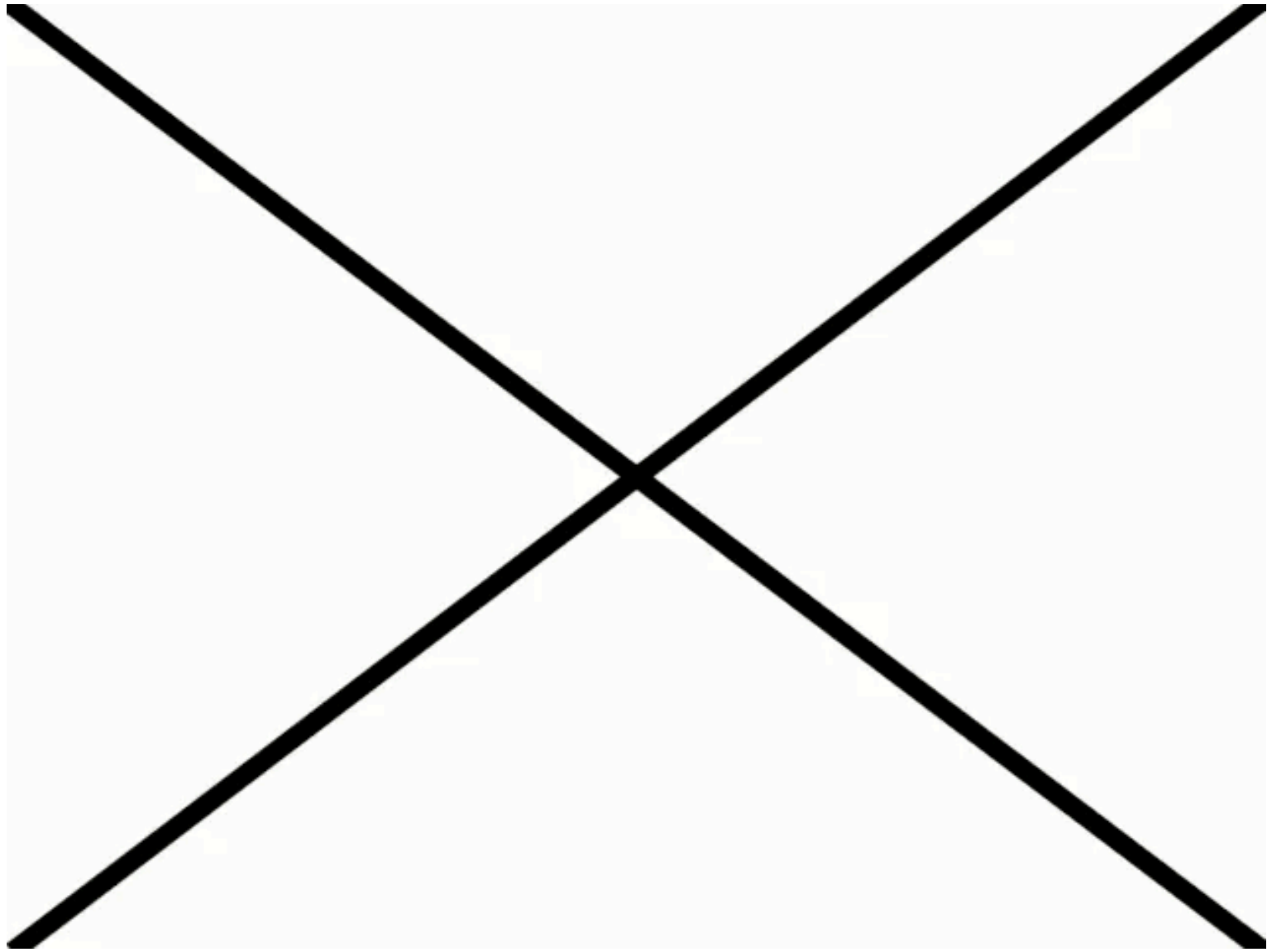
Mademoiselle Peppa Cochon

52 x 5 minutes

An animation series for pre-school children

Une série d'animation qui s'adresse aux enfants d'âge préscolaire

voices: Lily Snowden-Fine, John Sparkes, Morwenna Banks, Andrew Macbean
animated using CelAction 2D - technical directors (computer): Andy Beardell & Simon Loomicz
sound by Marmalade Ltd - dubbing mixer: Richard Lambert - dubbing editor: Ann-Marie Dutton
music: Julian Nott - produced by Phil Davies
created by Mark Baker & Neville Astley



Peppa Pig Rational

- Creative driven series
- Made entirely at our own studio using a handpicked crew
- Need for production independence.
- A freely creative environment
- Commercially driven to incorporate the above





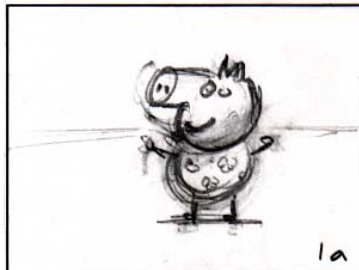
Design and Colour





NARRATOR
This is Peppa Pig.

Shot of Peppa Pig standing against a plain background (possibly white). She is wearing a flowery dress. She is basically pink.

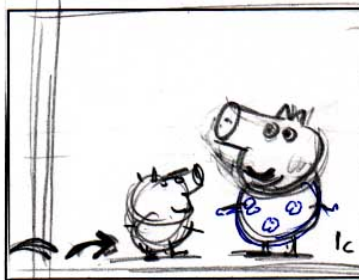


PEPPA
Grunt! (little high pitched grunt)



Shot of George, he is smaller than Peppa. He is a pinky-brown. He wears glasses.

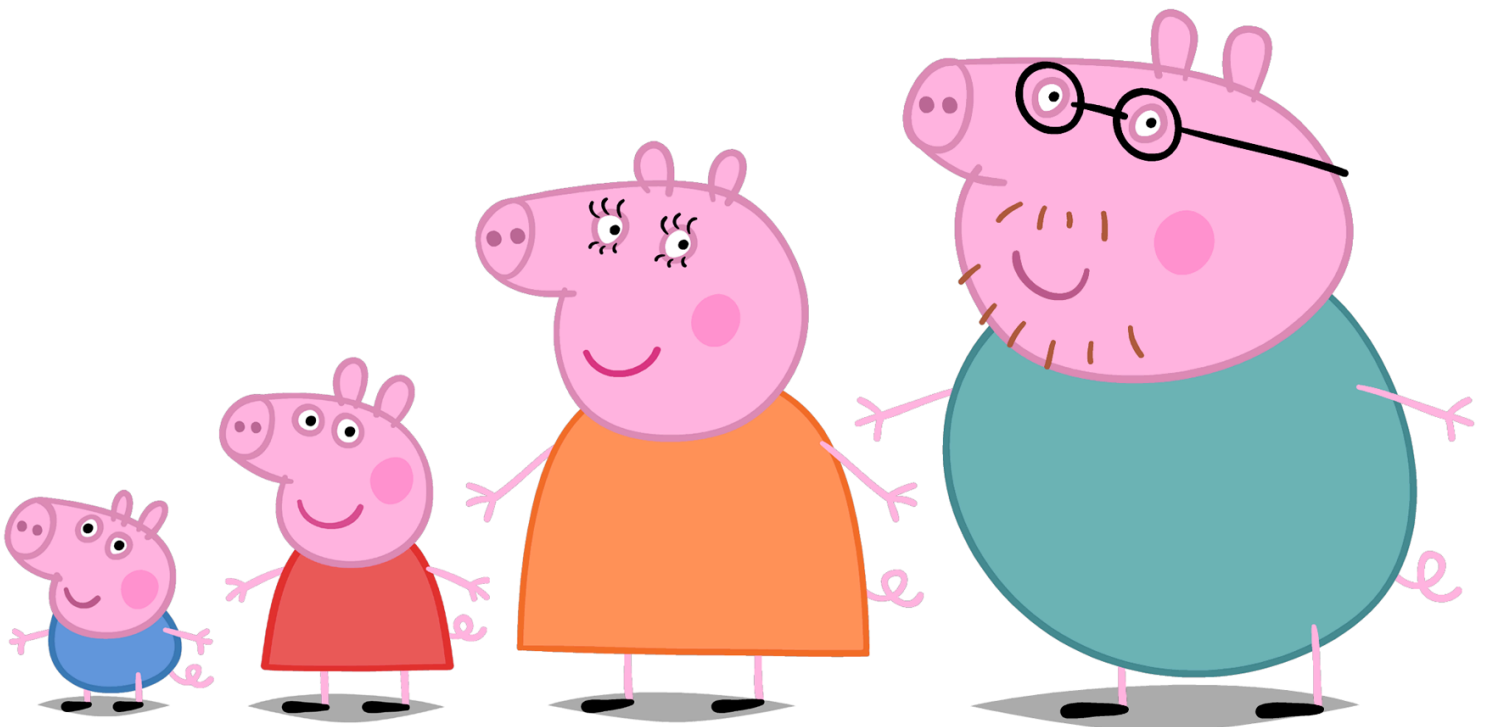
Narrator
This is her little brother, George.



Peppa Pig



Model Sheet of the Characters




George

Peppa

Mummy/Mama


Daddy/Papa

PEPPA PIG LOGO COLOUR REFERENCES

 Blue letter backing - Pantone ref:307U / 3015C

 Blue backing colour - Pantone ref:543U / 659C

 Red dress outline - Pantone ref:185U / 1788C

 Red dress colour - Pantone ref:032U / 032C

 Peppa Pig mouth colour - Pantone ref:213U / 205C

 Arm, Face and Leg colour - Pantone ref:516U / 236C

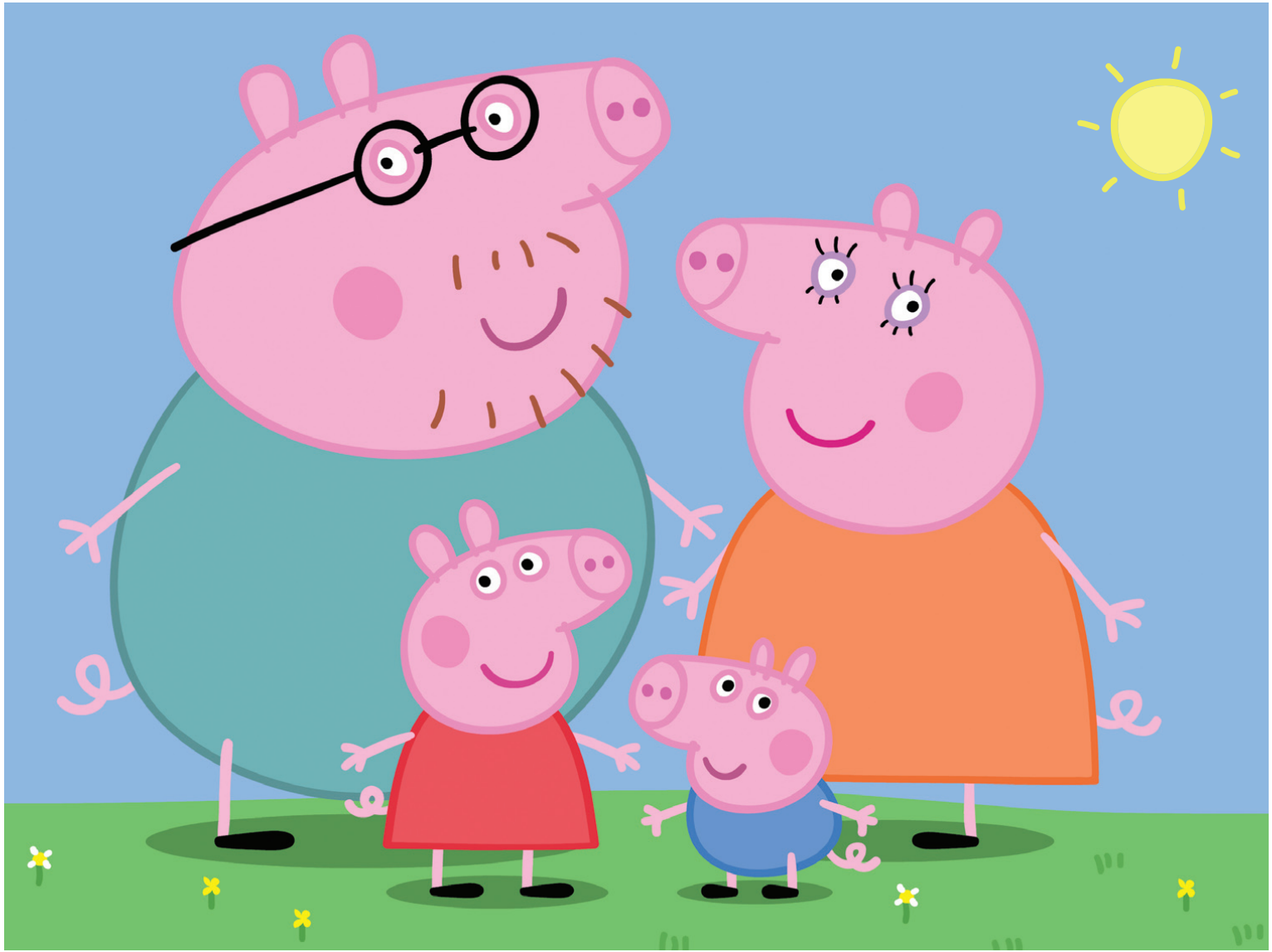
 Peppa Pig outline colour - Pantone ref:673U / 223C

 Peppa Pig cheek colour - Pantone ref:224U / 223C

 Peppa Pig nose colour - Pantone ref:674U / 674 C

 Peppa Lettering colour - Pantone ref:2375C / 2385U





Scaleability

Audience

- New episodes

Licensing

- New Characters
- New Storylines



Peppa Pig



Suzie Sheep



Candy Cat



Pedro Pony



Danny Dog



Rocky Rhino



Cousin Chloe



Simon Squirrel



Freddy Fox



Zoe Zebra



Emily Elephant



Wendy Wolf



Rebecca Rabbit



Delphine Donkey



Kylie Kangaroo



Belinda Bear



Zaza Zebra



Zuzu Zebra



Edmond Elephant



George Pig



Richard Rabbit



Didier Donkey



Joey Kangaroo



Baby Alexander



Mummy Pig



Daddy Pig



Granny Pig



Grandpa Pig



Auntie Pig



Uncle Pig



Mr Elephant



Mrs Elephant



Dr Brown Bear



Mrs Bear



Aunt Goat



Signor Goat



Mrs Fox



Mr Fox



Mrs Pony



Mr Pony



Mrs Wolf



Mr Wolf



Mr Zebra



Mrs Zebra



Mr Labrador



Mrs Sheep



Mr Badger



Mrs Cow



Mr Rhino



Miss Rabbit



Captain Emergency



Mummy Dog



Mr Donkey



Mrs Donkey



Mrs Kangaroo



Mr Kangaroo



Madame Gazelle



Doctor Hamster



Mr Cat



Mrs Cat



Captain Dog



Grandad Dog



Mr Bull



Grampy Rabbit



Rosie Robbie

Mummy Rabbit



Mr Rabbit



Goldfish



Little Sprout



Mr Dinosaur



Sweet Cranberry



Teddy



Mrs Carrot



Mr Potato



Father Christmas



Polizia Otter

Story examples

Excerpts from ABD previous work

Working examples of the writing process
for
Long Journey

Starting Point

Long Train Journey

Peppa and her family go on a sleeper train.

Developed Starting Point

The Very Long Journey

The family set off in the car on a very long journey. But they play so many fun games on the way that they are sad when the journey is over. They look forward to the journey home - Peppa wants to set off straight away, to finish the drawing she was doing.

Brainstorm Session

The family park the car at the station and board the train.

They have an old style compartment to themselves.

The train sets off. Miss Rabbit is driving.

We see it travelling through the countryside.

Peppa and George looking out of the window, naming all the things they can see.

Back inside the cabin they start to yawn.

Peppa: When do we get there?

Daddy Pig: I told you it would be a long journey Peppa!

Peppa: But how long will it take Daddy? We need to get back home to go to bed.

3 drafts 1st draft

INT. TRAIN CARRIAGE. DAY

The family have an old style train compartment to themselves with two rows of seats facing inward and a door that opens out onto a carriage corridor. Peppa strokes the upholstery.

PEPPA

This is nice!

The family sit for a beat, looking around the cabin.

PEPPA (CONT'D)

Are we nearly there yet?

DADDY PIG

Peppa! I told you it would be a long journey!

MUMMY PIG

Tell me what you can see out of the window?

EXT. TRAIN IN COUNTRYSIDE.

Peppa and George look out of the carriage window as the train rattles along through typical English countryside.

PEPPA

Grunt! I can see fields and trees and clouds and sky and birdies.

GEORGE

Snort! Snort!

Their heads disappear back inside the carriage.

3 drafts 2nd draft

INT. TRAIN CARRIAGE. DAY

The family have an old style train compartment to themselves with two rows of seats facing inward and a door that opens out onto a carriage corridor.

PEPPA

Are we nearly there yet?

DADDY PIG

Peppa! I told you it would be a long journey!

MUMMY PIG

Why not sing a song to pass the time?

EXT. TRAIN IN COUNTRYSIDE.

Peppa and George look out of the carriage window as the train rattles along through typical English countryside.

PEPPA

Clickety clack, Clickety clack,
the train rides on the track, We're off to see some
concrete, and then we're coming back!

PEPPA, GEORGE

Hee hee! Ha ha!

Their heads disappear back inside the carriage.

3 drafts 3rd draft

INT. TRAIN CARRIAGE. DAY

The family have an old style train compartment to themselves with two rows of seats facing inward and a door that opens out onto a carriage corridor. Through the window we see the landscape pass by.

PEPPA

Are we nearly there yet?

MUMMY PIG

No Peppa, it's a long train journey so you'll just have to be patient.

PEPPA

Yes George, it's a long journey you'll have to be patient. (pause)

Sigh, are we nearly there yet?

MUMMY PIG

Why not sing a song to pass the time?

EXT. TRAIN IN COUNTRYSIDE.

Peppa and George look out of the carriage window as the train rattles along through typical English countryside.

PEPPA

Clickety Clickety clack,

Clickety Clickety clack.

The train rides on the track, Huff and puff,

huff and puff,

Clickity,clickity clack.

PEPPA, GEORGE

Hee hee! Ha ha!

Their heads disappear back inside the carriage.



Mud

Peppa and George love to jump in muddy puddles. They remember to wear their Wellington boots but, unfortunately they forget to take them off when they run back into the house...

Bath Time

Every night before going to bed, Peppa and George have a bath. They usually have so much fun, they don't want to get out.

Cleaning the House

Peppa and George help Mummy and Daddy clean the house, making it even messier than it was.

Hide and Seek

Peppa and George love playing hide and seek. But George is a little too young to understand the rules and keeps shouting out where he is hidden. Peppa does her best to pretend not to hear him...

Ill

George has a cough and has to stay in bed. Peppa enjoys being a bossy little nurse.



Cooking

Peppa and George help Daddy to make a huge salad, with the lettuce, herbs and tomatoes picked from the garden. George doesn't like eating salad, but when it is arranged on his plate to resemble an aeroplane, he suddenly finds it delicious.

Birthday Party

It is George's birthday and he has presents and a cake. Peppa is a little jealous and cannot resist blowing out the candles...

The Frog

Peppa and George watch a tiny frog hopping along. They start to hop as well, which is great fun, especially when they come across some muddy puddles.

Snow

Peppa and George wake up to find the garden full of snow. They make snowballs and throw them at each other. Then they build a snowman, which looks very like Daddy Pig. Mummy Pig come out to look, but Daddy Pig is too busy searching the house for his hat, scarf, coat and glasses...



Rainy Day

It is raining outside, so George and Peppa have to put on their waterproof coats, hats and boots before they can go into the garden. They have so much fun putting everything on, that by the time they are ready to go outside, the rain has stopped. But there are still lots of puddles to jump in.

Dressing Up

Peppa and George love dressing up. One day they creep into Mummy and Daddy's room and dress up in their clothes. Wearing the hugely oversized clothes and shoes, Peppa pretends to work at Mummy's computer and George does some digging in Daddy's vegetable garden...

1. Muddy Puddles PP007 C5/09287/0001A

It's raining and Peppa is sad because she can't play outside. When the rain stops, Peppa and George get to play one of their favourite games – jumping in muddy puddles! When Mummy and Daddy Pig join in, things get very muddy indeed.

2. Mr Dinosaur is Lost PP051 C5/09287/0002A

Mr Dinosaur is George's favourite toy. When Mr Dinosaur goes missing, George is distraught. Daddy Pig helps Peppa to become a detective and together they track down Mr Dinosaur – making George a very happy little piggy again.

3. Best Friend PP026 C5/09287/0003A

Peppa's best friend, Suzy Sheep, comes to play at Peppa's house for the afternoon. Peppa won't allow George to join in. She says the games are just for big girls. George is very sad, but when Peppa and Suzy want to play doctors and nurses, George is more than happy to be the patient – especially when Mummy Pig brings him cookies in.

4. Polly Parrot PP003 C5/09287/0004A

Peppa and George are visiting their Granny and Grandpa. Granny Pig is very excited about her new pet. It's a parrot called Polly who can repeat everything you say. Peppa and George are a bit afraid of Polly at first but soon teach Polly how to laugh and grunt like a very loud little pig, making everyone laugh.

5. Hide and Seek PP009 C5/09287/0005A

Peppa and George are playing hide and seek. Peppa is very good at hiding but she complains that George is too easy to find. Peppa doesn't want to play with him any more. Daddy Pig says he'll help George and George hides so well that Peppa can't find him anywhere.

6. The Playgroup PP033 C5/09287/0006A

George is joining Peppa at her playgroup today. Peppa doesn't really want George to be there. It's her playgroup after all. When George arrives he's an instant hit with all of Peppa's friends. They think he's 'brilliant!' Peppa is so proud of her little brother that she decides he's brilliant too – he's her brilliant little brother.

7. Mummy Pig at Work PP013 C5/09287/0007A

Mummy Pig is very busy working on her computer. Peppa wants to help and begins bashing at the computer. The computer crashes but, luckily, Daddy Pig is a bit of an expert at these things and it's soon fixed. Daddy, Peppa and George are more interested in playing their 'Happy Mrs Chicken' computer game than letting Mummy Pig get on with her work.

8. Piggy in the Middle PP021 C5/09287/0008A

Peppa teases George because he can't catch a ball properly. Mummy Pig suggests they play a game that will help George learn how to catch, called 'Piggy in the Middle'. When Daddy Pig lifts George up to catch the ball, Peppa knows how it feels to be the littlest piggy, but Mummy Pig soon gives Peppa a helping hand.

9. Daddy Loses His Glasses PP002 C5/09287/0009A

Daddy loses his glasses and is completely helpless without them. Peppa and George help him to look for them. They search everywhere but can't

42. Daddy Gets Fit C5/09287/0042A

Daddy Pig loves to watch television but Peppa Pig thinks that he needs to do some exercise. She says that Daddy Pig's tummy is looking a bit big. Daddy Pig disagrees but says that Peppa can be in charge of getting him fit. Peppa gives him LOTS of exercises to do. Daddy Pig is exhausted by the end of the day.

43. Tidying Up C5/09287/0043A

Peppa and George have to tidy their bedroom. Daddy Pig helps George and Mummy Pig helps Peppa. After a frenzy of cleaning, the room is tidy and Mummy says they can go back to their game. The room doesn't stay tidy for long though: Peppa's doll and George's dinosaur are right at the bottom of the toy box so all the toys have to be taken out again!

44. The Playground C5/09287/0044A

Peppa and George are at the playground with their friends. Peppa loves to play on the swings but George is a bit afraid of heights and doesn't like to be pushed too high. Peppa gets stuck in the tyre on the climbing frame and Daddy Pig gets stuck on the slide. Everyone laughs.

45. Daddy Puts Up A Picture C5/09287/0045A

Mummy Pig has a lovely new picture of Peppa and George. Daddy Pig offers to put up the picture while Mummy goes to visit Granny Pig and Grandpa pig. The DIY job is not as simple as Daddy Pig thought and he makes a very big hole in the wall. Daddy Pig, Peppa and George have to mend the wall before Mummy Pig returns.

46. At The Beach C5/09287/0046A

Peppa and George love going to the beach on sunny days. They bring their water wings, a beach ball and their buckets and spades. Peppa and George have fun burying Daddy Pig in the sand. When it's time to go home, they almost forget one important thing - Daddy Pig!

47. Mister Skinnylegs C5/09287/0047A

George finds a very friendly spider in the bathroom. Peppa doesn't like spiders and screams very loudly. Peppa is very frightened until she realises that the little spider doesn't want to hurt her. She names him Mister Skinnylegs. Daddy Pig isn't quite as brave as Peppa and George.

48. Grandpa Pig's Boat C5/09287/0048A

Granny and Grandpa Pig have a beautiful little boat and, today, Peppa and George are spending the day on the river with them. Danny Dog is sailing on the river too, with Granddad Dog. Grandpa Pig and Granddad Dog are best friends. They have a race to see who has the fastest boat. Granny Pig thinks they are acting like little children.

49. Shopping C5/09287/0049A

Mummy Pig, Daddy Pig, Peppa and George go to the supermarket. George sits in the trolley while Peppa finds the things on Mummy's shopping list. Soon, they have everything they need, as well as something that wasn't on the list - a delicious chocolate cake. Now, how did that get there, Daddy Pig?

79. Pretend Friend**C5/11523/0027A**

Suzy Sheep has come to play with Peppa. Suzy has made up a pretend friend called "Leo Lion". Peppa cannot see Leo but Suzy announces that Leo likes roaring and he likes playing dressing up. Peppa decides that now she can see Leo. Even Mummy and Daddy Pig play along with the game. But Peppa's little brother George cannot see Leo and feels a bit left out.

80. Painting**C5/11523/0028A**

Today Peppa and George are painting. Peppa and George love painting and Daddy Pig loves painting too. Daddy shows Peppa and George how to mix paints and the three of them paint a beautiful picture of a cherry tree in the garden. Everything is going very well, until the ducks turn up and decide to run through the paint and all over the painting...

81. Grandpa's Little Train**C5/11523/0029A**

Grandpa Pig has built a fantastic little train called "Gertrude". Grandpa takes Peppa and George for a ride on "Gertrude" and along the way they meet their friends. There is plenty of room on the train for everyone, so they all hop aboard. Peppa and George think that "Gertrude" is the very best train in the whole world!

82. The Baby Piggy**C5/11523/0030A**

Peppa and George are visiting their big cousin Chloé. Today is a special day because Peppa and George are meeting Chloé's new baby brother, Alexander for the first time. Baby Alexander doesn't really do very much and is too little to play games. Peppa and Chloé have a great idea; George can pretend that he is a little baby piggy and ride in Chloé's dolls pram. George is not too sure...

83. The Cycle Ride**C5/11523/0031A**

Peppa and her family are going for a day's cycle ride. Peppa rides her little bicycle. Mummy and Daddy Pig ride their tandem, with George on the back. Peppa loves cycling downhill but she's not so keen on peddling uphill. So, when the family meet all of Peppa's friends and decide to have a race, Peppa insists it should be a *down hill* race.

84. Dens**C5/11523/0032A**

Peppa and George are playing in their tree-house. Peppa's friends come to play but Peppa decides that only girls can come into the tree-house. So, Grandpa Pig builds the boys their very own den shaped like a castle. The girls want to stay in their tree house and the boys want to stay in their castle. But when it starts to rain and the garden is covered in muddy puddles they change their minds and rush out to play together. After all, everyone loves jumping up and down in muddy puddles!

85. Zoë Zebra the Postman's Daughter**C5/11523/0033A**

Mr. Zebra the Postman is delivering the post and today his daughter Zoë is helping him. Zoë has a very special letter for Peppa and George; an invitation to her birthday party. Mummy Pig helps Peppa and George write a reply. They post their reply in the post box and then Peppa and George help Mr. Zebra deliver it all the way to Zoë's house. The birthday party is fantastic fun, especially as it turns out that Zoë has invited all of Peppa and George's

118 FIR The Fire Engine **FIR/PP03/013/A**
Peppa and George go with Mummy Pig to Miss Rabbit's Mummies Fire Engine Service.

119 PRP Princess Peppa **C5/14487/0014A**
Granny and Grandpa Pig come for a dinner party with Mummy and Daddy Pig, but Peppa and George are too tired to go to bed, until they are told a story.

120 TED Teddy Playgroup **C5/14487/0015A**
Peppa brings home a Teddy from Playgroup to look after, but she is worried that he won't have a very exciting time.

121 DPP Danny's Pirate Party **C5/14487/0016A**
It's Danny Dog's birthday, and with the help of Grandad Dog and Grandpa Pig, the children take part in a pirate treasure hunt.

122 POT Mr Potato Comes To Town **C5/14487/0017A**
All of Peppa's town are excited to meet Mr Potato when he comes to open a new sports centre in town.

123 TRN The Train Ride **C5/14487/0018A**
Madame Gazelle takes Peppa and her friends on a train ride, where they must tick off what they see on their activity sheets.

124 GPC Granny Pig's Chickens **C5/14487/0019A**
Granny Pig shows Peppa and George her chickens, whilst something has been eating Grandpa Pig's lettuces.

125 TAL Talent Day **C5/14487/0020A**
It is Talent Day at Peppa playgroup, and Madame Gazelle wants everyone to show the class their special talent.

126 MOO A Trip To The Moon **C5/14487/0021/A**
Peppa's family go to the museum's Moon Exhibition with George's friend Edmond Elephant.

127 GPL Grandpa At The Playground **C5/14487/0022A**
Grandpa Pig takes Peppa and George to the playground, but does not understand the children's rules.

128 GOL Goldie The Fish **C5/14487/023/A**
Goldie the Fish does not look happy and isn't eating her food, so Peppa, George and Mummy Pig take her on a bus trip to visit Dr Hamster the Vet.

129 FUN Funfair **C5/14487/024/A**
Peppa and her family go to the Funfair, where Mummy Pig tries her hand at winning a giant teddy for Peppa.

176 ROR George's New Dinosaur

George pays a visit to Mr Fox's Shop after his favourite toy, Mr Dinosaur breaks. With all the additional features surely Dino Roar is a good replacement?

177 PXS Mr Potato's Christmas Show

It's Christmas time! The Playgroup are going to see a special performance at the theatre. For some it is their first time in a theatre.

178 KAN Kylie Kangaroo

Peppa and George meet Kylie Kangaroo and her brother Joey. Peppa shows Kylie how to jump up and down in muddy puddles, but who can jump the highest?

179 QEE The Queen

Miss Rabbit is to be given the Queen's award for Industry for all the hard work she does. Peppa and her friends accompany Miss Rabbit to the Palace to meet the Queen!

180 MGP Madame Gazelle's Leaving Party

Madame Gazelle announces she is leaving the playgroup. The children are very sad to lose their favourite teacher. And decide to throw her a leaving party.

181 PER Perfume

After smelling Granny Pig's perfume de lavender, Peppa experiments with the flowers in the garden to create her own special smell.

182 GDP Grampy Rabbit's Dinosaur Park

To celebrate Freddy Fox's birthday the children go on a trip to a Dinosaur Park. With Grampy Rabbit as their leader, they follow dinosaur footprints to find Freddy's birthday treat.

183 HO1 Flying on Holiday

The Pig family are preparing to go on holiday, Peppa and George pack their favourite toys and Granny and Grandpa are left to look after Goldie the Fish.

184 HO2 The Holiday House

Peppa and her family have landed in Italy, where they discover another spoken language. Daddy Pig finds driving around a little hard. Peppa rings Granny and Grandpa Pig to check they are looking after Goldie the Fish.

185 HO3 Holiday in the Sunday

It is the first day in their holiday villa, Peppa and her family go exploring to the local village where there is pizza to eat, presents to buy and a post card to be sent to Goldie the Fish.

206 SAN The Sandpit

Peppa and her friends are building a desert island, in the sandpit. They add a forest, a lake, houses, and shops. It's all going very well until George and Richard's dinosaurs turn up...

207 PUM Pumpkin Party

Daddy Pig is throwing a special party. Everyone is invited, and they are all coming dressed in scary costumes. Peppa is a witch, George is a dinosaur, Rebecca Rabbit is a carrot...gone bad.

208 LAT Pedro is Late

The playgroup is going on a trip to the museum. Everyone is on the bus ready to go. But where is Pedro Pony?

209 SPC Grampy Rabbit in Space

Grampy Rabbit visits Peppa's playgroup to talk about space rockets. The talk is going very well until suddenly Grampy Rabbit loses his voice. Can Doctor Brown Bear get him talking again?

210 Peppa's Golden Boots

CO935/2001/04/B

Peppa Pig loves jumping up and down in puddles wearing her special Golden Boots, even if Suzy does think they're just her ordinary yellow ones. Unfortunately, Mrs Duck also takes a liking to Peppa's boots, and runs away with them! With the help of her friends, Mummy Pig, Daddy Pig, George and Grampy Rabbit, Peppa must travel across land, sea, and even into space to track down the Golden Boots before the big Puddle Jump competition.

211 PUM Pumpkin Party

Daddy Pig is throwing a special party. Everyone is invited, and they are all coming dressed in scary costumes. Peppa is a witch, George is a dinosaur, Rebecca Rabbit is a carrot...gone bad.

212 ARW All around the world with Peppa

Peppa visits her friends while they are on their holidays.

213 TBA Series in production to June 2017

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Online Style Guide
Updated at regular intervals

AW16 Trend Guides



Folk Tales



Halloween

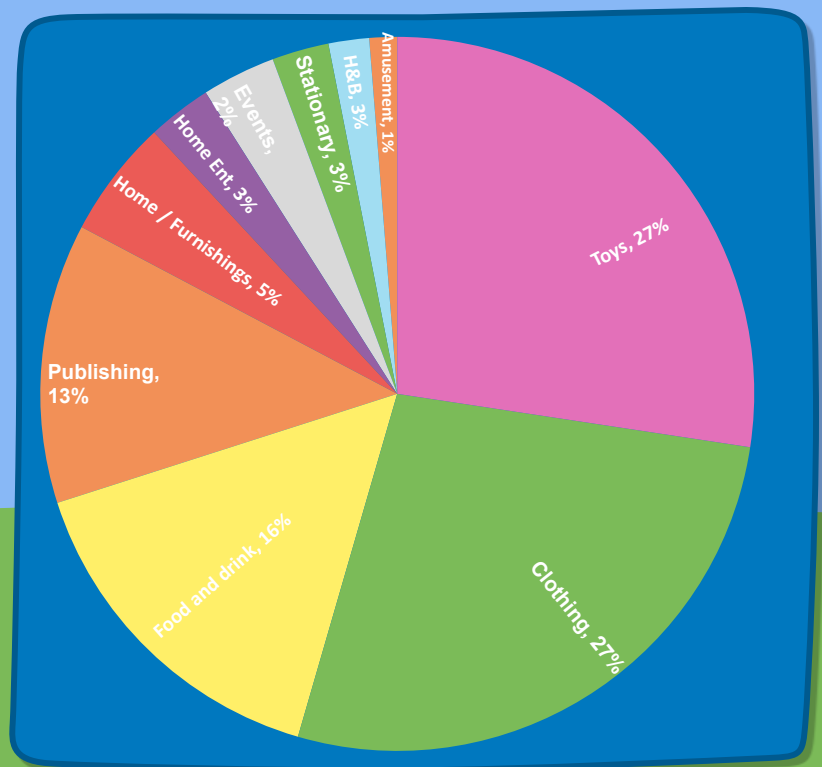


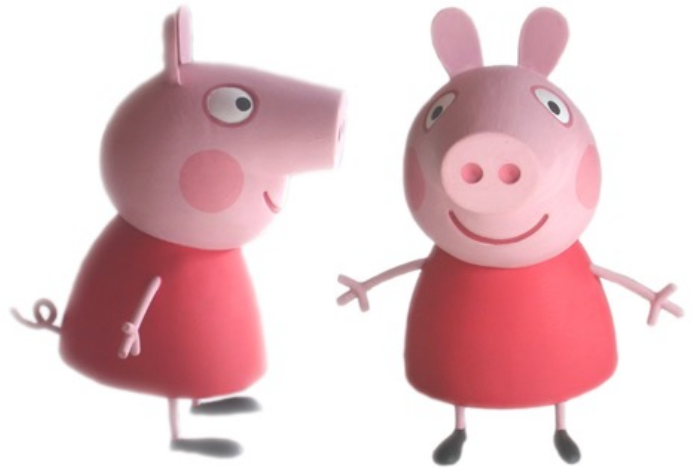
Autumn Festival



Land time forgot

Category Splits 2015







Peppa at Retail



SMYTHS

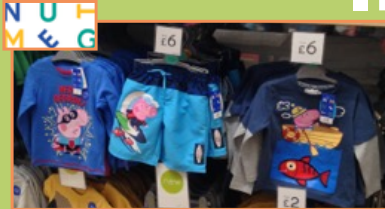


TOYS R US



The Entertainer

Instore Execution



Digital Publishing



The Great Egg Hunt
Penguin



Pumpkin Party
Penguin



Fun to Learn Magazine
Redan

Available in the App Store!

New Stage Show

5th stage show
opens Oct 2015

Nationwide tour
through 2016

1.3m people
since 2009

5 **sell out**
West End
seasons



§



- True brand immersion
- 1m visitors per annum
- Quality experience



One of the top
10 theme parks
in Europe!

Meet the Characters!

George
#3 hired costume
character

Peppa
#1 hired costume
character

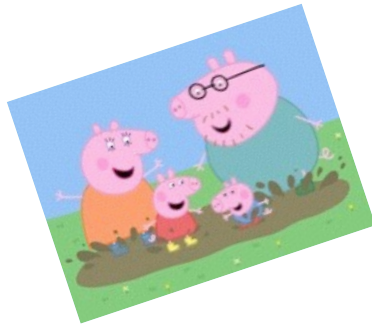
7 Peppa Pig
costumes!

1 x Peppa event
every day of the
year in the UK!



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Phil Davies
Producer

