

# POACHED



*POACHED: The Great Escape – The adventures of a young polar bear and a bunch of exotic animals illegally poached from the Northern Hemisphere as they find themselves shipwrecked on Antarctica.*

*POACHED: The Journey Home – A young polar bear’s Antarctic friends come to the rescue and pledge to help him return home to the North Pole, only to find the journey home is not all smooth sailing.*

## GENRE / STYLE

3D CG Animated family adventure

## AUDIENCE

Primary: 6-12 year olds

Secondary: Parents/Families

## FORMAT / DURATION

90 minute movie

## THEME

The overarching themes of the POACHED franchise focus on the environment, global warming, animal extinction, friendship and family.

## SYNOPSIS

Illegally poached by a shifty sea captain enroute to a private collector, a group of exotic animals from the Northern Hemisphere is shipwrecked on Antarctica. Buddy, the polar bear, thinks he’s home until he encounters the resident Adelie penguin colony who are just as curious about the visitors. The exotic misfits find themselves in high demand when an egomaniacal biologist announces to the world a new Antarctic polar bear species. Seeing the biologist’s claims, the shifty sea captain is after them too – he can’t get paid until the precious cargo is delivered in full. Fun-filled antics ensue as Buddy and his friends play hide & seek to avoid being poached again.

## NARRATIVE EXTENSIONS

The sequel, POACHED: THE JOURNEY HOME, finds Buddy homesick for his polar bear mom and sister. His Antarctic friends join together to guide Buddy home to the North Pole, protecting each other from dangers along the way.

The POACHED franchise features an overarching 360° marketing strategy that is innovative and creative. It’s a strategy that includes: a built-in marketing campaign (socials), consumer products (licensed merchandise & ancillary products), publishing (middle grade ebook), mobile game, and music (soundtrack) assets aimed to increase awareness and engagement with the respective target audience and create alternate sources of IP revenue.

## STATUS

The screenplays for both movies are in development.

