

The World of Mice

Animated Feature Film

It's 'Frozen', but for boys.

Think: "STUART LITTLE meets PUSS IN BOOTS in London Town"

'Built deep within the nooks and crannies of our underground train stations, and out of sight from the prying eyes of people, exists a whole other world altogether; the world of mice.'



Concept

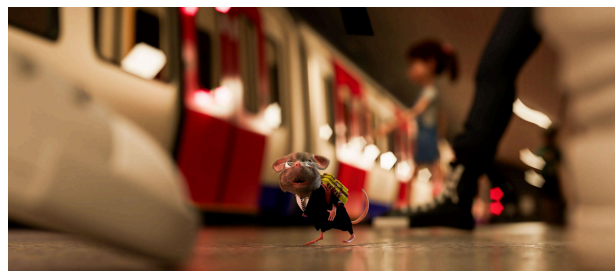
The world of mice is a hidden society, ingeniously nestled within the underground train stations of London, mirroring the human world above. Their bustling communities include schools, shops, and cafes, all tucked away beneath the grills of human platforms, with access to the undercarriage of trains for transportation.

They see humans, as humans see mice - there, but mostly irrelevant and to be avoided.

Plot Outline

Morris, a young mouse prophesied to change the world, stumbles upon a cryptic message from the legendary Capt. Richards, setting him on a quest to uncover hidden treasure. Along the way, he encounters mystics, martial artists, and a mysterious pilot named Vivian, who helps him unlock the secrets of an heirloom and a hidden aeroplane, "The Aviator." While Morris and his friends follow the clues, various animals, including rats, squirrels, and voles, join the pursuit of the treasure, leading to a series of chases, battles, and narrow escapes.

With Vivian's guidance, Morris learns to fly the Aviator and becomes embroiled in aerial combat with the other animals. They finally discover the treasure's location in Camden and retrieve an old book and a mysterious pin, which signals the beginning of the prophesized change. As Morris gains confidence and finds new friendships throughout his adventure, he also develops a closer relationship with the girl he likes at school. In the end, Morris and his friends emerge victorious and set the stage for a new era in the world of animals.



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A British Film

In the hidden world of mice, a reflection of London's diverse British culture is observed. Mice represent everyday people, while rats embody gangsters, squirrels are upper-class 'toffs', and voles serve as loyal servants with aspirations of becoming overlords. This diverse animal society mirrors various aspects of British culture, showcasing a fascinating parallel between the two worlds.

The film integrates cultural references to classic British television, film, and arts, emphasising the shared experiences and cultural identity between mice and humans. Iconic audio clips or dialogue from modern and classic shows like *The Inbetweeners* or *Fawlty Towers* infuse nostalgia and familiarity into the narrative, resonating with viewers and paying homage to the rich tradition of British humour and storytelling.

Product Placement

The film offers a wealth of product placement opportunities for private corporate sponsors, particularly British brands, to gain visibility and connect with their target audience.

Fashion brands can showcase their products through the clothing and accessories worn by the animals, while footwear brands can benefit from incidental close-up shots of human characters' shoes. Advertisements can be integrated into the London Underground tube station sets and trains, further embedding the brands within the context of the story.



Incorporating British brands throughout the film not only supports local businesses but also enhances the overall atmosphere and cultural richness of the narrative. Food establishments can be seamlessly integrated into scenes, strengthening the association between the brand and the film. This mutually beneficial relationship between filmmakers and brands contributes to an authentic and uniquely British story that resonates with the audience.



Merchandise

The film presents numerous merchandising opportunities that can extend its reach beyond the big screen and into the daily lives of its fans. Character toys, for instance, can be designed in various formats, such as plushies, action figures, or even as part of a collectible series that encourages fans to engage with the world of the film even further.

In the realm of digital entertainment, the film's universe can be expanded through the development of apps, video games, and interactive experiences that allow fans to dive deeper into the story and its characters. Mobile games, console games, or even augmented reality experiences can offer immersive ways for fans to interact with the film's world, while also providing additional revenue streams for the creators.

Other merchandising options include branded clothing, accessories, home decor items, and stationery, catering to a wide range of interests and preferences. These merchandising opportunities not only strengthen the bond between the audience and the film but also help create a lasting legacy for the story and its characters.

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MARKETING & DISTRIBUTORS



The film's marketing will be funded and managed by the distributor. By bringing in the distributor after the film's production is complete, investors & producers can maximise their returns as the complete film will gain leverage in distribution negotiations.

The distributor will handle marketing costs and implementation.

The revenues for investors will come from selling distribution rights across various mediums and territories, including theatrical, streaming, and television, as well as physical media sales.

Selling these distribution rights will achieve a low risk ROI quickly upon completion of the film's production, even before release.

Additionally, investors & producers will enjoy a share of revenues from the box office, further enhancing their potential ROI.

CONCLUSION

"The World of Mice" is more than just an animated feature film; it is a vibrant tapestry of storytelling, culture, and investor opportunity.

Drawing from the rich traditions of British humour, arts, and urban lore, it offers a fresh perspective into a world that exists parallel to our own, yet remains unseen.

For investors, producers, and brands, the film presents a unique chance to be a part of a narrative that is both commercially viable and culturally resonant. From product placements that subtly weave brands into the fabric of the story, to merchandising opportunities that promise to leave an enduring legacy, every facet of this project is crafted with precision and passion.

We aim to ensure that "The World of Mice" not only captivates audiences worldwide but also delivers robust returns to all stakeholders involved. Embark with us on this journey, as we bring to life a tale that promises adventure, laughter, and the magic of discovery.



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