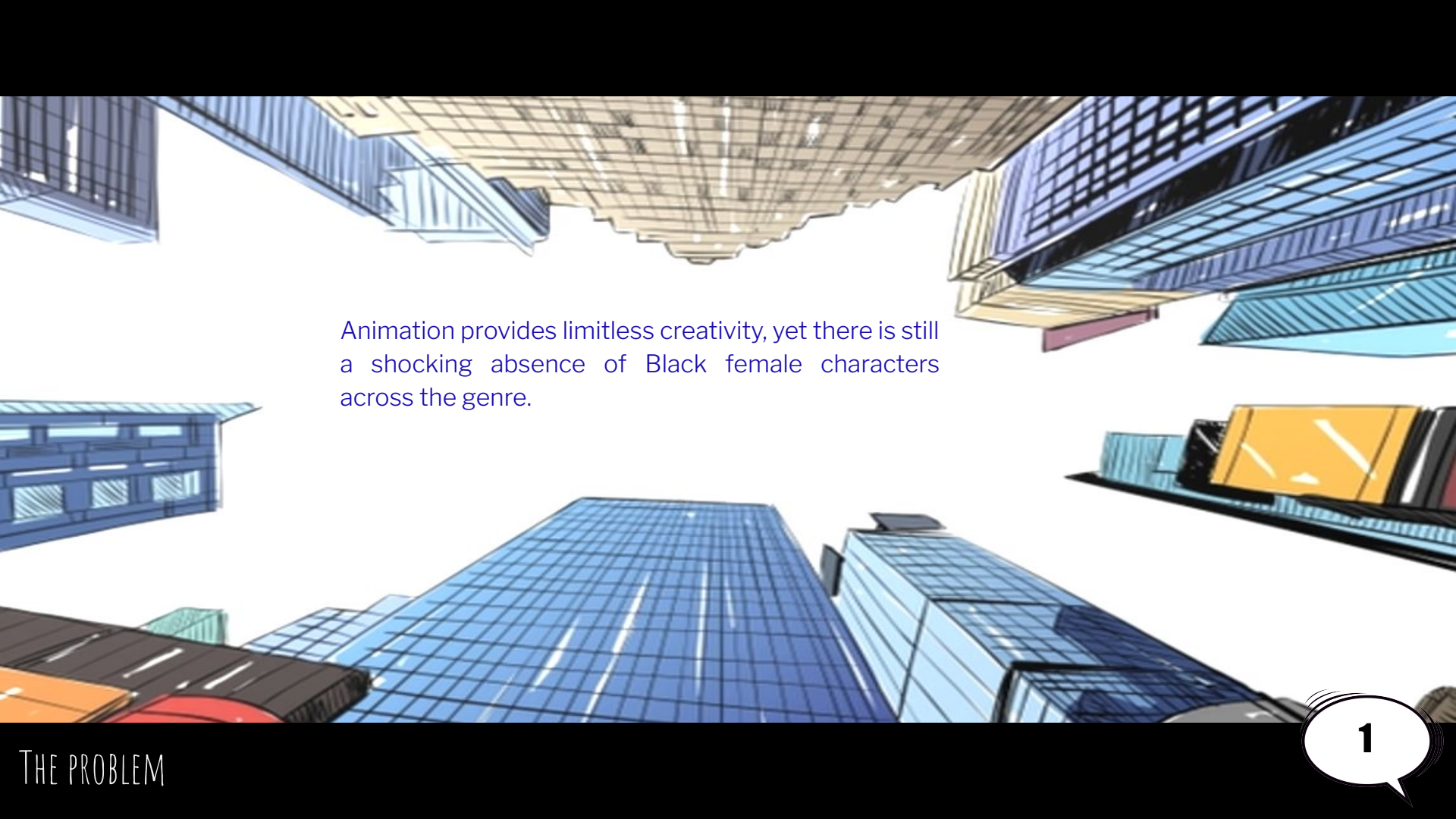




PEACHES
and
The City

CREATED BY
AARON GRAY



Animation provides limitless creativity, yet there is still a shocking absence of Black female characters across the genre.

PEACHES and The City

An adult animated series set in a fictional, overcrowded metropolis, that follows the relatable, often horrific misadventures of a blood-drinking vigilante named Peaches.



Over three centuries old, Peaches offers a **rare perspective** to explore the various archetypes of Black women in cinema, animation, and the superhero genre.

And dares to ask:

In transcending death, time, and space - *unbound by the laws of gods or men* - **can a Black woman ever truly be free?**





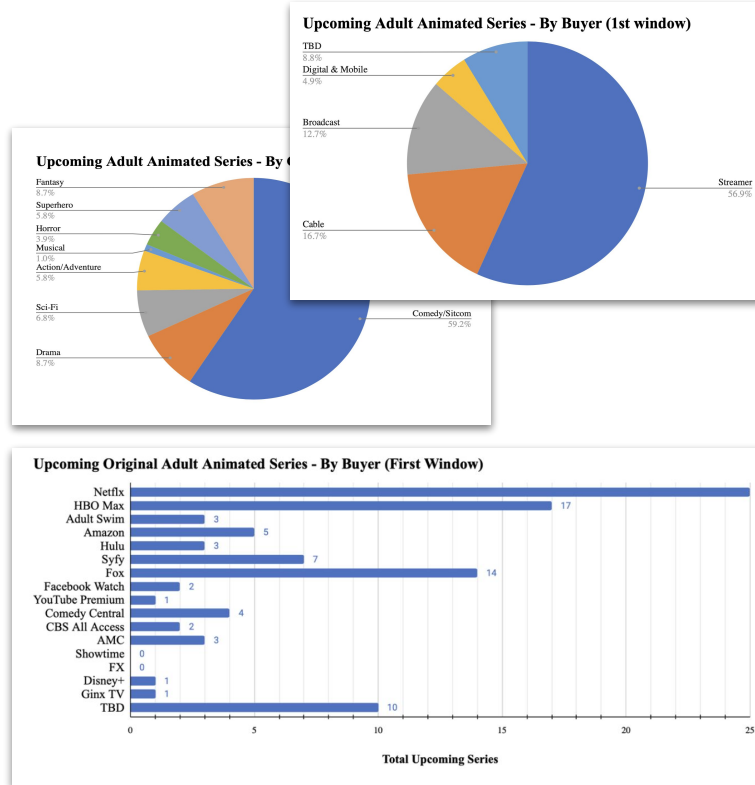
ADULT ANIMATION

Now **the fastest-growing animation category** -
with the US leading demand.

Works within this genre explore a host of ideas.
**Peaches and The City will hilariously expose the
many horrors lurking in the shadows of everyday
life.**

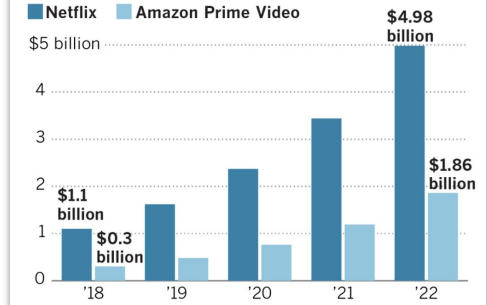
ANALYSIS

- The **rise of steaming** networks is a **key catalyst** for the recent boom.
- **Netflix leads** - investing over **\$1.1B in 2018**
- **Every major player has followed suit.**
- Beyond Comedy - **other genres are rising.**
- **High export potential** within non-comedic genres.

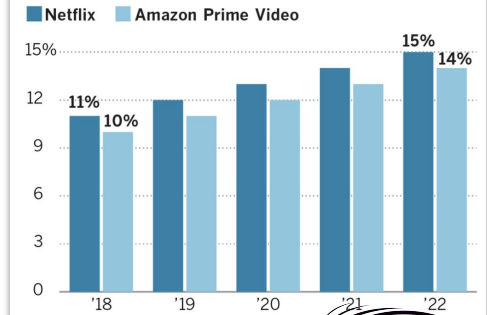


Projected spending

Spending on animated original content



Percentage of original content budgets spent on animation



TARGET AUDIENCE

The series features a diverse mix of characters to explore relevant topics.

Developed for and by Blerds (18-34) - a community that has heavily contributed to the anime genres widespread popularity across social media.



ARIES *LOYAL PERSONA

Age.....19 years old
 Gender.....Non-Binary
 Location.....West Coast
 Occupation.....College student
 Preferred Platform.....Facebook & Tik Tok



@bemoodie.art

DESCRIPTION:

- ★ Aries is a soft-spoken animation student.
- ★ They love anime and belong to several animation Facebook groups.

GOALS:

- ★ To strengthen their skills as a storyteller and animator.

WHAT THEY EXPECT FROM US:

- ★ Aries will invest the most time in sharing and reposting content.
- ★ The team will engage this Persona in a meaningful way through program interactions and other community engagement strategies.

PERSONAS

KEYRA *TARGET PERSONA

Age.....27 years old
 Gender.....Female
 Location.....East Coast
 Occupation.....Marketing Associate
 Preferred Platform.....Instagram



DESCRIPTION:

- ★ Keyra loves all things pop culture.
- ★ She is obsessed with her house plants.

GOALS:

- ★ Her immediate goal involves traveling with her friends.
- ★ Her long-term goals are centered around expanding her professional network and starting her own business.

WHAT SHE EXPECTS FROM US:

- ★ A high-quality fantasy series to help her escape from time to time.
- ★ Relatable, self-affirming content with a clear point of view.

NETFLIX

- Netflix is currently the **undisputed leader** of the flourishing adult animation genre.
- Netflix **maintains a dedicated fan base** of anime fans.
- **Growing diversity** within their adult animation category.



- Not far behind Netflix in terms of spending.
- **Building a name within the genre** - recently launched a 1-hour animated action/drama series.

STREAMING PARTNERS

"ANY STUDIO ASSOCIATED WITH THIS STORY WILL HAVE A POSITIVE HALO EFFECT ASSOCIATED WITH THEIR BRAND."



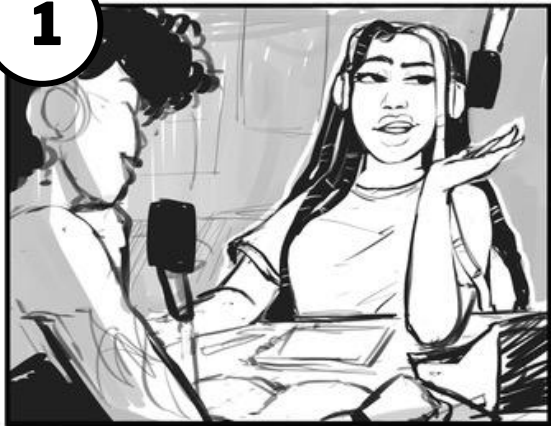
[adult swim]

- **Iconic catalog** of animated hits.
- **Lucrative partnership with HBO max.**
- **Female-identifying viewers** watch the anime genre on Adult Swim at the same frequency as males.



- Not even a year into its launch, HBO Max **already boasts a slew of popular adult animation acquisitions.**
- Has shown the largest **commitment to diversity** amongst original programming.

1



Build a **unique social media presence** around Peaches and her fictional podcast, *Peaches & Cream*.

- **Operating as Peaches**
- **Direct engagement** with followers
- **Carefree, relatable** content

SOCIAL MEDIA STRATEGY

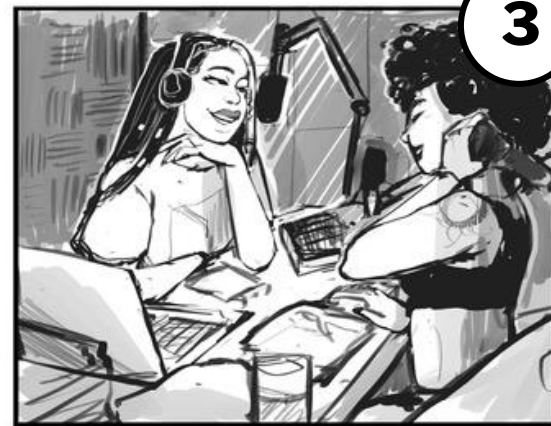
Plans for an immersive and engaging social experience will be vital to executing a successful series launch.

2

Build a brand around the unique storyworld of The City

- **Day-In-the-Life** of a City citizen - a fun play on *Humans of New York*.
- **Host design contests** to create new characters living within The City.
- **The City Daily** - e News Social Account)

3



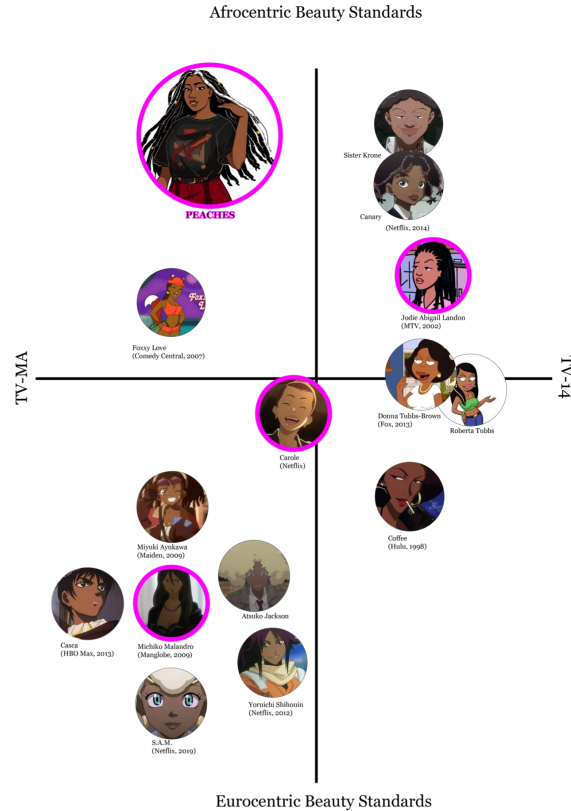
Connect with our loyal persona across various social media groups.

- **Involve** in the development of the series.
- **Share** exclusive updates and original artwork.
- **Host virtual discussion** panels.
- **(#BTS)** look at the series

9

VALUE MAPPING

Interviews and MVP testing were vital to character design, uncovering new areas of focus and a deeper understanding of the project from the perspective of our target audience.



This map illustrates the unique positioning of Peaches amongst popular Black female characters within the adult animation genre.

“THE FIRST ANIMATED SERIES TO FEATURE A BLACK, FEMALE ANTI-HERO AS ITS LEAD”



COST STRUCTURE

- Pre-production costs
- Artistic production costs
- Technical production costs
- Post-production costs

A three-phase development strategy is envisioned for the execution and marketing of this venture.

PHASE 1

Digital Comic - \$10K

- 3-month lead for completion

PHASE 2

Podcast - \$10k

- 3-month lead for completion

PHASE 3

Animated Short - \$10K

- 6-month lead for completion

BRIEF OVERVIEW

- 1. Build a solid social media presence**
 - a. Connect, Create, and Collaborate
- 2. Simultaneously execute Phased Development Strategy**
 - a. Phase 1 -Integral to audience growth and funding
 - b. Phase 2 - Shop, Connect, Pitch
- 3. Execute a live promotion strategy**

(concurrent with the final Phase 3 development)

 - a. Blerdcon, Dragoncon, Momocon, Anime NYC
- 4. Development on additional narratives**

(after Series Launch, the team will begin)

 - a. Digital Comics (*Peaches and The Deadly Desires*)
 - b. Graphic Novel (*Peaches and The Lost City*)





FIRST LOOK

AARON ARTHUR-GRAY



Creator/Writer/Executive Producer

An award-winning screenwriter, designer, and brand strategist, operating at the intersection of fashion, film, and communication.

In addition to Aaron's consultancy work - developing thoughtful, inclusive fashion brands for some of the world's most prolific women of color - Serena Williams, Ibtihaj Muhammad, Estelle - they are the co-founder of Evryday Jane, a modern lifestyle brand.

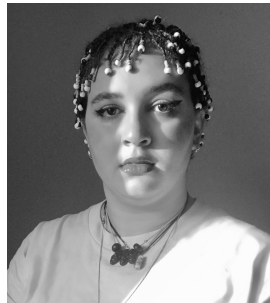
Understanding the importance of representation, Aaron embraces and celebrates the beauty of diversity. As a writer, he is best known for his pilot script, *Wounded Prey*, the winner of 9 accolades, including Finalist in the Screen Craft TV Pilot Script Competition 2021, Emerging Screenwriters 2020, and others.

A lifelong learner committed to equity and social justice, Aaron holds an MS in Media Management from The New School and is currently pursuing an MSW from Columbia University.

BRITTANY MOODIE
Illustrator/Character Designer



KEYRA ENGLISH
Production Assistant



MATTHEW ARTHUR-GRAY
Producer



AUSET PARRIS
Content Strategist




SARAH MINNIE
Producer



SAM COFFIE
Fashion Consultant





Next steps for this venture entail securing meaningful partnerships with creatives, studios, and content distributors committed to the celebration of Black voices in media.

Funding for Phase 1 development (\$10K) to complete the following critical milestone:

- Execution of Digital Comic
- Marketing for Phase 2
- Key Staffing

THANKS!

THE CITY WILL BREAK YOUR HEART...PEACHES MIGHT EAT IT.



CREATED BY
AARON GRAY

LET'S
CHAT

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