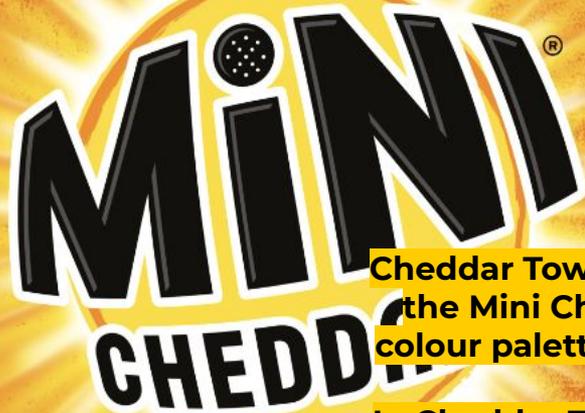




WELCOME TO CHEDDAR TOWN

MONDAY 21ST DECEMBER

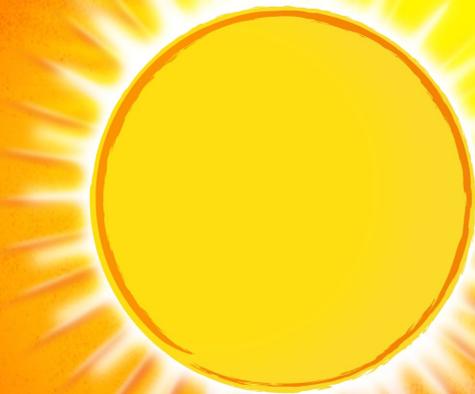
The logo for Mini Cheddars, featuring the word "MINI" in large, bold, black letters with a white outline and a registered trademark symbol. Below it, the word "CHEDDARS" is partially visible in a similar style. The logo is set against a bright yellow sunburst background.

**MINI
CHEDDARS**

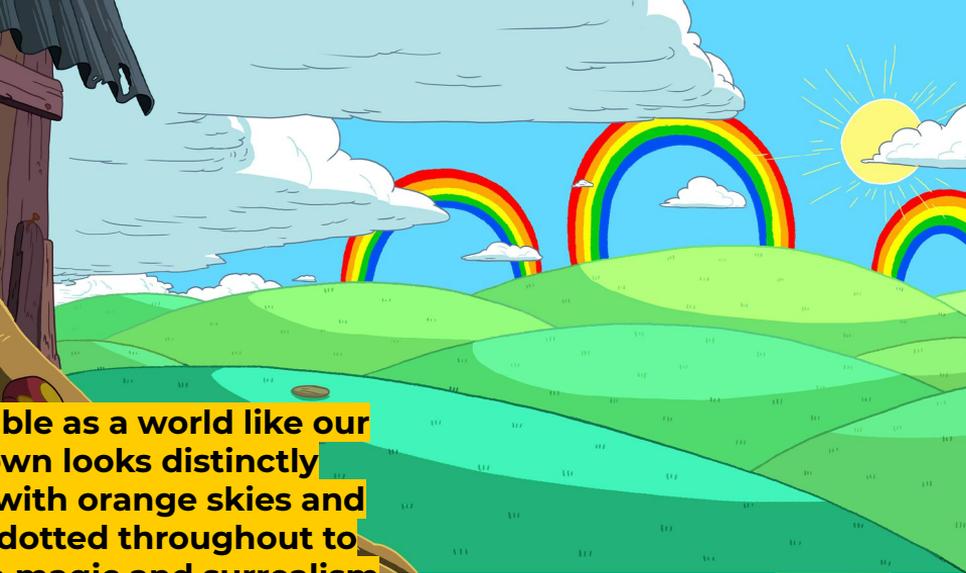
Cheddar Town is an animated land inspired by the Mini Cheddars packaging. The orange colour palette and the famous sunburst logo.

In Cheddar Town cheese is loved by everyone and is centric to everything. The whole town is focussed on delicious cheesy snacks.

Cheddar Town is surrounded by vast fields where the Mini Cheddars sunburst is always shining in the sky and in the centre of the town is a bakery where the different products are made.



Cheddar Town Look + Feel



Although recognisable as a world like our own, Cheddar Town looks distinctly different in colour, with orange skies and cheese references dotted throughout to give it a touch of the magic and surrealism the real world lacks.



Among the magical landscape the various inhabitants of Cheddar Town go about their cheesy pursuits.

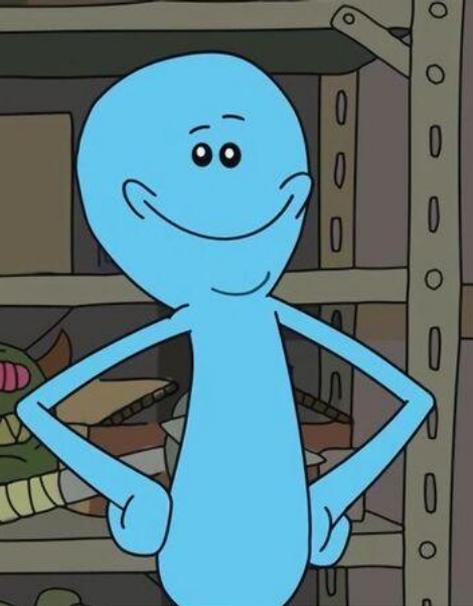
Character Look + Feel

Much like the landscape and setting, the characters of Cheddar Town will also have a touch of the surreal and magical about them.

There are two main types of character in Cheddar Town. Characters who love cheese, and characters who are cheese.

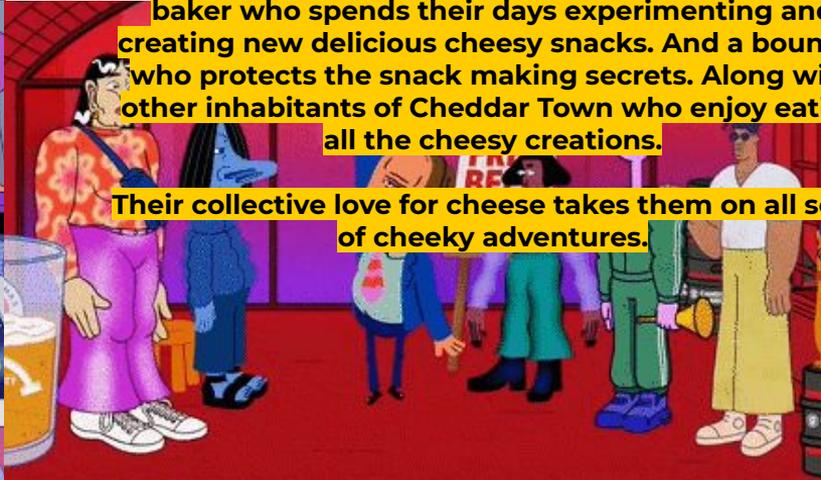
The characters who are cheese are a little cautious around the characters who love cheese (for obvious reasons).

They all look a little different, some more human, some more surreal (and some are cheeses). They all have real voices with regional accents with human characteristics with arms, legs, faces etc, even if they are a cheese!



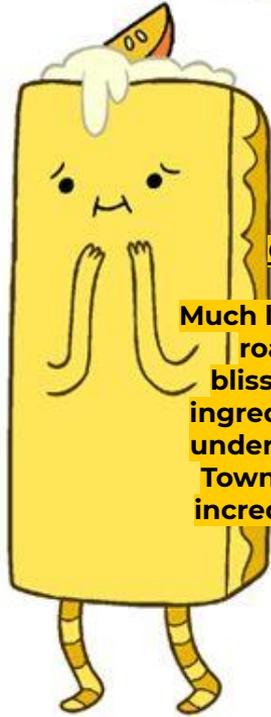
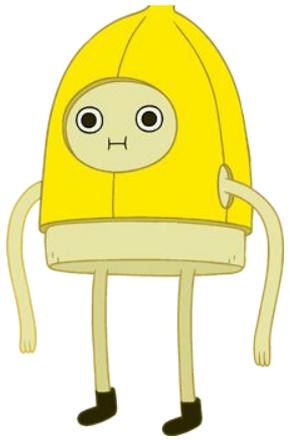
CHARACTERS WHO LOVE CHEESE

Cheddar Town is inhabited by different types of characters who love cheese. For example, there is a baker who spends their days experimenting and creating new delicious cheesy snacks. And a bouncer who protects the snack making secrets. Along with other inhabitants of Cheddar Town who enjoy eating all the cheesy creations.



Their collective love for cheese takes them on all sorts of cheeky adventures.





CHARACTERS WHO ARE CHEESE

Much like wild animals the cheese characters roam free in Cheddar Town. They are blissfully unaware that they are the main ingredient in Mini Cheddars and don't really understand why the inhabitants of Cheddar Town are always eyeing them up. They are incredibly curious and find that leads them into trouble sometimes.



TV - Brand 20”

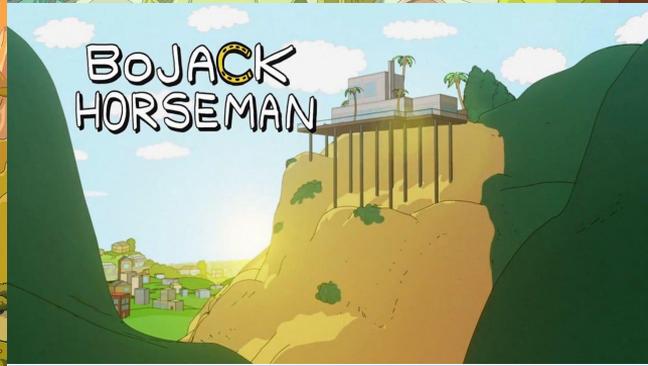


SPRR...
Play here...



Adventure Time

The Simpsons



BOJACK
HORSEMAN

BRAND TV 20” - WELCOME TO CHEDDAR TOWN

The intro to an animated TV show set in Mini Cheddar Town. Think Simpsons, American Dad, Rick and Morty. Where you get to understand the world it's set in and get a glimpse of the character dynamics that are featured in it.

A fly through POV journey through the town with its own theme tune. We get a glimpse of daily life in Cheddar Town. Seeing cheeky cheesy moments taking place as we swoop through. A song accompanies the camera journey through Cheddar Town that helps to set up what Cheddar Town is all about.

***Cheddar Town Cheddar Town
Wild cheeses running round.***

*['Welcome to Cheddar Town' sign
We cheeses roaming free in fields]*

***Dodging traps and being taken,
As the town folk try to bake them.***

[One narrowly avoids a net and runs off past the magical 'CHEDDAR BAKERY' the camera follows them]

***Cheeses have to watch their backs
Or risk becoming Mini Cheddar Snacks!***

[The cheese being chased is tripped up by a character sat on a bench as they are looking over their own shoulder to evade capture]

The Mini Cheddars sunburst logo rises up into the sky beyond the tripped up cheese character. The Mini Cheddars range packs appear below the logo/sunburst.

A plane flies across with a banner 'BAKED WITH REAL CHEESE', but crashes into a hill and lots of little cheese characters run out like they have escaped.

Thanks!