

OUT OF THIS WORD





CONCEPT

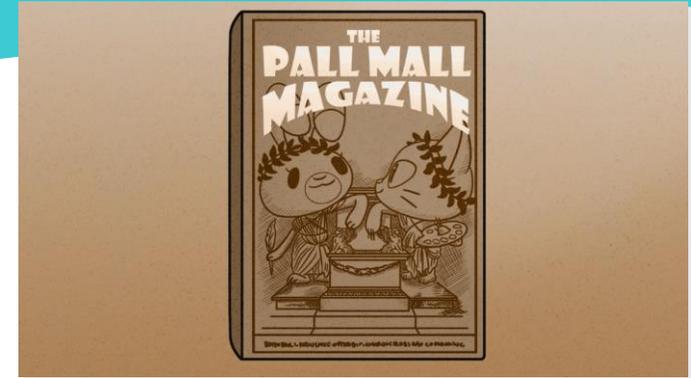
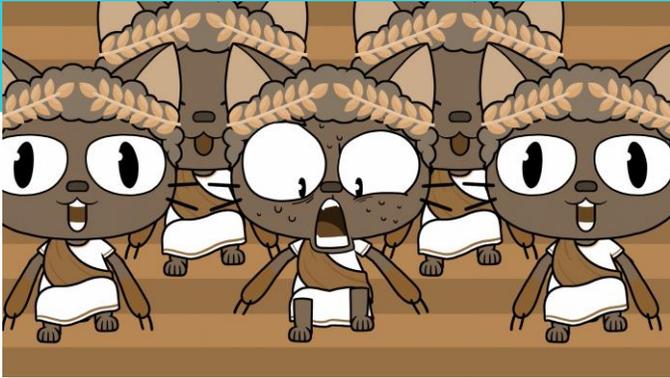
Out of This Word follows the daily musings of Max and Moon, two adopted siblings that love to use and learn popular idioms and unique phrases.

Max is a fun, easy-going and curious cat who often takes spoken words quite literally. Moon is a smart, optimistic, and logical bunny, who is always happy to explain to Max the history behind these phrases.

Join Max and Moon as they take you through the history of the idioms and words and how they came to be!

CONCEPT

Origins of these phrases sometimes are from literacy, such as Shakespeare's play and Mark Twain's books and sometimes from real historical events. Often they can trace back to Greek mythology. Multiple theories behind the phrases are presented as there is no single correct answer how they are transformed.



FEATURES AND HIGHLIGHTS





SUMMARY

- 72 x 1.5' | 26 x 5'
- **Target audience:** 6-12 years old
- **Broadcast partners:** ToonGoggles, Azoomie, KidsCast, Highbrow, batteryPOP, Ameba TV, iflix
- **Distribution partner:** boclips and Odilo for educational markets
- **License territories:** US, UK, Canada, Spain, Southeast Asia ...
196 countries and more!

max

Fun and playful, Max is all about following his intuition. He's carefree, easy-going, imaginative, and curious about everything. He is not one to hide his emotions and always reacts to things in a very "dra-ma-tic" way. A bohemian at heart, it is not surprising to see him wear mismatched clothes, nor is it unusual to see him in a "save the whales' t-shirt.



moon



Dependable and focused, Moon is all about reason and logic. She is smart, rational, and always optimistic. She is a voracious reader, especially books around science and history. She pays close attention to details and loves to organize everything and anything. She's always put together, everything matches, and she loves color-coordinated clothes.

EPISODE SYNOPSIS



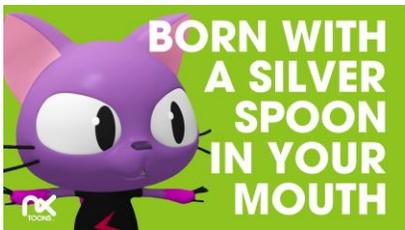
EPISODE SYNOPSIS



EPISODE SYNOPSIS



EPISODE SYNOPSIS



We can also offer
26 x 5'!



COMPILATIONS

OUT OF THIS WORD
animal related idioms



nx
TOONS

9 videos

OUT OF THIS WORD
human body related idioms



nx
TOONS

13 videos

OUT OF THIS WORD
food related idioms



nx
TOONS

12 videos

OUT OF THIS WORD
words and idioms



nx
TOONS

10 videos

OUT OF THIS WORD
daily expressions



nx
TOONS

13 videos

OUT OF THIS WORD
popular and unique phrases



nx
TOONS

15 videos

BOOKS

We inspire children to read! *Out of This Word* books take advantage of bright colored images from the animation and empower young kids to read the story at their own pace.

Tentative format: 8" x 8" 40 pages

12 books

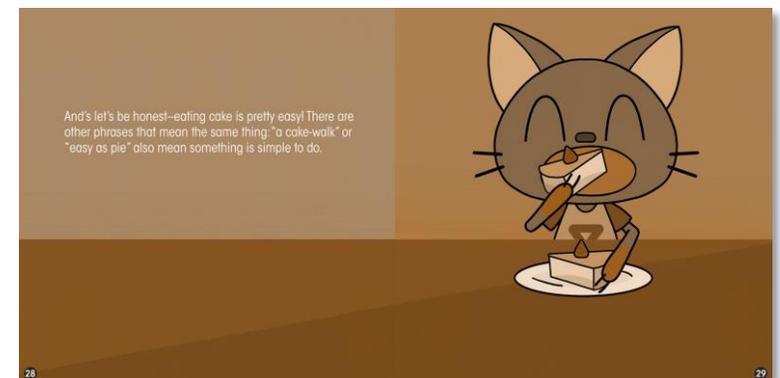
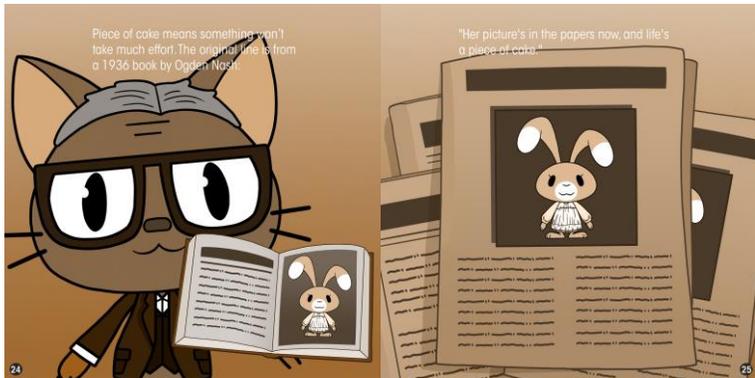


BOOKS

The beautiful story is wrapped up with a summary of the meaning of the idiom or phrase, opening interactive practice between parents/teachers and children.



BOOKS



BOOKS



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