



Core Creative Strategy For Product Development

August 2017

Table of Contents

Goal	3
Property Summary	3
Retail Context	3
Creative Essence & Guiding Principles for CP Development.....	4
APPENDIX.....	5
Creative Attributes	6
Basic Episode Components.....	7
Core Creative Elements: Props & Vehicles	7
Core Creative Elements: Locations.....	7
Core Creative Elements: Character Bios	8
General Show Phrases.....	10

Goal

The goal of this document is to provide a strategic framework that will **guide the creative decisions** necessary to maximize success for *Rise of the Teenage Mutant Ninja Turtles* in consumer products.

Property Summary

Every generation of kids deserves its own version of the Teenage Mutant Ninja Turtles. *Rise of the Teenage Mutant Ninja Turtles* is not a prequel. It's not a sequel. It's a re-imagining of Turtles. The Turtles stay true to their unique individual personalities while getting an all new look, new weapons, new powers, new villains and new voices while discovering a world they never knew existed beneath a more colorful than ever NYC! As they master their classical ninja skills, the Turtles work to navigate the perils of both modern New York City and the secret magical realms below in order to become the team of heroes they were always destined to be.

They will encounter absurd new mutants, battle bizarre creatures... and always find time for a slice of their favorite pizza!

Retail Context

Rise of the Teenage Mutant Ninja Turtles will find CP success in targeting ...

Demographic Target	Ages 6-11
Gender Target	Boys

- Primary CP Target: Boys 6-11
- Lead categories – Toys and Apparel

Our key US competition includes top boy action properties like *Star Wars*, *Batman*, *Spiderman*, *Transformers*, *Avengers*, *Pokémon*, *WWE*, *Ben 10*, *Minecraft*, *Minions/Despicable Me*, etc.

Creative Essence & Guiding Principles for CP Development

For the purposes of product development, the essence of Rise of the Teenage Mutant Ninja Turtles is:

- Heroes saving the day
- Action blended with humor
- Brotherhood and family
- Turtle Power Ups

Product Concepts should reflect this essence by:

1. **Featuring all four brothers** when product will be sold as one SKU. When possible to do four SKUs, feature each Turtle individually.
2. Clearly **differentiating the four Turtles** by personality, height, shape, coloration, weapons and gadgets:
 - i. Raphael (Raph) – The Leader in red = strength and action
 - ii. Leonardo (Leo) - The Rascal in blue = cleverness and swagger
 - iii. Michelangelo (Mikey) – The Artist in orange = humor and unpredictability
 - iv. Donatello (Donnie) - The Tech Wiz in purple = cool tech savvy and gadgetry
3. Enabling the user to **role play or self-brand** as their favorite Turtle.
4. Featuring the property's signature **combination of action and humor**.
5. Incorporating otherworldly Power Up features in the product (transformative elements).
6. Capitalize on the differences between this show and previous iterations by featuring **characters and locations unique to *Rise of the Teenage Mutant Ninja Turtles***.

Note: Do not mix 2012 Series Turtles or any other version with 2018 Series Turtles. This is a new mythology with new design and new storytelling.

APPENDIX

Creative Attributes

What sets Rise of the Teenage Mutant Ninja Turtles apart from competing licensed characters?

Rise of the Teenage Mutant Ninja Turtles IS...

- **Action blended with humor:** While the Turtles engage in high-stakes, heroic battles they never take themselves or each other too seriously, peppering every encounter with banter and broad physical comedy.
- **Brotherhood, family & teamwork :** In this series the Turtles and their friends are the epitome of the non-traditional family. They may come from different places, but the four Turtles behave like any teenaged brothers. They squabble, tease and compete, but ultimately they need each other in order to be successful.
- **Turtle Power Ups:** The Turtles learn to channel fantastical ninja powers they never even knew existed.

Rise of the Teenage Mutant Ninja Turtles IS NOT...

- **A serialized story:** RATHER, each episode stands alone.
- **Dark and moody:** RATHER, it has a bright contemporary look and lighter tone than recent incarnations.
- **A fight against a single supervillain:** RATHER, episodes present a rogues' gallery of enemies that includes the Foot Clan as well as unaffiliated villains.

Basic Episode Components

A typical episode of Rise of the Teenage Mutant Ninja Turtles will include the following:

- Comedic Action/Adventure
- Unexpected/surprising events
- Turtles exploring NYC
- Turtles & April getting into trouble
- Turtles & Master Splinter in the Lair
- Turtles using ninja skills/weapons to defeat threats
- Threats ranging from ...
 - Various Mutants with powers
 - Foot Clan Ninjas
 - Human Bad guys (thieves/hackers/etc.)

Core Creative Elements: Props & Vehicles

- Raphael's Tonfas (wooden batons)
- Leonardo's Ōdachi (sword)
- Donatello's Tech-bo
- Donatello's Battle Shells
- Michelangelo's Kusari-fundo (nunchuk-like weapon)
- April's baseball bat
- Donatello's drone (TBC if he will evolve into a character*)
- Turtle Tank
- Turtles' motorcycles
- Turtles' skateboards

Core Creative Elements: Locations

- Turtles' Underground Lair
- NYC
- Hidden City
- Times Square

Core Creative Elements: Character Bios

Raphael

Species: Snapping turtle

Weapon: Tonfas

As the biggest and oldest brother, Raphael is the self-appointed leader of the group. He thinks he can use his fists to get himself out of any situation, which is usually why he's pretty much always covered in bandages. But while Raph's muscles are bigger than his brain, his heart is bigger than his muscles. He's not an angry guy. He's just determined. He never backs down from a fight and always tries his best to save the day.

Leonardo

Species: Red-eared slider

Weapon: Ōdachi

Leonardo is intelligent, quick-witted and clever. He can easily assess any situation and use his sharp skills to best his opponent, find a shortcut around an obstacle or spot the perfect time to land one of his many one-liners. Leo likes to think of himself as the "cool guy" on the team – a rascal with a wink in his eye and a sly grin. He's got a rebel's heart and isn't afraid to break the rules when he thinks he's right. He could be a strong leader, but he'd rather go for the hi-jinx than the high road.

Michelangelo

Species: Box turtle

Weapon: Kusari-fundo

Michelangelo is young and wild. He's the youngest of the four Turtles and has a weird and colorful personality. He finds the beauty in any situation, and if there is no beauty, he'll make it. Mikey is an artist and spends his time tagging the Turtles' lair with graffiti or decking out his shell with an

ever-changing assortment of expressive stickers. While Leo is the instigator, Mikey is the follower, and this usually lands them both in a heap of trouble. Above all else, Michelangelo is an eternal optimist and an absolute natural at ninjutsu.

Donatello

Species: Soft-shell turtle

Weapon: Tech bo-staff

Donnie is the coolest tech wiz you'll ever meet. Justifiably proud of his intellect, he may be accused of having a mild, albeit unintentional, superiority complex. He is a tech wizard, and while being a soft-shell turtle may be a disadvantage in the ninja world, Donnie has never felt weak because he uses his mechanical genius to construct a series of battle shells to transform his most vulnerable point into his strongest asset. Linking all his creations is Donnie's A.I. assistant, S.H.E.L.L.D.O.N., a robot that can port between battle shells and an array of other inventions.

Splinter:

SPECIES: Mutant Rat

Weapon: TV Remote, and tail for operating the remote

Once human, Splinter comes from a long line of mystical ninja masters who were charged with keeping the world safe from a legendary ancient evil...something Splinter never really believed. Years later, Splinter is an eccentric mentor to his turtle sons – training them in the art of ninjutsu – that is, when he's not watching TV or eating egg rolls. But despite being a little forgetful, Splinter is a deeply loving father and a formidable warrior full of incredible stories from his past.

April O'Neil

Species: Human

Weapon: Baseball bat

April, born and raised in Queens, is a true New Yorker and a real firecracker: upbeat, fun, wise-cracking and confident. As the Turtles' only human ally, she loves them like brothers. Likewise, the Turtles love April as their sister. Now that she's 16, April is eager to experience life and takes on a series of part-time jobs to fund her independence. And as if balancing a job and schoolwork isn't enough, she joins the Turtles on all their epic adventures.

General Show Phrases

- Shell Shocked!
- Turtle Power
- Ninja Power
- Rise up!
- Sewer Squad
- Mutant Mayhem
- Green Machine