

BUILDER BROTHERS  
**DREAM  
FACTORY**

BRAND PRESENTATION  
OCTOBER 2022



SINKING SHIP  
ENTERTAINMENT



SCOTT  
BROTHERS™  
ENTERTAINMENT

# THE KEY TAKEAWAYS

- Key theme of **“BUILDING DREAMS”** – transformation, innovation, and resilience
- Strong **CO-VIEW** content
- Extension of the popular **PROPERTY BROTHERS FRANCHISE**
- Robust **MARKETING STRATEGY**





# WE BUILD DREAMS

Based on the real life Property Brothers, Drew and Jonathan Scott are twin brothers who **DREAM BIG!** with extraordinary imagination, creativity, grit and heart – coupled with a big dose of **“TWIN-SPIRATION”**, there’s no build too big and no problem too small for the brothers and the Dream Factory crew to handle!

Produced by Sinking Ship Entertainment and Scott Brothers Entertainment and distributed globally by Nelvana.

TRANSFORMATION | INNOVATION | CREATIVE CONSTRUCTION  
40 X 11MIN | CGI ANIMATION | UPPER PRESCHOOL

ABOUT THE  
**PROPERTY  
BROTHERS**



**CLICK TO PLAY**



# MAKING THE ORDINARY EXTRAORDINARY

The Scott Brothers mission is to entertainment, inform, and inspire at home and in life.

Through their television series, lifestyle magazine, weekly podcasts and more, the Scott Brothers' connect with audiences all around the world.

Perhaps their most personal project yet, Drew and Jonathan wanted to inspire and encourage kids to dream big and keep trying to achieve their goals.



# FRANCHISE REACH & APPEAL

550+  
EPISODES AIRING IN  
165+  
COUNTRIES

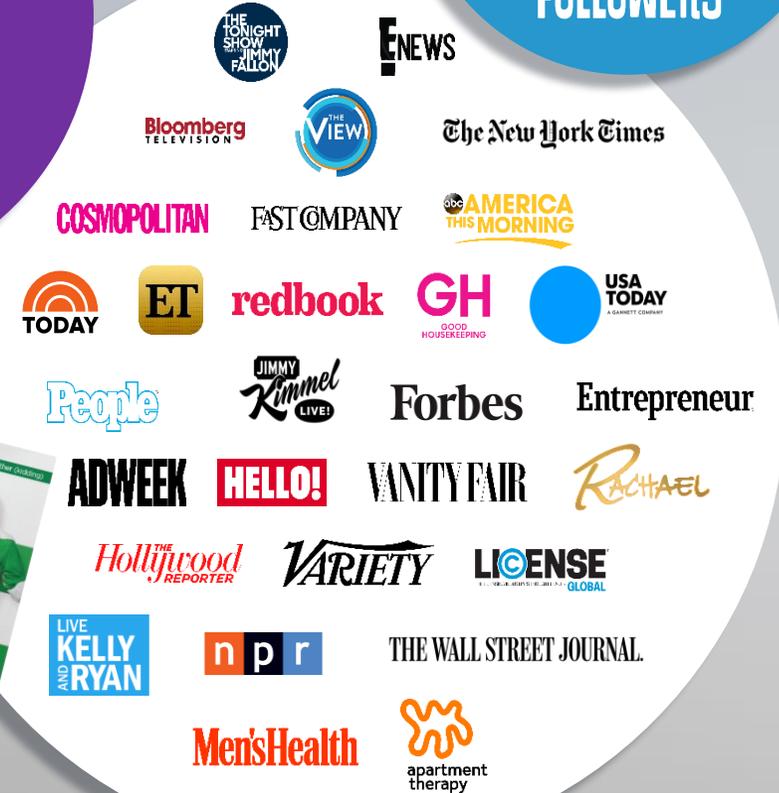


214  
BILLION  
MEDIA IMPRESSIONS  
IN 2021

18M+  
ENGAGED  
SOCIAL MEDIA  
FOLLOWERS

28.5  
BILLION  
MINUTES PLAYED ON  
THE HOME DESIGN  
MOBILE APP

9B  
HOURS  
WATCHED





# BUILDER BROTHERS DREAM FACTORY DELIVERS WHAT FANS LOVE ABOUT THE PROPERTY BROTHERS



IMPROVES LIVES BY TRANSFORMING THEIR CLIENT'S HOMES INTO THEIR DREAM HOMES

## TRANSFORMATION

TRANSFORMS THEIR DREAMS INTO REALITY

FINDS UNEXPECTED, CREATIVE DESIGN SOLUTIONS

## INNOVATION

BUILDS EVERYDAY OBJECTS INTO COOL BUILDS AND INVENTIONS

NO MATTER HOW CHALLENGING THE PROJECT, THE BROTHERS NEVER GIVE UP

## RESILIENCE

NO MATTER HOW CHALLENGING THE PROJECT, THE BROTHERS NEVER GIVE UP

BROTHERS ARE NOT AFRAID TO MAKE FUN OF THEMSELVES OR SHOW EMOTION

## AUTHENTICITY

TRUE TO THEIR REAL-WORLD SELVES BUT AS KIDS

DIVERSE RANGE OF CLIENTS

## INCLUSIVITY

ALL KIDS CAN SEE THEMSELVES REPRESENTED IN THE SERIES

HUMOUR AND LAUGHS IN EVERY EPISODE

## FUN

DELIVERS COMEDY IN EVERY EPISODE

EMMY NOMINATED SHOWS WITH HIGH PRODUCTION VALUES AND HIGH VOLUME

## QUALITY

FEATURE FILM QUALITY ANIMATION



# SERIES PROMO



CLICK TO PLAY

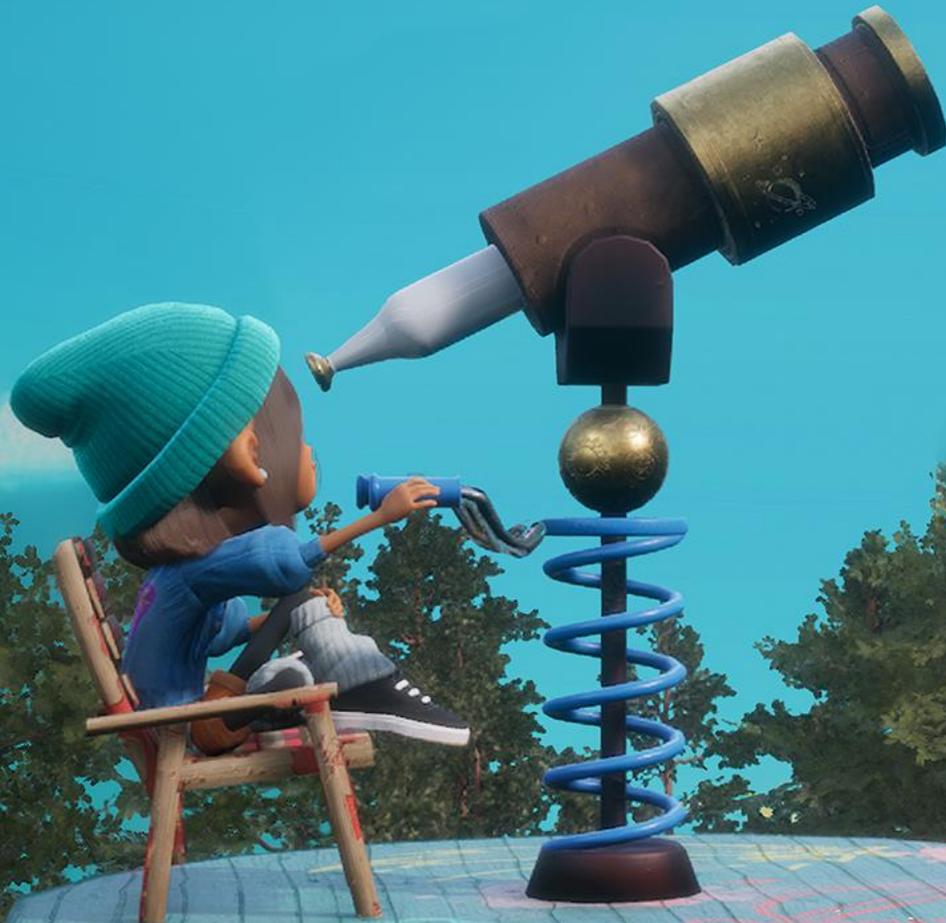


## STYLE

- Inspired by the world of animated feature films
- Utilizing the revolutionary Unreal game engine
- Creates micro-textures and mirroring real-world lighting conditions

# CURRICULUM

- Soft curriculum / Edutainment series
- Encourages creativity and social emotional skills
- STEAM moments throughout with each character having their own specialty
  - Jonathan (Engineering)
  - Drew (Science)
  - Mel (Art)
  - Ayana (Technology)



# DIVERSITY AND INCLUSIVITY

- Life for the brothers and the Dream Factory crew centers around friends, family, school and the bustling harbor community of Steamport that attracts people from all over
- Every child can see themselves and their families on-screen
- Voice talent, writers, and advisors reflect our world



# THE BUILDER BROTHERS

## JONATHAN (THE DREAM BUILDER)

- An engineer who loves to build
- Dry and wry humour
- Determined and persistent
- Passion for perfection



## DREW (THE DREAM CREATOR)

- A scientist full of ideas
- Natural showman who is always ready to pitch his next idea
- Fast on his feet and full of enthusiasm

**MEL(ANIE)**  
**(CREATIVE DESIGNER)**



**AYANA**  
**(UNSTOPPABLE TECHY)**



**CARLOS**  
**(CONSTANTLY CURIOUS)**



**BIFF & TIFF**  
**(DOUBLE TROUBLE)**



# LOCATIONS: THE DREAM FACTORY

- The coolest headquarters ever designed by kids for kids – it's where the Dream Factory crew dream big and "Gear Up and Get it Done!"
- An idea oasis full of everything a kid might need to create, design, build, and test
- Using recycled and repurposed materials to bring their ideas to life



# LOCATIONS: THE DREAM FACTORY, LOWER FLOOR INTERIOR



# LOCATIONS: THE WORLD



# SAMPLE EPISODE LOGLINES

## DREAM FACTORY LOCK-IN

Jonathan, Drew, Mel and Ayana have to find a clever way to unlock the Dream Factory after Biff accidentally locks himself in, and them out.

## HAUNTED TRAIN

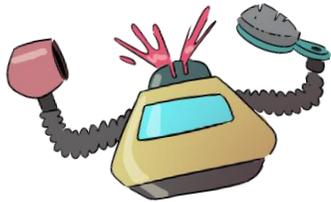
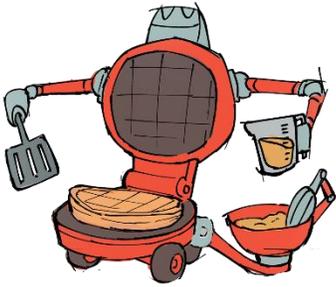
The Dream Factory Crew are helping Mayor Murthy relocate Steamport's famous - and supposedly haunted - old Steam Engine, when the train mysteriously chugs off with the Mayor, Biff, Tiff, Moose, and Fluffles inside!

## SPACE OUT

While watching a meteor shower the Dream Factory crew see a very odd shooting star land behind the Dream Factory. When they go to investigate they find a broken flying saucer. Is it a real UFO or a lost remote control toy?! It's back to the Dream Factory to try to find out!

## ROBOT REBOOT

When Carlos can't find his robot, Roboto, the Brothers decide to 3D print him a new slightly smaller one - only they end up creating pandemonium when the printer creates more robots than they can handle.



# MARKETING TOOLS

Building a franchise means building with right tools. The Builder Brothers Dream Factory team will create bonus content to support the series including:



- 10-15 short-form edited clips featuring character introductions, 'best of' scenes, and holiday themes for use on social media
- 1-2 Alpha channel clips for use in on-air promotion spots
- 20-30 social media GIFs
- Key character and promotional art assets and marketing stills
- Promotion of the series launch with the Property Brothers which may include:
  - Virtual press tour
  - Special on-air promotional greetings
  - Social media promotion of series launch



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FOR MORE INFORMATION, PLEASE CONTACT  
YOUR NELVANA SALES EXECUTIVE



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