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# Roodie Noodles

10 x 5 mins animated series

**Pull on your shorts, grab your boogie board and head on down to Belly Button Bay to 'hang ten' with the Roodie Noodles – the cutest, coolest and cheekiest crew of seaside characters you're ever likely to meet!**

The Roodie Noodles are little beach dwelling creatures that are perfectly adapted to life by the seashore. If you see a sandcastle, chances are there's a Roodie Noodle burrowing around underneath it!

Roodie Noodles are by nature mischievous, inquisitive and inventive. They love to play games on the beach and ingeniously find ways of recycling the debris that is left behind by humans or washed up on the shore. Roodie Noodles don't **try** to be eco-friendly they simply **are** eco-friendly – it's in their genes!

They use lolly sticks as surf boards and they build kite buggies with old bits of towel, crab line and buttons. Their underground **Sand Shack** is stuffed full with all sorts of cool gadgets and gizmos that are fashioned out of beach flotsam and jetsam.

Another unique feature of the Roodies Noodles are their belly button tooters. These amusing, trumpet-like extensions of their belly buttons are their special way of expressing their emotions, getting each other's attention or simply tooting a great tune!

**Wouldn't it be great to have your very own belly button tooter?!**

Music plays a big part in the lives of the Roodie Noodles. They love to hang out at Belly Button Bay's premiere music venue – **The Rockin' Rockpool** – and 'toot' along to the biggest bands. They even have their own band which has been known to blast out a few numbers around the bay!

**Roodie Noodles combines fun, sun and cheeky bums in a totally unique brand that's sure to make a splash in the kids market!**







## Welcome To Belly Button Bay

Ask any young kid their favourite place to visit and you can bet 'the beach' will be near the top of the list. So what better place to locate this aspirational and action-packed series than Belly Button Bay which represents the archetype of an ideal seaside location.

With its golden sands and azure shoreline, this is a place that conjures up feelings of endless summer holidays, jumping over waves, yummy picnics, playing games and building sandcastles – in other words, the perfect kids' day out.



This idyllic beach and its surroundings are home to the Roodie Noodles and as the sun rises over the bay this is when they come out to play.

Our heroes are usually woken by the squawks of the bay's self appointed alarm clock – Flip Flop the seagull. There's no chance of a lie in when this nerdy birdie is around!

Whilst being inquisitive, the Roodie Noodles are very wary of humans and tend to only appear from their underground **Sand Shack** well before the hoards arrive at the beach. That's why you've probably never seen one!

When the Roodie Noodles pop out of their sandcastles, each morning offers a new adventure, new objects to find and the chance to have an absolute blast on the beach – from boogie boarding to dune bugging, dancing and singing to playing games and tooting up a storm – these guys know how to have fun!





## Vision & Vibe

Roodie Noodles is unashamedly about making kids laugh. The cheekiness of the characters, the craziness of the stories and the pure joy of the location are all aimed to put a smile on young faces (and their parents too!).

Roodie Noodles celebrates the kind of cheeky, harmless fun a parent enjoys with their kids, allowing both to share the joke and participate in the banter.

The series will be visually and directorially distinctive with our unique and engaging characters leading the way. The design style of the show has flowed out of the characters with the three fingered hand shape becoming an iconic motif replicated in the clouds, the trees and even the shape of the bay itself!



Roodie Noodles will have visual flare which perfectly complements the dynamic nature of the characters. The use of creative split screens and high-end editing techniques will give the series a contemporary on-screen energy and at times be similar in style to a music video.

The creative use of music, comedy sound effects and voice talent will give Roodie Noodles a distinctive 'sound' as well as look. The tracks will draw from an eclectic range of influences – eg. surf punk, reggae, pop rock and calypso – adding another layer to the 'sunny funny' vibe of the show.

**In short, Roodie Noodles promises to be a visual and aural treat!**





## Meet the Roodie Noodles

These cheeky little dudes and dudettes have a natural joie de vivre that makes them great fun to be around. They ingeniously find uses for whatever they discover and have created their very own mini community with quirky homemade contraptions, underground dens and a way of life that is uniquely their own.



Roodie Noodles are pretty excitable at the best of times but the thing that really floats their boat are the precious **nurdles** they find on the beach. To humans, nurdles are tiny, insignificant balls of plastic – to the Roodie Noodles they have become a form of currency and are much prized – like finding a gold nugget!



The other preoccupation of our gang are their 'Roodie Smoothies' which they make in some weird and wonderful flavours! These drinks are their staple diet and so they've become masters of smoothie mixology.

# Rockie

# Shoobie

# Shellie

# Collie



# Lollie

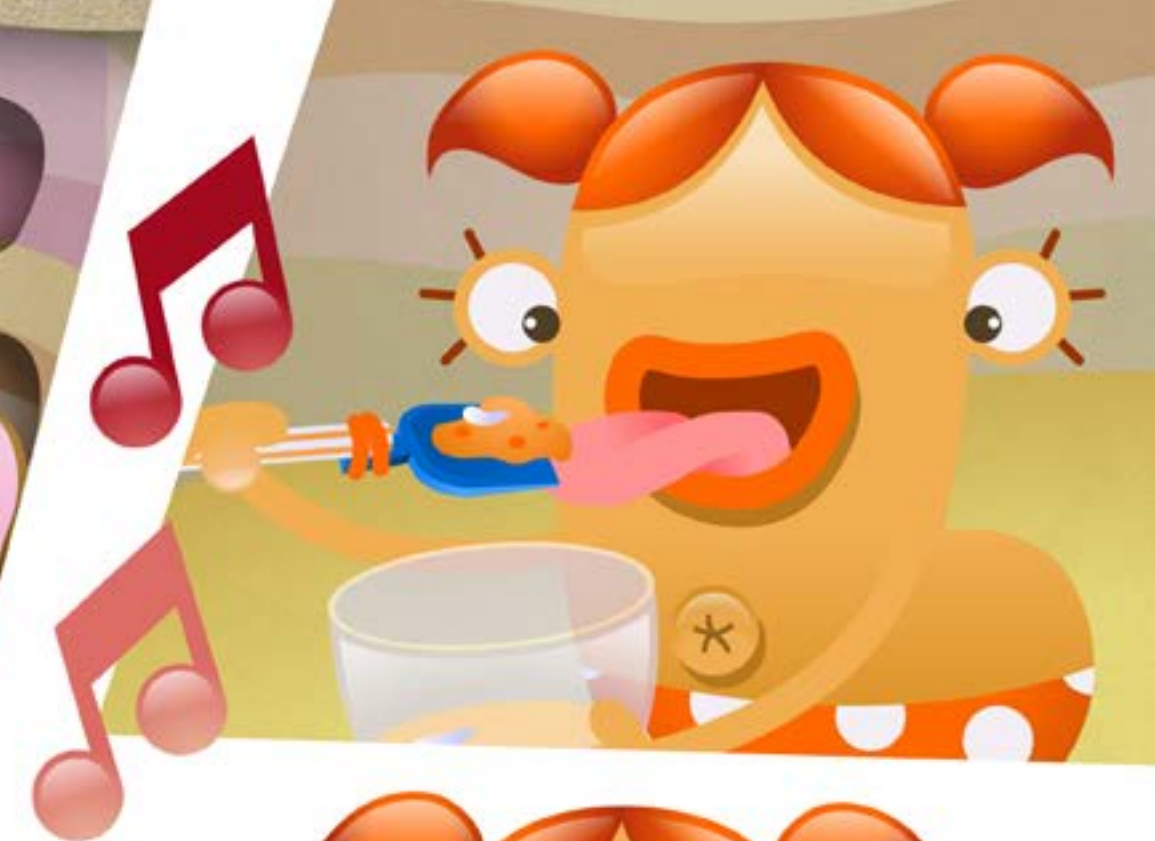
Lollie is the natural leader of the Roodie Noodles. She's practical and organized, if a little bit bossy – a quarter pint-sized Tank Girl!

She's the most resourceful Roodie Noodle and is always coming up with new creations in the Sand Shack workshop. Lollie's designed some amazing contraptions for the crew including kite buggies, mountain boards and waveskis. All of them are built from beach debris and natural materials. Lollie uses the catch phrase "brain wave" when a good idea pops into her head.

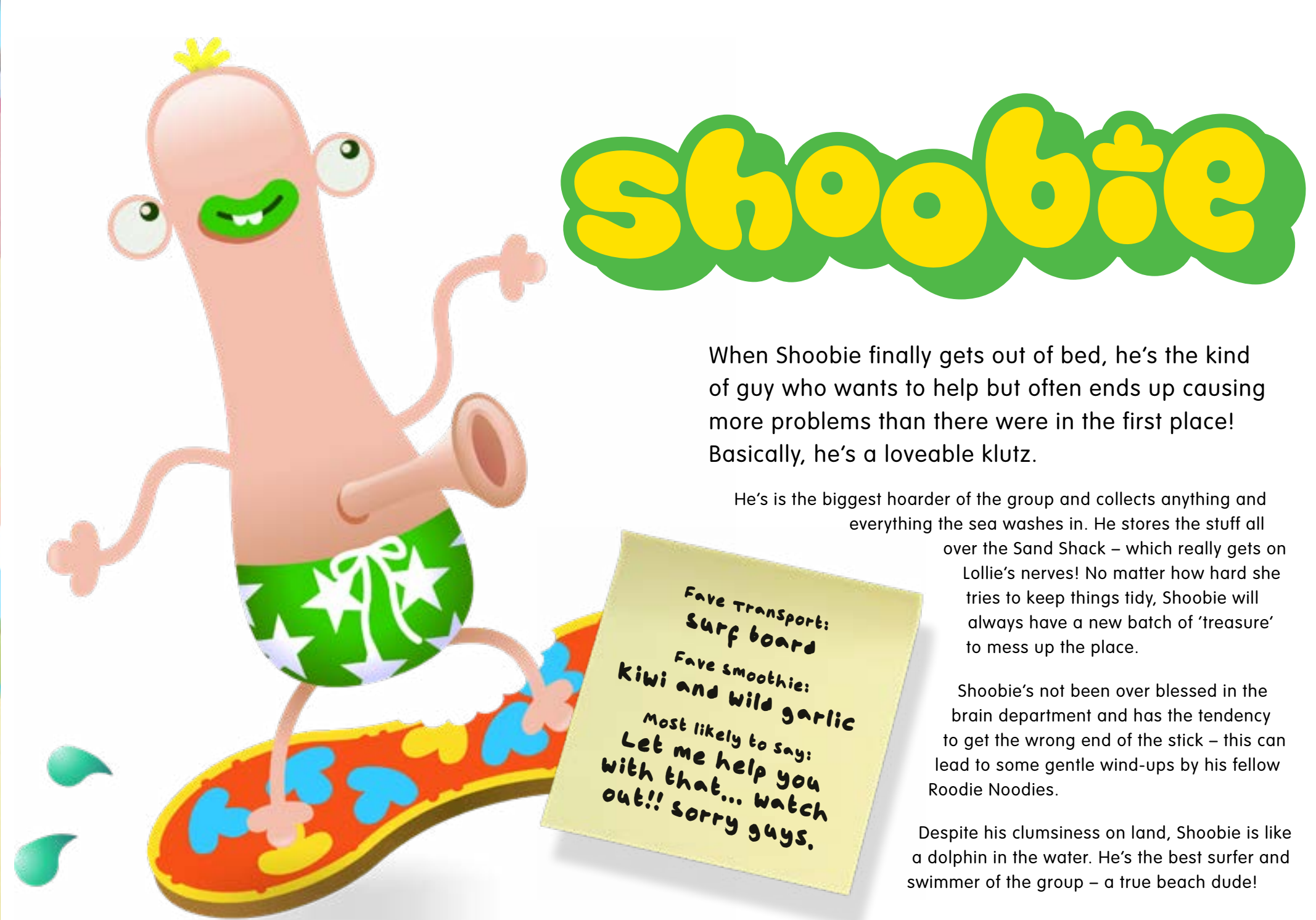
As the most responsible Roodie Noodle she always makes sure everyone wears their Jelly Squirts sun cream when outside. There's no fun in the sun until they slap on the Jelly Squirts!

Lollie does let her guard down from time to time to show off her more playful side. Her dance moves and 'tooting' have to be seen to be believed!

*Fave Transport:  
Dune Buggy*  
*Fave smoothie:  
Orange and daisy*  
*Most likely to say:  
Check out my  
new brain wave...  
Jelly Squirts  
at the ready!*







# Shoobie

When Shoobie finally gets out of bed, he's the kind of guy who wants to help but often ends up causing more problems than there were in the first place! Basically, he's a loveable klutz.

He's is the biggest hoarder of the group and collects anything and everything the sea washes in. He stores the stuff all over the Sand Shack – which really gets on Lollie's nerves! No matter how hard she tries to keep things tidy, Shoobie will always have a new batch of 'treasure' to mess up the place.

Shoobie's not been over blessed in the brain department and has the tendency to get the wrong end of the stick – this can lead to some gentle wind-ups by his fellow Roodie Noodles.

Despite his clumsiness on land, Shoobie is like a dolphin in the water. He's the best surfer and swimmer of the group – a true beach dude!

**Fave Transport:**  
**Surf board**

**Fave smoothie:**  
**Kiwi and wild garlic**

**Most likely to say:**  
**Let me help you with that... watch out!! sorry guys.**



# Shellie

Shellie is the youngest member of the group and is a bit of a girly girl. She seems to have boundless energy like a hyper puppy dog and has an infectious optimistic outlook.

She's also the most 'arty' Roodie Noodle and enjoys decorating the Shack and the objects used by the gang. Her lolly stick surf board designs are legendary!

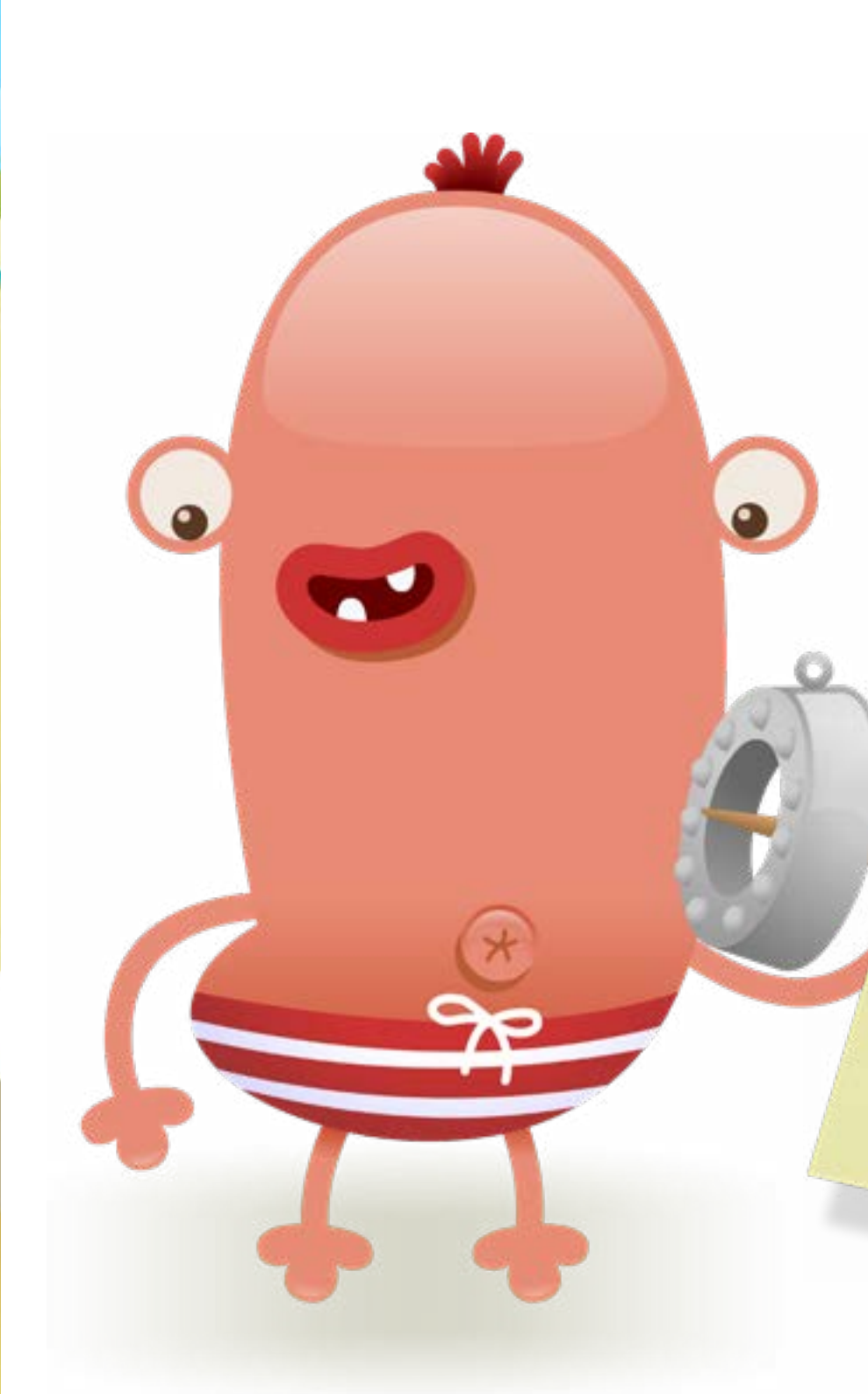
Shellie is very musical and loves to sing and dance her heart out at the Rockin' Rockpool. Her moves can sometimes get a bit over enthusiastic and have even been known to cause some damage!

There's a naive side to Shellie which can sometimes get her into trouble but this is also a hugely endearing trait which often leads to some hilariously cute misunderstandings.

**Fave Transport:**  
**Waveski**  
**Fave Smoothie:**  
**Cherry and Butterscup**  
**Most likely to say:**  
**Toot toot toot...**  
**I luuuurve this song!!**







# Rockie

Rockie is a laid back kinda guy, an iceman under pressure and physically very strong. He's the tough man of the group and is very protective of his fellow Roodie Noodles. You can often find him working out in the Sand Shack's purpose built gym!

But Rockie is not all machismo and muscles – he has a sensitive side too. He loves the natural environment of the Bay and is good friends with many of the other local creatures. This tough guy's even been known to shed a tear at the sight of a beautiful sunset or the cry of lonesome guillemot. Don't you dare call him a wuss though!

Rockie is a fantastic scavenger and is often the one to discover something new and exciting on the beach like a misplaced smartphone which then becomes a cool high tech music system for the Sand Shack!

**Fave Transport:**  
Kite board

**Fave smoothie:**  
Blueberry and thistle

**Most likely to say:**  
Shoobie, get your head out of the sand, I won't let the limpet hurt you.



## Other Characters

### Flip Flop

Flip Flop is the comical, nerdy bird-brained seagull who is always sticking his beak into the Roodie Noodles' business. You'll probably hear Flip Flop before you see him – the combined racket of his squawking, flapping and noisy footwear are a sure sign he's on his way!

As a highly strung bird, Flip Flop is very easy to wind up – which the Roodie Noodles have turned into a fine art. Where they are beach bum cool he is patently not cool. He's an affectionate figure of fun – they all like him but he drives them mad!

Flip Flop considers himself the sage of Belly Button Bay and can regularly be heard spouting nonsense dressed up as wisdom. Occasionally the Roodie Noodles fall into the trap of believing him which inevitably leads to a comical payoff. Flip Flop has also been known to play practical jokes on the Roodie Noodles but they **always** backfire. Will he ever learn? Nah.

He's called Flip Flop because he's never seen without his favourite pair of bright blue flip flops. He thinks they're the height of fashion – which, of course, they're not!

### The Bolshie Bins

Overlooking the golden sands of Belly Button Bay is a refuse and re-cycling point and this is where you'll find our pair of trash talking bins!

These two are a comical double act who'll serve as an aside to the main story unfolding on the beach. They'll sometimes comment on the action they see below them and at other times simply exchange some witty bin-type banter!

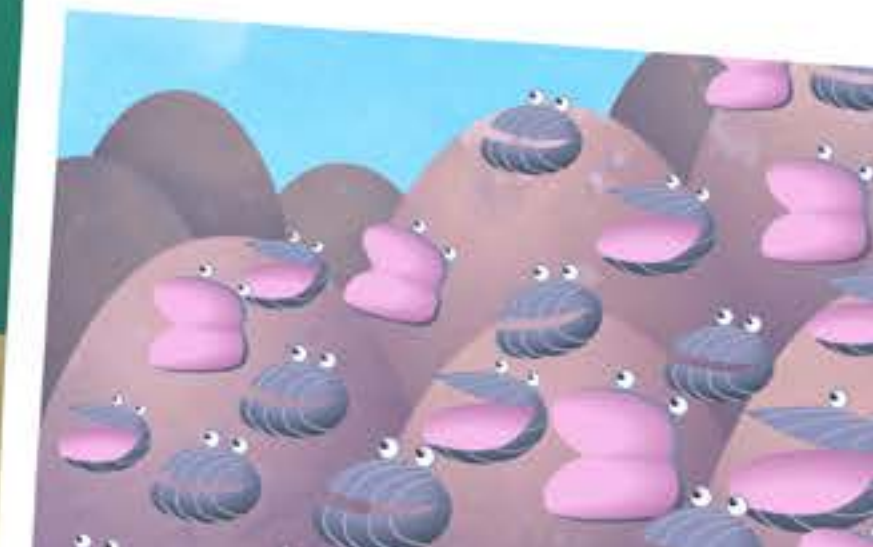
There's a bit of needle between the Roodie Noodles and this sarky pair of bins because those mischievous little so-and-sos have been known to pilfer things out of them! The fact the Roodies also regularly clean up the beach on their scavenging missions means there's less 'food' for the bins – another big source of irritation.

The big bin could best be described as the straight man of the pair. He has a very deep voice and is quite vain. The small bin, by contrast, has a very high-pitched voice and is as ditzy as they come. Talking rubbish has never been this much fun!

### The Beach Posse

In addition to these regular characters there'll be an ensemble of seaside wildlife who'll appear when necessary in each episode. Sometime they'll have a featured role and at other times they'll serve as 'extras'.

There's a fantastically rich mix of creatures to choose from – here are just a few: the crafty crabs, synchronised shrimps, glow fish, jiving jelly fish, limboing limpets, wakeboarding whelks, mussels, star fish, urchins, flatworms, sea squirts and the clapping clams!





## Key Locations

Belly Button Bay and its environs offer a fantastic mix of location opportunities.

Whether it's riding the surf, jumping the dunes or zipping along the flat sands on their kite buggies – this is the Roodie Noodles' ultimate place for fun in the sun!

As well as the beach and shoreline there's also the rock pools, the pier, the up-turned boat (which doubles as a Roodie Noodle entertainment complex!) and of course the surf which is where our gang like to play the most.

It's safe to say they'll never be a shortage of exciting 'exteriors' to explore!

## The Sand Shack

Burrowed underneath the golden sands of Belly Button Bay, and accessed only via the secret tunnels below the sandcastles, lies the home of the Roodie Noodles – their aspirational and super cool Sand Shack.

This self-made living space is an amazing subterranean crib where the Roodie Noodles return after a fun packed day on the beach.

The Sand Shack has it all – a living room, bedroom, workshop, gym, art studio, games room and kitchen. Every room is packed full of homemade gizmos and recycled stuff the Roodie Noodles have accumulated on their adventures.

**If they can't make it, they find it and if they can't find it they don't need it! It's a simple way of life but it works.**

The Sand Shack has many of the features of a modern home such their tiny fridge packed full of homemade 'Roodie Smoothies' and their mobile shell phone. This series revels in the comedy of scale and how something tiny and insignificant to humans can become an amazing Roodie Noodle accessory – tin can Jacuzzis, hanky hammocks, a funky sunglasses lens mirror...

Whilst the majority of the action in each episode will take place above ground we will use the Shack to reveal more of the domestic/family life of the Roodie Noodles.







### The Rockin' Rock Pool

This is one of the favourite hang outs for the Roodie Noodles. The Rockin' Rockpool is Belly Button Bay's premiere music venue and it's where you can catch performances by the bay's best bands. These include MC Squirts, The Beach Buoys, Snoop Doggie Dog Fish and Hake That. Every day is a party day at the Rockin' Rock Pool!



## Storyline Shorties

### Tooter Trouble

There's something stuck in Shoobie's belly button tooter. How did it get there and how can they get it out? They try all sorts of remedies including sudden shocks and the Roodie Noodle equivalent of the Heimlich Manoeuvre. The mystery object turns out to be a misplaced nurdle which, of course, soon cheers up a relieved Shoobie!

### Regatta Rascals

It's regatta week in Belly Button Bay and everyone is excited at having the chance to win the coveted Sand Dollar Shield. The Roodie Noodles are entering a team but they have to beat the notorious beach cheaters – the Crafty Crabs! Will good prevail? Of course it will but not before an almighty battle on the high seas.

### Muscle Beach

Who's the strongest in Belly Button Bay? This looks like a perfect opportunity for Rockie to shine but he's going to have some stiff competition from the limber limpets and the aptly named mussels. Everyone is taken by surprise when Lollie, with a bit of Roodie Noodle ingenuity, wins the day and a jumbo bag of nurdles!

### Rain Rain Go Away

The Roodie Noodles have planned a picnic out on the beach with games and smoothies a plenty but when they appear from their sandcastles the rain is pelting down. Lollie has the idea of doing a sun dance (cue the music track!) which Shoobie thinks is crazy until they try it and it works! Spurred on, Shoobie decides to make up dances to make other unlikely events happen like the 'Shellie must give me her smoothie' dance.

### Buoy Oh Buoy

A big orange buoy has washed up on the beach at Belly Button Bay and causes quite a stir. Having not seen anything like it before, Shellie thinks the sun might have fallen out of the sky – it's big, round and orange after all. It's only when Rockie points out the sun is still in the sky that Shellie's panic is averted!

### Roodie Smoothies

An argument has been brewing between the girl and boy Roodie Noodles – who makes the best smoothie? They decide to set up rival stalls on the beach to see who manages to sell the most. Very soon the boys realise they're losing and so they sabotage the girls drinks with stinky seaweed. However their plan backfires when the new recipe makes the girls drinks even more popular making them the runaway winners!

### Star Fish

Roodie Noodles turn star makers as they launch the Star Fish talent contest. All kinds of sealife enter – from juggling jelly fish to the synchronised shrimps. But the Roodie Noodles discover that being a talent judge is not as much fun as it looks – especially when everyone thinks they're a winner!

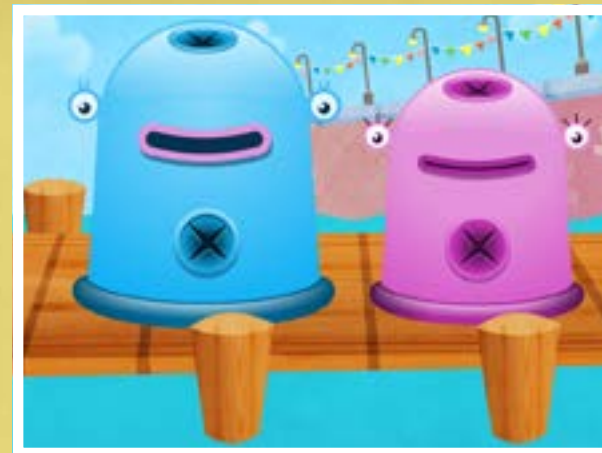
## Laugh and Learn

Whilst the main objective of Roodie Noodles is to entertain there will certainly be some 'under the radar' educative content that will give viewers an even richer experience of the series. Here are a few areas that will help kids learn as they laugh...

### Eco-awareness

Central to the life style of the Roodie Noodles is their ability recycle and reuse what they find on the beach. They not only tidy up after human litter louts but they ingeniously use this rubbish to create fantastic appliances and accessories to improve their lives. This element can be explored further by viewers online though games and 'make and dos' that encourage kids to care for their planet.

The presence of our two bins will also keep this message in the minds of the young viewers.



### Safe Sun

The Roodie Noodles always practice 'safe sun' and Lollie makes sure they never go out to play on the beach without slapping on their Jelly Squirts Sun Cream! This sequence would be played out in the show as a short generic song and dance number which will help to make the message even more 'grabby'.

### Working together and Co-operation

The Roodie Noodles are both a team and a 'family'. Sometimes they work really well together and at other times they don't. Either way, kids watching at home can see the consequences of both scenarios!

### Music and movement

Another core value of this series is the use of music and dance to drive the story forward and also to introduce recurring elements in each episode. The eclectic mix of styles, both in the music and dance, will open the eyes and ears of young viewers to the creative riches in the wider world – from limbo to lambada, hip hop to hoe down!

Our inquisitive and creative viewers will be able to engage with the world of the Roodie Noodles on an even deeper level online...





## Roodie Noodles Online

### Surfing has never been so much fun!

Complete Control are using their vast experience of producing children's digital content to execute a 360 approach for Roodie Noodles at the very early stages of development and ensuring that the online strategy is at the heart of the brand from the outset.

Roodie Noodles has the potential to become a channel defining brand where kids can experience the world of the show on many different levels.

Our online proposition aims to be a showcase for the integration of TV and its associated platforms with the most memorable interactive kids content.

### An Integrated Online Model

Roodie Noodles will be a place where children can really immerse themselves and feel part of the community of Belly Button Bay.

Collecting and recycling Nurdles will become the main motivating factor for children to visit any Roodie Noodle interactive platform. By exchanging them kids are rewarded with exclusive content to download, loyalty points and much much more.



## Slippery Pole



### Teasing the TV and Online Launch

Online strategies will ensure maximum exposure and viral potential to spread the Roodie Noodle word ahead of the big splash on TV and main website launch.

A key part of this is will be range of fun games and apps.





## A Day Out at Belly Button Bay!

When the sun goes down on the TV show, the **Roodies Regatta** and **Sand Shack Activities** are always in full swing online.

The games will feature a mix of competitive and collaborative play that can be enjoyed in 1 or 2 player modes – to encourage parents/carers/friends to all ‘join in’ and play along together.

Here are a few example of the content we have in development...

### Check out the Sand Shack Activities

- Shellies ‘Shabbie Chic’ Design Studio
- Lollie’s Workshop
- Rockie’s Photo Album
- Design Shoobie’s Surf Board
- Roodies Beach Tips
- Coolest Recycling Makes
- Roodie Smoothie Recipes

### What’s going on at the Roodies’ Regatta?

- Slippery Pole
- Beach Tennis
- Surfs Up Shoobie
- Catch-a-Crab
- Sandcastle Competition
- Dune Buggy Racing
- Roodie Noodle Boogie
- Rubber Ring Rides
- Flip Flop Bop



DO DO DO the...  
**ROODIE NOODIE BOOGIE**

## Where TV and Online meet...

In planning the TV series we will create regular scenes which are replicated online and allow kids to interact more deeply with the characters and world of the show.

**Design Shoobie’s Board** – Shoobie is always looking for his board in a stacked out cupboard full of junk. Online kids can design boards for Shoobie which they can add to the cupboard.

**Make A Roodie Smoothie** – In the Sand Shack kitchen the gang choose from loads of homemade Smoothies lined up in the fridge. Online kids can create their own smoothie recipes and post them for others to enjoy.

**Message In A Bottle** – the characters will, from time to time, find messages in bottles washed up in Belly Button Bay. Online kids can get in touch with the Roodie Noodles by creating their very own iconic ‘sticker-style’ message in the bottle – “I’ve had a brain wave”, “Toot Toot Shellie”, “Hang Ten Shoobie” etc.

**Make A Machine** – The Sand Shack workshop is where children can make and decorate their own cool transport in a simple interactive application, they can also submit to the ‘Cool Wall’ gallery within the workshop – to be seen and voted for by other fans of the show.

**Sandcastle Competition** – sandcastles are the ‘doorway’ to the underground world of our characters and play a significant part in the series. Online kids can design their own unique sandcastles which are then placed on the Belly Button Bay beach. Users can then return later to see if a Roodie Noodle has ‘moved in’ to their sandcastle! Great ‘sticky’ content.

We propose that children can consume and enjoy the online content in two different ways:

Children can simply ‘dip their toe’ into the content on offer, play the games in isolation and enjoy the activities and always earn nurdles for their efforts.



For the older, or more committed children, they can sign up to take part in the Roodie Regatta, and by playing all the games and earning tonnes of nurdles, they can help the Roodie Noodles win the coveted ‘Sand Dollar Shield’. By winning the shield the child gets their name attached to a giant sand sculpture statue – a visual leader board that shows the week’s Roodie Regatta winners and is the highest accolade in Belly Button Bay.



## Eco Champions









The Roodie Noodles brand lends itself perfectly to campaigns promoting clean beaches and other important green issues. The Roodie Noodles could become the channel’s eco champions with branded educational materials available to schools and charities.







## Key Points and Values

-  **Cool, cheeky and inventive characters**
-  **Discrete positive messages:  
Friendship, co-operation, safe sun**
-  **Contemporary comedy that works for kids & parents:  
Non-worthy, fast-paced harmless fun**
-  **Distinctive look & sound – cool music is key**
-  **A rich and immersive online experience**
-  **Core target: 6 – 9, boys & girls**
-  **Huge L&M potential: Apparel, toys, DVD, publishing...**
-  **Eco-friendly: recycling, resourcefulness and respect**



Complete Control is a double BAFTA winning Children's Interactive Production company based in Bath, specialising in creating interactive and animated content for children's entertainment and education. For over 19 years Complete Control has been producing online content for some of the UK's most respected and well loved children's characters, production companies and children's publishers.

[www.completecontrol.co.uk](http://www.completecontrol.co.uk)

