



The Audience

{ and how they'll relate }

Main Audience

Girls Ages 6 - 11

My Little Pony offers 2 elements that are very important and popular to girls: relationships and fantasy.

Relationships. The ponies' friendships will mirror girls' friendships and their day-to-day lives, troubles, problems, activities and joyful moments will reflect 'tween experiences. Our ponies, though independent, have the emotional range of anywhere between 10 and 15, with most seeming about 12. They way the cope with and respond to conflicts that arise will be the same as a 12 year old girl. Their feelings and what sort of things they learn will be the same as well. But what sets My Little Pony apart from all other 'tween properties is that all these experiences have a FANTASICAL twist, and clever "pony" theme behind all of it. (For instance, if we were to tell a story about a sports competition, we would not have the pony's play soccer, but polo,

or rodeo, or a jumping competition. If we wanted to tell a story about a dance recital, it would be a dressage recital. All the feelings and experiences would be that of a little girl, it is only the details that would be pony.)

Fantasy. There's no denying it. Generations of girls have had love affairs with Magic and Fantasy, and My Little Pony strongly incorporates girlhood's personal representation of the fantasy world: The Unicorn. Castles, royalty, mythical beasts, magical lands, princesses, fairies, shiny glittery dust that changes things for good. Girls love it and always have. This proposal for My Little Pony keeps magic and fantasy distinctly feminine, but takes out the fluff and keeps in just enough edge to keep the world and the stories exciting, which a modern 'tween demands. It is possible to be cute and girly AND cool.

Moms

We've got a few good points going for us when it comes to Moms.

First, the original buyers of My Little Ponies are in their late twenties to mid-thirties and are likely to have daughters within the target age range, 3-11. Bringing back elements of the original ponies from the 80's (original characters like Applejack and Spike, strong sense of classical magic like Dream

Castle and the Waterfall, and a pinch of legitimate pony play) will nurture a sense of nostalgia, something that is not difficult to do with Gen-Xers.

Second, compelling storylines (ie: truly engaging conflicts, both external adventure- and internal relationships,) characters with depth and complexity, clever and silly humor that doesn't talk down to kids (pony puns like Fillydelphia, a

Secondary Audience

Preschool Ages 3 -6

The ponies are cute. Preschoolers own ponies. The stories and morals within are nice enough for parents. Little kids want to watch big kid stuff. They'll watch.

Boys (believe it or not)

They won't admit it, but they'll watch. When their sister's watching it, they'll balk and act like it's dumb, then they'll sit down and watch it. For the same reason Moms will find My Little Pony interesting enough to happily share with their daughters, the compelling conflicts, the strong characterizations, the silly humor and (most importantly for boys) the ADVENTURE, the boys will watch, too. Really.

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