



Bradford

PETER RABBIT™

SPRING 2018



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You think you know him?

**PETER
RABBIT**



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Well... Think again.

PETER
RABBIT

Peter Rabbit for a New Generation

- Fresh take on a beloved classic
- He's a rascal in rabbit's fur – equal parts humor & heart
- Characters brought to life with today's hottest stars
- Contemporary style guide with a nod to the heritage
- Set in contemporary London and the English countryside

**PETER
RABBIT**

- North American Release Date: 3.23.18
- Anticipated Rating: PG
- Genre: Live-action / CG Animated Motion Picture
- Target: Kids & Family
- Tone: Humor, Heart & Adventure



Target Demographics



Film:

- All Audiences

Consumer Products:

- Primary: Girls 5-12
- Secondary: Boys 5-12
- Tertiary: Parents & Grandparents

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The Cast: Voice Talent



Peter Rabbit
James Corden



Flopsy
Margot Robbie



Mopsy
Elizabeth Debicki



Cottontail
Daisy Ridley



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The Cast: Live-Action



Bea
Rose Byrne



Mr. McGregor
Domhnall Gleeson



Synopsis

The mischievous Peter Rabbit (James Corden) and his family take over the farm, throwing an endless party of fruits, vegetables, and bad behavior, but when a younger, spryer and more fastidious McGregor arrives to claim his inheritance, Peter is determined to keep the party going at the farm.

It's not long before Peter realizes he has a formidable foe in the young McGregor, who is also falling for the local painter (and the rabbits' surrogate mother), Bea (Rose Byrne). Now, Peter will stop at nothing to drive McGregor away as the two go to war over the garden and Bea's affection.

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Cast of Characters



PETER RABBIT

The proud, cheeky and mischievous hero of our tale, he revels in his feud with McGregor, and has a soft spot for Bea.



BENJAMIN BUNNY

Peter's sweet, loyal and optimistic cousin, he comes across as dense but proves to be the most intuitive of them all.



FLOPSY

Naive and plagued by a speech impediment, her innocence acts as the moral anchor for her family.



MOPSY

Thoughtful and analytic, she's the most likely to call Peter out on the impracticality of his actions.



COTTONTAIL

The black sheep of Peter's sisters, she's whimsical and weird and marches to the beat of her own drum.

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Supporting Characters



PIGLING BLAND
A straight-shooting bro-pig, who knows how to cut a rug.



JOHNNY TOWNMOUSE
A tool who considers himself a ladies man, he's always looking for a party and a pretty girl.



JEMIMA PUDDLE-DUCK
Naive and plagued by a speech impediment, her innocence acts as the moral anchor for her family.



TOMMY BROCK
A lazy gluttonous badger, generally disliked by other animals.



MRS. TIGGY WINKLE
A somewhat repressed middle-aged hedgehog looking to add a little spice to her life.

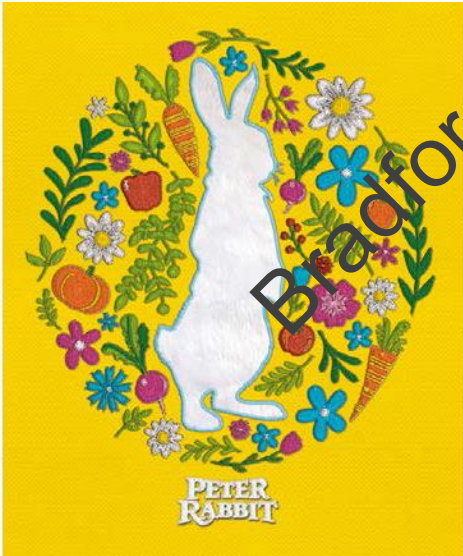
Consumer Products Strategy



- Leverage a fresh take on a classic property to reach a new generation
- Differentiate and stylize products with a modern interpretation
- Focus on Spring seasonality to broaden product offerings and extend shelf life
- Leverage Easter as seasonal opportunity
- Mass and specialty retail

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Style Guide Direction



~ Vibrant Spring Color Pallet ~ CGI Character Art ~ Vegetable Garden Elements ~ Embroidered Look ~ Fur Embellishments ~

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Style Guide Direction



~ Playful Patterns ~

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Style Guide Direction

Mischief
Maker



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~ Editorial with Attitude ~

Style Guide Direction



~ Springtime Products ~

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Q1 2017	Q2 2017	Q3 2017	Q4 2017	Q1 2018	Q2 2018
Style Guide Released	Teaser Trailer Launch: <i>Captain Underpants</i> , <i>Cars 3</i> , <i>Despicable Me 3</i>	Custom Animation Toolkits	Teaser Trailer in Theaters with <i>My Little Pony</i> 10/6, Trailer with <i>Paddington 2</i> on 11/24	Trailer in Theaters with <i>Gnomeo & Juliet</i> 1/12, TV Ad Campaign Launch Week of 2/5, Radio Spots Launch 2/19, Digital Campaign Launch, Outdoor Campaign Launch, Movie Release	Extends to Seasonal Programs
		Teaser Trailer Launch: <i>The Emoji Movie</i>			
		One Sheet in Theaters	Website & Social Channels Launch		
		Previews September 24	Long Lead Press & Macy's Thanksgiving Day Parade Balloon	Previews, Global Coverage & Press Junkets	
				Partner Campaigns Launch	
			Spring Programs: Product on Shelf		
			Game Launch		
			Film Premiere Date TBD		
			Film Release March 23		

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*All dates & listings subject to change