

蜀山奇侠传

Animation Project Collaboration Proposal



娃娃鱼动画
www.wawayu.tv
创造动画世界



企鹅影视
TENCENT PENGUIN PICTURES



TOONZ
ENTERTAINMENT

CONTENTS

- 01 Chapter One: Project Overview
- 02 Chapter Two: Work Introduction
- 03 Chapter Three: Project Team
- 04 Chapter Four: Project Plan
- 05 Chapter Five: Business Collaboration

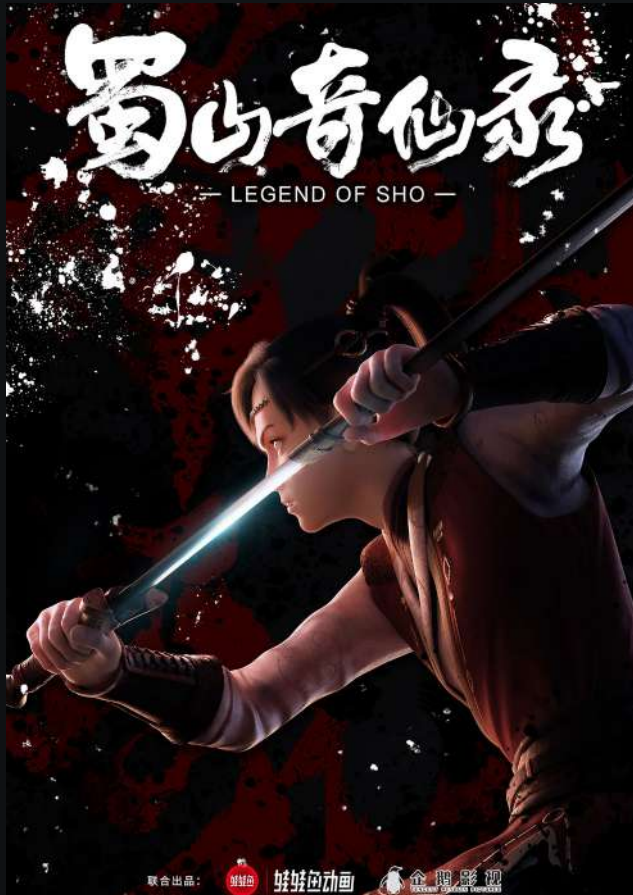




Chapter One

Project Overview

- Project Overview
- Project Advantages



Format: 3D animation

Genre: Xianxia, adventure, comedy

Length: 15 minutes per episode, 20 episodes per season

Original Work: Wawayu Comics' "Legend of Sho"

Screenwriter: Ning Cuiya and others

Director: Pan Bin

Production: Wawayu Animation & Penguin Film and Television

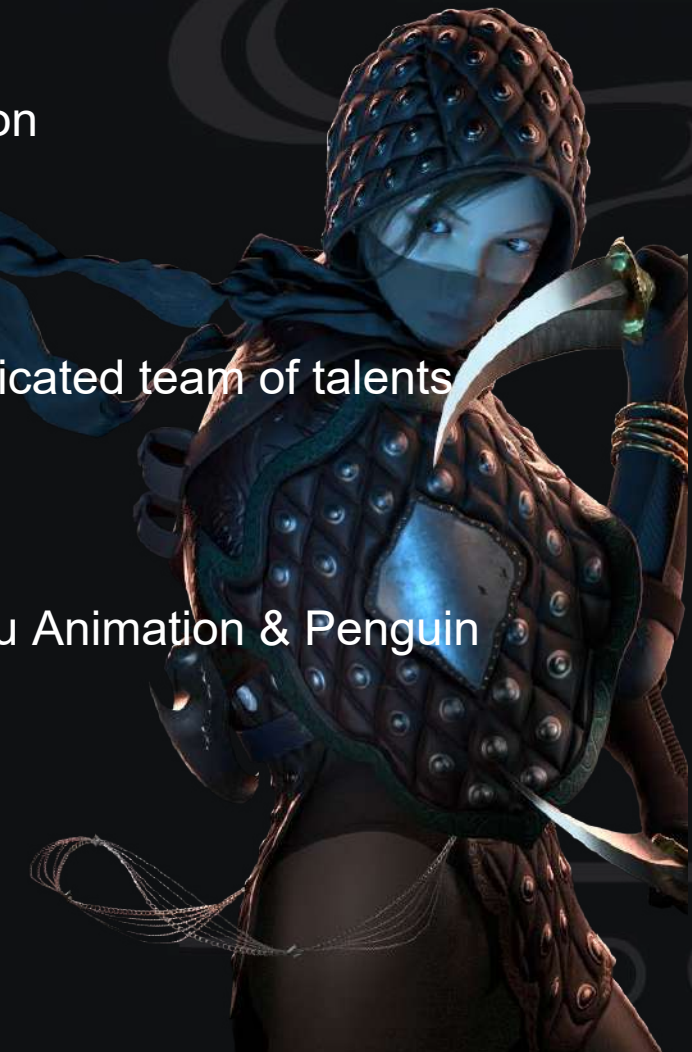
Broadcast Date: Season 1 (Part 1) on December 8, 2021

Broadcast Platform: Exclusive on Tencent Video

Unique Genre - China's first Shushan Xianxia animation

High-quality Creation - Wawayu Animation's dedicated team of talents

Powerful Promotion - Jointly produced by Wawayu Animation & Penguin
Film and Television, exclusively broadcasted on Tencent Video.



The background features four decorative cloud motifs in the corners, rendered in a dark grey color. The top-left and bottom-right clouds are stylized, swirling shapes. The top-right and bottom-left clouds are more elongated and layered, resembling mist or smoke.

Chapter Two

Work Introduction

- Genre
- Plot Introduction
- Character Introduction
- More Content

China's first Shushan Xianxia animation

The origin of Chinese Xianxia novels can be traced back to Huanzhulouzhu's creation of "Legend of the Swordsmen of the Mountains of Shu" in 1932. It was serialized and consisted of five million words, integrating mythology, monsters, sword immortals, and wuxia. It has influenced later novel masters such as Jin Yong, Gu Long, and Liang Yusheng. Based on "Legend of the Swordsmen of the Mountains of Shu," subsequent generations have created a large number of novels, films, and games, such as novels like "Shushan Green Robe," "Shushan Enthronement," "Shushan Demon Road," etc.; TV dramas like "Shushan Legend," "Shushan Chronicles," "Shushan Swordsmen," etc.; and games like "Shushan Myth," "New Shushan," "Dream Shushan," "Shumen," "New Shushan Swordsmen OL," "Chinese Paladin," etc.

After years of historical accumulation, works with the genre of Shushan have become a highly influential IP. However, there is currently no animation work specifically about Shushan. "Legend of Sho" will fill the gap in Shushan animation content and become the first animation work with the theme of Shushan Xianxia.



A story of a passionate young man cultivating immortality and fighting demons

During the Anshi Rebellion in the Tang Dynasty, Li Haobai's father, a small military leader guarding the border of Shu, led his troops north to fight against the enemy. In order to make achievements and establish a career, Li Haobai secretly brought his friend Hu Jian and set off to the battlefield.

On their journey north, they encountered the royal iron army hunting the mountain god, a giant beast. Li Haobai accidentally got swallowed by the huge beast and obtained the Li Zhu, which possesses the power of the world.

Afterward, Daoist sects, martial arts villains, and the prime minister from Chang'an all appeared one after another, intending to obtain the Li Zhu inside Li Haobai's body and cultivate immortality.

Can Li Haobai, Hu Jian, and the exotic girl they met by chance, Ayimu, escape from the encirclement of various forces? Can the mysterious Li Zhu truly make one immortal? What are the enigmatic black and white twin dragons they encounter on their journey? The layers of mystery will gradually unfold...



Li Haobai

Male protagonist, outspoken and righteous but also selfish. His father is a border defense general, and his mother's identity is mysterious. She died in an ambush by bandits, which became a knot in his heart. He is determined to make achievements and fight against the rebellious bandits in chaotic times.



Ayimu

Female protagonist, sexy and charming, steady and capable. She is one of the Eight Extraordinary Disciples under the Southern Flower Old Immortal. She travels the martial world disguised as a performer, proficient in music and dance, and skilled in daggers and drugs. After a chance encounter with the male protagonist Li Haobai, they travel together, with her intention to obtain the Li Zhu from him.



2-3 Character Introduction

He Yan

The leader of the Qingcheng Sect, He Yan is cold and serious. He has numerous disciples under his command and is highly accomplished, earning him the title of the number one cultivator in the immortal world. Apart from achieving immortality, he desires nothing else. He relentlessly pursues Li Haobai for the extraordinary treasure, the Li Zhu, hoping to extract it from Li Haobai's body and refine it to ascend as an immortal.

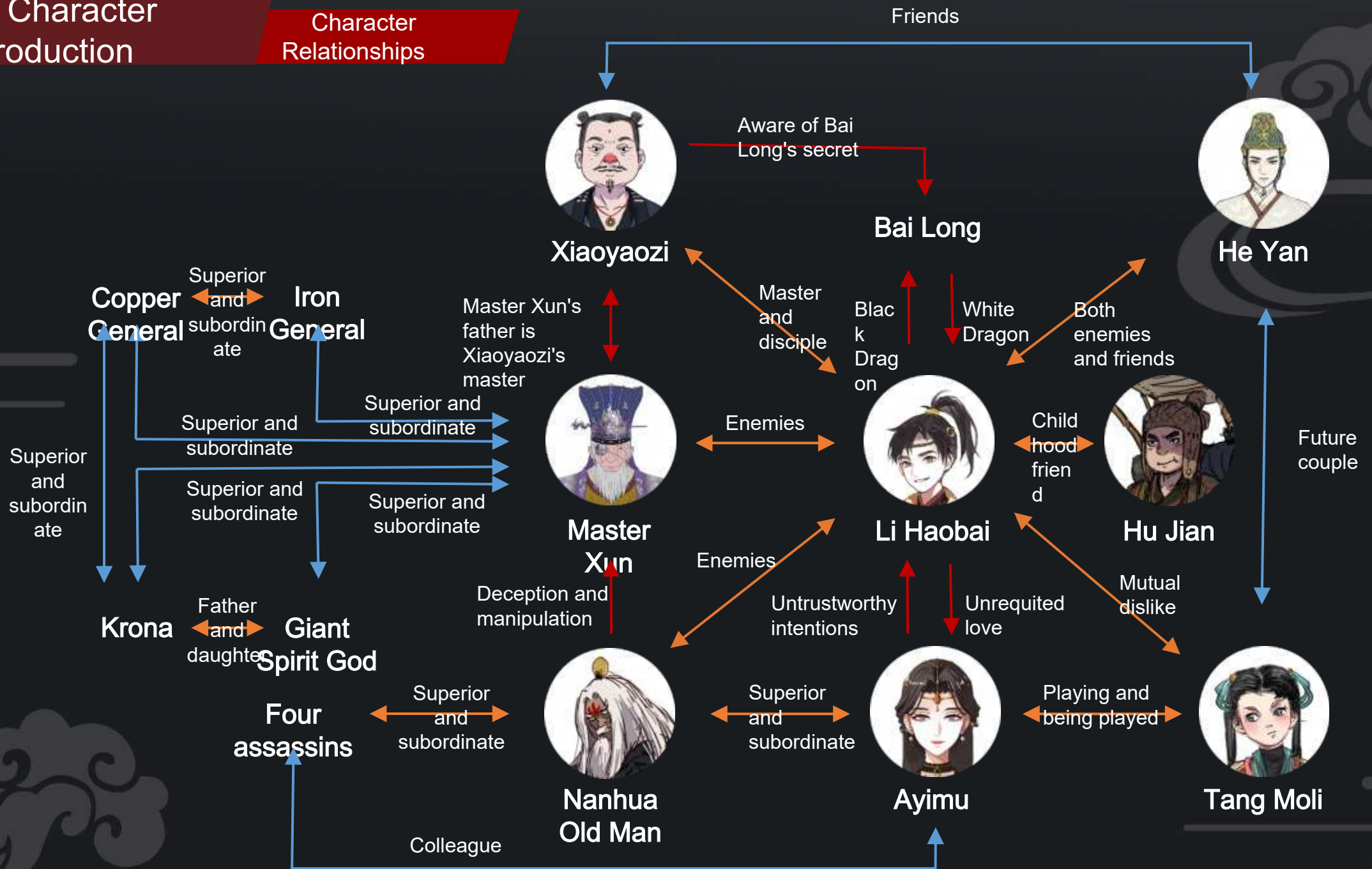


Hu Jian

Li Haobai's childhood friend, Hu Jian faithfully follows Li Haobai. He is simple-minded yet courageous and is only interested in two things: eating and cooking. His dream is to open his own grand restaurant.

2-3 Character Introduction

Character Relationships



2-4 More Content

Artistic Scenes



Chapter Three

Project Production

- Project Creator
- Production Company

Director: Pan Bin

Founder of Wawayu Animation, personal comic scriptwriter for works like "The Legend of Medicine King," director of animated works like "Lucky Star" and "Soul Master," and producer of works like "The Unparalleled Black & White" and "Meng Qi Shishen."



Wawayu Animation

Wawayu Animation was established in July 2007 in Hangzhou. It is an animation content company that focuses on comic, animation, and film businesses, specializing in anime development and production.

The company is headquartered in Hangzhou and has branch offices in Beijing, Chengdu, and Guangzhou. Currently, it has over 270 employees and an office space of over 3200 square meters.

The company's main animated works include "The Unparalleled Black & White," "Legend of Sho," "Meng Qi Shishen," and "The Leader," among others. Their animated films include "Lucky Star." Comic works include "Theory of Human Evolution," "Speed Line," "Tales of Supernatural Houses," and "Legend of Sho," among others.

In 2018, the company produced over 1000 minutes of animation and more than 10 comic works. Since 2016, the company has received multiple rounds of investment from Longtu Games, UG Capital, Yuewen Group, and BILIBILI.

COMIC

Animation

VR

MOVIE

3-2 Production Company

Animation Works:

Meng Qi Shishen, The Unparalleled Black & White
The Leader, Theory of Human Evolution
Soul Master, Pretty Man and more.

Animated Movies:

Lucky Star, Whisper

Comic Works:

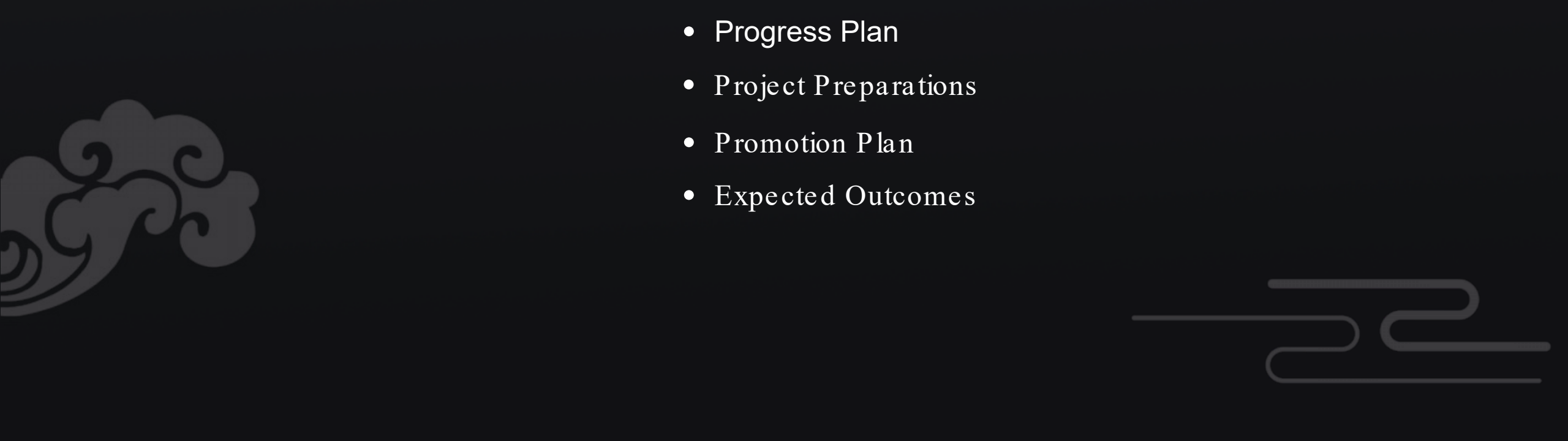
Theory of Human Evolution, Legend of Sho
The Legend of Medicine King, Speed Line
Tales of Supernatural Houses, Young Man Baiya
and more.





Chapter Four

Project Plan

- Progress Plan
 - Project Preparations
 - Promotion Plan
 - Expected Outcomes
- 

4 - 1 Progress Plan

2017-2020

2021-Q3

2021-Q4

2022-Q1

2022-Q2

2022-2023

01

Preheating Phase

During the production cycle of the work, the work will be promoted to the market according to the strategy through means such as comics, teasers, and events to generate topics and increase visibility.

02

Information Release Phase

One month before the work goes online, the work will be preheated through video websites, themed events, and joint promotions.

03

Online Promotion Phase

After the work is newly launched, the work will be first promoted through fan operations, topic operations, and targeted PR strategies.

04

Mid-Production Phase

One month after the work is broadcasted, the work's popularity will be increased by fan maintenance, topic exploration, and content creation.

05

Late Stage

In the last month of the work's broadcast, content breaking, cross-industry interaction, and achievement display will be used to expand the fan base and broaden the development space of the work.

06

Post-Airing Phase

After the broadcast of the work ends, the popularity of the work will be sustained through discussions, fan interactions, and reward feedback, laying a foundation for the next season.

Currently, the work has undergone comic preheating. After the first season of the comic concluded, it accumulated a large number of fans, achieving a high score of 9.0 on Tencent Animation platform and a popularity of 140 million. Some platforms even reached a score of 10, and platforms like Tieba and Bilibili had millions of discussions.



腾讯动漫

请输入作品名称

我是这家的孩子 月下有红绳 天下第一宠 恶魔总统请放手

首页 日漫 轻小说 福利社 资讯 动画 排行榜 个人中心 手机版

玄幻 都市 恐怖 校园 悬疑 科幻 生活 热血 爆笑 纯爱 推理 魔幻 历史 少儿 动作 战争 彩虹 萌系 穿越 后宫 唯美

蜀山奇仙录

请您评分: ★★★★★ 评分: 9.0 (162人评分)

作者: 娃娃鱼漫画 人气: 1.4亿 收藏数: 76319

【每周五更新】张功是个蜀山小药童，一日入山采药遇到仙侠斩妖，阴差阳错卷入一场妖魔大战，一路惊心动魄历险后，亦发现自己隐匿的身世，自此卷入三界纷争.....

标签: 古风 冒险 玄幻 +打标签

开始阅读 ☆收藏 | 投推荐票

蜀山奇仙录

10.0

手机阅读

来源: 腾讯动漫

作者: 娃娃鱼漫画

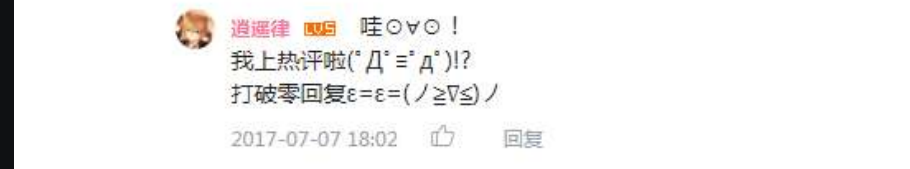
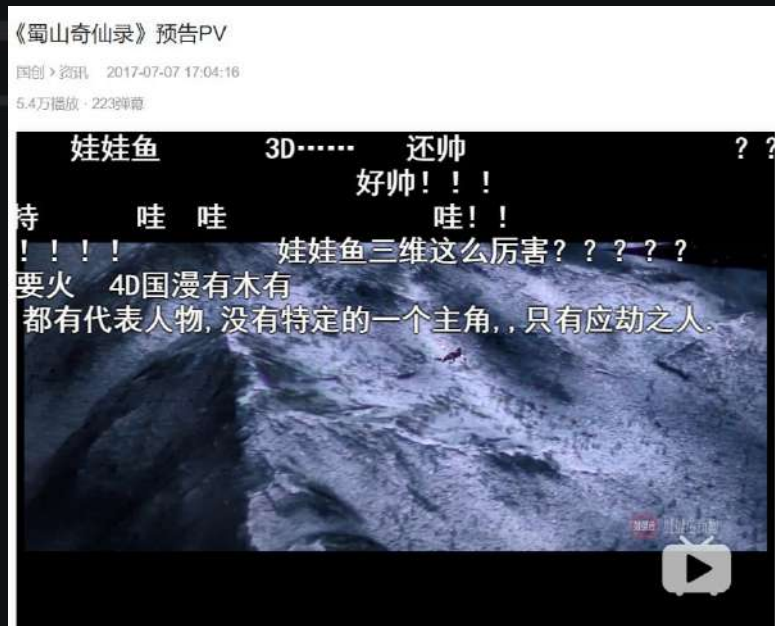
时间: 2019-02-26 14:32

评语: 他究竟该如何逃脱?

标签: 冒险漫画 少年漫画

玄幻漫画 古风漫画

On July 7, 2017, the trailer PV of "Legend of Sho" was released online, immediately sparking discussions among animation enthusiasts due to its high-quality production and unique genre. After spreading through Weibo and official accounts, it caused a buzz on social media platforms, reigniting the discussions among "Shu Shan" fans.



In 2017 and 2018, we set up booths at professional exhibitions such as the Cannes International Animation Festival, Xiamen International Animation Festival, Hangzhou International Animation Festival, and Shanghai ChinaJoy. We showcased the art design and animation samples of "Legend of Sho" and conducted on-site promotional activities.

On May 1, 2019, we will once again set up a booth at the Hangzhou International Animation Festival, showcasing the new version trailer of "Legend of Sho." There will also be a "Shu Shan" COSplay activity, as well as displays of related merchandise and interactive themed activities.



展位主入口



Anime Exhibition Event

Continue to promote through various anime festivals that attract a concentrated number of anime fans. Activities such as on-site cosplay, merchandise sales, sample screenings, and fan interactions will be conducted.

Campus Tour

Utilize the deep cooperation resources of WACOM's campus tour event, to reach various anime art schools and promote through technical explanations and content creation.

Multi-content Collaboration

Promote and advertise using multiple forms of content such as comics, illustrations, novels, theme songs, etc., under the Shushan IP on various content platforms.

Brand Activities

Organize eye-catching and topical activities that revolve around specific resources, such as the Hangzhou subway themed carriages and interactive experiences at the Qingcheng Mountain scenic area in Sichuan.

Channel Distribution

Allocate a certain budget for promotion on platforms such as Weibo, self-media, forums, anime platforms, and short videos.

Target Audience

The target audience mainly consists of teenagers and anime enthusiasts, while also aiming to cover people interested in genres like Shushan, Xianxia, adventure, mystery, and history.

Coverage

Referring to Xianxia animated series like "Dou Luo Da Lu," "Dou Po Cang Qiong," and "Xing Chen Bian," the first season is expected to have a total viewership of over 500 million, with a coverage of no less than 20 million people.

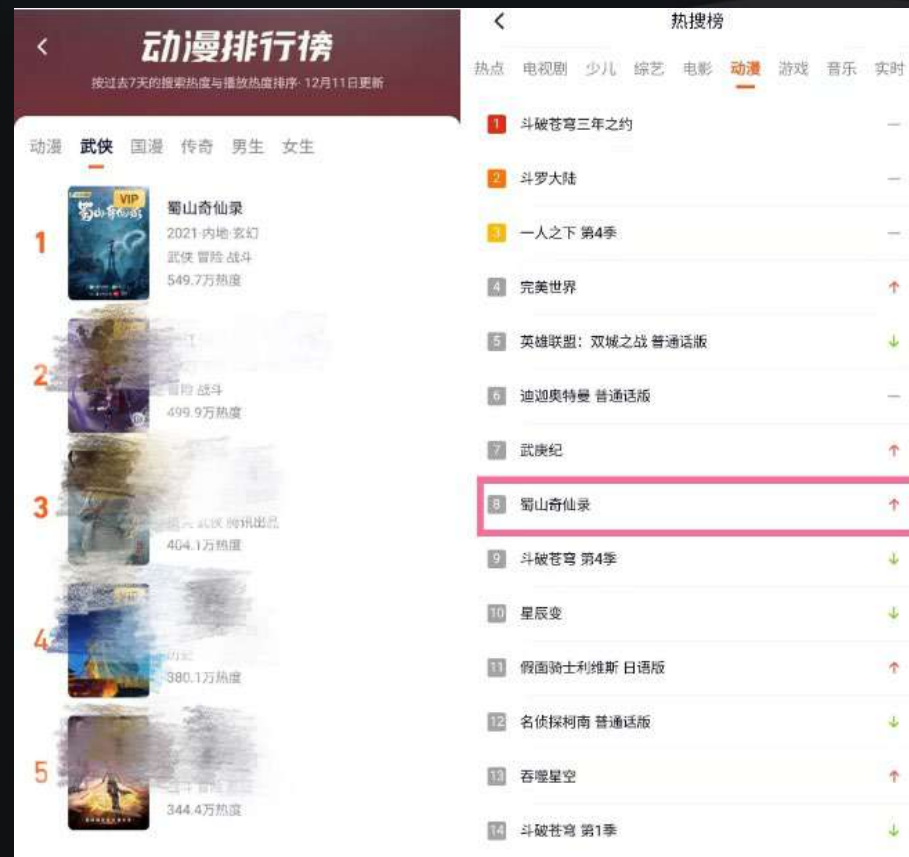


Season 1, Part 1: Li Zhu Breaks 100 Million Views

The first half of Season 1 of "Legend of Sho," titled "Li Zhu," was launched on December 8, 2021. During its first week, it ranked first on Tencent Video's wuxia animation chart and eighth on the hot search list!

The animation has surpassed 100 million views on Tencent Video's exclusive platform!

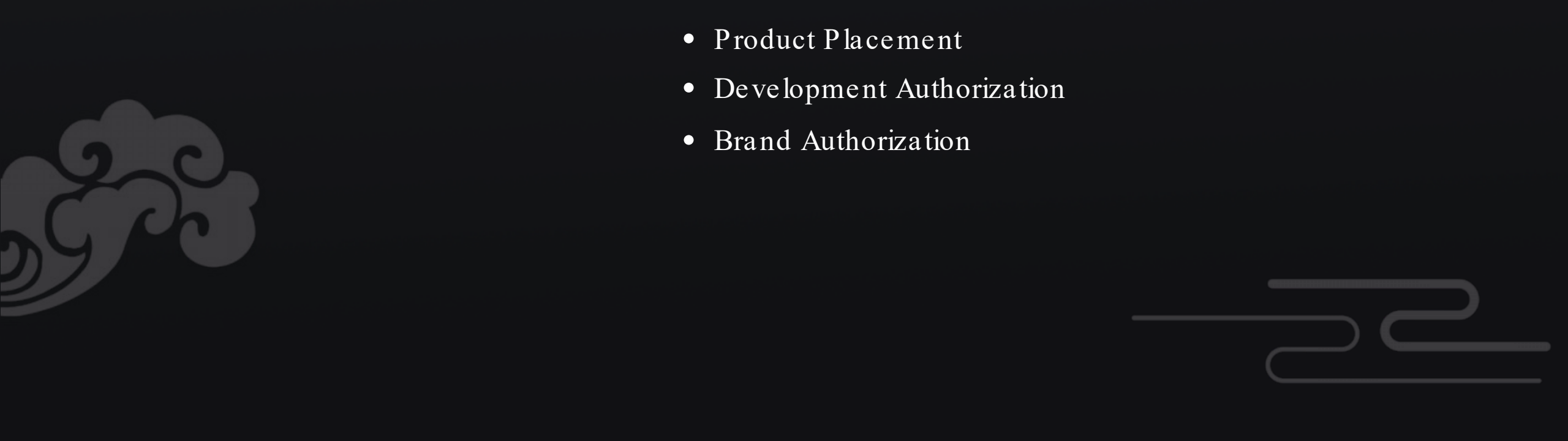
Season 1, Part 2: "Black Dragon" is currently in production.





Chapter 5

Business Collaboration

- Product Placement
 - Development Authorization
 - Brand Authorization
- 

Incorporation within the animation

Suitable categories: food and beverages, alcoholic beverages, restaurants, etc.

Methods of incorporation: incorporation of street scenes and scenes within the animation, incorporation of props appearing in the animation.



Prop placement is suitable for jewelry, tea, alcohol, traditional Chinese clothing, traditional Chinese home decor, etc.



Scene placement is suitable for tourist attractions, brand stores, restaurants, etc.

Game development authorization

The world of "Legend of Sho" is vast, with rich characters and clear opposition, making it suitable for the development of games in the genres of xianxia and ancient style. It is particularly suitable for action, strategy, and RPG games.



Various types of game development

Film and television development authorization

The Shushan and xianxia genres have always been popular. "Legend of Sho" offers a fresh perspective, making it very suitable for movies, TV dramas, and web series targeted at modern young people.



Adaptation and filming of movies, TV dramas, and web series

Fan-oriented merchandise development authorization

For anime fans, the characters and monsters in the animation can be used to create a series of peripheral products such as figurines and dolls. For professional anime enthusiasts, art albums or concept books can also be produced.



Development of various anime products

Daily consumer goods development authorization

Anime works have high popularity and can reach a wide range of precise users, making them suitable for the development of fast-moving consumer applications with a focus on advertising.



Combining with daily consumer goods design and development

Image and pattern authorization

The character images and artistic features of the work are distinct and can be applied to various product packaging designs.



Development of various product packaging

Naming and endorsement authorization

Anime characters have distinct personalities and can be well combined with product characteristics for endorsement collaborations.



Product naming and endorsements

We welcome cooperation.
Thank you for watching.
Contact: bruno@toonzmediagroup.com



娃娃鱼动画
www.wawayu.tv
创造动漫世界



企鹅影视
TENCENT PENGUIN PICTURES