

Will Moogley GHOST AGENCY



FORMAT

THE PHANTASMAGORICAL ADVENTURES OF WILL MOOGLEY AND THE SHABBIEST GHOST AGENCY ON THE PLANET!

FORMAT: TV Series, 26x22'

TARGET: 6 to 9 y.o.

GENRE: Humor - Mystery - Adventure

TECHNIQUE: 3D CGI ANIMATION

BUDGET: 7,5 M Euros

PRODUCERS: Francesco Catarinolo, Studio Pandora - Alfio Bastiancich, ShowLab

TRAILER:

<https://vimeo.com/678255530>

Psw. Moogley_Pass33

INTRODUCTION

Will Moogley Ghost Agency is a series of novels written by Pierdomenico Baccalario and Alessandro Gatti, two of the most renowned Italian authors for children.

The seven books of the original series were published in Italy by Edizioni Piemme and translated into 12 languages, including English, German, Spanish and Chinese.

In 2019 Piemme published a special volume that puts together the first 4 books, to celebrate Halloween.



CONCEPT

Will (Willard, actually, but don't call him that) Moogley is a skinny little boy with a long black fringe, dressed in tattered jeans, untied basketball shoes and dark sweatshirts.

About a year ago Alvin Moogley, the man who adopted Willard making him the descendant of the glorious (so to speak...) dynasty of the Moogleys, passed to a better life leaving the poor boy alone to shoulder the duty of managing the shabbiest Ghost Agency on the planet. I'm sorry? You don't know what a supernatural recruitment agency does?

Well, contrary to what people believe, ghosts do not stage their absurd antics on castles and ruins just to - *uhm*, kill time.

Instead they are old vain souls who like to be at the center of attention again, and to achieve it they willingly rely on an agent, just like actors in the show business. Will and his friends, giving them a job, also help them to overcome obsessions, problems and critical aspects of their own afterlife.

Ok, but how does it work? Simple: if you need to free yourself of bothersome neighbours, put a dash of fear into a miserly uncle, or have creepy spirits haunt your wicked rival's villa, Will Moogley and his team are here for you!

The spectral performance is paid for with steaming ectoplasm ampoules, the "food" of ghosts, which makes them more luminescent, lively and full of energy (used to haunt the living again, of course).

The Moogley ectoplasm is considered by connoisseurs in the ghosts world to be one of the best around, if not absolutely the best, and this explains why many ghosts agree to work for the Moogleys.

Furthermore, even though he always seems bored and uncooperative, Will Moogley is one of the kindest agents in the field.

Of course, we'd be remiss if we didn't mention the other two members of the Moogley team. Will's best friend and trustworthy assistant, Tupper, is always ready to give his contribution to the team (though, , something goes wrong *because* of his contribution).

And Susan, bright young girl with her feet firmly on the ground, is always ready to be the last line of defence between the team and... disaster.



WILL'S WORLD

MOOGLEY HOUSE

It's a large apartment on the top floor of an old dilapidated building, which would not look out of place as a horror film set.

It is in fact a place jam-packed with old ebony furniture, bookcases crammed with dusty volumes, eminent faded and shabby velvet armchairs, stuffed hawks, disturbing portraits of absurd nineteenth-century mustachios. The majestic pendulum Janua marks with its chimes the time and, above all, acts as a dimensional door for the ghosts of the Moogley team... But, scattered around the house, giving a more casual and modern touch, are containers for pizza and cans of various drinks left around by Will (disorder is a kind of religion for him).

Ah, and if you hear a chilling screech coming from the kitchen, don't be afraid: it's just Shuttup, the parrot of the Moogley house!

THE CITY

The city is a metropolis that resembles New York, the city par excellence. It contains everything and the opposite of everything, it's a microcosm that contains all sorts of things and people and that Will explores (because he's forced to, mostly!) from his old home on the Upper East Side, safe haven (hygiene aside) after every adventure and every foray. Will, Tupper and Susan attend the same school, which however remains in the background, present only indirectly in the stories and references that the three protagonists make to it.



MAIN CHARACTERS

WILL MOOGLEY

He's the young scion of the Moogley dynasty, that is, a family of eccentric and brilliant slackers.

Even Will, in fact, is lazy till doomsday, he loves to stay sprawled on the couch and play with the K-Boomz (the super console with crazy graphics) or watch sports on television. He likes every sport, as long as he's not the one playing it. It is with real agony that he moves away from the TV to deal with the agency's affairs.

In addition: he is very greedy of Choco-Smash, a very sweet chocolate cream that all other humans dilute in milk. He drinks it straight from the bottle. And he loves unhealthy foods and carbonated drinks in general.

The only force capable of fighting Will's habits has rebel blonde hair and her name is Susan. Young Moogley clearly has a crush on her.

TUPPER

Bespectacled, pimply and slightly overweight, it seems that his wardrobe consists exclusively of shirts and sweaters with unimaginable colors! He is the only schoolmate who has any connection with Will. Who exploits him, but deep down he loves him.

Tupper is a bit like the Dr. Watson to the intemperate Will Moogley. He is a geek with trimmings, he nourishes a blind faith in technology (which nevertheless tends not to reciprocate him, failing him when he needs it the most).

His pride and joy is *TupperChannel*, a *Whotoobe* channel dedicated to occultism, magic and various mysteries, on which he posts videos that



... His pride and joy is *TupperChannel*, a *Whotoobe* channel dedicated to occultism, magic and various mysteries, on which he posts videos that Will promptly sabotages. Tupper is well-intentioned, stubborn and keen, which makes it even more inexplicable how he can NEVER manage to do something right.

SUSAN

Slim, blond rebel hair and blue eyes, she lives on the eleventh floor of Will's building.

The teachers will tell you she's a good and proper girl, but don't be fooled: she is very smart and has a hunger for knowledge, but she's also incredibly curious, reckless, and ready to change the world!

Susan, in the first episode of the series, will discover the incredible secrets of the Moogley house and will form a strange trio with Will and Tupper. The three become a real team and face together the adventures that arise from the daily attendance of the ghosts of the Moogley house.

ZIO ALVIN

He passed away, is now a ghost, and often advises Will. And speaking of passing away and going to a better place, he really did. He has chosen to haunt (so to speak) a Hawaii beach, where he is sure to become the first tanned ghost in history. When problems with ghosts arise, Uncle Alvin's advice to his nephew comes down to just one: somehow you will manage, a real Moogley always does!



WILL'S RIVALS

THE FULLERTON TEAM

The pompous people of the Fullerton agency are the historical rivals of the Moogley family, and their style is the exact opposite of that of Will: they are based in a tacky castle (fake but gigantic), and employ strapping and super-professional ghosts, the ghostly equivalent of Hollywood stars. For Will, a day in which he step on the toes to Fullerton, is a day to be celebrated with a bottle of Monsterfizz, the sweetest and most carbonated drink in the world!

FRIDA THE GHOSTBUSTER

Frida Flicker is a diabolical red-haired girl with flashy braces. She has restored her grandfather Freddy's old ghost-sucking equipment and now, when she goes out hunting at night, she is the terror of all ghosts.

AUNT MAUD

A librarian with a passion for occultism who dresses in a very colorful way. Uncle Alvin, at his death, did not even think for a moment to hand over the agency in her hands, entrusting everything in the hands of his adoptive nephew Will. Maud, with her breath embellished with garlic and onion and her gaudy suits, did not take it well. And now, together with a group of occult lovers, they try to fool Will, steal Janua the pendulum clock, and regain control of the family ghosts.



SECONDARY CHARACTERS

THE SOCIAL WORKERS

That is, Mr Murchison, a small, anonymous, pedantic know-it-all of a man, and Mrs Shonda Grice, a true “black mama”, pragmatic and sincerely intent on solving problems, and not only on filling out papers. In time, Shonda develops a fondness for our skinny weirdo Will, and on more than one occasion she defends him from her colleague’s obtuse inflexibility. That doesn’t stop her from repeating again and again the words that become her catchphrase: “You need to get your act together, Moogley!”

LEO MIGGINS

An Afro-American 18-year-old with a tiny shop below Will’s house. A shop that sells what, you ask? “Whatever you need, man” he would answer, softly shaking his dreadlocks. Anyway, in the midst of all the chaos that fills the shop to the brim, you can almost always find what you’re looking for. Will thinks Leo is the coolest being in the whole universe, but that may also be because Leo is always willing to chaffeur Will and friends in his Leomobile, the beloved wreck of a car he rescued from a scrapyard in the Bronx.

MASTER STRAZIVARI

An old fogey who would creep anyone out with the piercing stridor he produces when he (tries to) play his violin. Vain, unrelenting and whiny, he spends his hours complaining to Will and Tupper, who try to make him happy only because they want to prevent him from starting to play.

LADY FASHIONDALE

Elegant and sinuous, she is 250 years old but doesn’t look a day over 50. Sharp, sarcastic and overtly snob (she’s pretty much the ghostly version of Miranda Priestly from *The Devil wears Prada*). She hates the Fullertons’ vulgarity, but she doesn’t hesitate when she feels the need to scold Will and Tupper for their deplorable taste in clothing. Instead, she appreciates Susan’s style, and becomes her friend. She rarely finds a job that satisfies her standards.

THE SHEETWHITE TWINS

The classic floating white-as-a-sheet ghosts. These twins, though, are so cute, so clearly harmless and adorable, so not terrifying that they often end up being terrorized by the living! Especially obnoxious children that use them as targets for their evil pranks.



STORYLINES

The first season is the one that forms the friendship between the three protagonists and outlines their relationships: Will likes Susan but is also afraid of her; Susan likes Will but would like him to be more active and entrepreneurial than he is; Tupper likes both of them, and especially loves the devices of their "enemy" Frida; Frida, clash after clash, begins to find that pimply friend of Willard's absolutely adorable.

At the beginning of the season the trio is already formed, which leaves room for several flashback stories about how the lovely Susan agreed to work with those two wretches. The horizontal narrative line is to once and for all grant the Agency a security of some kind and its own dignity, without yielding either to the pretensions of Aunt Maude or to those pompous of the Fulltons.

The dynamics of the clash between Moogley / Maude / Fullerton intersect with the emotional growth of the kids: Will tries to impress Susan (the only one able to get him off the couch) but is interrupted every time by an accident or by the intervention of the willing and unsuspecting Tupper (guys, here's the double pepperoni pizza! shouts, turning on all the lights just before a possible kiss); Susan realizes that she can't do without Willard and Tupper, no matter how bad they are; Frida realizes that she would rather work with those three guys than against them.

About two-thirds of the way through the first series, after yet another mess in which she is not listened to, Susan moves away from the Moogleys for good, thinking that the solution to her dilemmas is to stay with the Fulltons, but obviously not. Not only will she miss Willard and Tupper, but at the Fulltons' she will discover a very important secret about the Moogley Agency.

In the concluding double episode, Susan returns to Will a moment before the ghost agency finally falls into the hands of Aunt Maude who, with lots of lawyers, has finally convinced the social workers to intervene and assign the apartment to her, in order to take care of her nephew (actually, she has every intention of kicking him out of the house once they're alone).

The secret the girl has uncovered is sensational: the agency doesn't have to go to Maude has to join Fullerton. In fact, re-join, because a century ago (precisely 222 years ago) they were one agency, until Willard and Everett's mom made it two agencies. So yes: Everett and Willard are first cousins!

Will: Me and that idiot, impossible! Willard exclaims, clutching his jacket.

And what does it mean, then, to join them? That we should work together? blurts out Tupper.

Why would we? Roar Everett.

Because a terrible curse happens to be...

... about to expire! explains Susan. At the stroke of midnight on the 222nd year of the Agency's founding - which happens to be next week, Wednesday (but no! it's game night!) - if the two agencies are not united again, something terrible will happen!

Uncle Alvin, how is that possible? Willard asks their spirit guide at that point.

Guys, the truth is thateeeeeee.... is just in time to answer Uncle Alvin. Then he is sucked into one of Frida's ghost catchers, who has also come to the apartment.

Oops, guys, sorry, says Frida.

And we move on to season two.

Tupper, Frida, Susan and Will, dressed as Hawaiian tourists, wander the beach in Malibu looking for Uncle Alvin's ghost and for answers. And once they find him, they ask him what this curse thing is. Alvin doesn't know much about it, but first he confirms that the two sisters, who have become Mrs. Fullerton and Mrs. Moogley respectively, have split up the old ghost agency for a variety of reasons that will be explained over the course of the season. Looming over everyone is the return of Bonaparzio, a terrible and violent ghost who left this world 222 years ago with a promise to return for revenge. If he doesn't find everything the same as before, he will punish in terrible ways the descendants of those who summoned him... the first time. In particular, what seems important is to rebuild, in the Fullerton castle, the "Bonaparzio's Drawing Room", composed of a couch, carpet and fireplace (from which the Fullertons conjure up their ghosts), the Janua pot (which is the portal to the Moogleys) the "Bonaparzio's Drawing

Room", composed of a couch, carpet and fireplace (from which the Fullertons conjure up their ghosts), the Janua pot (which is the portal to the Moogleys) and (but it will only be discovered at the last moment a moment before everything comes crashing down) also the little table with three legs on which Maude and her spiritist friends do their séances. That's it: Bonaparzio returns, finds everything in place and leaves, after having made everyone present promise that they will work together in harmony. Otherwise... Otherwise what? It is not known: Bonaparzio leaves, but the mere threat of his return convinces the two bitter enemies to bury the hatchet and work together...about to expire!

Or, rather, they're supposed to be working together, but there are so many disagreements and envy and so on between them that they intersect in the search for what happened to Willard's parents.

It turns out that they were sent away on some mission, and at the end, that it was the fault of yet another Fullerton plot. To hell with Bonaparzio: the two cousins decide to split up the two agencies again and run the risk of his wrath, but leave the choice of who to be with directly up to the ghosts.



STRUCTURE OF THE EPISODES

First scene with Will and Tupper (and sometimes Susan and other characters) in everyday life situations with funny twists. Then the story begins, including in every episode at least a ghost.

Main possible story points:

- (1) Money is tight in the Moogley house, and Will and the team have to figure out how to earn a few dollars. Their plans bring them to (a) challenge the Fullertons, or (b) some kind of huge trouble they must fix.
- (2) One of the ghosts employed with the Moogley Agency has a problem and they must solve it.
- (3) One of the main or secondary characters has a problem and the team tries to help using the ghosts, which trigger a series of funny/adventurous events.
- (4) Finale. Life is back on track. Another comic scene about the team's everyday life.

THEMES OF THE EPISODES

Through an easy-going and amusing language, *Will Moogley Ghost Agency* tells the story of a group of children that has to face a new extraordinary adventure every day, and how they try to make the paranormal fit them into their normal, ordinary life.

This series is able to show us something we cannot really see. In fact, the invisibility of so many different ghosts is a metaphor for the inner emotional world of kids, difficult to define, but multifaceted, powerful and sometimes frightening. And Uncle Alvin plays the role of mentor and liason between their inner and physical world.

The theme of the relationship between the world of the children and the world of the adults is always present: from the lack of credibility given to the three youngsters Will, Tupper and Susan, to the conflict with the owners of the competitor agency.

Through the series arc the goals of the three main characters will remain the same, but they'll be always pushed forward indefinitely, even if they seem very reachable to the eyes of the audience (Susan and her love story with Will; Tupper and his desire to become an inventor; Will and the resolution of the agency's economic problems).



PRODUCTION NOTES

The series *Will Moogley Ghost Agency* has a great international potential: the books have been translated in ten languages.

The story is truly novel, because the main character, Will, runs a Ghost Agency as if he's managing actors, unlike the ghostbusters we usually visualize.

The stories are fun, innovative, but also mysterious and adventurous, able to create suspense while the plot develops.

The books are easily translated to the TV series format, because they include relevant elements like characters and environments that give the series an international and spectacular nature. For example, the city where the Agency is situated is a metropolis full of skyscrapers.

The concept for this series comes from Producer/Director Francesco Catarinolo, founder of Studio Pandora, an established reality in Italy in the fields of advertising and independent productions. After reading the novels, he got in touch with the author Pierdomenico Baccalario, who showed immediate enthusiasm for the idea of developing the books into a TV Series.

Pierdomenico Baccalario is also the founder of Book on a Tree, an international storytelling agency that publishes books for children but also offers editorial and script-writing services for TV Series.

After signing an agreement regarding the legal rights, the two joined forces for the development of the project: Pierdomenico and Book on a Tree will take care of the writing of the bible, treatments, synopsis and

scripts, in Italian and English, supervised by Studio Pandora.

After this first part of development, the producer Alfio Bastiancich, General Manager Animation of the company ShowLab, joined the project. Under the guidance of industry expert Alfio Bastiancich, Showlab's Animation & Youth branch has created popular programmes such as YoYo for Rai (distributed in over 50 countries) POV - I primi anni for Rai Gulp, and Klincus (currently in production). Bringing together some of the best talent and production partners in Italy and abroad, Showlab's Animation & Youth department is a hub of international excellence.

Thanks to Alfio's entry into the project. The production team gets stronger.

Will Moogley Ghost Agency certainly has all the prerequisites to reach its financial goals, and multiple strong elements that guarantee its feasibility, like the great commercial potential and a universal storyline that can appeal to the international market.

.

STATE OF PROGRESS

The project is currently in development. We have finished the Bible, the script of some episodes. We made the characters and the teaser. We submitted and received the interest of RAI, the Italian broadcaster.

In 2022 we presented the project at the Cartoon Forum. We are currently looking for an international co-producer.

EPISODES BREAKDOWN

FIVE GHOSTS HOTEL

Will's mood is as bad as it can be. He came back home in a rainy day, soaking wet, just to find out his favourite triple chocolate cream supply is all gone. But he starts to feel better when Uncle Alvin tells him that the hotel chain Scary Inn wants to turn an old castle into a luxurious hotel for people looking for thrills... and that the Moogley Agency should definitely apply for the job!

A FREAKY FAMILY

Will, Tupper and Susan receive an unusual request. Jerrold the ghost has one wish: being able to sleep! But the super noisy Clifford family now live in his old house. So here is a new job for Will: to reclaim the ghost's house from its alive tenants!

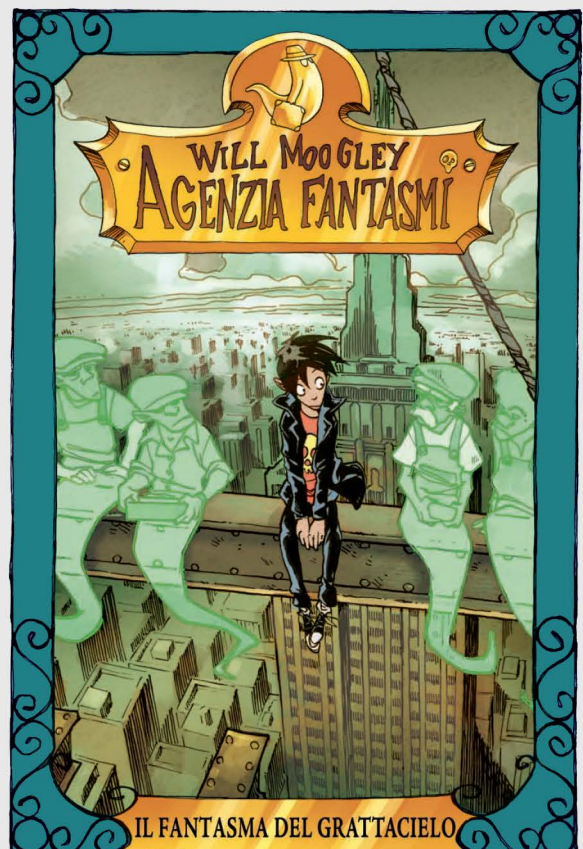
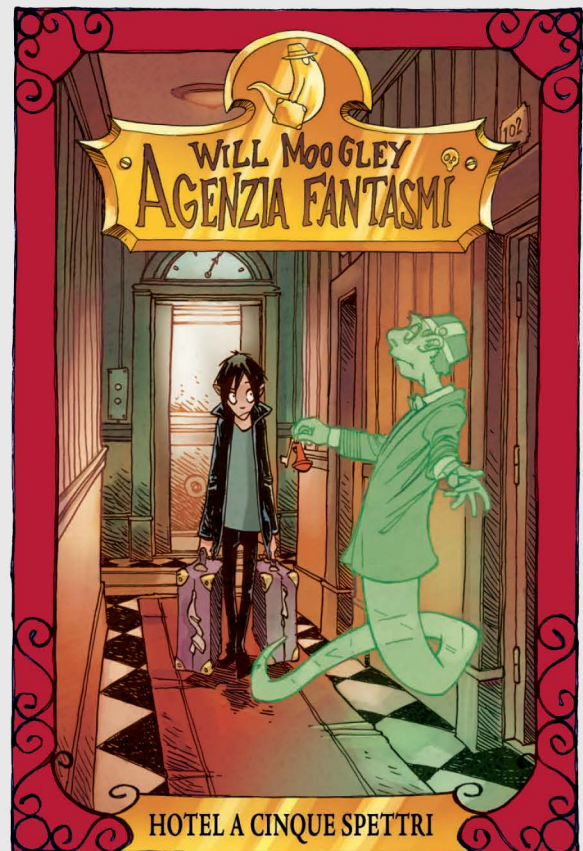
THE SKYSCRAPER GHOST

A ghost is infesting the most famous skyscraper of the city and Will and his friends are the only ones who can make him go away. To do so, they'll use Tupper's latest invention: the Fantastropic Catafalque.

Unfortunately it doesn't work on the skyscraper ghost. Might there be something else going on? Or perhaps Tupper's invention just doesn't work at all?

SURPRISE MONSTER

Will's mood has never been so bad: the lovely Susan will pass the Christmas holidays skiing with Everett Fullerton, son of Will's rival agency owner (their families are old friends). Feeling betrayed, Will persuades Tupper to use Yetus, the Abominable



... Snowghost, to ruin their holiday plans. But Susan didn't betray Will, not at all, and now... another snow monster makes his appearance!

THE KING OF SCARES

There's another economic crisis in the Agency: business is bad and it looks like nobody needs ghosts anymore... Who's to blame? Simple: Monsters, Little monsters & Co., the new and super aggressive agency that took over the scare market. For the first time Will Moogley and the Fullertons, long time competitors, must work together against a common menace.

EVEN GHOSTS TREMBLE

There's never a moment of peace in the Moogley family! In the middle of the night a new ghost arrives: it's Mrs Turrigane. Her brother, ghost too obviously, strangely disappeared. In the attic they were haunting, Susan discovers a strange blue liquid, the Lyxoghostrin, the fearful component of all the Spirit-sucking machines. Which can mean one thing only: a ghostbuster has arrived in town. And our heroes know her!

TERROR AT TUPPER'S HOUSE

Will and Susan receive shocking news: Tupper is moving out of town! Will finally realises he can't lose his one true friend. So they need to persuade Tupper's parents to abandon the idea of living so far away. And what's better than using the ghostly skills of Fetontes the eternal stinker, the disturbing Liquidonious and the fearful Rattila?





STUDIO PANDORA

STUDIO PANDORA is a Production and Post-Production company able to conceive and realize multimedia projects, through all the phases of the production workflow: from the animatic, to set supervision and post-production.

Our Animation, VFX, Photorealistic Rendering and Interactivity services (VR, 360 videos, Configurators) allowed us to grow in a very short time and soon become a reference point in Post-Production for the advertising industry in the Italian market.

A full Production Department soon followed, making easy for us to offer a full service Production company to all our clients.

Pandora is the ideal partner for companies and agencies thanks to its design and creative skills and competence.

Founded by the two partners Francesco Catarinolo and Carlo Misischi in 2012, it was born with a specific purpose: to create stories that can excite and inspire. Our customers are the most important Italian communication agencies and the largest international companies such as: Maserati, Vodafone, Settemari, New Holland, Reale Mutua, Alfa Romeo, Lavazza, Jeep. In addition to production and post-production services, a portion of our resources is dedicated to the development of original films and narrative projects.

We have currently finished the production of the Feature Documentary "The Red House", that won three awards at the Trento Film Festival, and in Post-Production of "Dharma Bums" an ambitious fantasy short film.

Other projects in development are also a live action TV Series (Thriller/Noir) and two short films (Fantasy and Animation).

CONTACTS

FRANCESCO CATARINOLO
Producer/Director
francesco@studiopandora.it
+39 3391626076

STUDIO PANDORA

Via Giovanni Brugnone 12
10126 Torino - Italy
info@studiopandora.it
+39 0117601663



SHOWLAB

SHOWLAB is Prodea Group's media company established in 2004. Initially intended for audiovisual productions for the group's activities, with particular focus on branded content, an area in which it remains one of the leaders in Italy, the activity was subsequently oriented towards production of TV series and early and late evening television programs. Currently Showlab produces and markets, nationally and internationally, audiovisual content for TV, cinema and platforms. With highly experienced executives in its production divisions (Animation & Youth, Fiction Series, Documentaries, Feature Film, and Branded & Corporate) and commercial (International Distribution & Acquisitions, Consumer Products), and with its consolidated network of editorial, artistic and technicians, Showlab is today one of the most important 100% Italian media companies able to manage its contents at 360 °: from development to production, from creation to marketing, on the audiovisual and derivative products markets.

International demand for quality animated and youth content has seen significant growth over recent years. Under the guidance of industry expert Alfio Bastiancich, Showlab's Animation & Youth branch has created popular programmes such as YoYo for Rai (distributed in over 50 countries) POV - I primi anni for Rai Gulp, and Klincus (currently in production). Bringing together some of the best talent and production partners in Italy and abroad, Showlab's Animation & Youth department is a hub of international excellence.

Showlab enables every step in the entertainment value chain from development and production of Youth content, to L&M and distribution. With the reach of sharing great stories to audiences around the world.

CONTACTS

ALFIO BASTIANCICH
General Manager
bastiancich.a@swolab.it
Animation & Youth Programs

SHOWLAB

Mob. +39 335 5994198
Corso Unione Sovietica 612/15 A
10135 Torino, Italy
www.showlab.it