



POWER  NANDO

AN ITALIAN SUPERHERO IN MOSCOW





BARABUCHA  
3D animation studio

# POWERMANANDO

AN ITALIAN SUPERHERO IN MOSCOW

The Series

The first series includes 13 episodes with the main target market of adolescents and adults, making it a well suited series for transmission via TV, cable, and internet ( youtube and social networks ).





### Power Nando

Nando is a typical, average Italian male, 45 years old from the The Marche region, he lives at home with his mother, who still takes care of everything for him.

During a period of crisis he, along with his mother, have had the courage to emigrate to Moscow, Russia.

But before leaving, he enrolled in an evening trainingcourse organized by the Region of Campania, getting a degree to become a Superhero.

Now convinced that he has super powers, unbeknown to him, he takes the night vigil from rooftops of the capital, over the unsuspecting citizens.

But Nando is actually an Anti-superhero, he's the living proof of all the clichés that have saddled us Italians; pizza, mandolin, etc ... often not detrimental, but they are definitely real!







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## Invisible secondary characters

Mommy Adalgisa Cacasecco

Katya Vinogradova-  
Nando's girlfriend  
and KGB spy

The little advertising man

The police-  
Vasya Petrov e Petya Ivanov

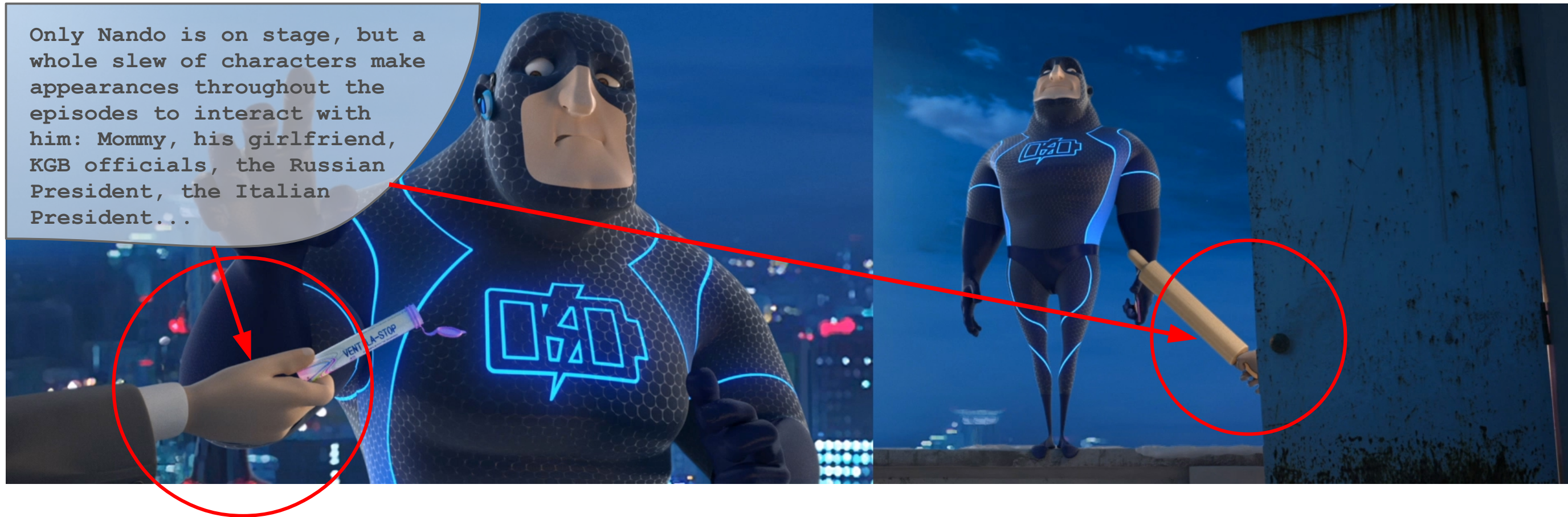
Dimitriy Popov,  
The building  
superintendant  
where Nando lives  
with his mom

Brutus  
- the "Super"  
pug breed dog





Only Nando is on stage, but a whole slew of characters make appearances throughout the episodes to interact with him: Mommy, his girlfriend, KGB officials, the Russian President, the Italian President...





Each episode has a duration of 3min 15sec.  
and maintains the eight point structured sequence below:



1.Video begins with sponsors :  
"..... Presents Power Nando "



2.Title Logo animation P.N.



3.Episode begins:  
Professional and serious



4.Hit scene :  
the episode becomes comic



5.Half-way point:  
advertisement



6.The episode returns serious...  
Not so serous!



7.Hit scene with an ironic  
closing



8.Final sponsors ad:  
"Power Nando was provided by..."



The ad commercial attracts sponsors to fund the series.

Lasting 20 seconds, the ad is an integral part of the episode, but not essential to the story, meaning that if the ad is removed, the episode still flows perfectly.

This strategy of making the ad as interesting as the episode, helps avoid the ad being bypassed by the viewer.

We are convinced it will be an excellent vehicle for advertising campaigns in the media web channels and beyond.



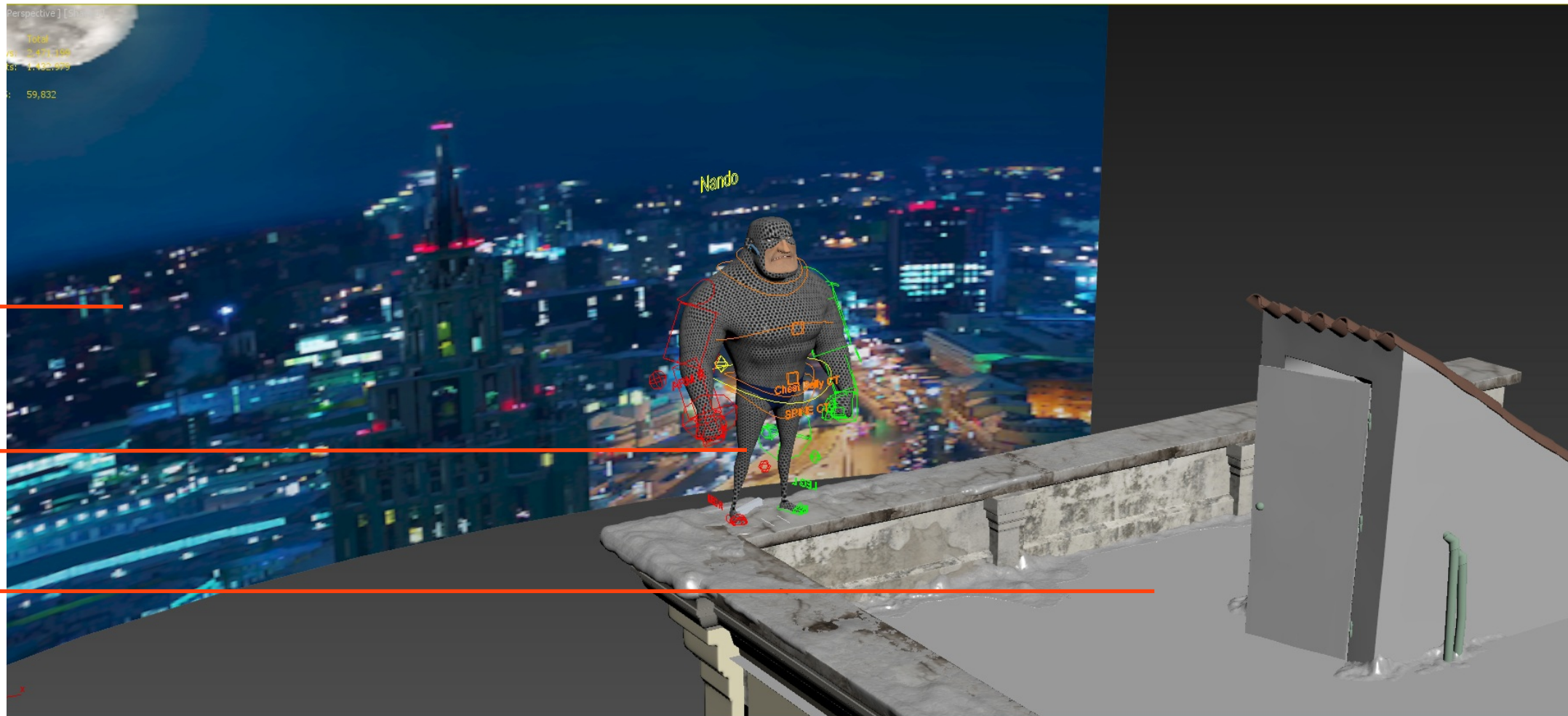


By changing the 2D background, it's easy to change the set location.

2d Background

Only one Character per scene

3d side scene







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Living room of Nando  
and Mommy's apartment  
decorated for Christmas.



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Living room of Nando and Mommy's apartment.



Nando sleeps in the same room with Mom.





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A new version of Nando  
more suitable for younger target

Studio Character Nando



POWER NANDO



Mommy Adalgisa Cacasecco (widow Piccioni)







BARABUCHA  
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Barabucha Animation Studio  
Via Rinaldi, 4 - 60035 - Jesi (An) Italia  
(+39) 3886102815  
[lorenzogarbuglia@barabucha.com](mailto:lorenzogarbuglia@barabucha.com)  
[simonemarulli@barabucha.com](mailto:simonemarulli@barabucha.com)  
[yanaradtseva@barabucha.com](mailto:yanaradtseva@barabucha.com)