

PIPO, PEPA & POP

26 x 7'



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PIPO, PEPA & POP



About

Format:

26 x 7 minutes

Genre / Subgenre:

Kids 6-9

Technique:

2D Animation

Key words:

Economy, Education

Focus / Themes / Tonality:

explaining economics and finance,
Entertainment with education, Creative
characters and narratives, Support and
collaboration, Multiplatform availability,
Cultural and educational integration

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Synopsis

Pipo, Pepa & Pop is a 2D animated series that aims to teach kids about the basics of economics & finance based on two principles: brainstorming and teamwork.

In each 7-minute episode, in a combination of comedy, gags, music, adventure and quizzes, the young viewers will discover the two siblings Pipo and Pepa, accompanied by their dog Pop, overcoming emotional problems typical of children their age, managing everyday life situations of financial-economic nature, and interacting with Adam, a Scottish elf – a character inspired by the father of modern economics, Adam Smith – who lives in a magic moneybox equipped like a British castle, in the company of his butler Nessie, the Loch Ness monster.



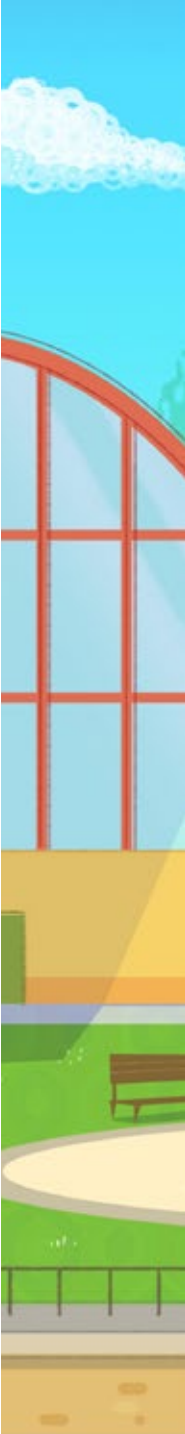


Locations

The setting is a contemporary city, where the skyline reflects stock market graphs and the buildings follow the shapes of numbers and symbols.

The school, Pipo, Pepa and Pop's house, and the park are a combination of these elements and were designed to make it easier for young users to become familiar with and memorize them.

The inside of Adam's moneybox is designed like a castle, equipped with every comfort: a bedroom with four-poster bed, a tea corner with a wide assortment of shortbread (the typical Scottish biscuits), a library with sliding ladder, a fireplace with a painting of Loch Ness (where Nessie goes to sleep at night) and even a mini golf driving range that extends along the three floors into which the house is divided.





Characters



Pipo

Pipo is 8 years old. He is full of curiosity and loves life. He is an explorer, always on the move. He has lots of energy and enthusiasm. He loves soccer, playing with his friends, organizing parties, having picnics, eating snacks in the blink of an eye, telling scary stories, but... overall, he is generous and dynamic, with a talent for finding trouble... and getting out of it! Usually, his talent for thinking outside the box is the key to solving problems.



Pepa

Pepa is Pipo's little sister. Although she's younger, she is also wiser. One might say she follows her brother around everywhere... just to keep an eye on him! She's funny, ironic and pragmatic; she's top of the class and very keen on economics! She owns two moneyboxes: one for everyday purchases, the other for her future enterprises... and not surprisingly, she's in charge of managing the siblings' budget. Her business partner is her doll, Ellen, which Pepa always brings with her, ready to share in any new business opportunity.





Pop

Pop is the puppy that lives with Pipo and Pepa. He is a funny, happy dog. With his cuddles and caprices, it's easy to understand him – just as if he could talk. He is a fantastic dog and quite clearly prefers Pipo.



Adam

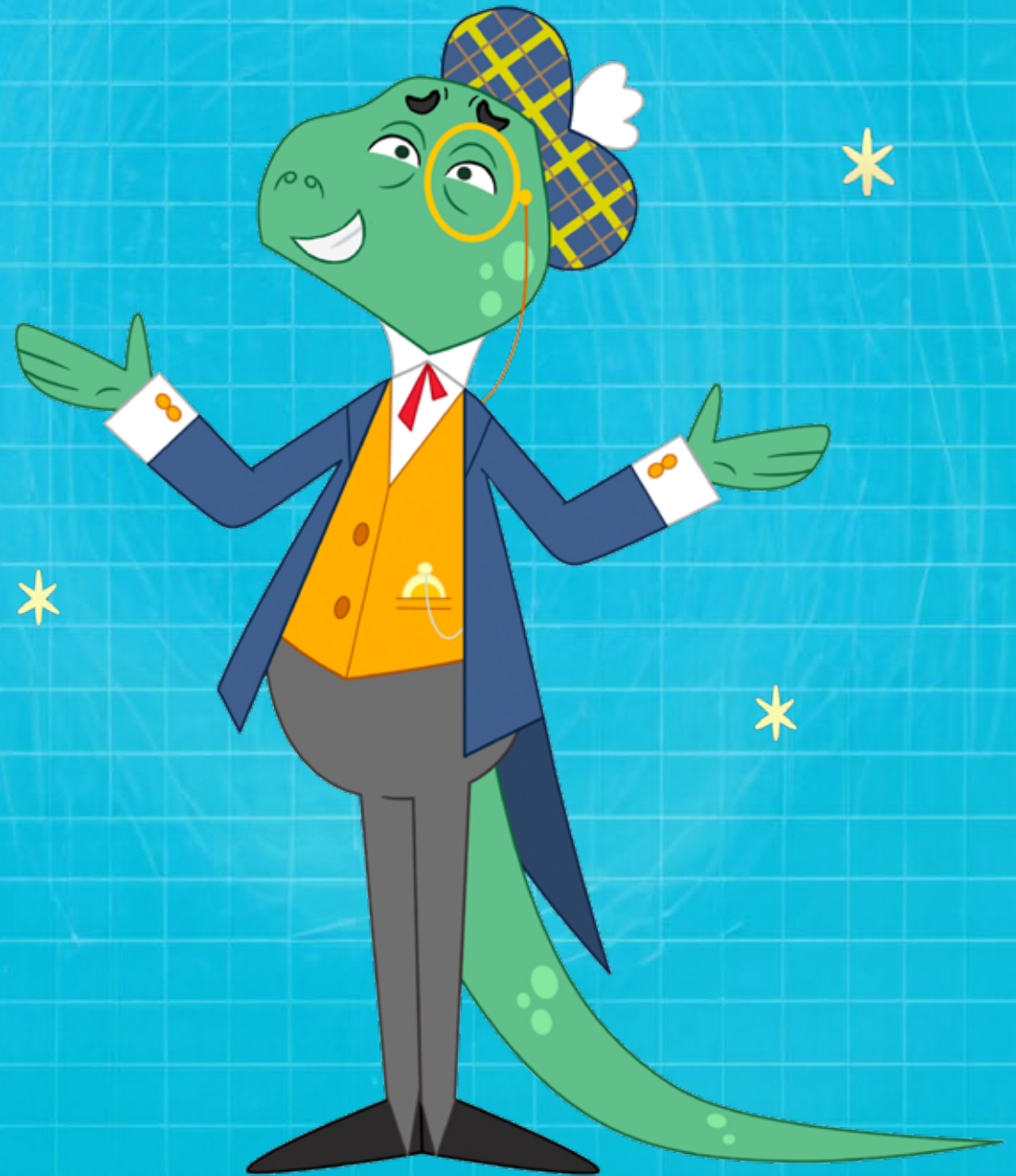
Adam is a Scottish elf inspired by Adam Smith, the father of modern economics. He lives in a moneybox and is a very wise advisor. Like the genie of the lamp, Adam comes out of his house as soon as the kids rub it. He is cheerful and fun, playing the bagpipes when he doesn't agree with the kids, but doing a dance of joy when he approves of their decisions. As a Scot, he doesn't like to spend money wastefully, and whatever he finds lying around is recycled in his moneybox house.

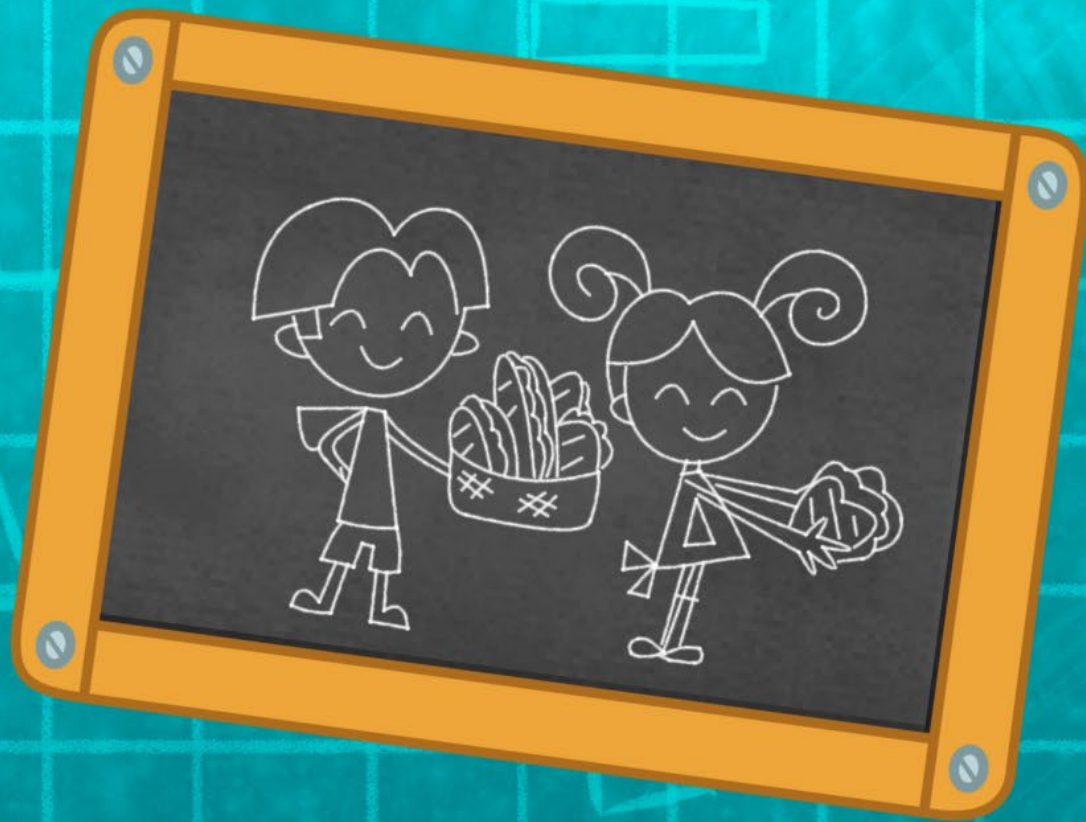




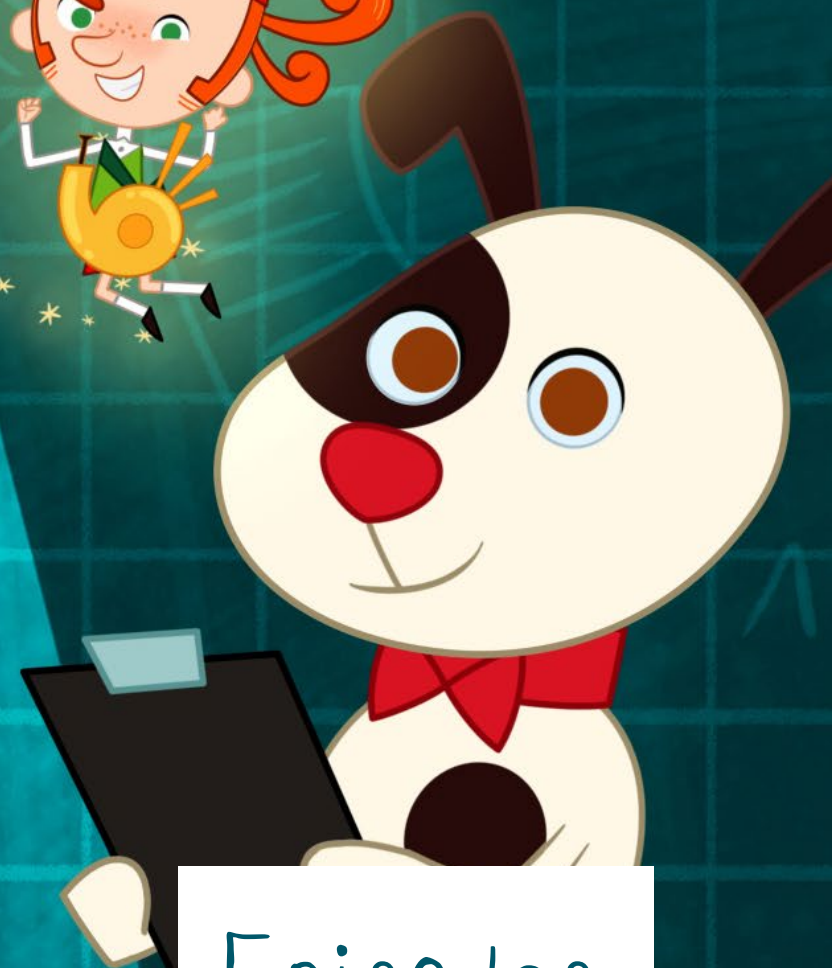
Nessie

Nessie, the Loch Ness monster, is Adam's butler. He is very professional and serious. He helps his boss whenever he can and lives with him in the moneybox. A perfect British gentleman, he is very calm and quiet. During the day he wears a livery, during the night pajamas and skullcap, sleeping in a painting of his beloved lake over the living room fireplace.





Watch full length season 1
episodes on our website



Episodes

Episode 21

The Halloween Party

Pipo and Pepa have to choose Halloween costumes. Pipo is struck by anxiety about his costume and makes choices that aren't environmentally-friendly...



Episode 23

One thing at a time

Pipo asks his dad for a new camping tent, but will have to wait. But he can't wait! He will use the "magic" ATM card...



Episode 22

The Start-Up

There's a start-up competition and Pepa doesn't want to take part because last year she came second.



Gallery













Credits

Produced by:

Fiorella Congedo, Maria Elena Congedo
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With the participation of:

Annita Romanelli, Cecilia Quattrini,
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With the financial literacy advice of:

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