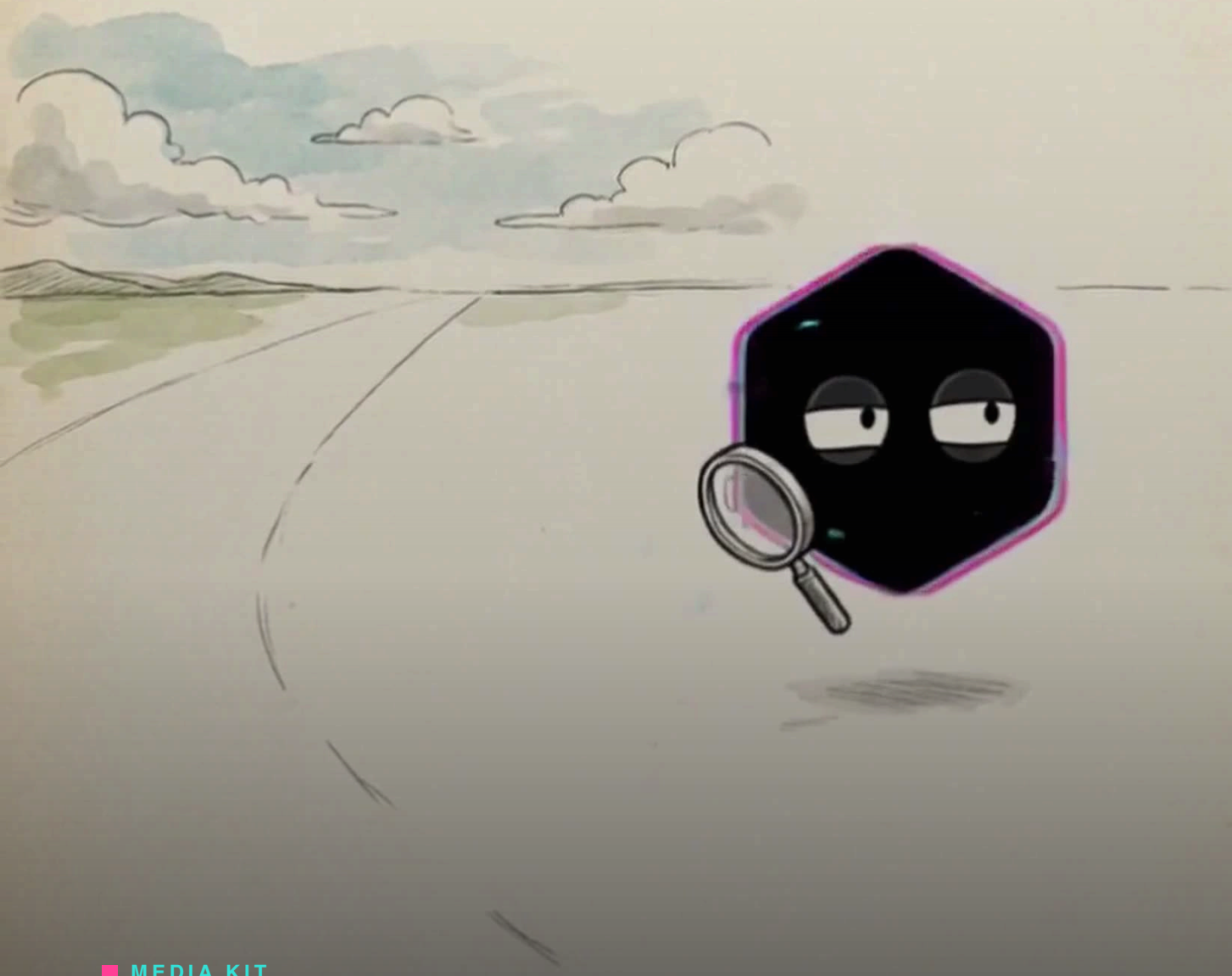




■ MEDIA KIT

THE ONE WITH A GLITCH

Everyone has felt this before.

An original animated series about the small, unexplained frictions of everyday life — hosted by a single recurring character.

Prepared for brand and agency partners considering a collaboration.

■ WHY THIS FORMAT WORKS

ATTENTION ISN'T BOUGHT HERE. IT'S EARNED, IN SEVEN STEPS.

-
- | | | |
|----|-------------------------|---|
| 01 | Recognition | The viewer sees something they've lived a hundred times, never once discussed. |
| 02 | Curiosity | A specific, ordinary detail — not a general topic — is what activates the noticing. |
| 03 | Need for Closure | Once the question is named out loud, the mind can't leave it unanswered. |
| 04 | Explanation | The real mechanism, delivered plainly, at exactly the pace it deserves. |
| 05 | Reward | A satisfying answer feels earned — not handed over, not padded out. |
| 06 | Sharing | “Wait, that's actually why?” is one of the most naturally shareable reactions there is. |
| 07 | Brand Recall | Whatever sits inside that reward is remembered along with it. |
-

This sells **attention**. Not impressions.

■ THE SERIES

ONE CHARACTER. A HUNDRED TINY MYSTERIES.

An original animated series about the small, unexplained frictions of everyday life — hosted by a single recurring character who already knows the answer, and finds your surprise mildly amusing.

Everyday Objects

Mind & Body

Out & About

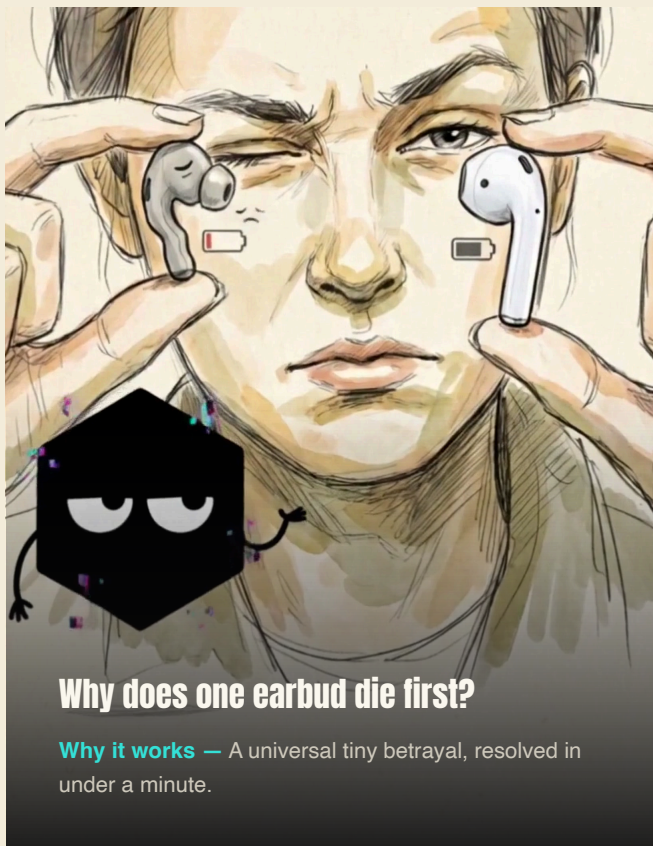
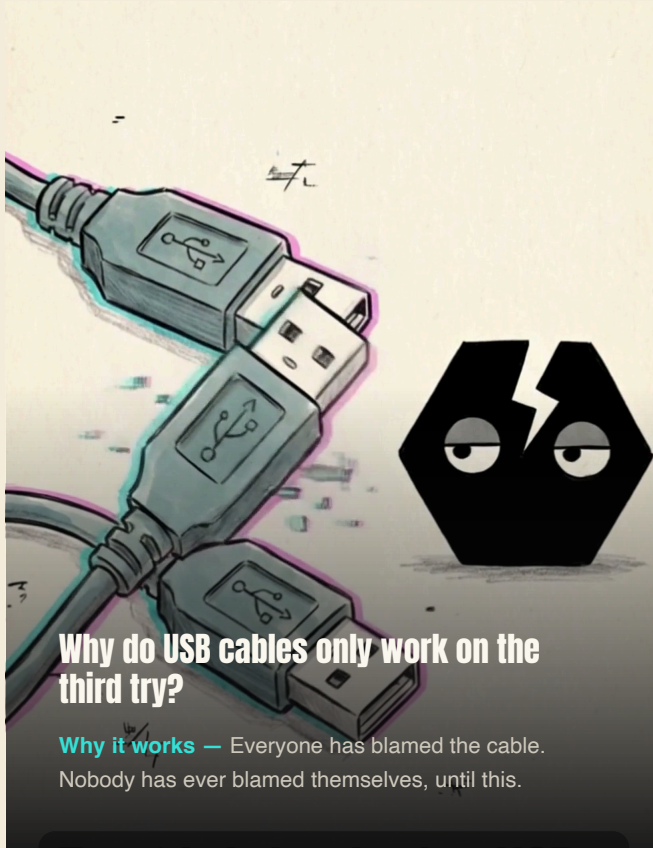
People & Culture

**Curiosity isn't a niche. It's
universal.**



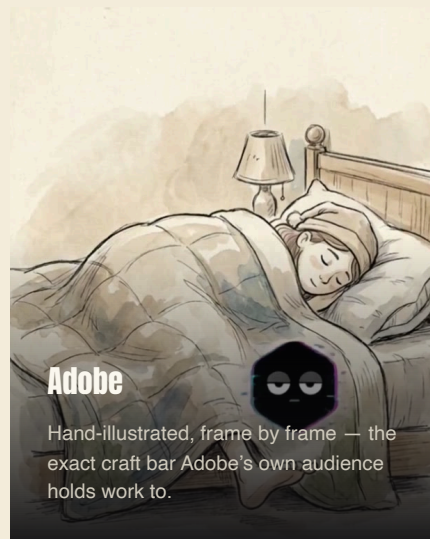
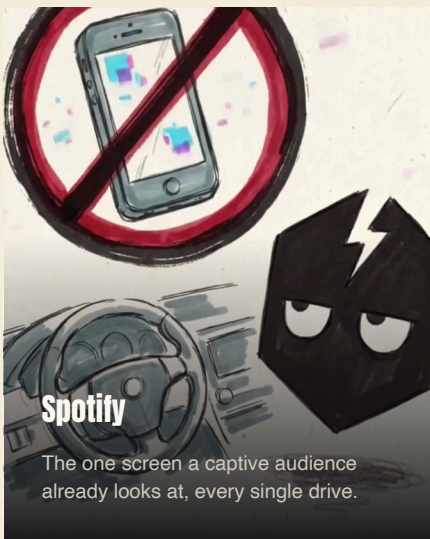
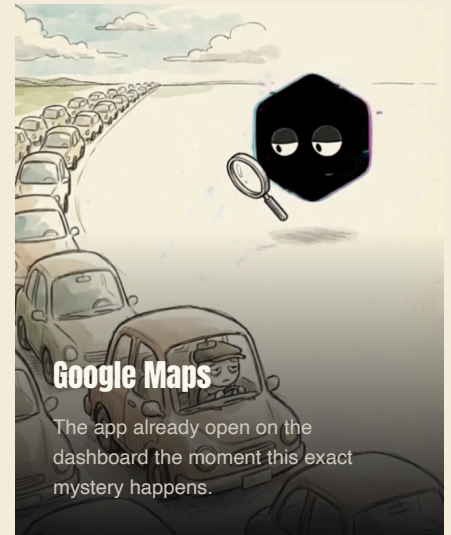
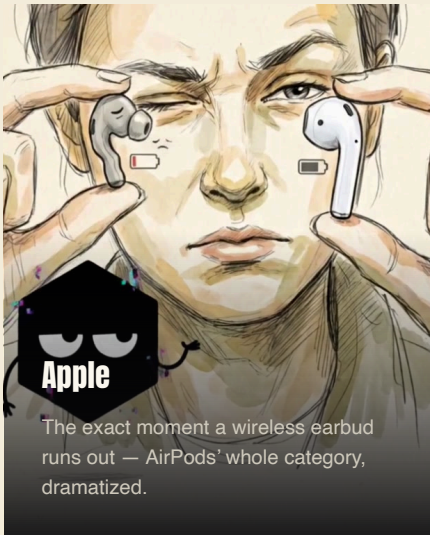
■ FEATURED STORIES

FOUR MYSTERIES. FOUR REASONS THEY LAND.



■ WHY BRANDS FIT NATURALLY

NOT A LOGO. A REASON TO BE THERE.



A PRODUCTION PIPELINE, NOT A CONTENT CALENDAR.

●	Observation	Noticing the small friction everyone else scrolls past.
●	Research	Confirming the real mechanism before a single frame is drawn.
●	Writing	A script built around one question and one answer, nothing extra.
●	Storyboarding	Every beat mapped before any illustration begins.
●	Illustration	Hand-drawn frames, warm paper, muted tone — never generated on the fly.
●	Animation	Motion that serves the story, never motion for its own sake.
●	Voice	One character, one register, recorded in house.
●	Publishing	Released into the world on our own channels first.
●	Optimization	Watched, learned from, and carried into the next story.

■ PARTNERSHIP OPTIONS

FOUR WAYS TO COLLABORATE. NO PRICING ON THIS PAGE.

Cameo

a single appearance

BEST FOR

First collaborations

DELIVERABLES

One story, one placement

CREATIVE INVOLVEMENT

Light — a single scene

USAGE RIGHTS

The story, on our channels

IDEAL CAMPAIGN

Awareness

Feature

one story, built around you

BEST FOR

A hero moment

DELIVERABLES

One full story, product-centered

CREATIVE INVOLVEMENT

Moderate — shapes the mystery

USAGE RIGHTS

Vertical + horizontal, your channels too

IDEAL CAMPAIGN

Product launch

Series Partner

a run, one throughline

BEST FOR

Sustained presence

DELIVERABLES

A run of stories, one arc

CREATIVE INVOLVEMENT

Ongoing — shared direction

USAGE RIGHTS

Full run, for its duration

IDEAL CAMPAIGN

Category ownership

Custom Campaign

built around a specific moment

BEST FOR

Nonstandard needs

DELIVERABLES

Scoped individually

CREATIVE INVOLVEMENT

Collaborative from the first call

USAGE RIGHTS

Negotiated per campaign

IDEAL CAMPAIGN

Anything that doesn't fit a template

■ WHAT BRANDS RECEIVE

EVERY DELIVERABLE, GROUPED BY PURPOSE.

Video Assets

- Vertical cut, full resolution
- Horizontal cut, for wider placement
- Custom versions per channel
- Thumbnails and captions

Rights & Reporting

- Usage rights, scoped to your tier
- One structured revision round
- Performance reporting on request

Creative Support

- Direct creative consultation



■ WHO THIS IS FOR

BUILT FOR BRANDS WITH A REAL FRICTION TO SOLVE.

Marketing Teams

Measuring attention, not just impressions.

Creative Agencies

A format to pitch clients tired of pre-roll.

Consumer Electronics

Products that solve a real, relatable friction.

Apps

Tools built to answer a question, shown answering one.

Travel

The small frictions of being somewhere new.

Automotive

The everyday moments spent inside a car.

Entertainment

Audiences who already reward a satisfying story.

Lifestyle

Brands built around noticing the details others miss.

QUESTIONS AGENCIES ACTUALLY ASK.

Exclusivity

Not required by default. Category exclusivity can be scoped into a Series Partner or Custom Campaign.

Licensing

Deliverables are licensed for the channels and duration in your agreement, not sold outright.

Revisions

One structured revision round is included at the script stage, before animation begins.

Distribution

Published across our own channels; co-distribution on yours is part of every tier.

Turnaround

Confirmed per engagement once creative direction is locked — communicated upfront, never assumed.

Usage Rights

Vertical and horizontal cuts are provided for your own channels, scoped to your tier.

Languages

Produced natively in English; additional languages can be scoped as a Custom Campaign.

Ownership

The series, its character, and its format remain ours. Your placement and cuts are licensed to you.

■ Let's Talk

LET'S BUILD THE NEXT MYSTERY.

EMAIL

business@theonewithaglitch.com

WEBSITE

theonewithaglitch.com



Scan to get in touch