The Monsters Squad™
Animated Series for Kids
2 Seasons – 52 EPISODE

CORE AUDIENCE:
6-9 years (CBBC)



CHARACTERS BIBLE

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The Monsters Squad follows a group of young monsters living in Booh Town. Through a fantastical lens, they experience the everyday adventures and challenges of childhood. But Hugo von Viktor, a nefarious scientist determined to spirit the little monsters away to his human realm in an attempt to prove their existence, knows an ancient secret about Booh Town: on nights of the Crimson Moon and on Halloween, a mysterious portal opens, allowing The Monsters Squad to transform into human children and cross over into the human world, where new adventures await.

The Monsters Squad

Map



Hugo/Marie's Laboratory

Portal

Vlad/Dimitri's Castle

Ursula's Shop

Bruno's House

Frida's Mansion

Rudolf's Cabin

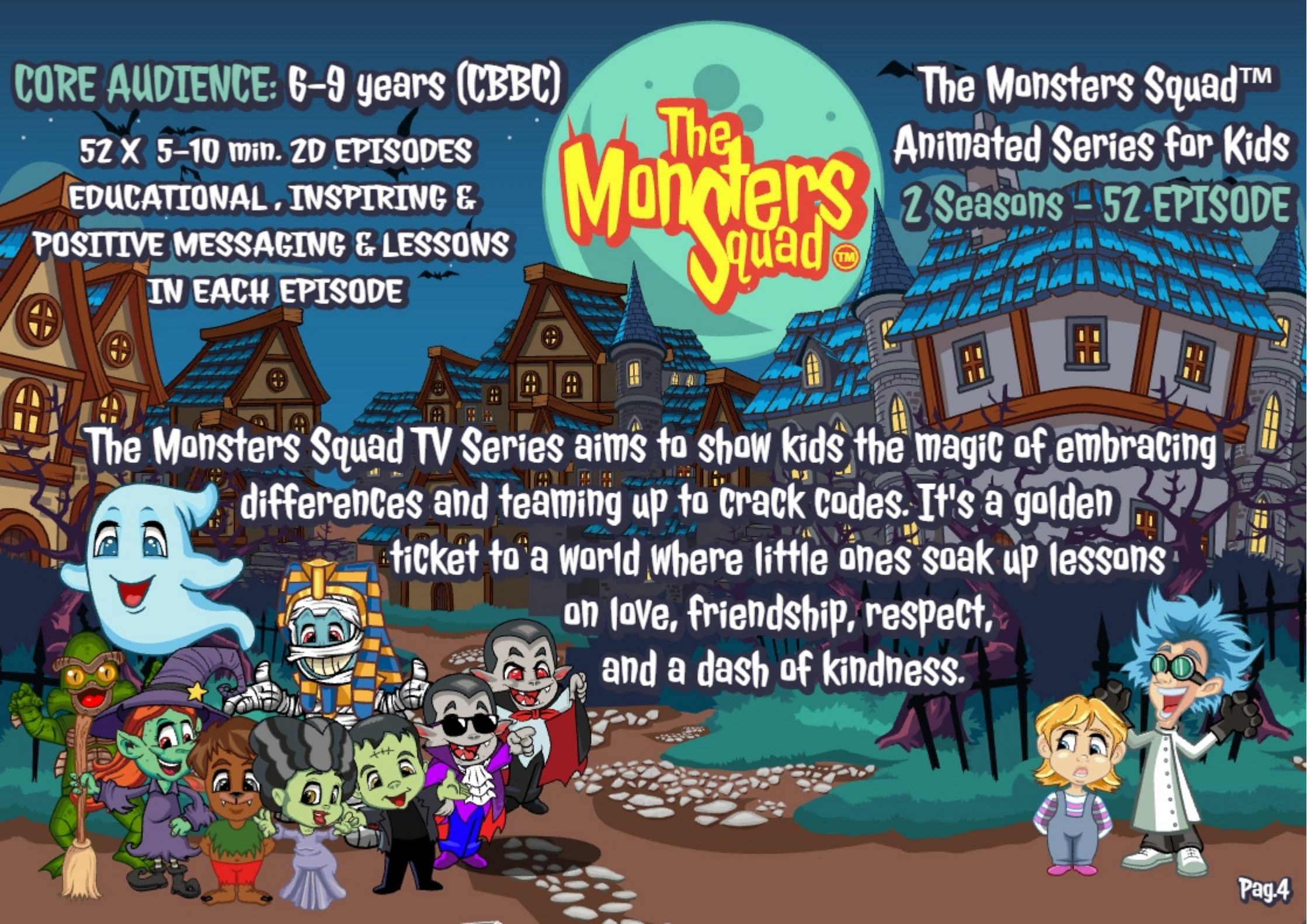
Max's Swamp

Amothep's Pyramid

Willy's Cemetery

Monsters Academy

BoohTown


CORE AUDIENCE: 6-9 years (CBBC)
52 X 5-10 min. 2D EPISODES
EDUCATIONAL, INSPIRING &
POSITIVE MESSAGING & LESSONS
IN EACH EPISODE
The Monsters Squad™
The Monsters Squad™
Animated Series for Kids
2 Seasons - 52 EPISODE
The Monsters Squad TV Series aims to show kids the magic of embracing differences and teaming up to crack codes. It's a golden ticket to a world where little ones soak up lessons on love, friendship, respect, and a dash of kindness.



RUDOLF

"THE GENTLE GIANT"

PRIMARY CHARACTER

- **NARRATIVE ARCHETYPE:** Physical strength and tender heart.
- **SECONDARY ROLE:** Super strength & kindness. Super Rudolf
- **APPEAL:** Teaches kindness and self control.
- **MARKETING:** Merchandising (large soft toys, videogames).

The Monsters Squad

RUDOLF

WHO AM I?

AGE
10

GENDER
Male

PERSONALITY
- Honest
- Sensitive
- Reserved
- Stubborn
- Tense
- Clumsy



MY POWERS

Super strength and flying as alter ego "Super Rudolf".



I LIKE

To play and sport

Hanburgers

I DON'T LIKE

Fullmoon

Sadness



FUN FACTS ABOUT ME!

Rudolf is a bit clumsy, often breaking things by accident. He doesn't want to hurt others but he is very strong with big claws. He forces himself to stay back.

The Monsters Squad

RUDOLF



ENVIRONNEMENT



HOME: Wooden cabin in the forest

FAMILY: Mona, Rudolf 's shewolf mother

MY CHARACTER JOURNEY

GOAL: Using my alter ego "Super Rudolf," I learn to master my super strength and flying abilities to protect others instead of holding myself back out of fear.



LESSON: Control my strength, stop breaking things by accident. Turning clumsiness into heroism.

MY RELATIONSHIPS

WITH THE MONSTERS:

- I love my friens and I will always protect them, as Super Rudolof!



WITH THE HUMANS:

- I do not like Hugo Von Viktor and his plans, I like Marie Von Viktor



MY BIGGEST CHALLENGE

- Control my strength, stop breaking things by accident, and use my "Super Rudolf" powers to help others while enjoying sports and playing freely.

MY STORY POTENTIAL

GROWTH & EVOLUTION:

Using my alter ego "Super Rudolf," I learn to master my super strength and flying abilities to protect others instead of holding myself back out of fear.

THE CONFLICT:

I am clumsy, break things by accident, and feel sad during the full moon because of my big claws and super strength.



My Human Form during "The Crimson Moon"

During the Crimson Moon, Rudolf loses his "Super Rudolf" powers, big claws, and accidental destructiveness, turning into a normal human boy. Free from the constant fear of breaking things by accident, he can finally play sports and enjoy his freedom without holding himself back.



Ursula

"THE INQUISITIVE ONE"

PRIMARY CHARACTER

- **NARRATIVE ARCHETYPE:** The inquisitive scientist/girl. She always ask "Why?".
- **SECONDARY ROLE:** Educational mini-segments ("Ursula Explains").
- **APPEAL:** Ursula embodies curiosity, learning, and discovery.
- **MARKETING:** Activity books; DIY explorer kits; School friendly products.

The Monsters Squad

Ursula



WHO AM I?

AGE
12

GENDER
Female

PERSONALITY
- Mature
- Honest
- Sensitive
- Responsible
- Fussy
- Overeager
- Tense

MY POWERS

Transforming into a cat and magic spells



I LIKE

Flying on my broom



I DON'T LIKE

Doing nothing

FUN FACTS ABOUT ME!

I always ask too many questions!
I am of goblin origin, but don't mention my ears!

Ursula



MY RELATIONSHIPS

WITH THE MONSTERS:

- I am mature, honest, sensitive, and responsible, though I tend to ask too many questions just don't mention my goblin ears!



- I love flying on my broom, but I can get fussy and overeager when helping my friends.



ENVIRONNEMENT



HOME: Cottage - Shop

FAMILY: Riff Snarlgut, Ursula's cousin

MY CHARACTER JOURNEY

GOAL: Master my magic, protect my friends, stay active, and prove that my goblin origins make me unique.

LESSON: True responsibility isn't about control or perfection; it's about accepting who you are and trusting your friends.

MY BIGGEST CHALLENGE

- Overcoming my self consciousness about my goblin ears while managing my fussy, tense nature when things don't go as planned.

MY STORY POTENTIAL

GROWTH & EVOLUTION:

Using my transformation powers and magic spells, I learn to balance my overeager responsibility with patience.

THE CONFLICT:

I hate doing nothing, but my perfectionism and tendency to ask too many questions make me tense.



My Human Form during "The Crimson Moon"

During the Crimson Moon, Ursula loses her magic, spells, and pointy goblin ears, turning into a normal human girl. Free from her rigid perfectionism, she learns to calm her tense nature, finally accepting herself and trusting her friends.



WILLY

"THE SENSIBLE ONE"

PRIMARY CHARACTER

- **NARRATIVE ARCHETYPE:** Emotional support, group cohesion.
- **SECONDARY ROLE:** Willy teaches inclusiveness and friendship.
- **APPEAL:** A lovable mix of gentle scares, humor, and emotional warmth.
- **MARKETING:** Halloween specials and friendship driven challenges.

The Monsters Squad

WILLY



WHO AM I?

AGE
9

GENDER
Male

PERSONALITY
- Friendly
- Trustful
- Optimist
- Shy
- Fearful

MY POWERS

I can turn UNTANGIBLE

I LIKE

Gelato

I DON'T LIKE

- The night
- Loneliness

FUN FACTS ABOUT ME!

I love to tell scary stories! Sometimes I scare myself while telling them!

WILLY



ENVIRONNEMENT

HOME: BoohTown Cemetery

FAMILY: Lirya, Willy's Banshee Mother

MY CHARACTER JOURNEY

GOAL: Overcome my fear of the night and loneliness, share fun moments and gelato with friends, and master my intangibility to help others.

LESSON: True courage isn't about never being scared; it's about facing fears with optimism, a friendly heart, and a Squad by your side.

MY BIGGEST CHALLENGE

- Battling my deep fear of loneliness and the dark night, especially when my own scary stories end up terrifying me.

MY RELATIONSHIPS

WITH THE SQUAD:

- I love being around friends and sharing sweet moments, like eating gelato.



- I am friendly, trustful, and optimistic, but my shyness and fearfulness make me dislike loneliness and the dark night.



MY STORY POTENTIAL



CORE HOOK:

A delightful mix of gentle scares, humor, and tender friendship dynamics as a shy, optimistic ghost

THE CONFLICT:

Learning to conquer his anxieties while bringing unexpected comfort to spooky environments.



My Human Form during "The Crimson Moon"

During the Crimson Moon, Willy solidifies into a human body. He loses his ghost powers but gains a real heart and senses. This allows him to finally taste gelato and hug his friends, though being physically vulnerable makes the dark night much more terrifying.



AMUNET

"THE DYNAMIC DIVA"

- **NARRATIVE ARCHETYPE:** A "walking party", energy, dance, time.
- **SECONDARY ROLE:** Ancient History teacher at the Monsters Academy.
- **APPEAL:** Movement and music, perfect for lively content (songs, ballets).
- **MARKETING:** Cross media content (music clips, mini dance challenges).

The Monsters Squad

AMOTHEP

WHO AM I?

AGE
120

GENDER
Female

PERSONALITY
- Enthusiastic
- Creative
- Passionate
- A bit self-centered (But learning!)
- Wise



MY POWERS

Time travel with sand tornadoes



I LIKE

- have fun
- friends
- to dance

sushi



I DON'T LIKE

dirt, water
loneliness

FUN FACTS ABOUT ME!

Amothep, the fabulous mummy who's been around for a whopping 120 years! She's the ultimate master of disguise, turning bling, fabrics, and accessories into perfect camouflages for her monster friends.



The Monsters Squad

AMOTHEP



ENVIRONNEMENT

HOME: The Pyramids of BookTown

SURROUNDINGS: Desert Ancient Tombs

MY STORY POTENTIAL

THE DYNAMIC:

120 years of ancient mummy wisdom + ultimate modern fashionista trends = Timeless Fun!

THE THEME:

Time-traveling sand tornadoes, fabulous dress-up parties, and proving that ancient history can be extremely cool.

MY CHARACTER JOURNEY

GOAL: Balancing her love for master disguises with true teamwork.

LESSON 1: Learning that inner friendship matters more than external bling

LESSON 2: Sharing the spotlight and adventures with the team

MY RELATIONSHIPS

WITH SCARAB/PETS:

- loosely connected to her little loyal beetle and desert companions



WITH THE SQUAD:

- The stylish and lively fashion icon
- Always ready to bring a touch of fun and sparkle
- Caring and enthusiastic teammate



MY BIGGEST CHALLENGE

- Overcoming occasional selfishness to support her friends.
- Surviving places without costumes, water, or dirt!



My Human Form during "The Crimson Moon"

During the Crimson Moon, Amothep turns into her human form. Stripped of her sand powers, she must rely strictly on her wits, styling intuition, and ancient wisdom to help the squad. She is the team's Master of Disguise, turning modern fashion into the ultimate monster camouflage.



BRUNO

SECONDARY CHARACTER

"THE LIONHEARTED PRANKSTER"

- NARRATIVE ARCHETYPE: The clown with a tender heart.
- SECONDARY ROLE: Funny pranks and laughter.
- APPEAL: Perfect for episodes based on physical comedy (which little ones love).
- MARKETING: Wide merchandising potential (prank games).

The Monsters Squad

BRUNO

WHO AM I?

AGE
10

GENDER
Male

PERSONALITY
- Enthusiastic
- Passionate
- Strong
- Irresponsible
- Spiteful
- Unpredictable



MY POWERS

Interchangeable body parts

I LIKE

Frida

I DON'T LIKE

All the things Frida hates

FUN FACTS ABOUT ME!

Bruno is clumsy with his strength.
He always change is mind to please Frida



MY RELATIONSHIPS

WITH FRIDA:

- My absolute favorite person
- I always try to please her, even when my ideas cause chaos



WITH THE SQUAD:

- Enthusiastic and unpredictable teammate
- Always ready with a wild invention or surprise





ENVIRONNEMENT

HOME: Right across from Frida's house

PARENTS: Frank and Magda



MY CHARACTER JOURNEY

GOAL: Learning to think before acting and controlling my immense strength

LESSON 1: Balancing spontaneity with a bit of order

LESSON 2: Showing care for my friends, not to lose himself to please Frida

MY BIGGEST CHALLENGE

- Managing my clumsy strength and unpredictable nature.
- Trying to think things through instead of acting on impulse.

MY STORY POTENTIAL

THE DYNAMIC:

Bruno's unpredictable inventions + Frida's strict planning = Hilarious Chaos!



THE THEME:

Interchangeable body parts, accidental disasters, and sweet attempts to make Frida smile.



My Human Form during "The Crimson Moon"

During the Crimson Moon, Bruno turns into a fragile human boy, triggering hilarious physical and identity crises. Accustomed to interchangeable parts, he panics when he realizes his limbs are permanently attached, while simultaneously losing his immense strength and struggling with simple tasks.



DIMITRI

"THE CHARISMATIC LEADER"

SECONDARY CHARACTER

- **NARRATIVE ARCHETYPE:** Dimitri is welcoming and organized.
- **SECONDARY ROLE:** Cooperation vs. competition between siblings.
- **APPEAL:** Twins dynamic (Vlad & Dimitri).
- **MARKETING:** Stickers/figures with different abilities.

The Monsters Squad

DIMITRI

WHO AM I?

AGE
10

GENDER
Male

PERSONALITY
- Calm
- Rational
- Sociable
- Handsome
- Polite
- Risk taker



MY POWERS

Flight & Bat Turning



I LIKE

- to be a role model

I DON'T LIKE

- To make mistakes

FUN FACTS ABOUT ME!

Dimitri sleeps in  a cozy coffin-bed!

The Monsters Squad

DIMITRI



MY RELATIONSHIPS

WITH VLAD (TWIN BROTHER):

- Complete opposite of me: he is less polite, more arrogant, and always wants to be in the spotlight



WITH THE SQUAD:

- Calm, rational, and polite team member
- Acts as a role model for the others



ENVIRONNEMENT



HOME: Castle

PARENTS: Dragomir and Velmira

MY CHARACTER JOURNEY

GOAL: Understanding that making mistakes is a natural part of growing up

LESSON 1: Stepping out of the comfort zone and embracing imperfections instead of always trying to be flawless



MY BIGGEST CHALLENGE

- Overcoming the fear of making mistakes and losing control over being a perfect role model



MY STORY POTENTIAL

THE DYNAMIC:

Trying to keep a calm, handsome vampire composure while dealing with the squad's unpredictable chaos



THE THEME:

Flight, bat turning, and learning that a true role model can also be vulnerable



My Human Form during "The Crimson Moon"

During the Crimson Moon, Dimitri loses his vampire powers and flawless control, turning into a messy human boy. Stripped of flight, he must embrace his imperfections, learning that he doesn't need to be perfect to be a true role model.



FRIDA

SECONDARY CHARACTER

"THE CREATIVE BOSS"

- **NARRATIVE ARCHETYPE:** The Emotional Organizer of the Squad.
- **SECONDARY ROLE:** The Squad Artist. Crafting is Frida's jam.
- **APPEAL:** Balance between social action and creativity.
- **MARKETING:** DIY crafting sets.

The Monsters Squad

FRIDA

WHO AM I?

AGE
10

GENDER
Female

PERSONALITY
- Autonomous
- Purposeful
- Intuitive
- Cold
- Distrustful
- Workaholic



MY POWERS

Creating amazing art

I LIKE

- To control
- Lists

I DON'T LIKE

Unexpected surprises

FUN FACTS ABOUT ME!

Frida keeps a special box of all the gifts her friends have made for her!



ENVIRONNEMENT



HOME: Big Manor in BooHTown

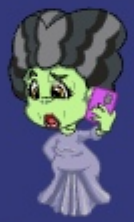
FATHER: Magnus Mc Grave (Mayor)

MY CHARACTER JOURNEY

GOAL: Learn to let go of control

LESSON 1: Trusting others & expressing feelings

LESSON 2: Embracing mistakes and spontaneity





MY RELATIONSHIPS

WITH BRUNO:

- Unpredictable & Spontaneous
- Brings Chaos to my organized world
- I secretly need him



WITH THE SQUAD:

- The Emotional Organizer of the Squad
- Problem solver
- Caring, though sometimes bossy and cold



MY BIGGEST CHALLENGE

- Accepting that not everything can be planned.
- Allowing room for spontaneity and trusting friends.

MY STORY POTENTIAL

THE DYNAMIC:

Frida's love of planning + Bruno's unpredictable inventions = Hilarious Chaos!

THE THEME:

Turning disaster into adventure, fixing things when they go wrong, and finding fun in the unexpected.



My Human Form during "The Crimson Moon"

During the Crimson Moon, Frida loses her Frankenstein like green skin and rigid organization, turning into a lively human girl. Without a plan, she is forced to let go of control and embrace the unexpected, finally discovering the fun of spontaneous chaos.

Marie Claire Von Viktor

Curious and creative; she protects monsters.



Marie – Dr. Hugo von Viktor "The Human Bridge"

SECONDARY CHARACTERS



Curious scientist; light hearted antagonist.

Hugo Von Viktor

- **Narrative archetype:** They introduce the human perspective and peaceful conflict.
- **Psychological appeal:** They facilitate identification by human children and contextualize the Booh Town universe.

The Monsters Squad

Hugo Van Viktor



ENVIRONNEMENT



HOME: Secret Laboratory
PARENTS: Marie Von Viktor
EQUIPMENT: Flying sleigh, tech gadgets

MY CHARACTER JOURNEY

GOAL: Explaining and improving the world through science, unlocking the universe's greatest mysteries.

LESSON: Taking science seriously without taking myself too seriously because chaos and friendship are part of the equation.

MY RELATIONSHIPS

WITH THE MONSTERS / SQUAD:

- Views them with a mix of scientific curiosity and mild annoyance; doesn't quite fit in with traditional creatures since he dislikes monsters.
- Acts as the eccentric genius who tests his wild inventions on (or around) them.



MY BIGGEST CHALLENGE

- Managing questionable decisions, explosive scientific failures, and stubbornness when his grand inventions don't go according to plan.

MY STORY POTENTIAL



THE DYNAMIC:
Chaotic experiments, dramatic flair, baguettes, and a Fiat 500 Abarth.
Just a scientist chasing absolute truth.

THE THEME:
Mad science, gadgets, and flying sleighs.
Dressed like a villain, but just a scientist chasing answers.



The Monsters Squad

Marie Claire Von Viktor



ENVIRONNEMENT



HOME: Secret Laboratory

PARENTS: Hugo Von Viktor

MY STORY POTENTIAL

ADVENTURE & DISCOVERY:

Exploring the weird and wonderful corners of Booh Town, discovering new monster species, and puddle jumping.



CONFLICT & RESOLUTION:

Using courage, quick thinking to stop my father's mad plans and protect Booh Town's innocent creatures.



MY CHARACTER JOURNEY



GOAL: Stop my father's devious plans, protect innocent creatures and my new friends, make allies, and show everyone how amazing Booh Town is.

LESSON: True strength comes from courage, quick thinking, and kindness

MY BIGGEST CHALLENGE

- Living in a spooky parallel universe (Booh Town) taken over by my father while working to stop his devious plans and protect innocent creatures.

MY RELATIONSHIPS

WITH MY FATHER (HUGO VON VIKTOR):

- I strongly dislike my father's devious plans and tries to stop.

THE MONSTERS OF BOOH TOWN:

- I view them as weird, but in a good way I find Booh Town kind of amazing despite looking spooky.





VLAD

"THE VAIN LEADER"

SECONDARY CHARACTER

- NARRATIVE ARCHETYPE: Vlad is dramatic and cool.
- SECONDARY ROLE: Cooperation vs. competition between siblings.
- APPEAL: Twins dynamic (Vlad & Dimitri).
- MARKETING: Stickers/figures with different abilities.

The Monsters Squad

VLAD

WHO AM I?

AGE
10

GENDER
Male

PERSONALITY
- Careless
- Irresponsible
- Competitive
- Vain
- Spotlight-loving
- Risk taker

MY POWERS

Bat Turning
Flight

I LIKE

- to win
- to shine

I DON'T LIKE

- To lose

FUN FACTS ABOUT ME!

Vlad sleeps in a  cozy coffin-bed!

The Monsters Squad

VLAD



MY RELATIONSHIPS

WITH DIMITRI (TWIN BROTHER):

- Complete opposite of me: he is more polite, overly cautious, and tries way too hard to be a flawless role model.



WITH THE SQUAD:

- Loud, competitive, and always looking for attention.
- Acts as the dramatic, risk-taking showman who loves to win and hates to lose.



ENVIRONNEMENT



HOME: Castle

PARENTS: Dragomir and Velmira

MY CHARACTER JOURNEY

GOAL: Understanding that it's okay to lose sometimes and that not everything is a competition.

LESSON 1: Stepping out of the spotlight for a second, learning teamwork, and realizing that true respect isn't won by arrogance.



MY BIGGEST CHALLENGE

- Overcoming the unbearable fear of losing, avoiding reckless risks, and realizing that the world doesn't revolve entirely around me.



MY STORY POTENTIAL

THE DYNAMIC:

Trying to maintain cool vampire charisma and a massive ego while dealing with failures, messy teamwork, and annoying losses.



THE THEME:

Flight, bat turning, and learning that sharing the spotlight makes the victory even sweeter.



My Human Form during "The Crimson Moon"

During the Crimson Moon, Vlad loses his vampire charisma, flight, and massive ego, turning into a normal human boy. Stripped of the spotlight and his bat turning powers, he is forced to drop his arrogance, learning that sharing center stage with his team makes life much sweeter.



MAX

"THE WATER FRIEND"

SECONDARY CHARACTER

- **NARRATIVE ARCHETYPE:** "Tough but friendly."
- **SECONDARY ROLE:** The solitary explorer learning to embrace social fun.
- **APPEAL:** The energetic spirit that turns physical activity into an exciting game.
- **MARKETING:** Interactive swimming toys.

The Monsters Squad

MAX

WHO AM I?

AGE
11

GENDER
Female

PERSONALITY

- Distrustful
- Selfish
- Self-reliant
- Wilful



MY POWERS

Aquatic Speed
Underwater Breathing



I LIKE

Showers, Water, Willy, Hugs

I DON'T LIKE

- mess
- disturbances

FUN FACTS ABOUT ME!

Max knows all the fish in the lake by name and they're all friends!

MAX

ENVIRONNEMENT

HOME: BoohTown Swamp

PARENTS: Kappa, the japanese cousin

MY STORY POTENTIAL

THE LAKE & WATER:

A aquatic world where I use my powers, feel at home in the water, and enjoy taking showers.

SETTING FEATURES:

Calm and ordered aquatic spaces, where I can avoid mess and disturbances.

MY CHARACTER JOURNEY

GOAL: Protect my quiet aquatic environment, enjoy time with Willy and my fish friends, and keep mess and disturbances away.

LESSON: Opening up to trust, affection (like hugs), and friendship is stronger than isolating yourself out of distrust.

MY RELATIONSHIPS

WITH THE MONSTERS:

- I like Willy, hugs, and I know all the fish in the lake by name they are all my friends!

- I am naturally distrustful and self reliant, but I enjoy connection with those I care about.

MY BIGGEST CHALLENGE

- Overcoming my selfish and distrustful nature while maintaining order and peace in a world full of potential mess and disturbances.

My Human Form during The Crimson Moon

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