



BUSTER!

The TV Show



BUSTER!

Let's get one thing straight: Buster Sylvester isn't just a TV show. He's Meta-tainment! Where music, social media, branding, and animated reality show chaos collide into one gloriously absurd universe.

Still confused? Don't worry... Doug, Buster's "gaffer", will explain.
(You'll meet him on the next page!)

In the meantime, here's the gist:

- *Buster Sylvester is a self-proclaimed digital pop icon (read: delusional influencer).*
- *His animated mockumentary series, Buster! The Show, are a bi-weekly 5-minute whirlwind of ego, music, and drama, played alongside current affairs and topical debate*
- *It's everywhere! TV, streaming, social media, because Buster refuses to be confined to one medium. (His words, not mine.)*

If you're into projects that blur lines (or just want to witness Buster's ego in 4K), Read on!

DOUG'S INTRODUCTION

Click below to play the video



Why This Isn't Just Another Animated Series

We're merging BoJack Horseman's satire with Gorillaz' music DNA, but with a social-first engine:

- Pre/Post-Episode Campaigns: Behind-the-scenes drama, cast feuds, and gossip play out on IG/TikTok (e.g., Buster fighting his manager over a missed high note).
- Characters as Influencers: They do LIVE interviews, fan Q&As, and even virtual concerts with audience interaction.
- Music as Fuel: Every episode drops an original/cover (Buster's Man in the Mirror hit 150K views), pushed by the characters themselves.

Result: Fans don't just watch, they engage with a universe that blurs fiction and reality.

Why It Works for Partners

- For Platforms: Ready-made viral hooks + built-in UGC (fans arguing with characters in comments).
- For Brands: Merch, virtual concerts, and sponsored "scandals" (e.g., Buster endorsing a fake energy drink).
- For Audiences: A show that never stops between episodes, the drama continues on their phones.



BUSTER INSTAGRAM



MEET BUSTER!

THE FUNKIEST, MOST STUBBORN ARTIST ALIVE!

MoFo Creative is thrilled to drop the world's first iDNA (Interactive Digitally Native Artist) Buster Sylvester, a Digital Influencer/Musicians who bleeds funk, breathes soul, and refuses to sell out even if it means eating ramen for the rest of his life. Just one part of this multi platform IP, 'BUSTER! The Show' is his animated reality TV chaos, a wild ride through the highs, lows, and what-the-heck-just-happened moments of a musician who is convinced he is one gig away from glory... even if the universe keeps laughing in his face.

WHAT'S THE VIBE?

Imagine 70s swagger crashing into modern madness - bell-bottoms meets TikTok, vinyl records vs. Spotify algorithms, and a funk band arguing over The White Lotus season 3 finale. Buster's world is a time-warped, meme-fueled, soulful explosion where cell phones buzz during guitar solos and his bandmates debate whether "going viral" is a good thing or a disease.





THE DRAMA? OH, IT'S JUICY

- A ragtag band of misfit musicians (some talented, some... just there for the free snacks).
- A no BS spouse who adores Buster but also keeps a divorce lawyer speed-dial ready.
- The music industry's shady underbelly, where record execs would sell their grandma for a hit, but Buster? He'd rather eat his guitar.

THE TV SHOW

BUSTER!: The TV Show is a bi-weekly short form (5 min episode), fast-paced, animated mockumentary following an ambitious digital influencer/musician and his dysfunctional band as they chase internet fame. With his grumpy manager, Doug The Thug, Buster navigates the absurd world of online stardom, recording music in his basement, begging for funding, and dealing with his chaotic bandmates.

Think The Office meets Gorillaz meets BoJack Horseman, but with a virtual pop star who's just one bad render away from cancellation.

BUSTER! is set in a 70s style aesthetic fused with modern technology, slang and references (Cell phones, Social Media, Crpyto, Modern pop stars, Memes, etc). Aimed at a 14+ audience, Buster will be a show with an edge and will deal with current affairs where the band are discussing who was just on Jimmy Fallon? What was Taylor thinking? or did you see what Kanye just posted??



BUSTER! THE SHOW



BUSTER! The TV Show



THE PILOT



A MoFo Creative Concept

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PILOT TRAILER

Click below to play the video



Full 5 Min pilot Available upon request

THE GANG

Buster Sylvester

With a grin as bright as a disco ball and moves smoother than Barry White's dulcet tones, Buster struts through life like he's starring in his own Blaxploitation flick... bell-bottoms optional (but strongly encouraged). This ageless maestro belts out soulful tunes, shreds on guitar, and picks up any instrument that dares to cross his path.

Sure, some might call him a little retro (okay, maybe a walking, talking homage to the golden age of funk), but Buster doesn't care. Whether he's leading the band with unstoppable charisma or accidentally time traveling back to 1975 mid-conversation, one thing's for sure: the man's got style.





Doug The Thug

Doug is Buster's severely grumpy, long-suffering (but devoted) right-hand man. Hailing from the East End with a Cockney twang and a fuse shorter than he is, Doug is the eternally frazzled manager of blind ambition incarnate ...aka Buster.

Although in his late 20's, he's got the wrinkles and voice of a pensioner, thanks to years of stress-induced aging (courtesy of his star client's antics).

But don't let the haemorrhoid cushion under his arm fool you, this scooter-riding, long-suffering legend is ride or die for Buster. Loyal to a fault, he grumbles, he sighs, he mutters 'Bloody Musicians!!' daily... yet he'll still fight anyone who doubts Buster's ability to break digital stardom



Penny Sylvester

Meet Penny Sylvester, Buster's fiery better half, his mic dropping lead (and backup) singer, and the undisputed queen of his world. This 1.5G Filipino-American powerhouse rocks a big perm, bigger hooped earrings, and a personality that could melt steel. One look from her, and Buster folds like a lawn chair...completely, and happily whipped.

She's his rock, his reality check, and his occasional Tagalog tornado (especially when he's acting up). Need a lift? Penny's got you. Getting too cocky? She's got the smackdown ready. Equal parts velvet and venom, she doesn't just steal the show...she OWNS it.



Lewis 'Loosey' Walters

Meet the walking contradiction that is Lewis 'Loosey' Walters, a British transplant who somehow got Stevie Wonder's soul trapped in the body of a flustered music nerd. By day, he's all awkward charm and nervous stammers, tripping over his words whenever Jinxy Minx rolls by (which is often, much to his tortured delight). But by night? When those fingers hit the keys? Magic happens.

He stutters through conversations, but never misses a note when singing. Lewis lives for those moments when the music takes over and his inner funk god emerges, equal parts cringe and brilliance.

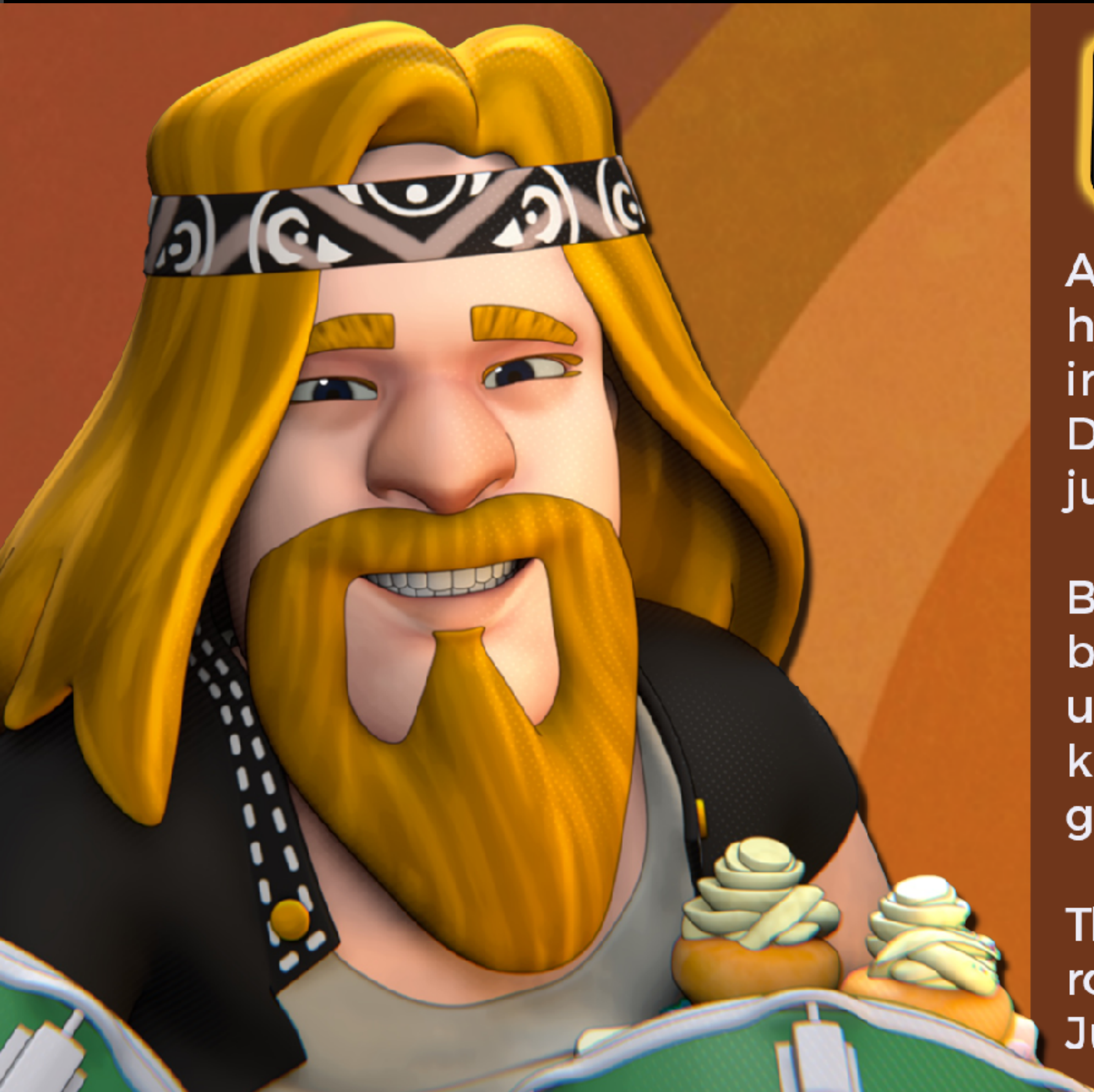


Jinxy Minx

The bass-slapping, roller-skating, vape-cloud queen of chic. Japanese by origin, effortlessly cool by default, Jinxy shreds on her bass like it's an extension of her soul; while simultaneously scrolling her phone, side-eyeing the world, and delivering brutally honest one liners with zero filter.

She's got no time for Lewis, 'maybe' a sneaky soft spot for Rod (but good luck getting her to admit it), and absolutely loathes when Buster treats her like his kid, even if she IS the funkiest bassist he's ever jammed with.

Trendy, deadpan, and unapologetically herself. Don't expect small talk, just killer riffs and sarcasm.



Rod McQuod

A mountain of a man with a beer gut, questionable hygiene, and legendary drum skills. Rod communicates in grunts, meaningful stares, and the occasional One Direction lyric (he's a diehard Directioner, don't ask just accept it).

Buster's ride-or-die since childhood, Rod's the rhythmic backbone of the group, he is loyal, loud, and unapologetically himself. If he's not laying down a killer groove, he's probably mumbling Harry Styles' greatest hits.

The human equivalent of a well-loved leather jacket, rough around the edges but impossible to replace. Just don't stand downwind.

Horneé Bros



The ultimate enigmas wrapped in brass and pheromones - are they twins? Long-lost brothers? Or just two halves of the same dangerously charismatic whole? Nobody knows for sure, and frankly, nobody has time to ask between their relentless flirting and blistering horn solos.

These self-described "libido-soaked pansexuals" approach romance like jazz - improvisational, passionate, and with absolutely no regard for conventional boundaries. Gender? Irrelevant. Personal space? A myth. Questionable hygiene? Optional. Nothing can stop their quest to seduce the entire world, one smoldering sax riff at a time

THE AESTHETIC

BUSTER 1970'S COLOUR PALETTE

AVOCADO
APPETITE

BURNT
SIENNA
SUNSET

BAD BOY
BROWN

HARVEST
GOLD
RUSH

DISCO
INFERNO
ORANGE

DENIM
DADDY
BLUE

Ah, the 1970s, a decade where colours didn't just exist, they 'par-tied'. If this cartoon series were a person, it'd be wearing bell-bottoms, a starched collared shirt, and sunglasses indoors. Buckle up, baby, because we're diving into a palette so retro, it probably thinks disco will never die.

Avocado Appetite

That green from your grandma's fridge

Burnt Sienna Sunset

eye vibrations (in a good way)

Bad Boy Brown

The naughty kid's knees after a day BMXing

Harvest Gold Rush

The color of appliances that refuse to die

Disco Inferno Orange

Like a summer at Woodstock

Denim Daddy Blue

Jeans that have seen things, man



70'S STYLE AESTHETIC





THE MUSIC

This isn't just a show, it's a music driven IP machine. Every 5-minute episode features:

- An original or reimagined cover song (performed by characters, tied to the plot)
- A music video for socials drop post-episode, pushed globally via streaming + socials
- A sonic time warp: Think Prince meets Bruno Mars, Earth Wind & Fire colliding with Anderson Paak, all produced with modern pop flair.

We're tapping into nostalgia (1960s - 2000s R&B/funk/soul) to lure older audiences, while the meta-humor and cross-platform strategy keep Gen Z hooked.

Why It Works

- For platforms: Ready-made music content + built-in promo (artists push songs themselves).
- For brands: A multi-format universe (TV/social/streaming) with merch, sync, and touring potential.
- For audiences: A laugh-out-loud mockumentary and a legit music discovery hub.



LISTEN TO THE MUSIC

Click below to go directly to the Spotify album

BUSTER SYLVESTER

Bustified, Vol. 1 (Covers)

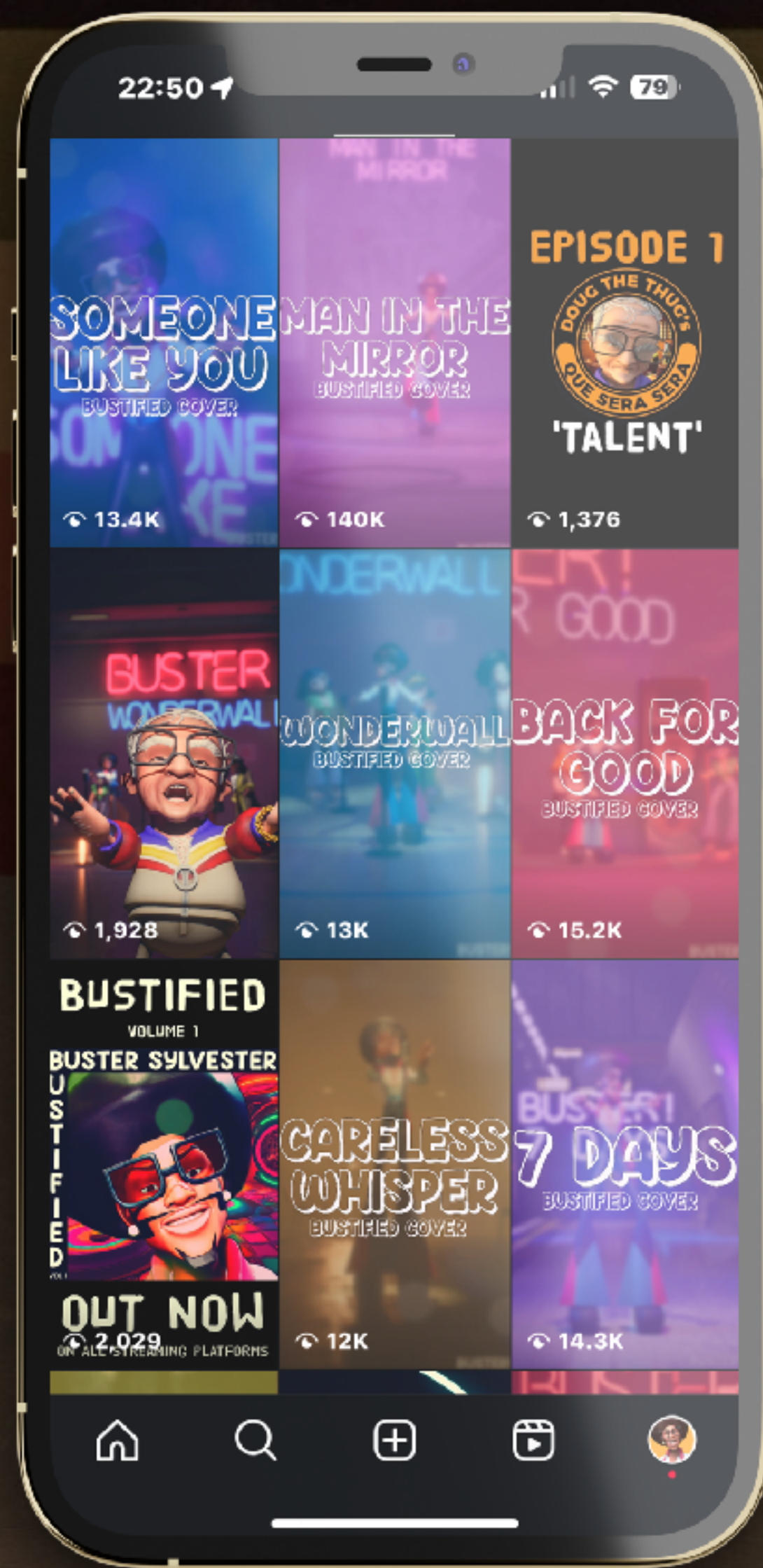
Preview Kelvin Avon

+ Save on Spotify

1	Bad Habits - Cover	04:24
2	I Had Some Help - Cover	02:50
3	Too Good - Cover	03:47

Click [HERE](#) to go directly Apple Music album

THE SOCIAL MEDIA



Buster & his chaotic crew aren't just on your feed, they're invading it. Behind-the-scenes meltdowns, clapbacks, and cringe-worthy auditions drop before & after each episode.

They'll like your posts, roast your ex, and maybe even slide into your DMs. (No promises they'll make sense)

Follow, stan, and buckle up, these 'influencers' are blurring the line between scripted and seriously unhinged. #FameOrFlop

Why it works:

- Playful & engaging - Keeps the tone light but hype.
- Teases the interactive chaos - Fans will want to see the characters "in the wild."
- Hashtag-ready - #FameOrFlop is meme-friendly and on-brand.
- Platform-flexible - Fits TikTok captions, IG bios, and YouTube descriptions.



Click below to play the video



BUSTER!





ABOUT THE CREATOR

Kelvin Avon is a multi-platinum music producer and artist manager based in Hong Kong. Over the past 20 years, he has worked with artists like N-Dubz, Erykah Badu, Sandy Lam, and BTS through his company MoFo Music Ltd, as well as creating music-driven content for brands like Netease, National Geographic, EEG, and Live Nation.

When COVID hit, the music industry froze, so he set out to build an artist who could thrive regardless of real-world chaos. Enter Buster Sylvester: a digital pop diva, influencer, and the star of his own animated mockumentary series, Buster! The Show.

While the world obsesses over the tech behind virtual artists, Kelvin has focused on the content. Because let's be honest, without great stories, even the most advanced metaverse is just an empty iPhone with no apps.

Since 2022, Buster has evolved into a full-blown meta-tainment universe:

- Original music and viral #Bustified covers
- A satirical animated series (5-min episodes)
- A cross-platform presence - TV, social, streaming, and beyond (think gaming)

Think of it as The Office meets Gorillaz meets Bojack Horseman, if the protagonist had the ego of Kanye and the work ethic of a napping cat.

If you're curious or just want to hear how Buster complains about his "undeserved obscurity", let's chat. And don't worry, he doesn't bite.

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