



LOGLINE

In this fast-paced, animated mockumentary, an ambitious wanna influencer and virtual singer and his dysfunctional band chase internet fame and navigate the absurd world of online stardom, recording music in his basement, begging for funding, and dealing with his chaotic bandmates.

TV SHOW SYNOPSIS

BUSTER!: The Show is a bi-weekly short form (5 min episodes), fast-paced, animated mockumentary following an ambitious digital infleuncer/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?

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 MUSIC

This isn't just a TV 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.

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.

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 Girls Like You cover hit over 480K 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.

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. Pilot episode and full pitch deck available upon request

PILOT TRAILER



www.bustersylvester.com
www.instagram.com/buster.sylvester