HELPING BUNNY

Kindness is Magic!



Created by J.K. RAWOOL

Animated series pitch · First draft

The series

In a cosy woodland world, a small black bunny helps baby animals face everyday worries through playful adventures and little acts of kindness.

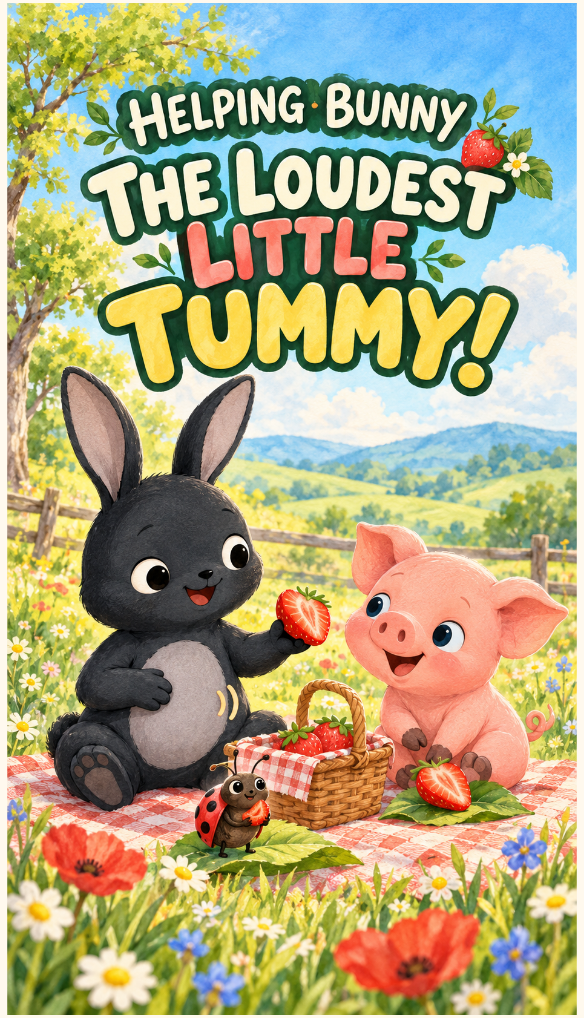


A friend beside you can make a difficult first step feel possible.

Audience and format

Working proposal

Audience	Children aged 3–6 and their grown-ups
Episodes	Self-contained stories of 4–5 minutes
Shorts	35–45 seconds with one clear payoff
Tone	Gentle comedy, small stakes, warm endings
Language	Simple English with expressive visual storytelling





Meet Helping Bunny

Long ears. A warm heart.
A helping paw.

Bunny notices when a little friend needs help. He listens, joins in and encourages them to try.

His own attempts can go delightfully wrong. A muddy landing gives everyone a reason to laugh.

A world of little friends



Baby Pig

A little adventurer who needs reassurance.

Baby Frog

Wants to be brave enough to take a big jump.

Baby Turtle

Discovers the value of moving at his own pace.

Baby Butterfly

A familiar friend going through a big change.

Baby Hedgehog

Wants a hug and a sense of belonging.

Ladybug

Shows that even the smallest friend can help.

Bunny’s woodland home

A cosy treehouse.
A garden to explore.
A pond full of tiny adventures.

Familiar places return across stories, while changing seasons bring new discoveries.



How an episode works

1 A little discovery

Bunny meets a friend with a simple problem.

2 A feeling we recognise

Fear, frustration, loneliness or uncertainty.

3 A playful attempt

They try together. A gentle mishap brings a giggle.

4 A small act of kindness

Bunny helps the friend take their own next step.

5 A warm payoff

Relief, a shared laugh and a reason to try again.



Three stories to start with

Baby Pig's Little Adventure

A moonlit walk feels less frightening when Bunny stays close. A glowing pumpkin helps turn worry into wonder.

Theme: reassurance

Baby Frog's Big Jump

Frog is afraid to jump. With small practice hops and Bunny cheering him on, he finds the courage to try.

Theme: courage

Baby Butterfly's Big Change

Bunny waits while his caterpillar friend changes. Their reunion shows that growing takes time.

Theme: patience

A storybook brought to life

Soft watercolor and gouache textures, rounded shapes and expressive ears keep the world warm and readable.

Small gestures carry the emotion. Playful timing gives simple actions a comic payoff.

Gentle narration, acoustic music and light, playful sound effects.



The project’s foundation

Already developed

Recurring characters and a visual identity
Episode stories and short-form concepts
Character sheets and environment artwork
A website introducing the world and its friends



Potential extensions

Illustrated storybooks, seasonal specials and simple kindness activities for families.

The creator

J.K. RAWOOL

Jaykrushna Rawool is a Mumbai-based VFX and CG artist with 25 years of industry experience. He has served as a creative director for animated shows and worked on film and television productions, including Oscar-winning films.
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The creative aim

To make a small, welcoming world where children can see kindness in action and enjoy the fun of helping a friend.

The next chapter

Seeking a development and production partner to shape the next set of Helping Bunny stories.

Together, define the episode slate, production plan and distribution approach.

Proposed partnership direction

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