

# "KNOCK KNOCK *and the Who's There* Doors" APP

Animated / Voice activated Knock Knock APP (volume one and two) to be released on August 1st by Disney Artist Dan Lund.

## SYNOPSIS:

*"Knock Knock and the Who's There Doors" APP* combines charming animation (by Disney animator Dan Lund) and voice activation to put kids in the drivers seat as they interact with a cast of characters through a series of knock knock jokes! Every kid hits that age when they discover the knock knock joke, once they do they become obsessed. With this unique *"Knock Knock"* APP, kids scroll up and down a hall of colorful character doors every shape, size and personality represented. They pick a door, knock on it causing it to pop up to full screen. The animated door gives the first call out... *"knock knock"*. The child speaks into phone or ipad... *"Who's there?"* The door and player continue their back and forth until the door opens and an animated punch line is revealed!!! The door quickly closes, ready to be knocked on again, giving a new joke or the user can continue to scroll over doors to pick a new one.

**Available at the Apple APP Store on August 1st**

Volume 1

[http://itunes.apple.com/us/app/knoc-knoc-1/id536944943?  
ls=1&mt=8](http://itunes.apple.com/us/app/knoc-knoc-1/id536944943?ls=1&mt=8)

Volume 2

[http://itunes.apple.com/us/app/knoc-knoc-2/id536961929?  
ls=1&mt=8](http://itunes.apple.com/us/app/knoc-knoc-2/id536961929?ls=1&mt=8)

### **VOLUMES ONE AND TWO:**

Each volume of jokes is hosted by our favorite door "Knock Knock" and introduces new character doors delivering a fresh series of *60 interactive animated jokes* with more to come including Christmas, Halloween and Pirate themed volumes as well as other games featuring our cast of doors.

### **APP MAKERS:**

**Dan Lund (creator / animator)**

"**Knock Knock and the Who's There Doors**" app was conceived and animated by Dan Lund, a Disney veteran, ANNIE award winner (Dream on Silly Dreamer) and nominee (best effects animation "Winnie the Pooh") who's credits include every tent pole animated feature since 1989 including "Beauty and the Beast", "Aladdin", "Lion King", "Mulan", "Tarzan", "Princess and the Frog" as well as the upcoming "Frozen". *"I treated this app idea the way any Disney film is treated, we are*

*creating a world that folks want to be part of with characters that are taken to heart and enjoyed over and over again"*, says Lund. When taking on the task of animating 60 jokes per volume by himself he went about it in a unique way, *"I treated the punch-line animation as a form of improve. I would load the joke into my flash files and then actually play along...when the punch-line was delivered i began animating a stick figure instantly. Whatever image came to mind first was how i started, they didn't all work but the thrill of working fast gave the art a looseness that supported the usually corny joke"*, Lund say.

**Arno Kroner (producer / co-pilot / coder)**

*"Arno Kroner was my saving grace"* says Lund... *"I spent about 4 months looking for an app programer, they either wouldn't return e-mails or spent most of their time telling me why I shouldn't do it.* Lund adds, *"Arno was the only one who said this is all about your clever idea and to just leave all that under the hood stuff to him."* Dan seems eternally grateful and surprised to have found someone who "gets it"... *"He let me animate, period"*, Lund states as if telling all the naysayers~ *"your loss dudes."*

Arno's philosophy in building the app was to make it as simple as possible in terms of user interface so that the experience would be about the jokes, the fun animation and voice characterizations. *It's easy to get carried away and try to pack in all sort of bells and whistles but the best toys are always the*

*simplest...Don't grow up- it's a trap!"* Arno states.

He found the design challenges fascinating and decided to put all other projects on hold so that he could focus on this project. Arno, an avid long distance runner, found the most fun part of coding was often to go on a long runs, think about some of those design challenges, run back to work - implement then test! Dan fondly remembers one of the more touching e-mails he received from Arno when the app was completed: Arno said he ran 35 mile without something in his head to code and it was making him miss the project!

## **VOICE TALENT:**

Dan Lund rounded out his App team with a cast of voice contributors that included veteran artists from Disney, Hanna Barbara, underground theatre, Hollywood comedy clubs, Switzerland and a kid with the coolest name EVER! "

### **John Tucker (Knock Knock)**

Long time creative collaborator with Dan Lund's independent projects, Tucker has a rich history in the animation industry including the Disney studios where he worked with Walt himself as well as doing artwork for some of the most beloved Hanna Barbara classic. He is currently the most sought after character model in Hollywood. Lund says, "*John gave us dozens of door voices but it was that first reading of our "host door", KNOCK KNOCK, that sold me on the idea that these could be more than just cheesy joke tellers"*, Lund states. "*All you have*

*to do is watch a child do the call backs in the voice of the individual characters to see that they are indeed full fledged characters". "Its what I'm most proud of!" Lund says with pride.*

### **Patricia Scanlon (door voices)**

Dan Lund and Patricia Scanlon's collaboration history started when they developed Patty's underground cult hit character "*Hildy Hildy*" into an animated half hour series for TBS. Patricia, one of Dans favorite writer/performer, not only supplied voices for three popular doors but also voices the animated "non- door" human character that will star in a series of spots promoting the app to the "non-typical" ~ *as a baby sitter for those who dont have or like kids, moms who need alone time to finish shades of grey, gay families, mammy bloggers and more...*

### **Amos Sussigan (door voice)**

A successful designer and author (The Chocolate Oscar) from Switzerland, this foreign exchange student, studying filmmaking in LA, was tapped by Dan Lund to add a little international flavor by voicing the little green door that kids always pick as the cutest. Amos, not in LA to break into acting states, "*Dan's request for me to be a little green door was backed up from a genuine belief and creative energy that i have never seen before. How could I refuse?*

*cutest*

### **Marian Tucker (door voices)**

Not only is Marian an animation veteran, serving as clean up lead on some of Disney's most iconic characters but she is also married to "Knock Knock" himself. Currently designing characters for Disney Toon Studios, Marian timidly asked if she could do some voices. *"I've watched my husband, John Tucker, and Dan have so much fun over the years with their independent projects that i just didn't want to miss this party."*

### **Katie Bogart Ward (door voice)**

Katie has been rocking the Hollywood improve scene for years and has performed and written many tv pilots, web series, sketch comedy and one woman shows as well as being part of one of the most popular female improve groups performing in clubs all over LA.

*"So many of my projects start as an excuse for me to work with my friends, Im just very lucky i have a talented group of folks who are always willing to play in my sandbox." Lund states proudly.*

## **PROMOTION:**

**"Knock Knock and The Who's There Doors" APP** is using new and exciting approaches in bringing a level of entertainment to its advertising campaign. Dan Lund has committed to keeping the animation alive outside of the App by delivering new animated and live action promo pieces, shot all over the

country on almost a daily basis.

### **Website and facebook:**

Both sites will work in tandem to create a world that stays alive! APP users can contribute by uploading video of their kids using the app, telling their own jokes and possibly getting animated! Our animated characters will deliver personal shout outs regarding news and reviews that are helping celebrate their knock knock community and keeps our APP family up to date with all things "Knock Knock"!

<http://www.facebook.com/knockknockApp>

<http://knock-knock-app.com/>

<http://www.youtube.com/user/Knockknockjokeapp>

<https://twitter.com/knockknockapp>

### **Commercials -traditional:**

Knock Knock, the host door in an animated commercial illustrating the aspects of the APP that showcase its voice interaction, animation style and long term entertainment value as the consumer makes these doors part of their childhood.

### **Commercials -counter culture:**

A series of animated commercials geared towards your non traditional app buyer. These commercials are delivered by our animated "non- door" character. While still promoting the app, it

comes from an unexpected angle and works off a "headline" grabbing level geared towards pop culture and the non traditional.

#1 "*no-kids commercial*" ...selling to those who are uncomfortable around kids

#2 "*middle aged erotica*" ...selling the app as a way to distract kids so moms can finish reading "shades of grey"

#3 "*no family left behind*" ...selling to gay parents, family entertainment should include two mommies and two daddy households.

#4 "*Mommie bloggers*" ...selling to the moms wearing the "app pants" in the family

### **Animated shout outs (multiples in each category)**

#1 app launch count down (animated)

#2 Kids telling the doors original jokes of their own (animated/ live action)

#3 Warnings of what could happen if kids play with app (live action)

#4 kids promoting app launch date from bottom of pool (live action /underwater footage)



