



“We Need To Talk”

Cartoon Network + LEGO tell all.

"We Need To Talk"

[FILM OPENS]

A dressed up Cartoon Network mascot ("Cartoon") is having a romantic dinner with a Lego Block costume ("Lego") at a nice restaurant. They're toasting juice-boxes, holding hands, it's satirically sweet. A man ("Buddy") starts to walk by their table. Cartoon says, "Hey look, that's my buddy from college – haven't seen him for years." Cartoon waves him over to the table.

Buddy starts, "Hey Cartoon (Network)! You look good! How's everything?"

Cartoon responds nonchalantly, "Pretty good... I'm the number one ad supported kids network now..."

[ALT] "Pretty good... Trying to stay pretty social, you know, doing a bit of networking lately..."

[ALT] "Pretty good... Just been trying to stay animated... you know..."

[pause] "Hey, let me introduce you to my... um... my... This is Lego."

Lego's face is static but obviously displeased that he didn't call her his girlfriend.

[CUT TO LATER THAT EVENING, SITTING TOGETHER ON A BENCH]

Lego says, "We need to talk. I need to know what this is. What are we? If we're going to continue down this path, creating together, playing together, and especially hosting that panel at South By, I need to know what we are to each other. What we're building. We need to define US."

Cartoon fidgets uncomfortably, "Aren't things great the way they are?"

Lego responds, "I'm really happy with what we have. But I need more."

[FLASHBACKS TO NINJAGO, MIXELS, OTHER MEANINGFUL COLLABORATIONS]

Lego continues, "Remember that time when we dreamed up that whole new world together, with tribes and toys and apps AND shorts **AND** characters, and before we new it, this great thing called Mixels was born? And remember how amazing it felt when Season One of Ninjago first took off and this thing we'd made together turned into such a wildly successful adventure?"

Lego persists, "We're timeless. We're just better together. We've got this sense of adventure, and collaboration, and experimentation, and... and... we just work! There's no other pair out there like us! We..." [cut off by Cartoon]

Cartoon says adoringly, "Lego, you know I think you're totally cubical. [AKA totally awesome] Ok... let's do this. Let's put a label on us. I'm ready..."

[TEXT ON SCREEN]

To be continued...

[BUMPER]

Join Cartoon + Lego at SxSW as they spill the beans on their relationship, why they innovate together, and what has remained timeless over the years.