



**NEG**  
**IS COMING**  
**FOR YOU**

# MEET NEG...



Comedian Neg Dupree is best known for Neg's Urban Sports, the breakout act from hit TV show *Balls of Steel*.

After 3 series, Neg's bonkers antics propelled him to cult status across the world with the show being broadcast in 15 countries. This huge success of *Balls of Steel UK* led to 2 more series, this time filmed in Down Under. *Ball of Steel Australia* became the most-watched show of all time on the Comedy Channel and won an Aussie TV Award for Best Entertainment Show.

Neg has continued to travel across Europe, the USA, and Canada filming various comedy projects while working on British radio performing an array of crazy characters. Over the past 12 months, in fact, Neg has elevated his cult status into a viral sensation. He has amassed 150 million views on YouTube and his social media pages have a reach of over half a million *very active* followers! He also created an online series for Comedy Central UK, for which his new characters and sketches have received over 125 million video views on Facebook alone!

## And meet a few of Neg's alter egos...

Learn a little more about Annie and a few more of his most precocious alter egos below.



### URBAN COWBOY

*Main man from "Balls of Steel"*

From 'Knock and Don't Run' to 'Burger Bowl Off', for years this YouTube sensation was the reason your kids got in trouble at school. Fast food has never been delivered this quickly – at your head!

Catchphrases: "Whoop Whoop", "Toot Toot", "F\*\*king Chicken Nuggets!"



### ANNIE

*Thug with a temper*

Annie gatecrashes runways and celebrity events but will not go quietly when security arrives. Annie has had well over 50 million views in the past year online!

Catchphrases: "How dare you! You racist, sexist, pig!"



### BRIEFCASE WANKER

*Well-presented business man in a rush*

Janiel Smart is a bit of a clutz, often taking a tumble, sending him and his case of filthy sex toys flying down the street. Who will stop and help him?

Catchphrases: "These aren't mine, they're my mother's! Wash your hands!"



### DAVID HOCK

*Neurotic local TV producer*

David hires a crew to follow him round trying to bust innocent shop owners with insane allegations of malpractice that he's fabricated. He wears an ill-fitting wig but denies it.

Catchphrases: "I'm follically challenged." "We've had reports. I'm shutting you down!"



### ITALIAN CHEF

*Michelin-starred Italian chef*

The Chef cooks up controversy into random places screaming at people to stop what they're eating. He also tries to catch pigeons and rats outside restaurants and put them into a big pot!

Catchphrases: "This is from Papi's farm. Who's hungry? The soup is off!"



### BLIND JENSEN

*Rude, obnoxious partially-sighted man*

Jensen is highly offensive to everyone he meets. He mistakes everyday people for celebrities, demanding selfies, but they can't say anything though because he's blind?!

Catchphrases: "Hells Bells! I might be blind, but I'm not f\*\*king stupid!"

# PREMISE

The heart of the show focuses on our Neg Dupree, hidden prankster extraordinaire. Following the massive uproar from Neg's pranks in the UK, he has been deemed too crazy for TV and housed in a secure facility. But, he's escaped...

As an FBI manhunt is underway, Neg goes on the run and flees to the US, unleashing a whole raft of pranks and games on unsuspecting members of the American public. Because he's on the run, he has dumped his cowboy hat and is now donning a variety of costumes, prosthetics, and disguises to cause mayhem in cities across North America. We can bring in interesting CCTV style footage, 'lost' footage, and even maps of the cities where Neg currently unleashing his mayhem.

This is going to be big, loud, ground breaking, and - at times – controversial.

# EPISODE BREAKDOWN

Each episode will focus on Neg bringing his very own brand of chaos to a different city or State in the USA. Here, we set the scene for 22 minutes and 4 acts of Neg madness. We will use graphics, animation, and a fantastic soundtrack to really bring the show to life, which will have an urban, pacey feel.

Here's an assortment of acts that could be broken down by episode:

- **Spine**  
There will be main thread set pieces that run across the three acts – Neg wreaking havoc in public in disguise as one of his many characters. We will build up and return to this until the final payoff at the end of the show
- **Neg vs. the Public**  
Neg's signature hidden-camera "gamified" prank, where graphics and VO explain the rules that Neg has to follow to accomplish the task and win points.
- **Quickies**  
Interstitial commercials to tee up some of Neg's characters
- **Cliffhanger**  
Short pranks with Neg in character to bookend commercial breaks. Audiences can tweet guesses of 'What Happens Next?' during the adverts

## Other considerations

- **Celebrity-Competition**  
Neg going head to head with one of his well-known celeb fans in a hidden camera situation – Russell Crowe could be the first to compete
- **BTS**  
Outtakes and Neg breaking the 4<sup>th</sup> wall with behind-the-scenes-footage

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