

Project no: #03

May 17, 2022

Transmedia Campaign:



Push and Pull

The Bone Queen, Book 1

Proposed By:

Rae Henry

Proposed To:

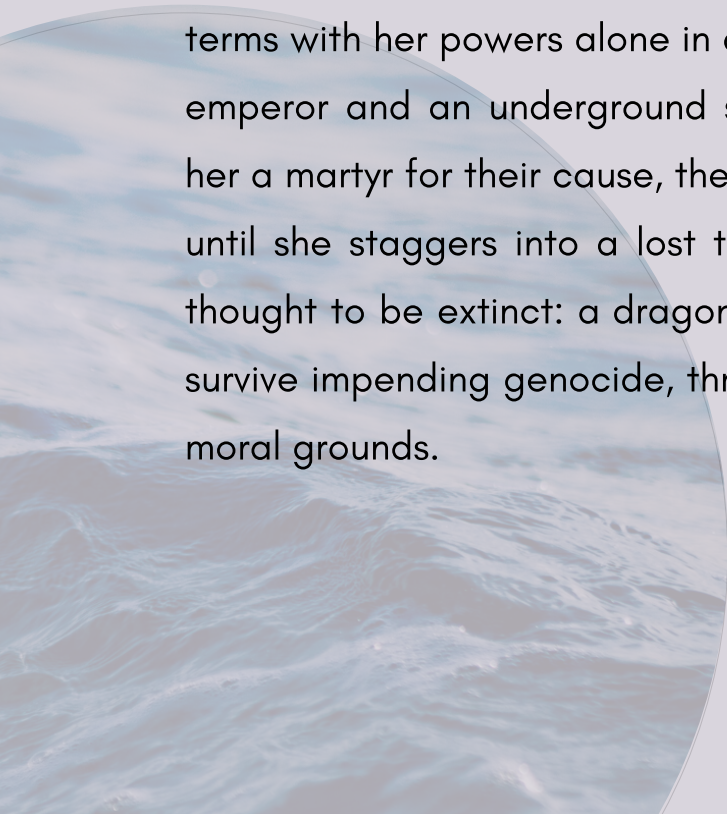
Disney Publishing

1 Synopsis



Orphaned by the Wars on Sorcery, **Vihira** and her sister, La, are taken from obscurity to become sacred vessels in the eyes of magic users who believe they are both reincarnated halves of an **ancient goddess**, which forces them into test of survival against the mysterious emperor's witch-hunting soldiers.

Before they can find sanctuary, La is caught and murdered for the crime of using magic, leaving Vihira to fend for herself and come to terms with her powers alone in a fractured world. On the run from the emperor and an underground society of sorcerers intent on making her a martyr for their cause, the end seems to wrap around her neck... until she staggers into a lost temple and discovers a creature long thought to be extinct: a dragon called **Esmerys**. Together, they must survive impending genocide, threats of slavery, and their own blurring moral grounds.

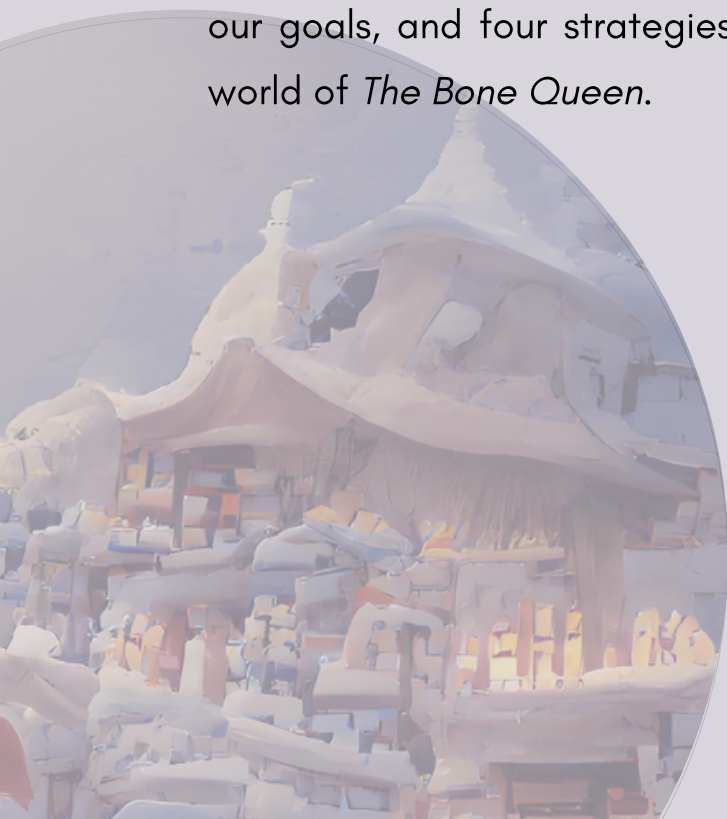


2 Campaign Introduction



Push and Pull, the anticipated first book of three in *The Bone Queen* series, is on its way into the hands of readers. It's fantasy in every sense of the term, with dragons and a hero that descends into villainy. We're looking to spread it to potential readers who may not find the story on its own. To do so, we're brainstorming ways to expand the story through multiple platforms.

In this document, we cover the paramount importance of the series, our goals, and four strategies for content to further the expansive world of *The Bone Queen*.



3 Why Now?

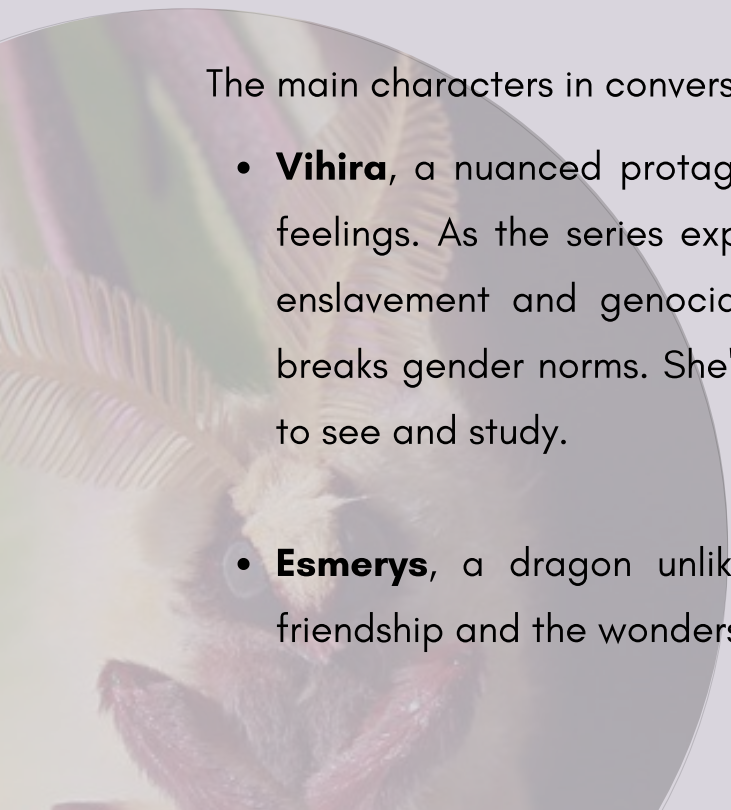


The Bone Queen series blooms from the exploration of grief, sisterhood, and the lengths of acceptable human morality. Told through a fantastical world with magical characters, the overall message of this story must reach the widest audience it possibly can.

Everyone could learn from watching these characters use—and misuse—courage, wisdom, and power.

The main characters in conversation:

- **Vihira**, a nuanced protagonist with complex morals and deep feelings. As the series expands, she leads a revolution against enslavement and genocide, battles grief and loneliness, and breaks gender norms. She's a woman in power the world needs to see and study.
- **Esmerys**, a dragon unlike any seen before. She represents friendship and the wonders of the past, present, and future.



4 Goals



- **Create** more depth for *The Bone Queen* series
 - **Explore** more plot lines than those in the books
 - **Grow** the fantasy fanbase by weaving in new media
 - **Offer** further insight into existing book details
 - **Reach** a wider audience than typical fantasy readers



5 Strategies



Animated Short Film



PC Video Game

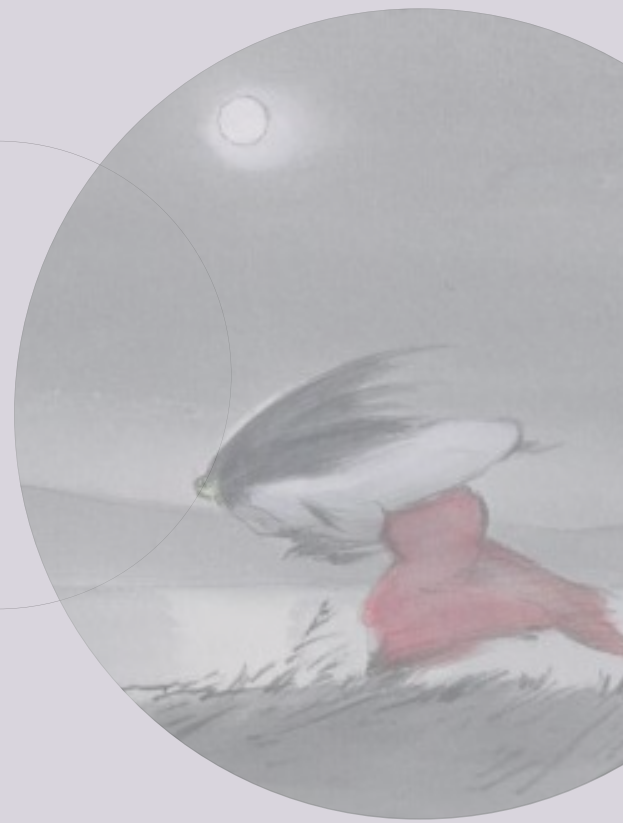


Interactive Website



Graphic Novel

6 Animated Short

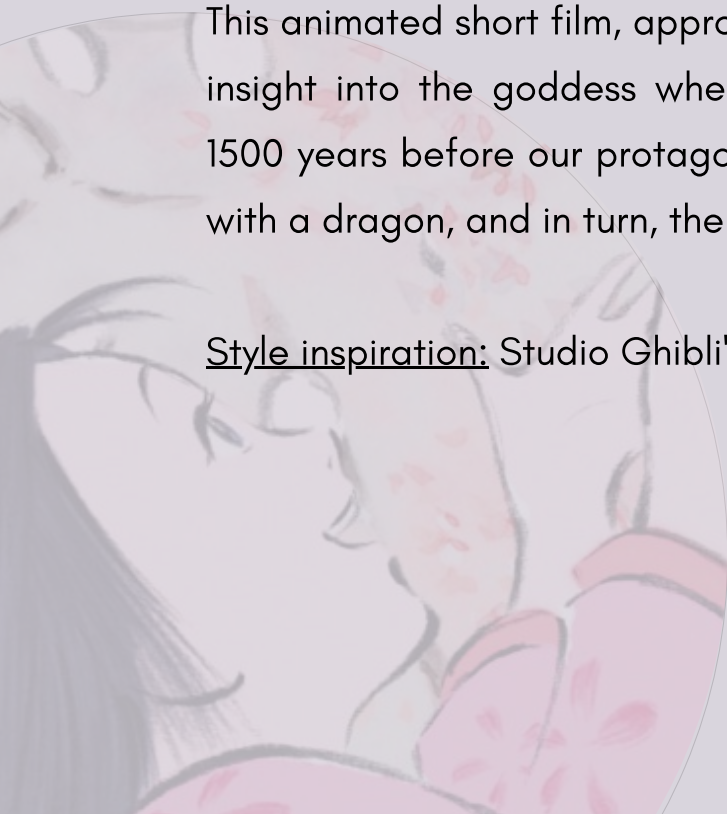


We hear of the goddess that Vihira is supposed to embody—their powers are similar, not elemental in nature like other magic in the world. Is she truly her reincarnation? The series answers this question as we follow Vihira's story.

But what of the goddess' story? What of her life before she was exalted?

This animated short film, approximately 10-15 minutes in length, gives insight into the goddess when she was just an ordinary girl living 1500 years before our protagonist's time... the first girl to ever bond with a dragon, and in turn, the first human to ever harbor magic.

Style inspiration: Studio Ghibli's *The Tale of Princess Kaguya* (2013).



7 Video Game

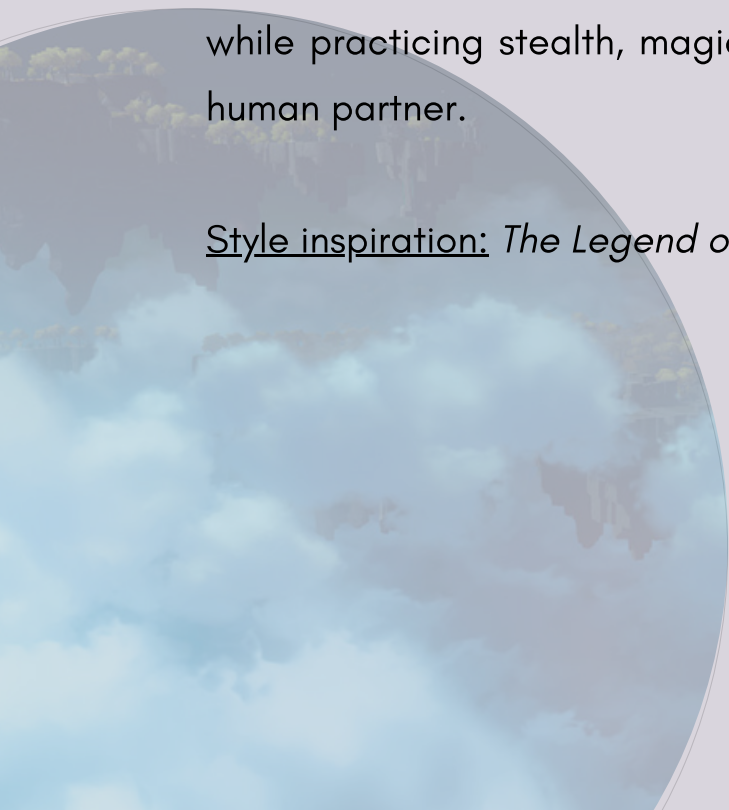


The Bone Queen: Wanderer

Learn Esmerly's untold story.

Partnering with Steam (a video game digital distribution service software client for PC), *Wanderer* is a first-person RPG (role-playing game) where players experience life as Esmerly while she's separated from Vihira during the interlude between books one and two of *The Bone Queen*. Explore this open-world, free-roam game while practicing stealth, magic skills, and ways to get back to your human partner.

Style inspiration: *The Legend of Zelda: Breath of the Wild* (2017).

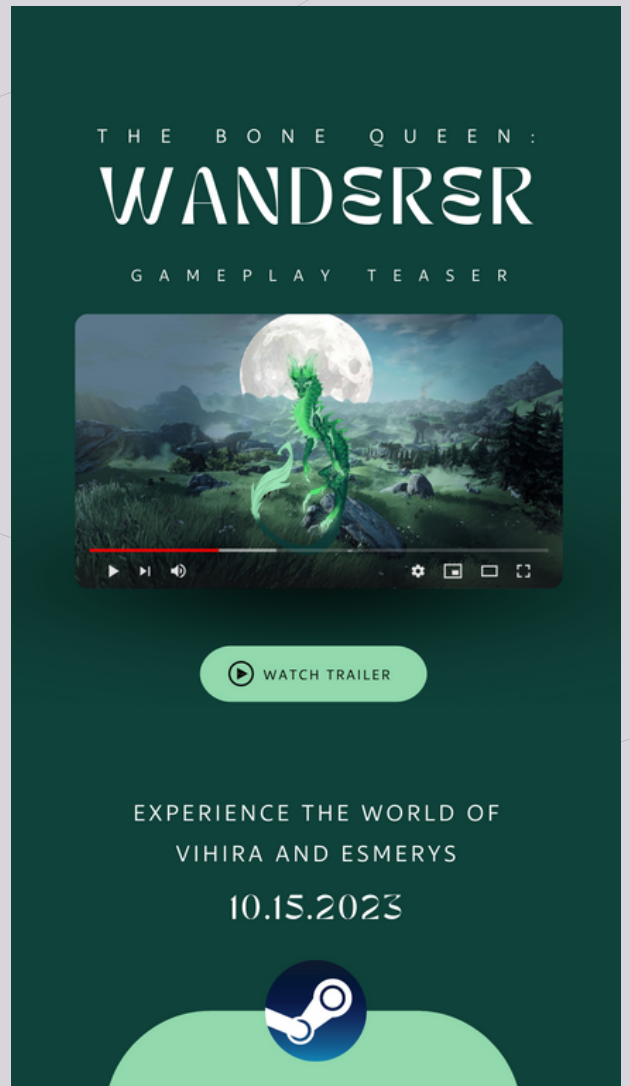


7.5 Mockup

Right: Sample social media story post

Bottom: sample trailer cover + social media post.

Post description (on YouTube, Instagram, and Twitter from Steam and *The Bone Queen* official accounts): "*It's finally here. Experience the gameplay teaser for Wanderer. Earn your wings.*"



Interactive Website

Quiz

wizarding knowledge to the test w
for all levels

Ever wondered about the history of the countries from *The Bone Queen* series? Have an inkling about which kind of elemental magic you would tame if you were born as one of the Gifted?

Fans will adore this interactive website with features such as quizzes and maps where they can uncover never-before-released details about Vihira's world.

Much like The Wizarding World of Harry Potter website, readers can insert themselves into *The Bone Queen* series with the shimmering details provided by this site.

OVER YOUR
ELEMENT

START

8.5 Mockup



Sample screenshot of the "Discover Your Element" quiz located on the interactive website. The background is the map of the series, and the illustrated rays represent the goddess' symbol from the books.

Graphic Novel

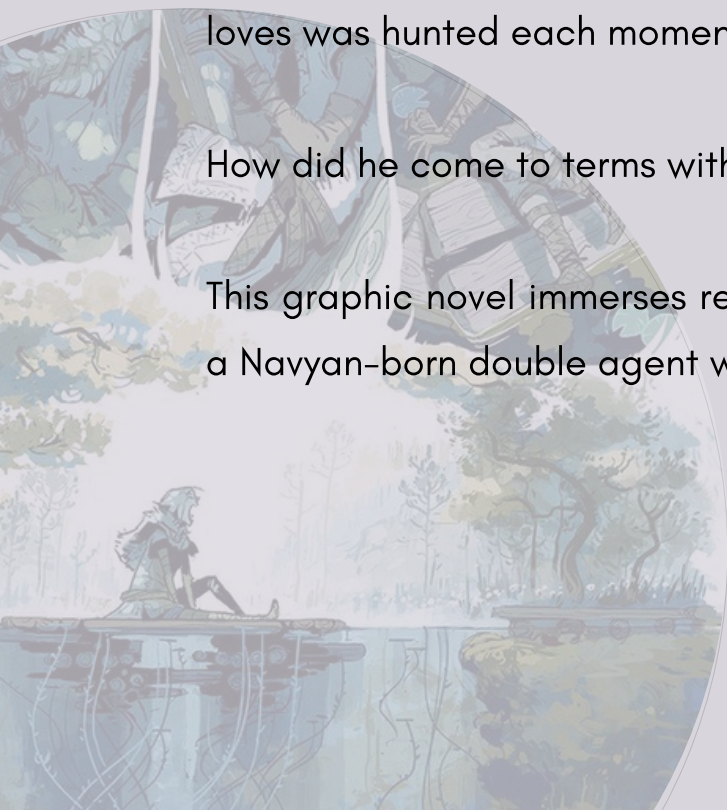


Azraal, the son of an enslaved Gifted man and a chosen Vure of the Emperor's army, is enchanted by Vihira from the moment he meets her when they're fourteen. He has more faith in her than even her most dedicated followers.

But his story is largely untold. What happened to him during his time training with the Vure? How did he keep his allegiance to the resistance a secret, and how did he survive knowing the woman he loves was hunted each moment of every day?

How did he come to terms with hunting her himself?

This graphic novel immerses readers into the nuanced life of Azraal, a Navyan-born double agent working against the Empire.



10 Conclusion

With its protagonists discovering the gradation of morality, the horrors of prejudices, and the bone-deep bonds we can make with each other, the voice of *The Bone Queen* should be told far and wide.

The story empowers just as much as it inspires.

With an animated short film, an open-world RPG PC game, an interactive website, and a graphic novel added to the canonical world of the series, new depths can be explored and extended audiences can be reached through the influence of Disney Publishing.

The background features three large, thin-lined circles that overlap each other. One circle is positioned in the upper right, another in the upper center, and a third in the lower left. The text is centered within the space defined by these circles.

Thank You

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