

BAIT & SWITCH

Independent to the last drop.

Format: Animated comedy pilot — broadcast half-hour (22-minute) format **Style:** 3D-CGI, feature-animation look · warm, sun-bleached Florida setting · adult-animation-adjacent, family-watchable **Created by:** Steven J. Hillen **Production:** An xobehtedistuO Production **Contact:** shillen36@gmail.com · www.xobehtedistuo.com

Logline

A fiercely independent Florida-panhandle family runs a rundown gas-station-and-bait-shop — and when a soulless corporate mega-chain drops a neon superstore across the highway, they wage guerrilla economic warfare armed with nothing but hand-poured rubber frogs, cold sweet tea, and a deadpan six-year-old tactical mastermind.

Synopsis

On a sun-bleached stretch of Florida highway, the Vance family holds the line at Waylon's Quick-Stop & Bait. When Mega-Mart Gas & Slush lands directly across the two-lane — all neon, synergy decks, and corporate smiles — the Vances refuse to fold. Outspent and outnumbered, they fight back the only way they know how: Waylon's get-rich schemes, the kids' shadow operations, and six-year-old Roxy, sunglasses on, leverage in hand. Every episode lands where it should — on the little guy's dignity.

Tone & Comparisons

King of the Hill's grounded regional warmth × Bob's Burgers' loving family chaos × the pint-sized menace of a Louise/Stewie-grade kid operator. Absurd but heartfelt.

The World

Waylon's Quick-Stop & Bait vs. Mega-Mart Gas & Slush — separated by one two-lane highway. Plus the Sunset Palms Trailer Park and the Dairy King ("Home of the Avalanche").

The Vances

- **Waylon** — proud, high-strung owner; schemes bigger than his budget.
- **Jolene** — dry, unflappable; the family's center of gravity.
- **Brandy (16)** — anxious rule-follower grinding a Dairy King management track.

- **Jax (12)** — serene oddball; adopts wildlife as "staff."
- **Roxy (6)** — sunglasses-clad tactical genius; runs shadow-ops on the corporate invaders.
- **Sterling Vance** — smarmy Mega-Mart regional director; the recurring corporate foil.

The Series Engine

Repeatable every episode: Waylon's get-rich scheme → corporate "synergy squeeze" → the kids' guerrilla counter-op → resolved by honesty + Roxy's leverage → a tag button with a new absurd animal "advisor."

Episodes

- **Ep. 101 — "The Great Bait Bait-and-Switch"**: Waylon panic-raffles his dented skiff as a "luxury yacht"; the kids sabotage the corporate land grab; honesty and a leverage tape win the day. **Pilot is animated and screenable.**
- **Ep. 102 — "Salty Pete's Squid-Pro-Quo"**: 300 lbs of thawing squid becomes "Swamp Shield" bug spray; it backfires into an airborne stink war, a dairy geyser, and a crane short-circuiting Mega-Mart.

Proof of Concept — Built, Not Promised

- Animated pilot cut (title → episode → credits), screenable now
- Signature title package: logo, theme sting, intro, end credits
- Two complete episode scripts and a 39-page episode blueprint
- Locked cast: model sheets for the full ensemble

Production Advantage

A complete, reusable AI-assisted production pipeline is already built — locked character designs, a voice bible, and the episode blueprint — so episodes can be produced faster and more cost-efficiently than traditional animation, with higher margin and faster season delivery.

The Ask

Seeking distribution and investment partners to complete Season 1. Every dollar goes to finished episodes on an established pipeline.

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