

ATTENTION EVERYPONY!

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POP  
goes  
pony!

HASLAB



**AN INSPIRING  
LOOK BOOK FOR  
CREATIVE DEVELOPMENT  
DOCUMENTING  
THE STORY OF HOW  
A FRANCHISE HAS  
BEEN REDEFINED  
BY A DEEPLY  
PASSIONATE  
NEW AUDIENCE.**



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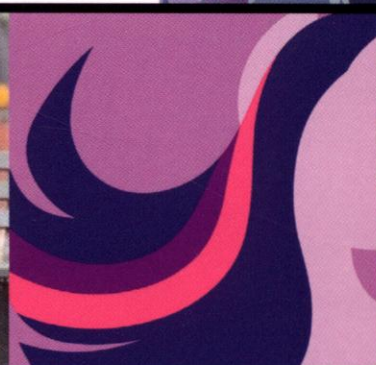
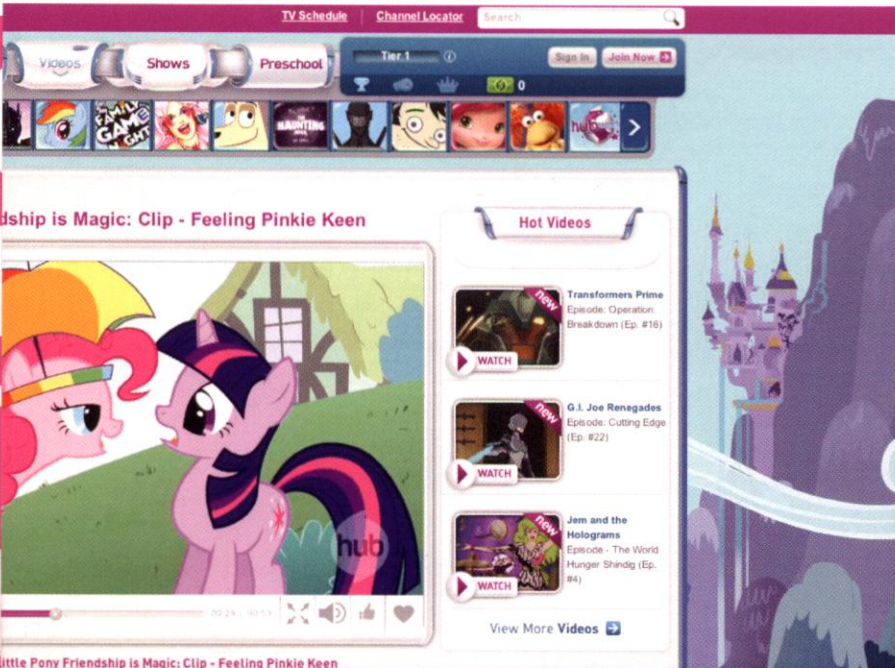
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**HASBRO'S SURPRISE 1980'S HIT MY LITTLE PONY IS CURRENTLY EXPERIENCING A NEW CULTURAL PHENOMENON FUELED NOT ONLY BY IT'S CORE AUDIENCE BUT BY A SURPRISING NEW DEMOGRAPHIC - POPULAR CULTURE.**

In our more digitally connected world the idea of 'consumer' is being redefined, from a product-on-shelf consumer, to a more active one—clearly our brandscape has changed.

The new My Little Pony audience is making the brand more experiential. They are connecting with other fans, forming a new collective intelligence which goes far beyond the television channel and the toy aisle.

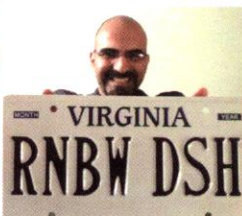
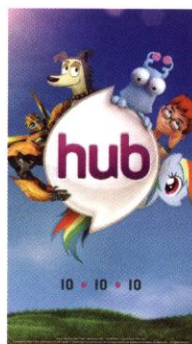
This book captures a moment in time, it documents how in a short period of a few months, a children's animated series aired on a new network, can ignite a wildfire of brand sharing. Inside we attempt to simplify the phenomenon,

tracking how only a few episodes of entertainment can change an entire brandscape.

Inside you will see how fans are harnessing their collective intelligence as they create and share video mash-ups, share their own artwork, photos and their own stories all inspired by the characters and archetypes from the animated series MY LITTLE PONY- FRIENDSHIP IS MAGIC. The My Little Pony Brand is experiencing a massive shift, as it grows toward an unknown, albeit exciting future.



# TIMELINE



## OCTOBER 2010 THE HUB, LAUNCHES

Hasbro's newest venture, THE HUB launches in the US and Canada in a partnership with The Discovery Channel.

## OCTOBER 2010 MLP.FIM AIRS

Friendship is Magic airs with 26 episodes planned for season one

## DECEMBER 2010 BRONIES EMERGE

Fan sites become the genesis of viral memes and image sharing. 'Bronies' become defined as both male and female fans of the show.

## JANUARY 2011 LAUNCH OF EQUESTRIA DAILY

Fans now have a central site for chatter, chat and image sharing. By July 25th 25 Million pageviews.

## FEBRUARY 2011 CELEB FANS FUEL THE FIRE - LADY GAGA

From Katy Perry to Lady GaGa, fans embrace the brand early

## FEBRUARY 2011 FANS START CRE- ATING CONTENT-

From YouTube video mashups to character memes and original art, show fans are populating the wires with millions of original creations.

As Frank Rose says in his best selling book THE ART OF IMMERSION "We are standing at the intersection of lure and blur. The Future beckons, but we are only partway through inventing it."

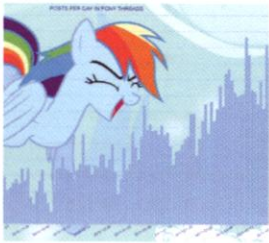
We know this much: people want to be more immersed, they want to be more involved in a story, to carve out a role for themselves, to make it their own. But how can we accommodate them? What if an audience runs away with the story? How do we handle the blur - not just between the fiction and the fact, but between the author, and the audiences, the entertainment, the advertising, the story and the game?

This book shares the basic phenomenon, from first emergence and early adopters, to a new audience using the characters and stories in amazing ways. Our intent is to share how the brand elements are growing and morphing into a new form, how our very definition of what defines "intellectual property" is evolving and being re-defined by fans of the brand.

This book shares a sampling of artwork concepts and ideas generated by fans over a six month period, between February 2011 and July 2011. It demonstrates how everything from a quirky characteristic or an accidental role for a character can jetison them to stardom, and



FANSITE EQUESTRIADAILY.COM  
HAS OVER 25 MILLION PAGE HITS  
SINCE GOING ONLILNE ON JAN. 19



MARCH 2011

**THE TREND-  
BROADENS**

WIRED magazine, San Fransisco Chronicle, National Public Radio all present stories about the MLP trend of 'Bronies'.

MAY 2011

**FAN SITES START  
TRACKING**

With hundreds of fan sites, and some reaching over 15 million page views, MLP/FIM is starting to become one of the most adopted brands on the internet.

JUNE 2011

**PONY BECOMES  
NUMBER ONE  
MEME OF ALL**

**TIME** With hundreds of Memetic phrases and images, MLP memes reach a point in mid May when their numbers make them the most popular meme, and classified as a Subculture.

JUNE 2011

**THE TREND GOES  
TO A NEW LEVEL**

Who knows where it will end, but the trend of 'Brony' and show fan continues to spread like wildfire.

it shows how a color palette can become an invaluable intellectual property element.

Suddenly the concept of 'story' can be deeper creative thinking toward more immersive solutions for brand users. Our goal is to inspire new ideas based on the new knowledge delivered to us via a new audience. As our new new global fan base falls in love with MLP:FIM, the challenge to explore and develop an equally extraordinary roapmap to expand and evolve the brand.

This document acts as a compass to new development models that and will encourage a

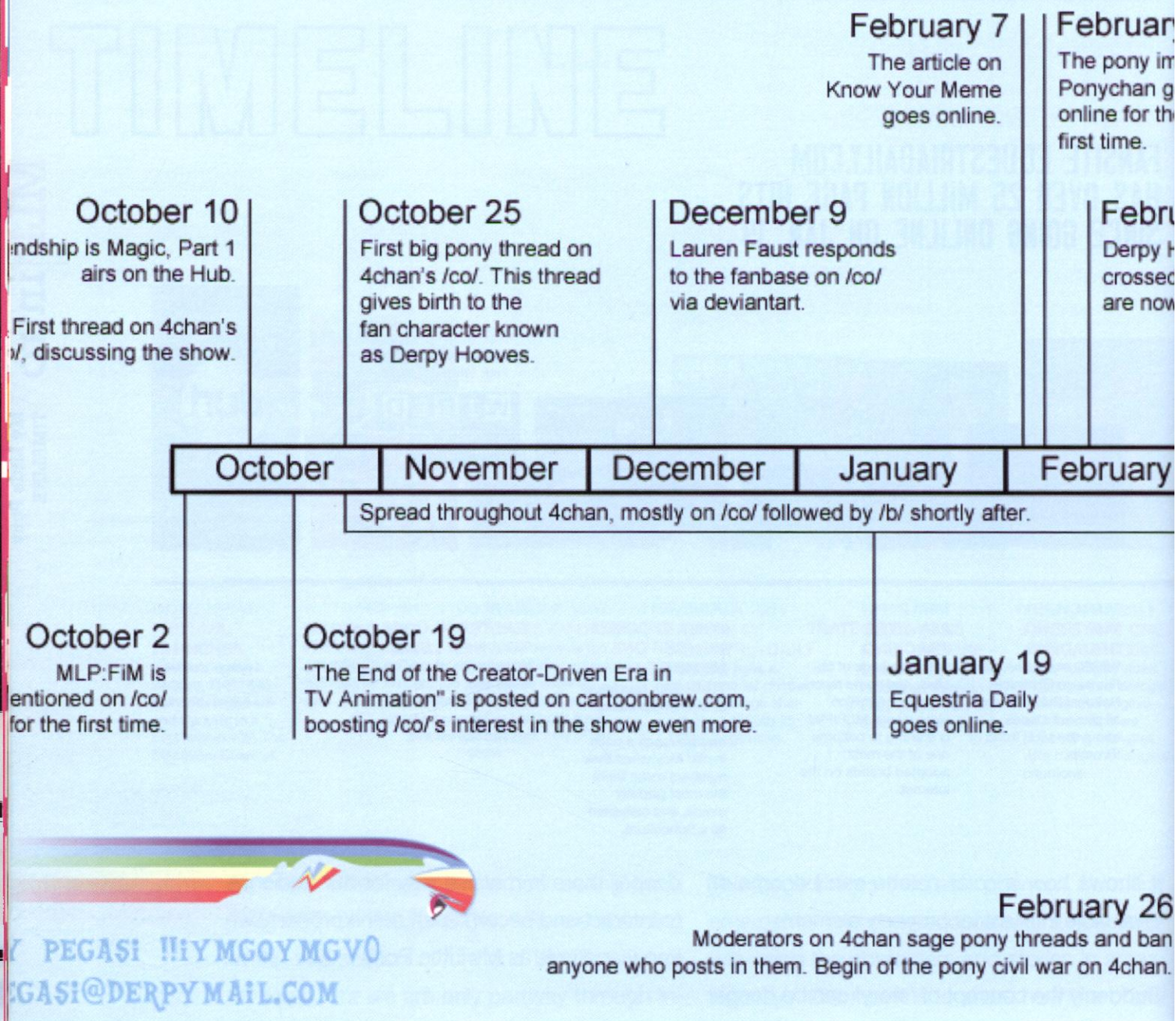
deeper more immersive way for our audience to interact and become part of the property we know and love as My Little Pony.

Gretchen Forrest  
Matt Mattus

HASLAB  
HASBRO I.P. DEVELOPMENT GROUP



# TIMELINE



## THANK YOU, BRONIES

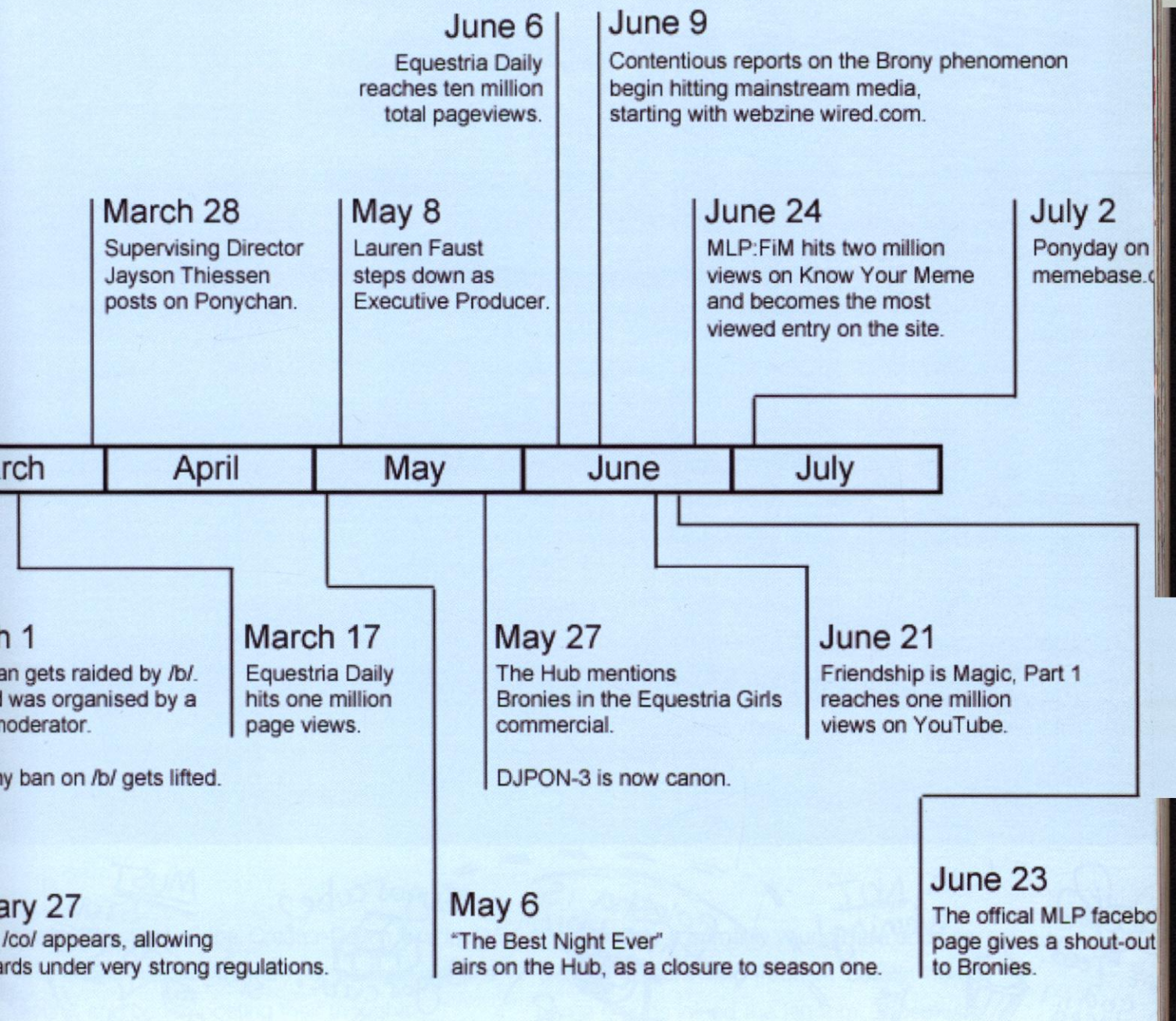
### THE SHORT HISTORY OF THE NEW MLP:FIM FANDOM

The short history of the new MLP:FIM is less than a year old. On October 10, 2010, 'My Little Pony: Friendship is Magic' was aired as part of the Hub's new network's debut. Targeting young girls 3-8 years old, the program was expected to rise slowly, given that not only was the Hub a new

network, the MLP property itself had not had a television following since the 1980's.

After two episodes aired, a new audience started to emerge fueled by a new, tightly-knit online community of artists, fans and gamers, who pride themselves on following the latest





'cool' games and shows.

What no one saw coming, was the reaction young adult fans would have to the show, which quickly jetisoned an on-line phenomenon of me-metic proportions. A review of the show appeared on the popular animation site Cartoon Brew en-











titled, 'The End of the Creator-Driven Era in TV Animation'. Many fans were not pleased with the review, and began posting their thoughts.

Threads ignited a 'firestorm' response from fans, which spread to many gamer bulletin boards - particularly 4chan.com, a highly active community online forum site. By the time that the the second episode aired on October 22nd, threads using various characters with snarky sayings began to emerge which exposed the show to many new fans, most from outside of its target demographic of girls 5 - 8.

Gamers are playing with the MLP:FIM brand in games like MINECRAFT, SECOND LIFE, HALO and other off-brand sites.

Suddenly, a primarily young male adult audience, gamers who frequent bulletin board game groups joined the fandom. Those who initially enjoyed the animated show "because of the artwork and animation", were surprised to find that they enjoyed the plots and interesting archetypes of the characters.

Today, Fans of all ages are finding MLP not only fun, but that they can relate, associate and even participate with the brand, telling their own stories through art, writing and video.



# THE SHOW





# MILP:FIM

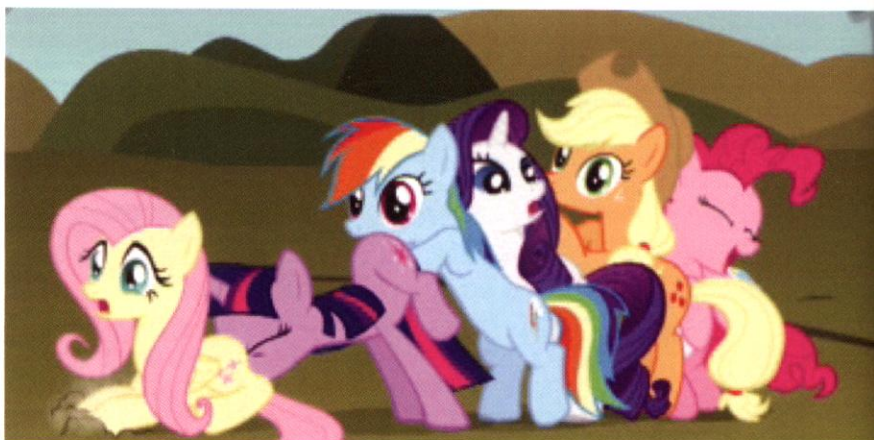


My Little Pony Friendship is Magic is an American animated television series that began airing on the United States cable channel, The Hub, in the last quarter of 2010. This incarnation of the Hasbro toy was developed for television by Lauren Faust, who had previously worked on the Cartoon Network series *The Powerpuff Girls* and *Foster's Home for Imaginary Friends* with their creator, her husband Craig McCracken. The show is produced by Studio B Productions, in association with Hasbro Studios.





# MLP:FIM





The series stars a unicorn pony named Twilight Sparkle, who is a pupil of Equestria's ruler Princess Celestia. Seeing the young pony buried in books, the princess sends her to Ponyville and gives her the task of making friends. Along with her assistant, a baby dragon named Spike, she becomes friends with the tomboyish Rainbow Dash, glamorous Rarity, hard-working Applejack, timid Fluttershy, and hyperactive Pinkie Pie. Together they explore the ins and outs of the town and solve various problems. Each episode usually ends with Twilight Sparkle reporting back to

Celestia on some aspect of friendship that she has discovered in the process, either through her own experience or by watching the other ponies. The six main characters are written as young adults with a maturity level in the 12-18 year old range, but several episodes focus on the exploits of a much younger trio of pony characters called the "Cutie Mark Crusaders" who are trying to discover what their special talents may be (and thus gain the corresponding "cutie marks."





# MLP:FIM





The circle of friends that Twilight Sparkle and her sidekick, Spike meet in Ponyville consists of five ponies who appear with her in most episodes. These six ponies are considered the core cast from an entertainment perspective, with many other recurring characters.

# TWILIGHT



The main protagonist of Friendship Is Magic is Twilight Sparkle, a unicorn pony with a light violet body and an indigo mane and tail with pink and purple streaks, and represents the element of Magic. She is Princess Celestia's dearest pupil and initially considers the pursuit of knowledge to be more important than socialization. In the pilot episode, Princess Celestia orders her to take a break from her studies and visit Ponyville to learn the importance of friendship. This proves to be the key to unlocking the "Elements of Harmony" and defeating Nightmare Moon. She decides to stay in Ponyville and study friendship with her mentor's blessings. She is voiced by Tara Strong, and Rebecca Shoichet provides Twilight's singing voice.

She is accompanied by a baby dragon named Spike, who acts as her research assistant, work-horse, closet friend and messenger. He can send written messages to Princess Celestia by burn-

ing them with his magical fire breath, and receive her responses by coughing up the scrolls on which they are writ-

# SPIKE

ten. He is often sarcastic and laughs at others' misfortune, but is very supportive towards Twilight and also helpful toward others. He has a huge crush on Rarity, the beauty of the group, but she never seems to notice his passion for her. He is voiced by Cathy Weseluck.





## APPLEJACK

Applejack (voiced by Ashleigh Ball), an earth pony with an orange body and blonde mane and tail and a thick southern accent. She is very dependable and down-to-earth, but also stubborn and a bit selfish. She also comes from a large family of apple-name related members, spread all over Equestria, who tend apple orchards and run a group of apple businesses. Her part in the Elements of Harmony is honesty.

## RAINBOW DASH

Rainbow Dash (voiced by Ashleigh Ball), a pegasus pony with a sky-blue body and a rainbow-striped mane and tail. She is very brave and bold, but also mischievous and proud, as well as sometimes being insensitive. She has great speed and works with the other pegasus ponies to move clouds around the sky and adjust the weather. In addition, she dreams of one day becoming a member of Equestria's aerial flight team, the Wonderbolts. Her part in the Elements of Harmony is loyalty.





## PINKIE PIE

Pinkie Pie (voiced by Andrea Libman, singing voice by Shannon Chan-Kent), an earth pony with a pink body and magenta mane and tail. She is an obsessive party planner who is very funny, talkative, and a bit air-headed. She also enjoys singing and playing pranks on other ponies, sometimes with help from Rainbow Dash, but does not play any on Fluttershy because of her sensitive nature. There is seldom a day without Pinkie's smile. Her original name is later revealed to be 'Pinkamina Diane Pie'. Her part in the Elements of Harmony is laughter.



## FLUTTERSHY

Fluttershy (voiced by Andrea Libman), a pegasus pony with a yellow body and a pink mane and tail. She is sweet, calm, timid, and often very shy around others, but can become forceful and assertive when pushed too far. Fluttershy has a great love for animals and is willing to help them at any cost. It is revealed in the fifth episode that she is a year older than Pinkie Pie. Her part in the Elements of Harmony is kindness.



## RARiTY

Rarity (voiced by Tabitha St. Germain), a unicorn pony with a white body and a royal purple mane and tail. She is very stylish and beautiful, takes great interest in fashion, and often tries to make herself the center of attention. She considers herself a lady and often acts sophisticated. She can also be very dramatic and at times distraught. She dreams of becoming a designer for Princess Celestia and marrying Celestia's nephew. Her part in the Elements of Harmony is generosity.







# THE CUTIE MARK CRUSADERS



**SCOOTALOO**



**APPLEBLOOM**



**SWEETIE BELLE**

Other recurring characters of note include Apple Bloom (voiced by Michelle Creber), Scootaloo (voiced by Madeleine Peters), and Sweetie Belle (Claire Corlett), three child ponies who have not yet gained the unique “cutie marks” that older ponies bear on their haunches. They befriended each other after being teased by their classmates

and declared themselves to be the “Cutie Mark Crusaders,” adventuring together in hopes of discovering their talents and prompting their cutie marks to develop. Apple Bloom and Sweetie Belle are the younger sisters of Applejack and Rarity, respectively.





# THE BUZZ

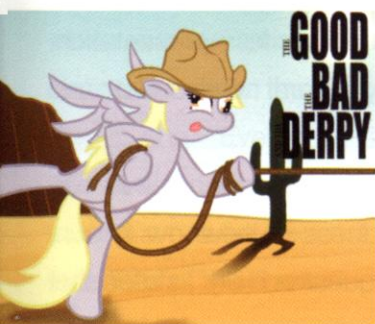




# FANDOM

## ***P** is for **Pony** and for **Phenomenon***

Despite the target demographic of young girls, My Little Pony Friendship is Magic has become an Internet phenomenon with many fans of the show being males from 15 to 35. The response from the Internet is traced to cartoon and animation fans on the Internet board 4chan. In October 2010, shortly after the show's premiere, Cartoon Brew published an essay entitled "The End of the Creator-Driven Era in TV Animation", which criticized the brand-backed show and cited "today networks clearly prefer established properties over original ideas, and dislike dealing with individual artists who have a clear creative vision". The members of the cartoon "/co/" board of 4chan, having not yet



seen the show, considered the alarmist nature of the essay and began watching the show, and quickly warmed

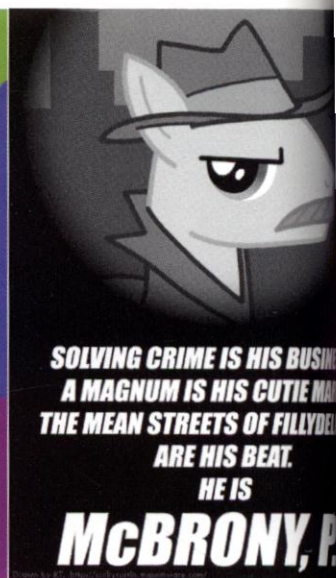
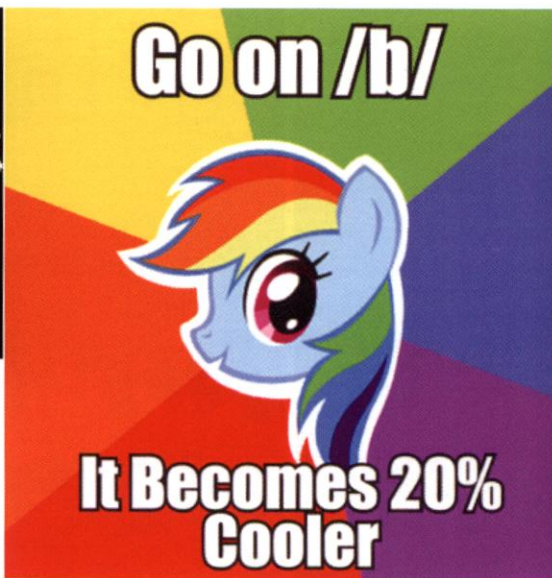
up to the series for plot, characters, and animation style. This reaction soon spread to the general forum, "/b/", of 4chan, where elements of the show quickly caught on as recurring jokes and memes on the site, and themselves spread as memes to other forums around the Internet.

Since then, the fandom for the show has grown among a large number of forums

and message boards. Fans of the shows have taken the name of "brony", portmanteau of the vernacular term "bro" and "pony"; though originally implied for male fans, the

**ORIGINALLY IMPLIED  
FOR MALE FANS,  
THE TERM 'BRONY'  
HAS BECOME  
GENDER-NEUTRAL  
IN DESCRIBING ANY  
OLDER FANS OF THE  
SHOW.**





term has become gender-neutral in describing any older fans of the cartoon. In a promotional ad prepared by the Hub for the show, using a parody of Katy Perry's "California Gurls" entitled "Equestria Girls", the lyrics acknowledge the word "brony" as part of its lexicon.

Sites like "Equestria Daily" and "Ponychan" have been created to share artwork, stories, and news about the show, receiving more than

characters.

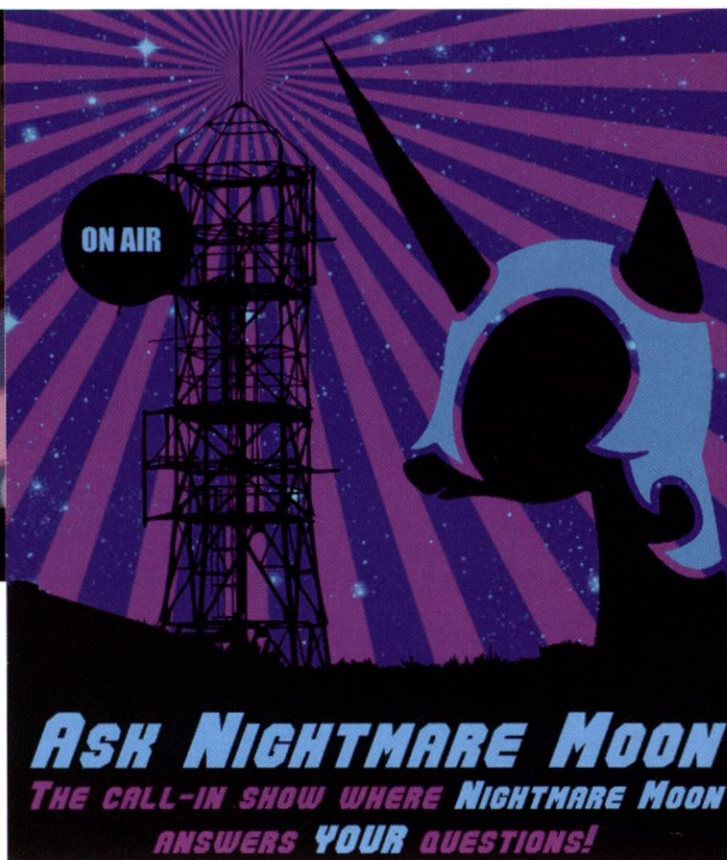
Numerous videos that incorporate footage from the show, including music videos, parodies and remakes of movie and video game trailers, and other mashups, are posted on a daily basis to YouTube. In one case, a video made by a high school student named Stephen, using science to dissect some of the physical impossibilities on My Little Pony as part of a class presentation, was highlighted by several news outlets and featured on Tosh.0.

Most of these fans are themselves surprised by their fondness for the show. Shaun, the operator of "Equestria Daily", stated that

**OVERNIGHT, NEW A  
SUBCULTURE  
IS BORN**

100,000 visits a day, and many artists use art sites like DeviantArt to display fanart based on the existing and new





"Honestly, if someone were to have told me I'd be writing a pony blog seven months ago, I would have called them insane."

During the 2011 South by Southwest festival, Christopher Poole, the founder of 4chan, revealed the first instance of acknowledging the growing My Little Pony following on his community.

On March 20, 2011, it became more obvious when moot changed every board's header to show the words, "Once Upon a Pony" and "Everypony welcome.", which stirred a massive outrage from those in the community who became annoyed with the avid fans of the show.

Lauren Faust, the creator and executive producer for the show, has shown appreciation for the older fans of the show through her DeviantArt page. Faust had not expected older people without children to watch the show, but stated that "The fact that they did and that they were open-minded and cool enough and







secure in their masculinity enough to embrace it and love it and go online and talk about how much they love it — I'm kind of proud."

Faust and the creators have acknowledge some of the fan-created elements of the show and reflected it back into the show's animation. In the first episode, a background pegasus pony is shown in one scene with a cross-eyed stare, a likely result of an animator error.

The 4chan boards quickly dubbed the character "Derpy Hooves". Faust responded

to the fans, having initially intended the character to be named "Ditzzy", but let the Derpy name stick, and since have kept the Derpy character with the cross-eyed look, and incorporating her into a slapstick sight-gag during one episode.

As part of a relief effort for the 2011 Tohoku earthquake, Faust auctioned several original drawings from the show along with a new sketch of Derpy Hooves, which sold for more than \$2000 on eBay.







At the conclusion of Season One, one of the show's animators affirmed that Derpy would be a scripted background character within Season 2. Another pony character, sporting neon colors, wearing sunglasses and manning a DJ mixer for one episode, was given the stage name of "DJ P0N-3" by the fans, which later was reused in the aforementioned "Equestrian Girls" Hub ad.

**SHOW FANS ARE  
CREATING THEIR OWN  
CONTENT FASTER  
AND FASTER, EVERY  
HOUR, EVERY MINUTE**







**COOL  
STORY  
BRO.**







# MALE BRONIES ARE A SELF-PROCLAIMED DEMOGRAPHIC

**THERE HAS NEVER BEEN A FAN BASE QUITE  
LIKE BRONIES.**

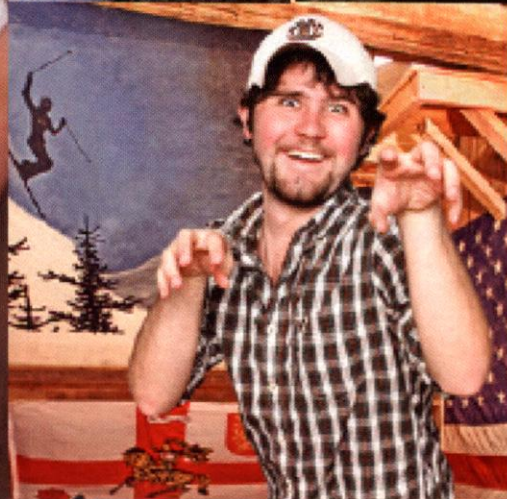
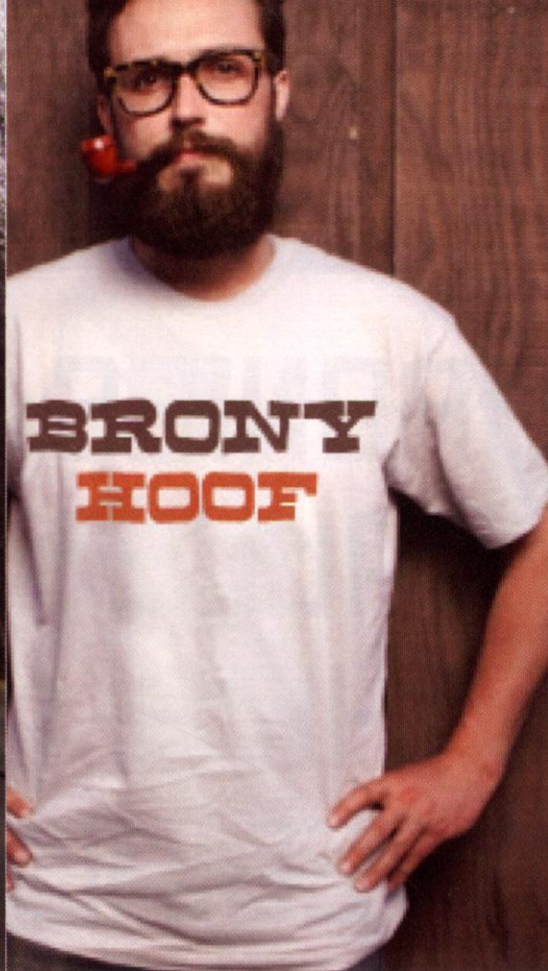


Boy fans?. Whoa. What more can one say? Yes, there are both boy and girl 'Bronies' the first 'Bronies' to emerge were the 'bro's'. Gamers, fans, and '100% Brony. When creating content for, or identifying 'bronies, understanding them is essential. Let's face it, Bronies are not the average My Little Pony consumer.









# BOY BRONIES ARE SMARTER AND MORE CLEVER THAN ANYONE ELSE

>>>> Boy Bronies believe that they are more clever than anypony else. Inside the secret world of BRONIES, their unique vision is fueled through an endless, junk-food diet of pop-culture.

>>>> The eventual result is load after load of inside jokes, clever puns and underground smarts inspired by what Bronies deem 'cool and relevant, and currently, it's MIP:FIM.

**OR SO THEY THINK.**



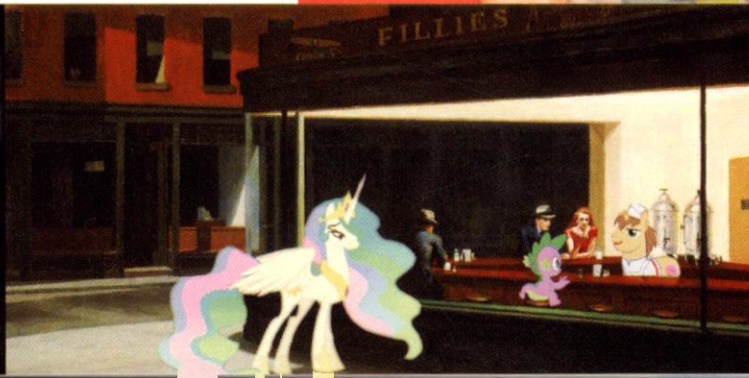
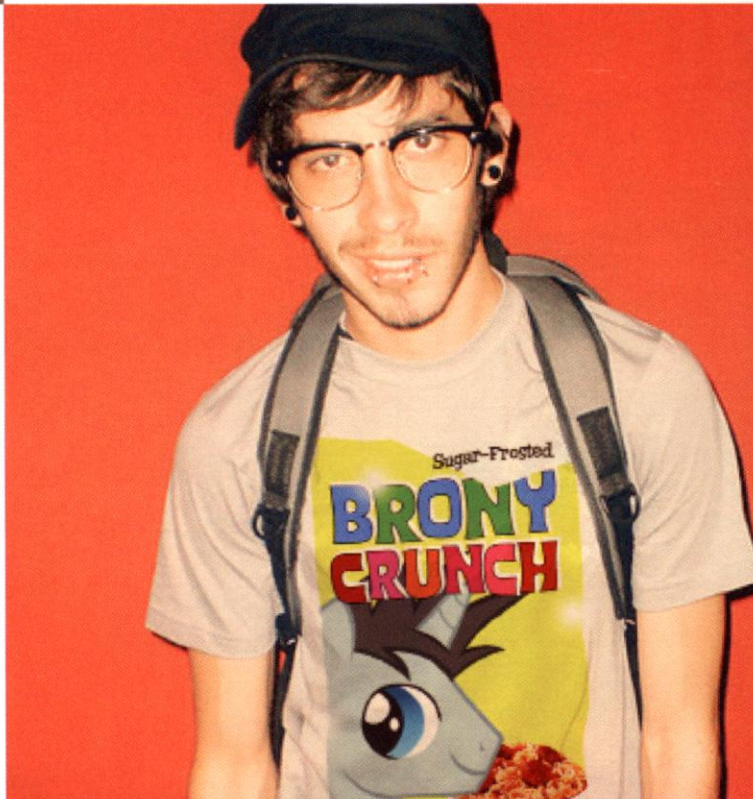
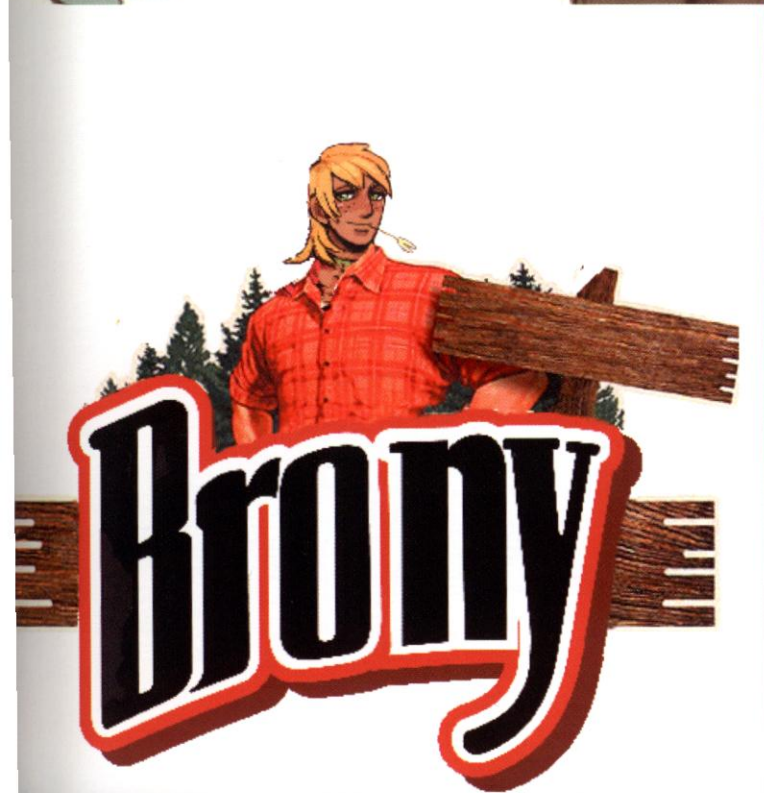
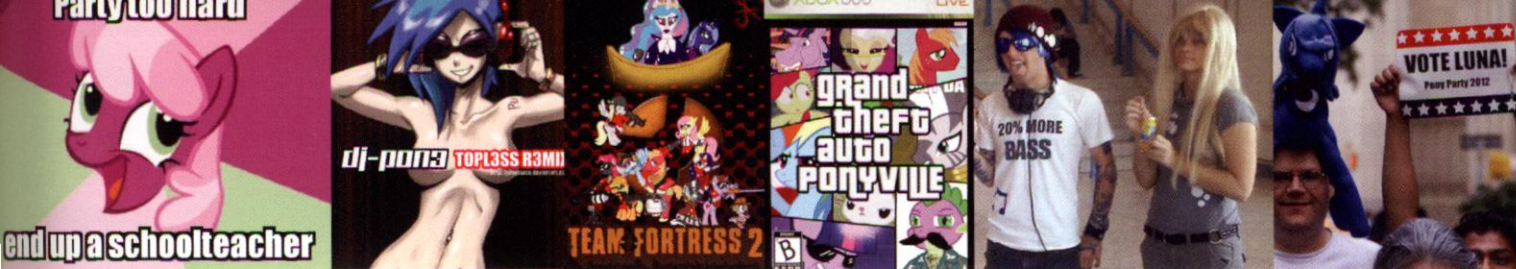
**BRONIES  
VALUE  
THEIR  
'SPECIAL  
GIFT' ...**

**...IRONY.**

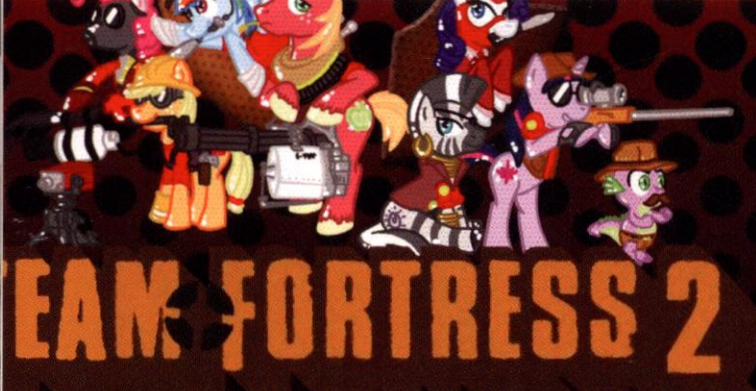


>>>> One's 'Broniness' is best measured by the size of ones  
knowledge bank about the latest movie, gadget or game.

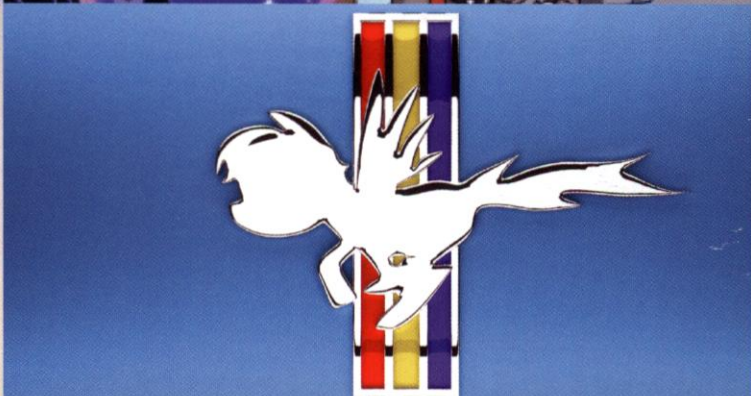
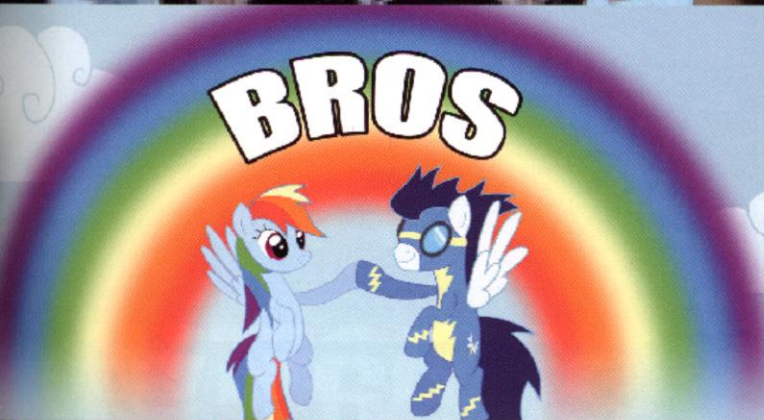
















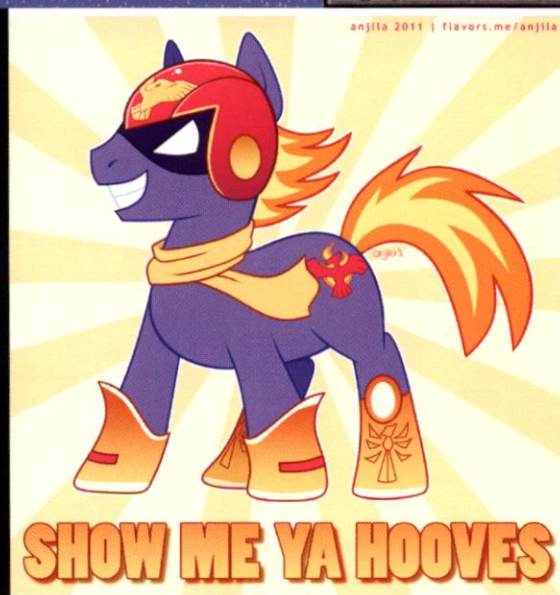
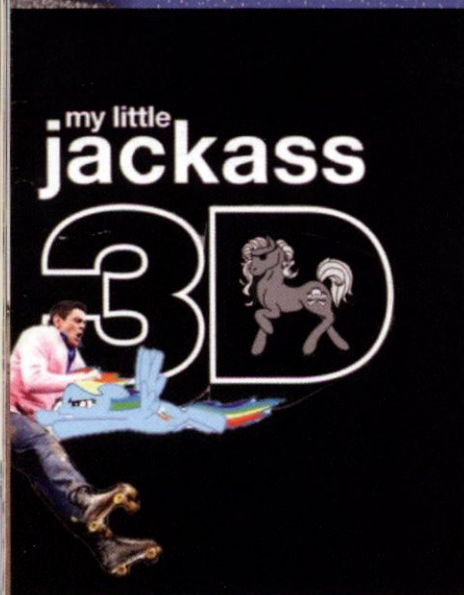
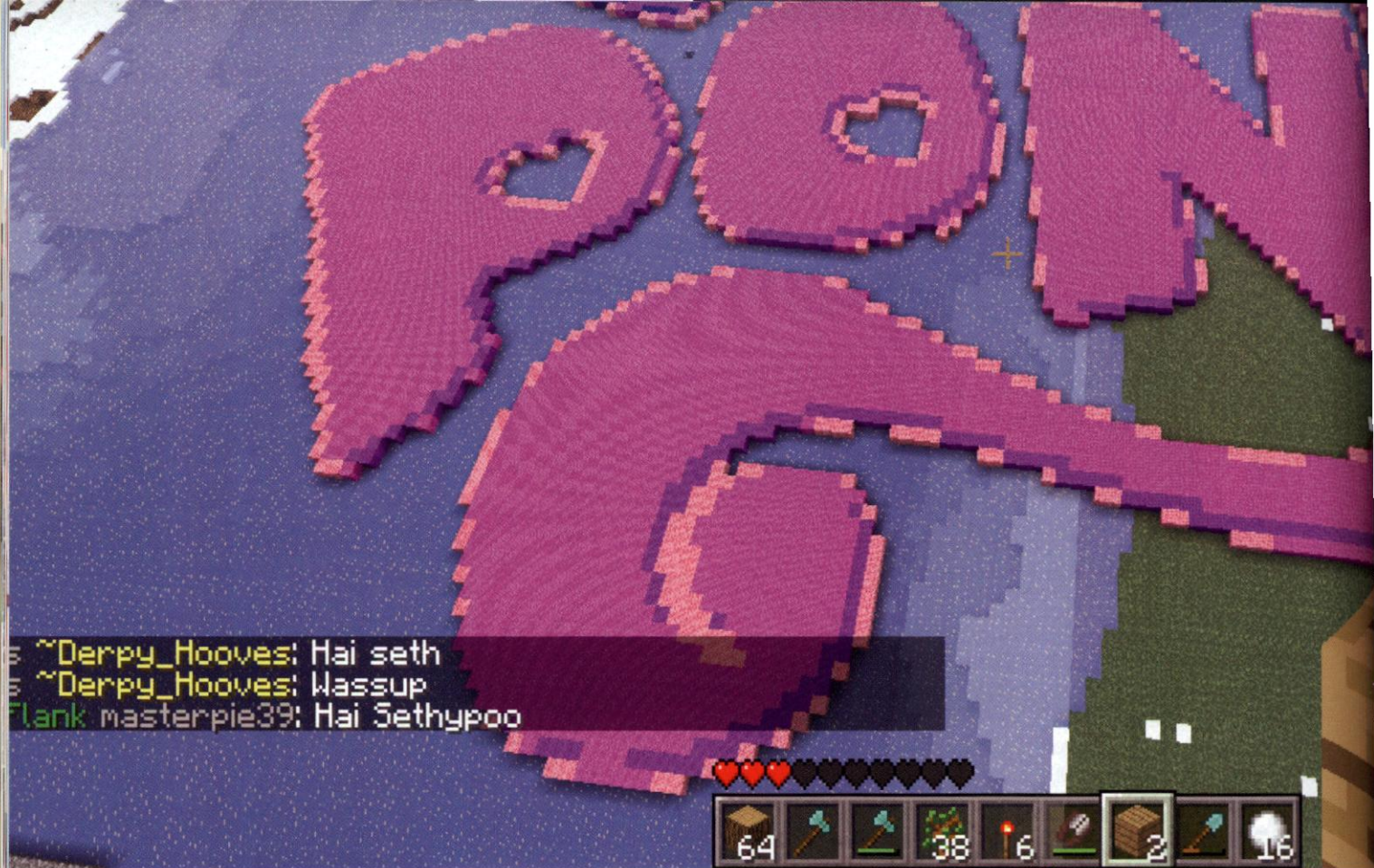
Ferrari



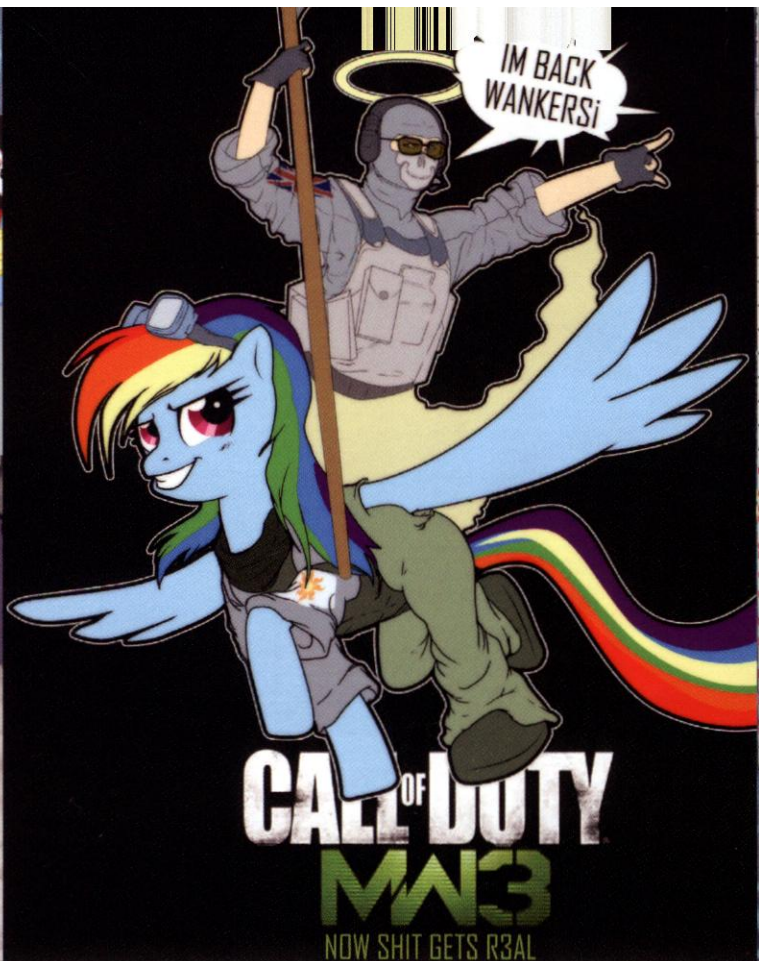
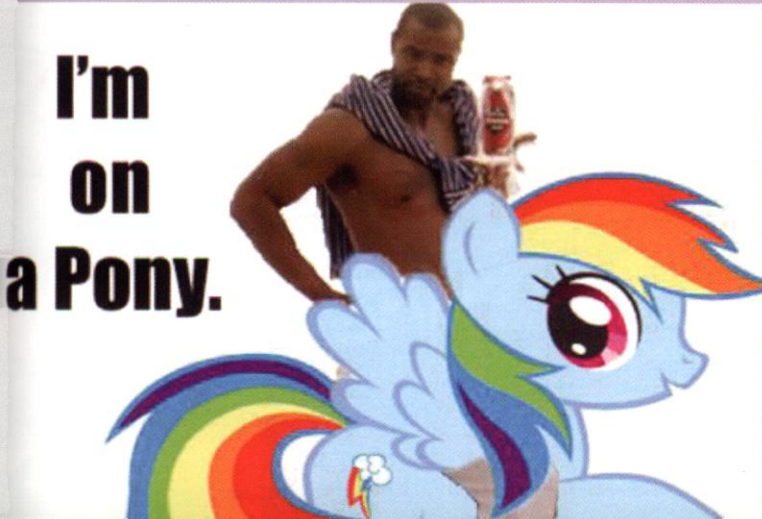








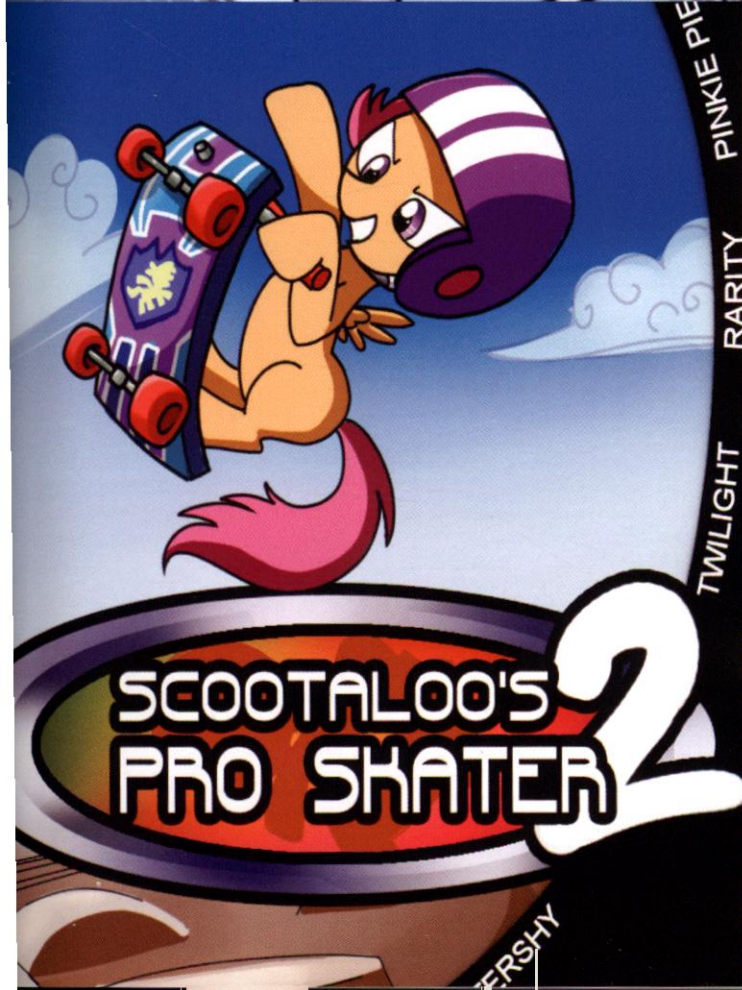
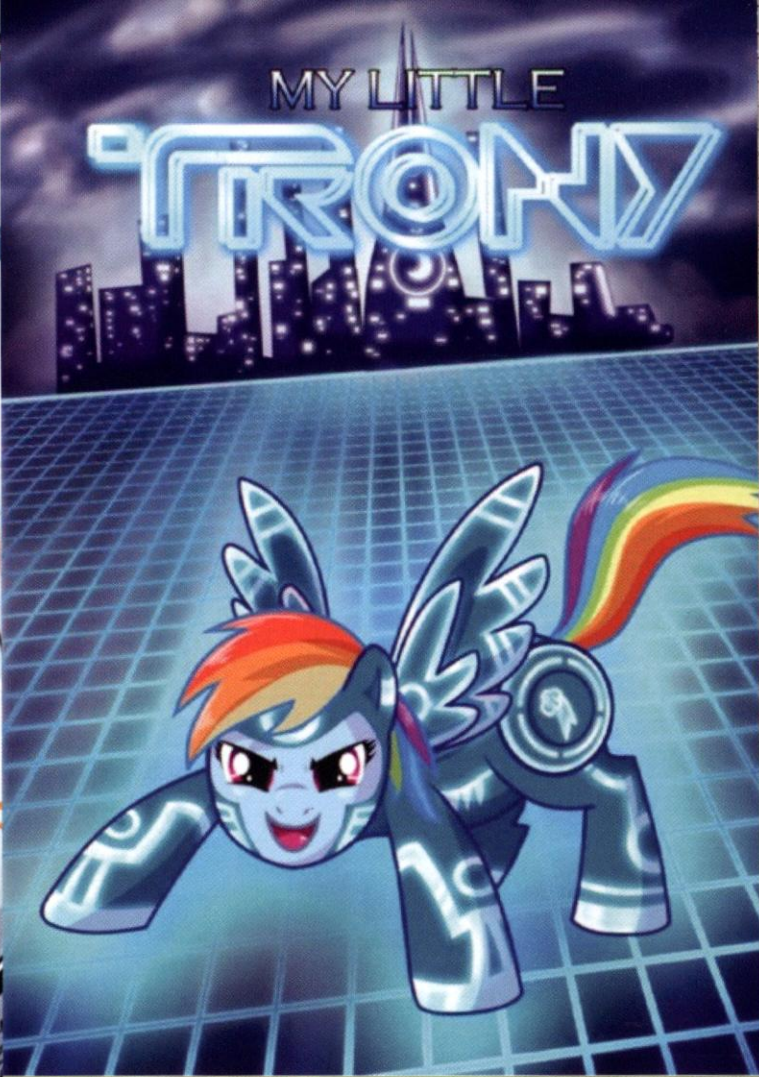




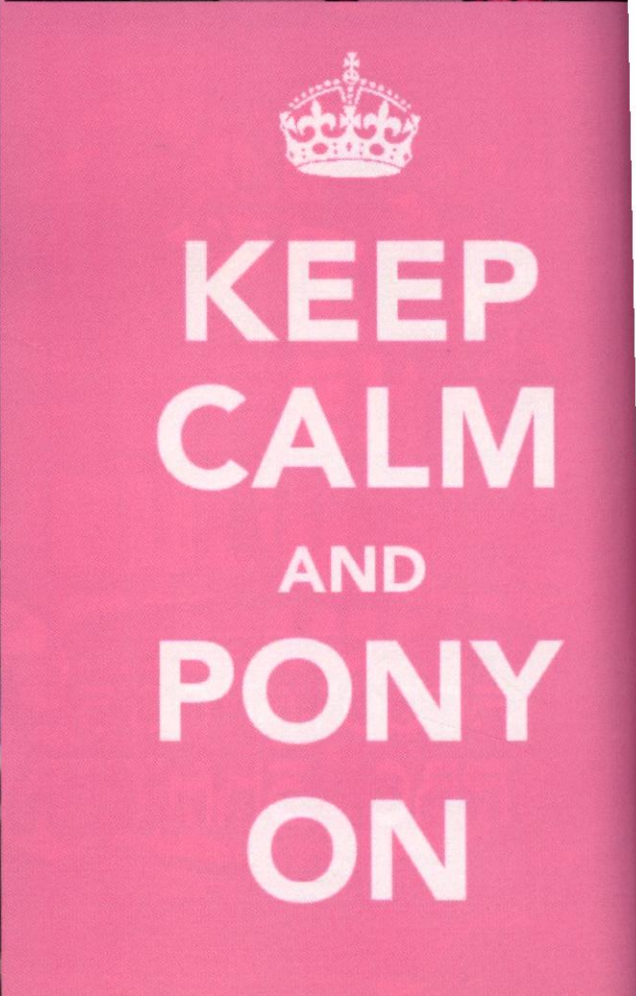
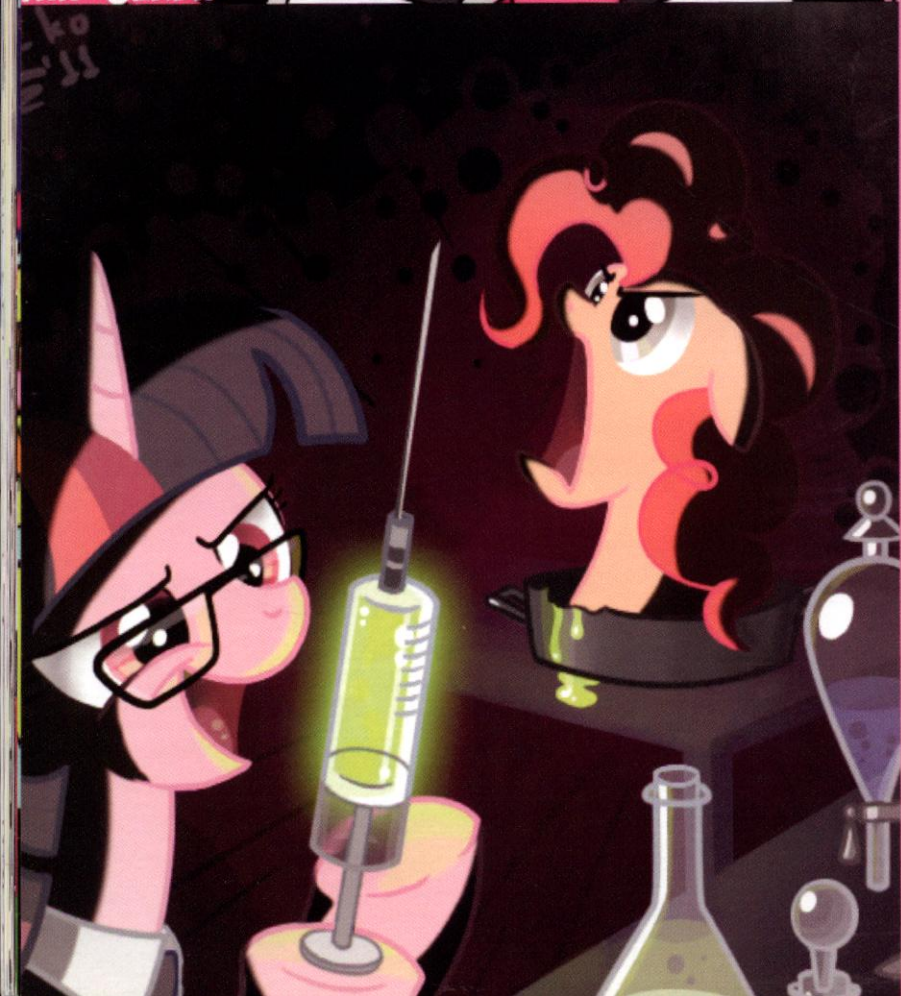
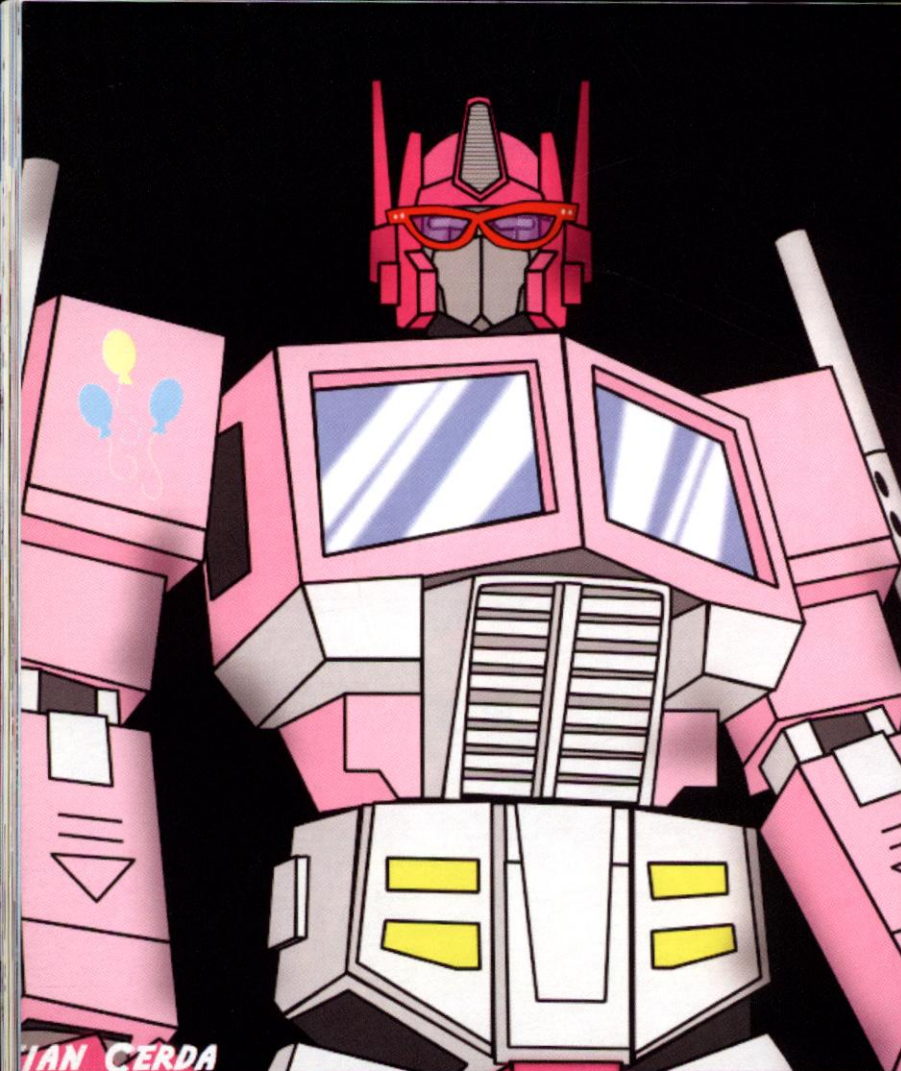




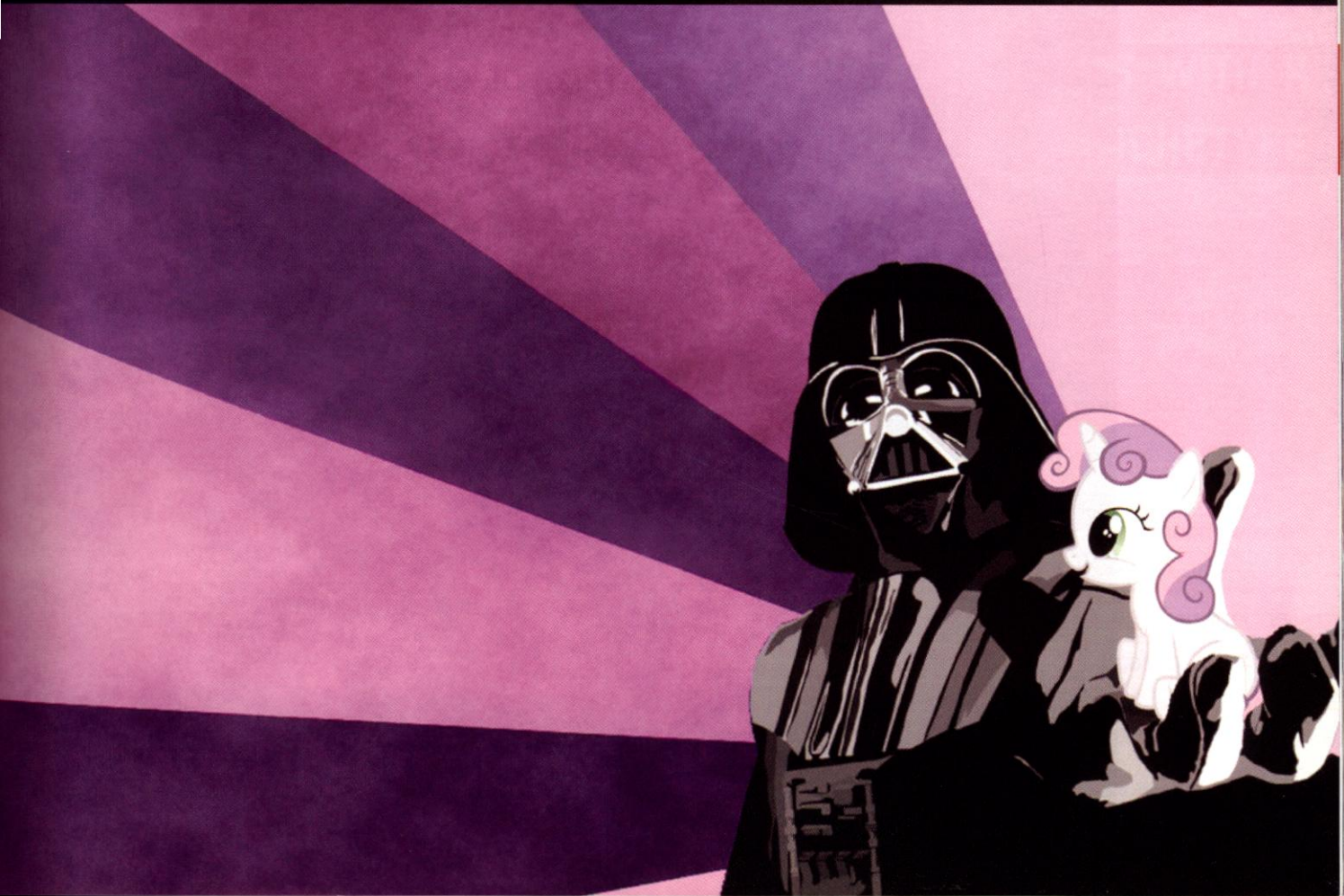


















# Brony Girls

FANDOM | brony girls

## BRONY GIRLS ASSOCIATE THEMSELVES WITH A SPECIFIC CHARACTER'S ARCHETYPE



Brony girls are truly the alpha-pony fans. Unlike boy bronies, they range in age from tween to hipster twenties and gen X'ers; although at any age, one can be a Brony-girl, for all one needs to be, is a diehard fan of MLP:FIM.

Bronies who are female, tend to juxtapose sweetness with sassy character adoption. Participation can include everything from craft and product design, to artwork and in extreme cases, costume play (Cosplay).



**FANDOM**







Female Bronies associate themselves with specific characters, often finding a specific archetype of a character very appealing.



There is a strong social aspect to how girl Bronies adopt the brand into their lives, often combines with humor and surprising memetic modes of play that can include thematic gags and phrases pulled from the show.

What may seem random to others, are actually part of the social aspect of the adoption. It is not unusual to see costume play in groups, combined with silly, inside jokes involving site gags based on character memes like cupcakes, muffins, mail, mustaches and who knows what else.

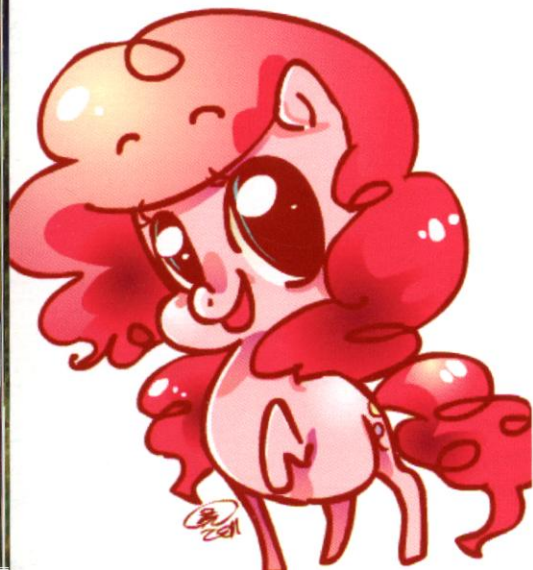
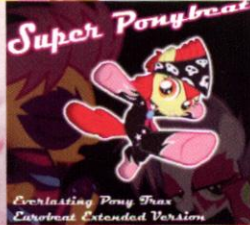
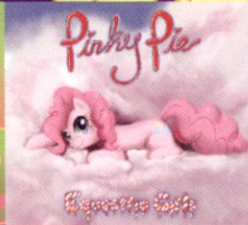




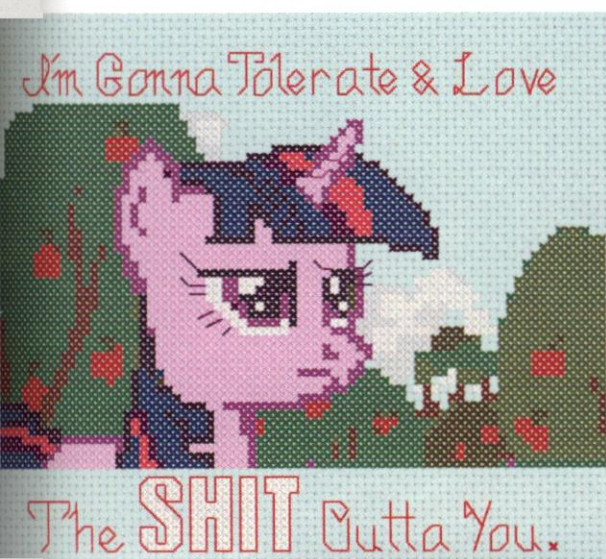
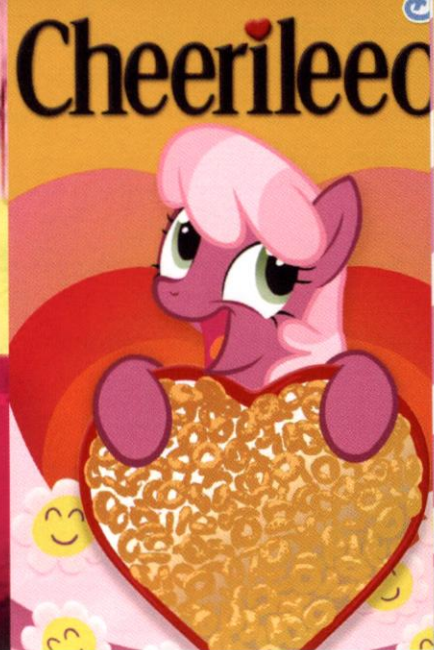




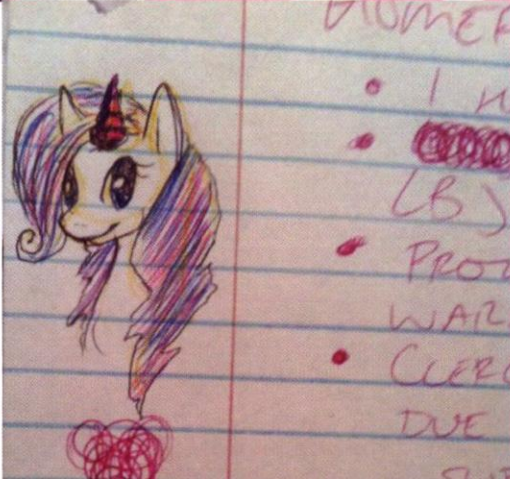
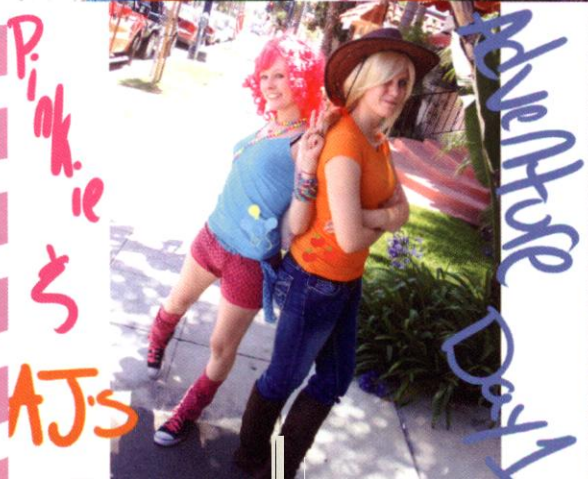




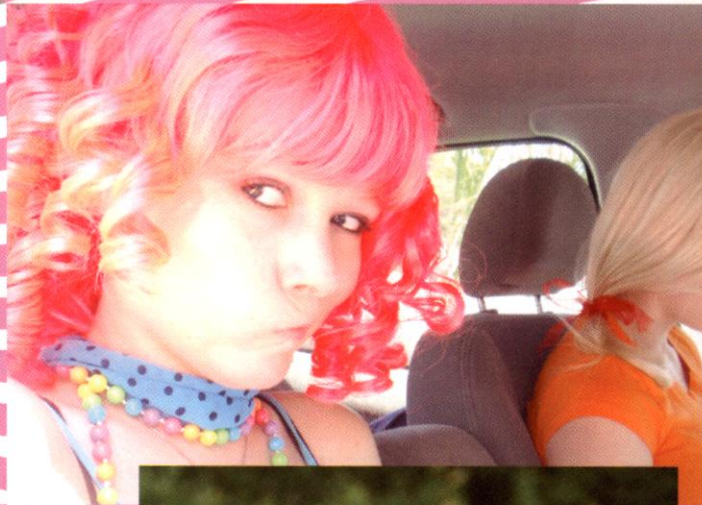
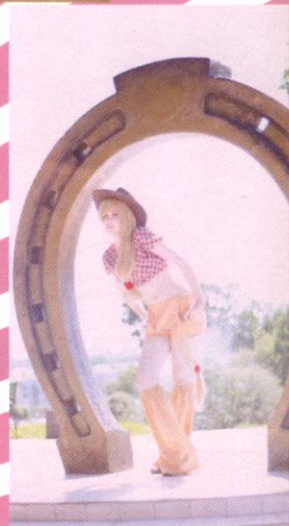
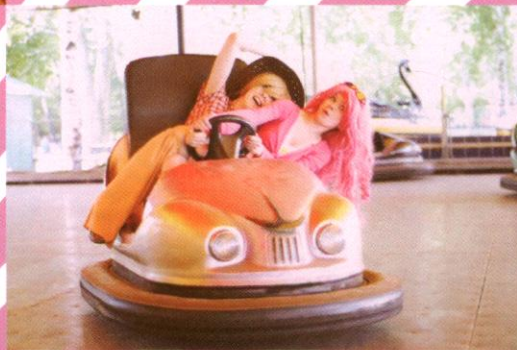
















## WHAT IS A MEME?

**INTERNET MEMES HAVE RISEN IN POPULARITY WITH THE RISE OF INTERNET CULTURE AS MORE AND MORE PEOPLE IDENTIFY WITH AND PARTICIPATE ON THE WEB AS THEIR PRIMARY METHOD OF EXPRESSION AND CONTENT CONSUMPTION.**

**AN MEME IS A PIECE OF CONTENT OR AN IDEA THAT'S PASSED FROM PERSON TO PERSON, CHANGING AND EVOLVING ALONG THE WAY. A PIECE OF CONTENT THAT IS PASSED FROM PERSON TO PERSON, BUT DOES NOT EVOLVE OR CHANGE DURING THE TRANSMISSION PROCESS IS CONSIDERED VIRAL CONTENT.)**





# *what's* **HOT**

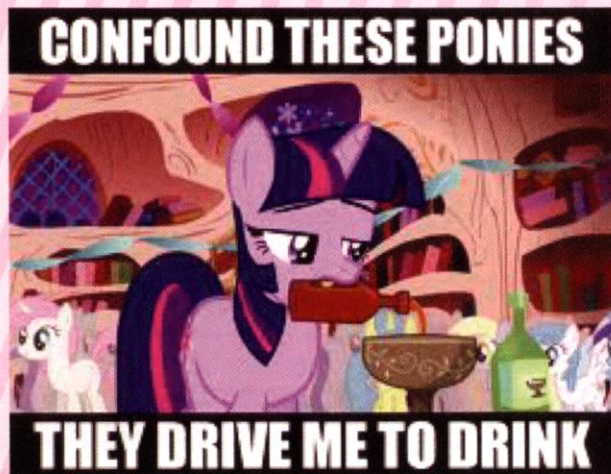
Bronies have a language of their own, which can be expressed in many ways including visual gags, use of certain phrases, or repetitive gags. A term commonly used to define such sharing especially in a digital environment is “meme”. (pronounced, “meeeeem”, which rhymes with ‘gene’).

Memetic Usage is frequent on social networks and bulletin boards, and it can include common phrases from the program combined with an image or a still provided by a meme generator ( a site where one can create visual memes to share).



# EVOLUTION OF A MEME

MEME'S CONTINUOUSLY EVOLVE AS EACH USER SHARES IT.



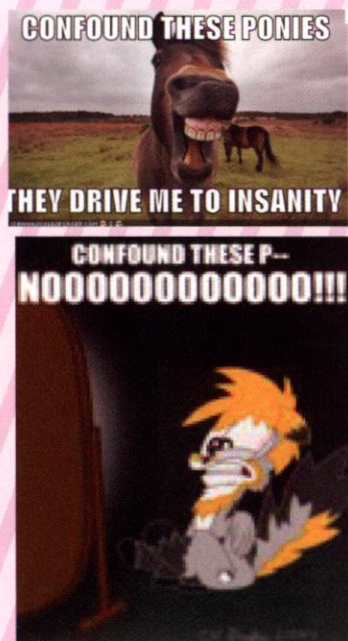
"Confound these ponies" originally started in a series of image macros on bulletin boards, known visually as /co/. It became more well known as it spread through the viewers of site named Yaridovich's Pony synchtube.

During the early period of MLP:FiM's popularity, there were less episodes to watch, so bronies would pass time watching other videos. This image macro series led them to watch the episode of

Chuck Jones' "The Dover Boys of Pimento University" in which Dover Boys' villain Dan Backslide's proclaims, "Confound these Dover boys! They drive me to drink!" Precisely the sort of humor reference Bronies love.

A user then creates a visual with the phrase, and posts it to a bulletin board or chat room, in this case, on a fansite. Other Bronies respond, often customizing the phrase and at the same





time, spreading the meme.

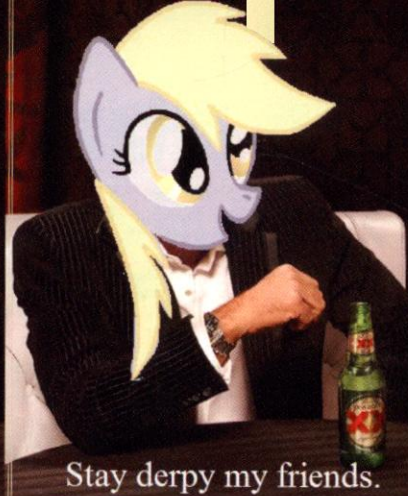
After an individual does get hooked on the show, fans of the show like to formally welcome them. "Welcome to the herd" has become a common phrase of greeting in brony culture.

Often a brony will express approval of one of the other brony's post or pictures with the phrase "brohoof" which comes from the common term brofist.





Stay derpy my friends.



Stay derpy my friends.



Stay derpy my friends.



Stay derpy my friends.



SHOW ME YA HOOVES



SHOW ME YA HOOVES



SHOW ME YA HOOVES



SHOW ME YA HOOVES



BRONY?



BRONY?



BRONY?



BRONY?





## FAN CHARACTER MEMES



**SPECIFIC MLP CHARACTER MEMES  
CURRENTLY POPULAR WITH SHOW FANS,  
BRONIES AND ON /B/ BULLETIN BOARDS.**





**NEW**

# DERPY-O'S

OPEN UP MISTER  
MOUTH -- IT'S  
TIME FOR YOUR  
BREAKFAST!

**CRUNCHY CORN O'S  
AND MARSHMALLOW  
"DERPY" EYES!**





FOLLOWING THE VIRAL RISE OF MY LITTLE PONY ON 4CHAN.COM, DERPY QUICKLY BECAME THE FAN-FAVORITE, ESTABLISHING ITSELF AS A POPULAR SUBJECT OF FAN FICTIONS AND ILLUSTRATIONS."



FAN FAVORITE

## DERPY HOOVES

# the LOVE OF DERPY



Derpy/Ditzy/Bubbly Hooves: Derpy is a background pony that appeared in the first episode with googly eyes. Bronies everywhere freaked out and started creating crazy amounts of content for our new herd. The first 14 episodes were already completed before the show even aired with a completely normal Derpy, but out of nowhere in episode 15 the true, googly eyed Derpy returned! Amazingly enough, the show animators listened to their very strange new demographic, and almost every episode since then has had a googly eye Derpy somewhere in the background.

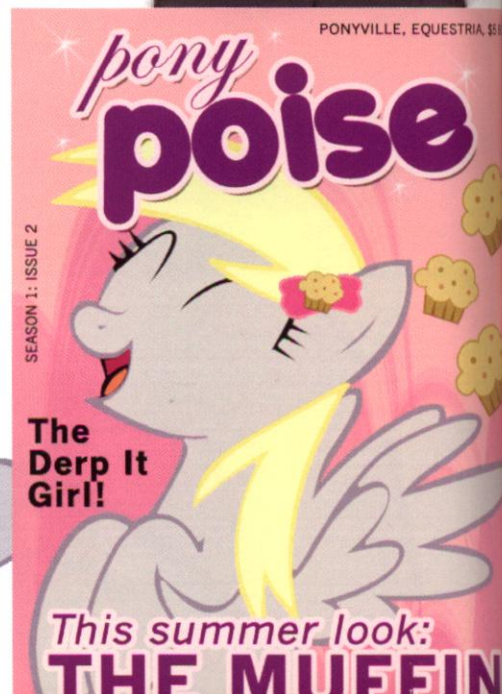
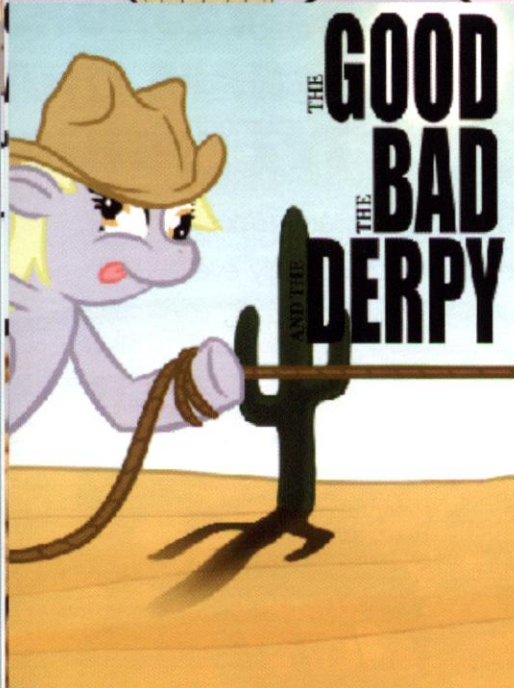
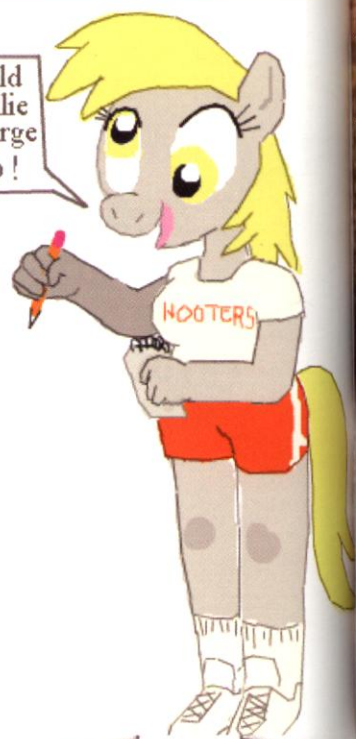






OK, so that would be a muffin, chillie muffins, and a large muffin too!

Hi, welcome to Hooters. Can I take your order?







Derpy Hooves is a nickname given to a background pegasus character from the animated TV series *My Little Pony: Friendship is Magic*. The moniker comes from a still shot in the pilot episode, wherein the character is seen wearing a googly-eyed expression similar to the DERP face.

The name Derpy was conceived by the fans on 4chan's /co/ board on October 25th, 2010.[1] The original thread was submitted by Dr. Foreigner, who posted: "Go to 17:18 into the first episode and look at the ponies in the background. When you see it..." The iconic Derpy eyes can be observed at 17 min and 33 sec into the first episode, in the crowd next to twilight's horn.

Following the pilot episode, Derpy has made several additional appearances with and some without the "derpy" eyes. Derp face has been also ob-





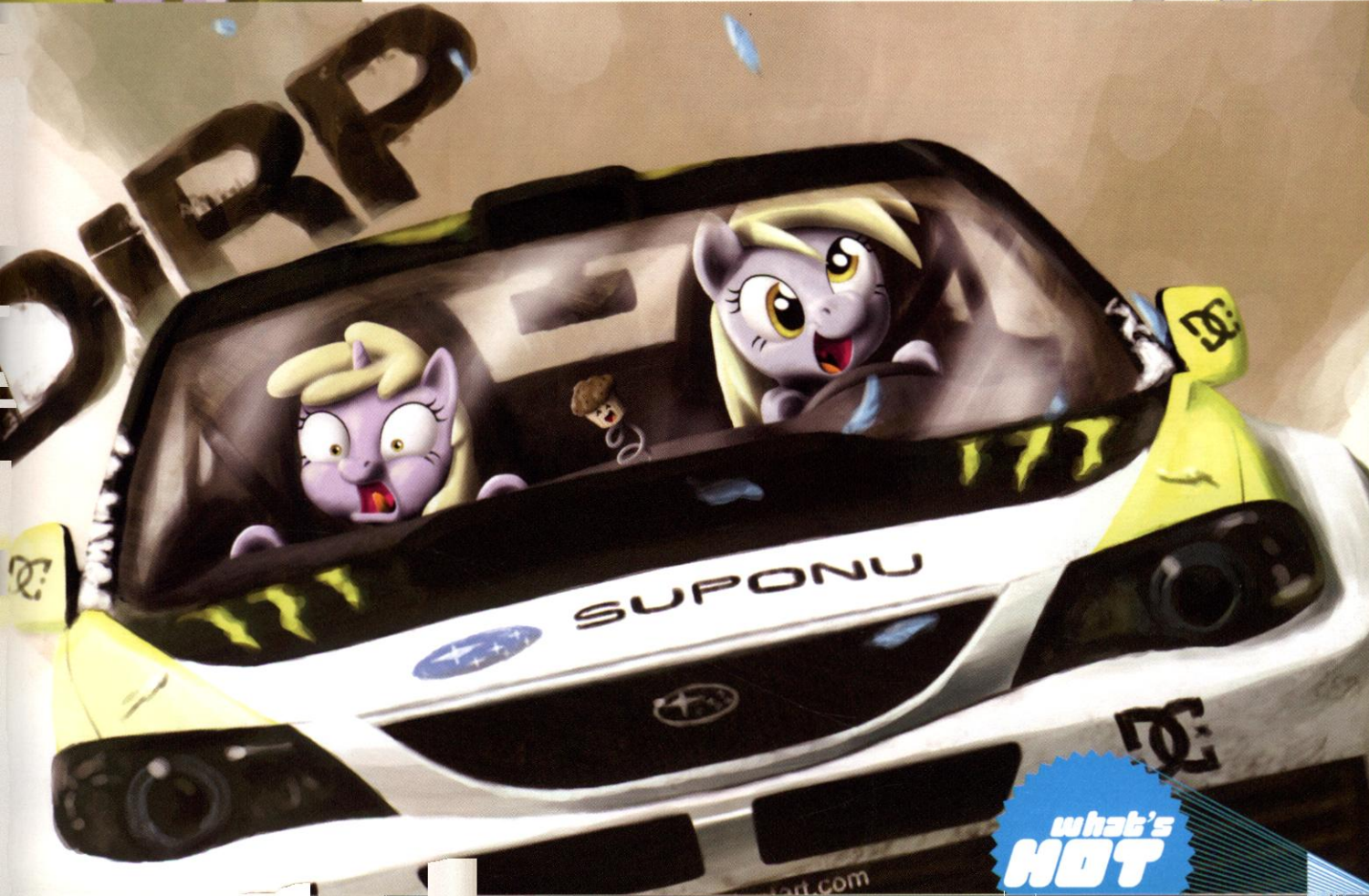
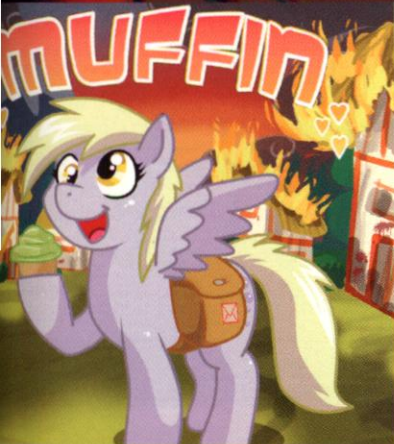
WANTED  
FOR FOOD THEFT



THE MAD MUFFIN  
REWARD: 2 CARROTS





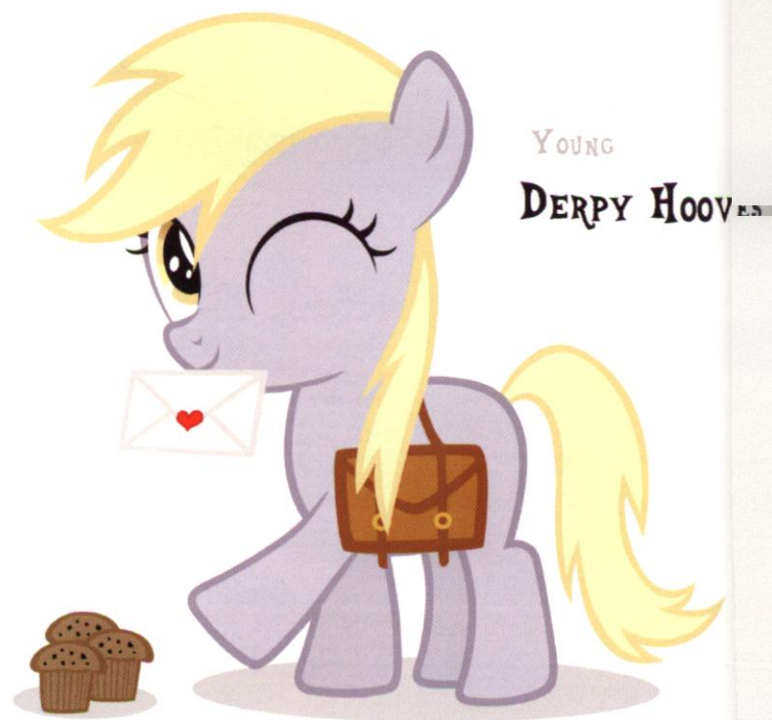






served in two other unconfirmed variations of the character: A filly version (but manifested as a unicorn instead) and a purple-haired version that was seen in the episode "Winter Wrap Up" at 20 min and 1 sec mark. [This effect is most likely due to the show's "cloning" method in which they take various pre-defined patterns and put them together to make the background ponies.

The show's creator, Lauren Faust, later explained on her deviantART page that the character's googly-eyed face was an error by an animator.







# Derpy Hooves



MLP:FIM-006

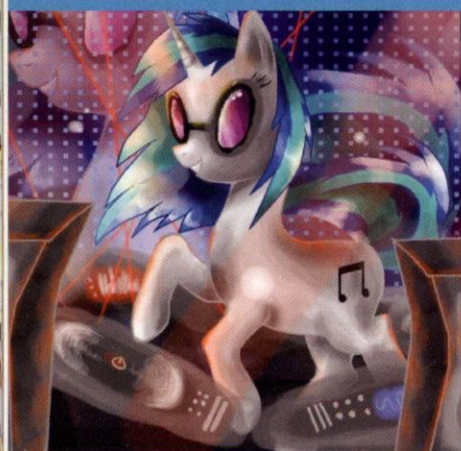
## [PONY / EFFECT]

Once per turn during your main phase, you can select one monster your opponent controls. It cannot attack or use its effect during your opponent's next turn. This card cannot attack in the turn you use this effect.



what's  
**HOT**









FAN FAVORITE

## DJ-PON-3

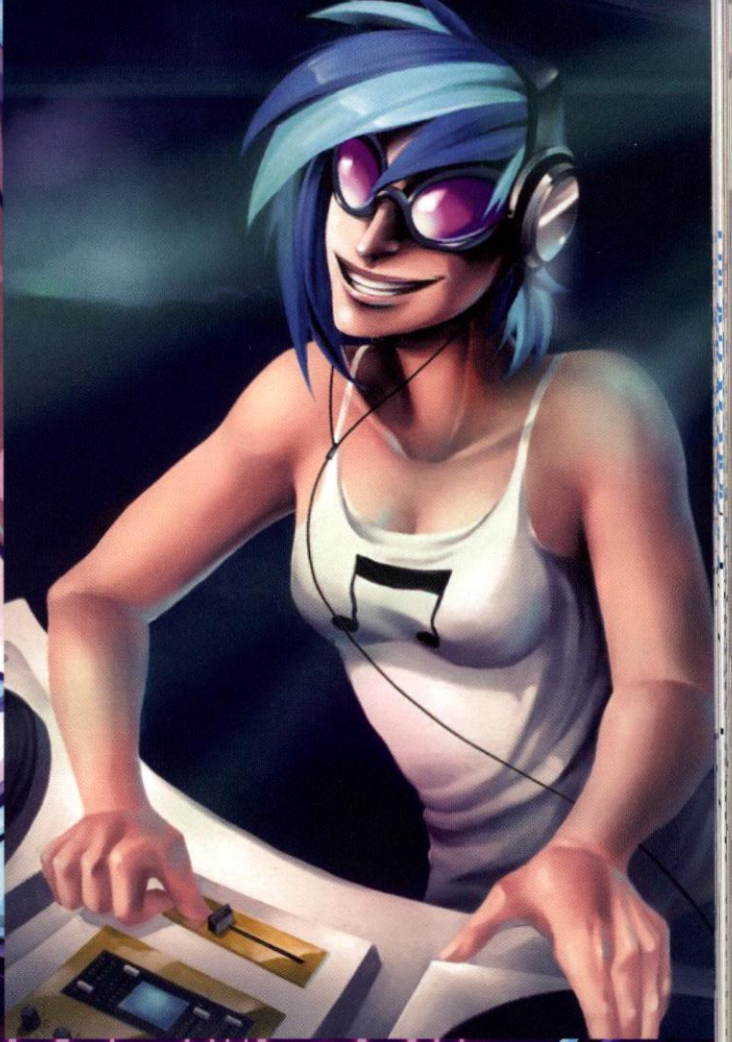
DJ-PON-3 (sometimes known as "Vinyl Scratch") is a nickname given to a background unicorn character from the animated TV series *My Little Pony: Friendship is Magic*. Despite its very brief appearance as a nameless disk jockey in one of the episodes, the character's cool demeanor caught the attention of *My Little Pony* fans and led to a series of audio / video remixes on YouTube, usually set to electronica and house music.















SCRATCH







**DJ PONY-3 EQUESTRIA'S NUMBER ONE**  
**Ponyville filly megamix**  
RAVE OF THE CENTURY



deadmau5

**VERSUS**

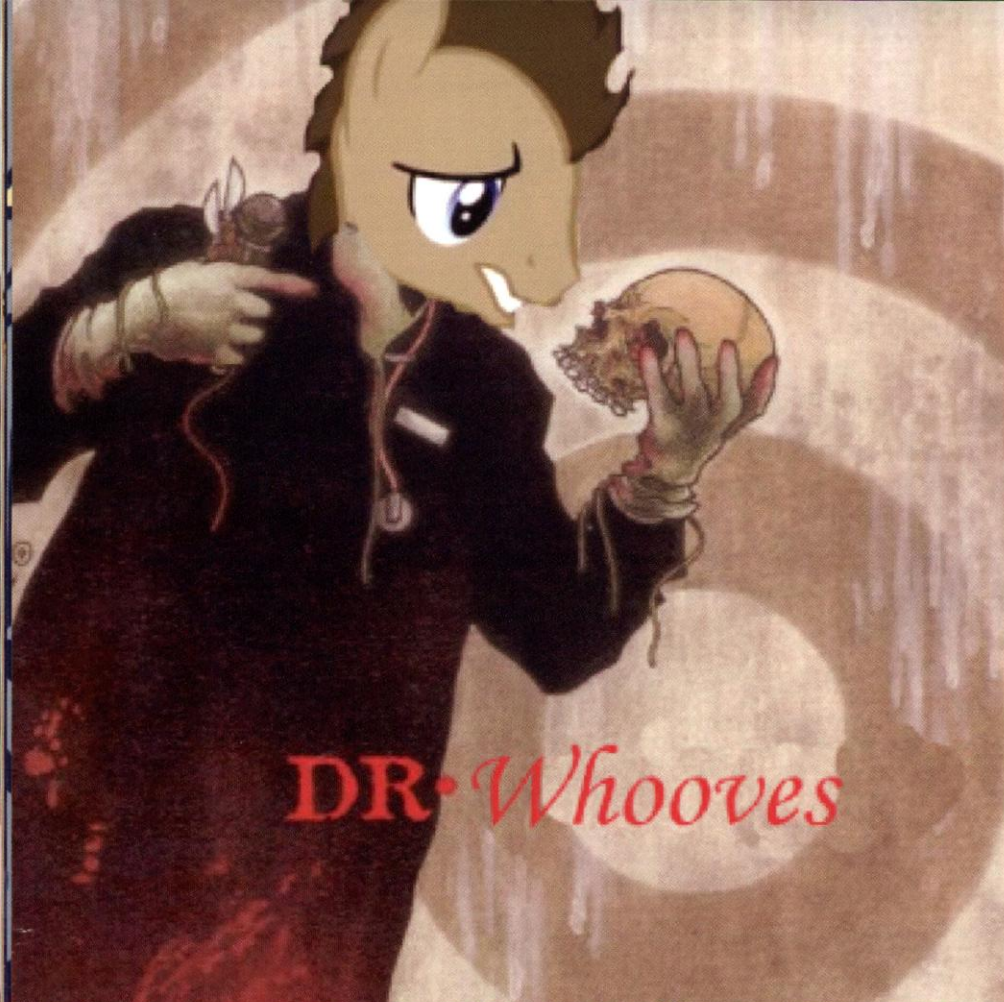
DJ-PONY3

**MORE GHOSTS**  
**'N**  
**PONIES**



what's  
**HOT**







FAN FAVORITE

## DR. WHOOVES

Dr. Whooves/Dr. Whoof: Another background-pony-gone-famous. His hourglass cutie mark sparked an immediate following, and WAY TOO MANY fanfics based all around time travel and various other Doctor Who ideals. At one point he even passed Derpy Hooves up in fanfics, but the craze seems to have died down a bit.













DOCTOR WHO



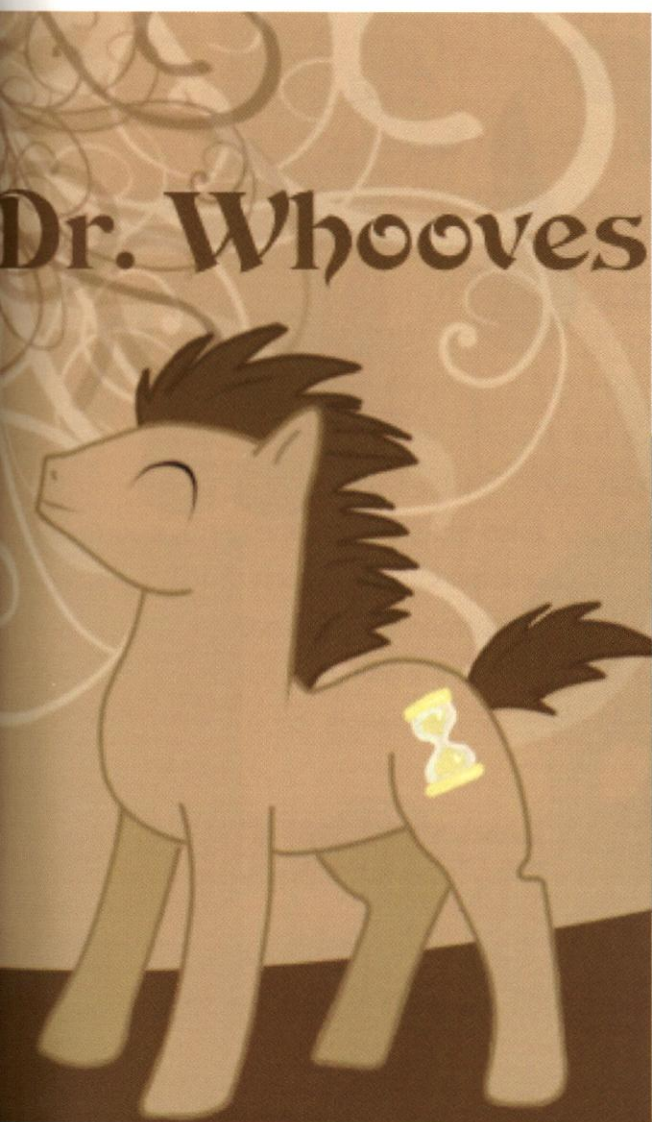
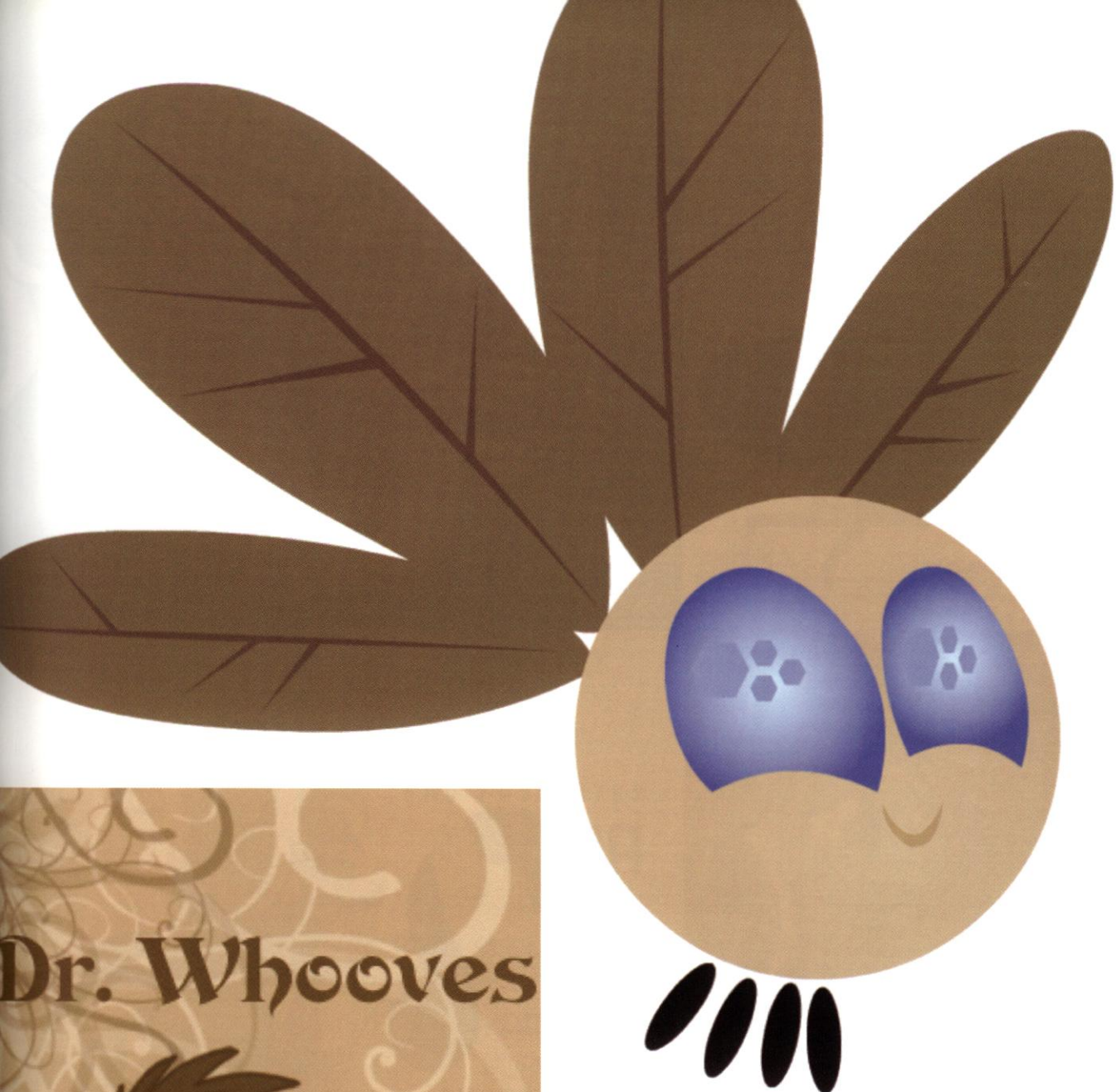
TRUST YOUR PONY.  
DOCTOR WHOOF

MPAA  
PARENTS STRONGLY CAUTIONED

EQUESTRIA  
WHO  
TRUST HIM, HE'S A DOCTOR













## FAN FAVORITES

## LYRA

Lyra is the fan-name of one of the most frequently seen background ponies on the show. She can be seen in many background gags, such as bouncing on clouds, jumping around excitedly, or drinking from a cup. Highly emotional, she can get overly excited, but is also prone to crying at the smallest things, such as when the parasprites ate her cake. Lyra is often seen with another side character known by the fans as Bon-Bon. Her name is derived from her cutie mark, a lyre. She is infamous for her strange sitting pose, as seen in episode 7, Dragonshy.



## BON BON

Bon-Bon is a background pony often seen with Lyra, another popular background pony. She has a pale cream coat and a navy blue mane with a pink stripe. Her cutie mark is 3 pieces of wrapped candy. Bon-Bon got her name from the fan base named after a pony named Bon-Bon in the original G1 My Little Pony series who had a similar cutie mark to her's, but instead of three pieces of candy it is just one.











LYRAP WHAT ARE  
YOU DOING?

MAKING CHOCOLATE  
PUDDING.

IT'S 4 O'CLOCK IN THE MORNING.  
WHY IN EQUESTRIA ARE YOU  
MAKING CHOCOLATE PUDDING?

BECAUSE I'VE LOST  
CONTROL OF MY LIFE



MS









FAN FAVORITE

## THE GREAT AND POWERFUL- TRIXIE

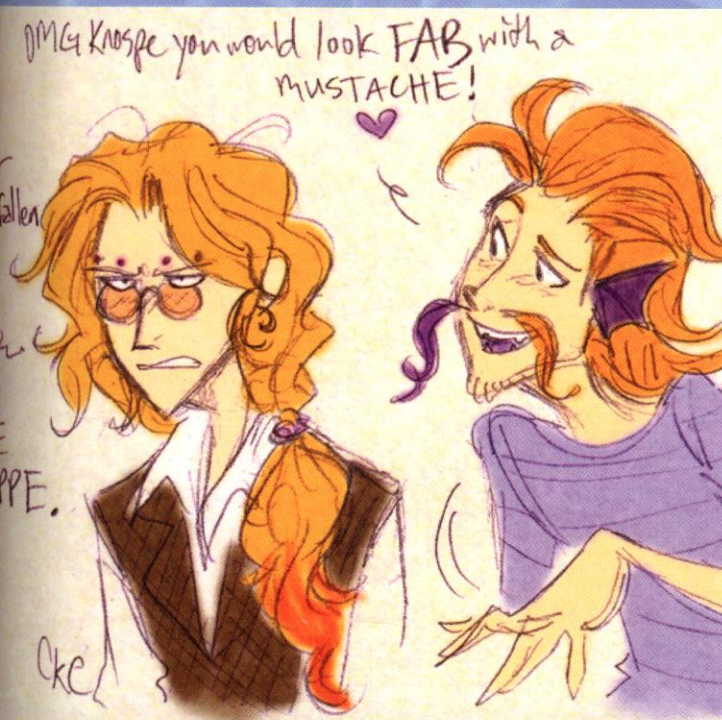
Appearing in one episode in season one, (Boast Busters) The Great and Powerful Trixie quickly became a fan favorite inspiring countless memes and stories, as well as fan product and images.











# STEVEN MAGNET



WILL OUTLIVE PONY CIVILIZATION



FAN FAVORITE

## STEVEN MAGNET

The serpentine Steven Magnet, complete with 'snipped moustache' is starting to become a fan favorite. In the online community the Sea Serpent is often referred to by the unofficial name, Steven Magnet. This being because of YouTube generated subtitles poorly translating one of his spoken lines as "Steven Magnet".





*Alex S. feat. Steven Magnet*





## Steven Magnet

@mlp\_SMagnet Evertree Forest, Equestria

*What a world! What a world!*

<http://twitterponies.tumblr.com/>



✕ Text follow mlp\_SMagnet to 40404 in the United States

Tweets
Favorites
Following
Followers
Lists



**mlp\_SMagnet** Steven Magnet

Ooh hoo hoo, you card! Auf wiederson! \*dives into the river\*

15 hours ago



**mlp\_SMagnet** Steven Magnet

Nope!

15 hours ago



**mlp\_SMagnet** Steven Magnet

"thinks" Come to think of it, I don't remember hearing of that rule until I came to power...

15 hours ago



**mlp\_SMagnet** Steven Magnet

Oh no, I'm afraid, as former Prime Minister, I'm not allowed to appear before the Serpent Council by the rule of Overstaying your Welcome.

15 hours ago



**mlp\_SMagnet** Steven Magnet

Us? \*laughs\* Oh, I'm afraid you're going to need to go solo in this endeavour, darling.

15 hours ago



**mlp\_SMagnet** Steven Magnet

My, you're becoming a fashionista already!

15 hours ago



**mlp\_SMagnet** Steven Magnet

Just keep on giving that charm you've got and you'll do fine! And make sure you wear purple! Serpents loooooove purple!

15 hours ago



**mlp\_SMagnet** Steven Magnet

How FABULOUS! Oh, you even perfectly captured my beautiful

[Steven Magnet](#) (3)

Search [ ] Home Profile Find Friends Account +

## Steven Magnet

Personal Character

Wall Info Photos

Like

Find Friends from Milwaukee Institute of Art & Design

15 of your friends went to Milwaukee Institute of Art & Design. Find more people you know from Milwaukee Institute of Art & Design.

Find Friends

Friends' Events See All

Lissa Engineering's open house party  
by August 7

RSVP Yes No Maybe

Sponsored Create an Ad

"Rachael Ray Loves \$2!lbs!"  
[View Details](#)

The last large amount of her belly fat in just 2 months by following this 1 old diet tip.

Work Dress Chic  
[advice.com](#)

Now \$79 (Was \$158!) New off-the-rack sales just started.

Are you C-DOD cup size?  
[GO TO AN ENH](#)

Bra's, Panties & Shapewear you WANT to wear! Look good, feel good and dress with confidence! C-Cups, 32-44 Band Sizes!

Wanna look 10lbs thinner?  
[LoseWeight.com](#)

Miraclebody jeans at Zappos.com. Sarah says, "Put them on, & suddenly you look 10 pounds thinner." Free

Steven Magnet now has his own theme song!  
[http://www.youtube.com/watch?v=fCvJyZtNE&feature=video\\_bef&hd=1](http://www.youtube.com/watch?v=fCvJyZtNE&feature=video_bef&hd=1)

Original Mix:  
[www.youtube.com](http://www.youtube.com)

Alex S. feat. Steven Magnet - What A World (Album Mix)  
Steven Magnet: There's nothing more to say about the fact that he is the loveliest individual of the world today. A nice Prince/Prince/Dan for my brothers' Dope.



**This thread is  
Absolutely...**

**FAAABULOUS!!**



ALEX S. FEAT. STEVEN MAGNET

WHAT A WORLD



**it's  
SO TRUE!**



**what's  
HOT**









CHARACTER

## BIG MACINTOSH

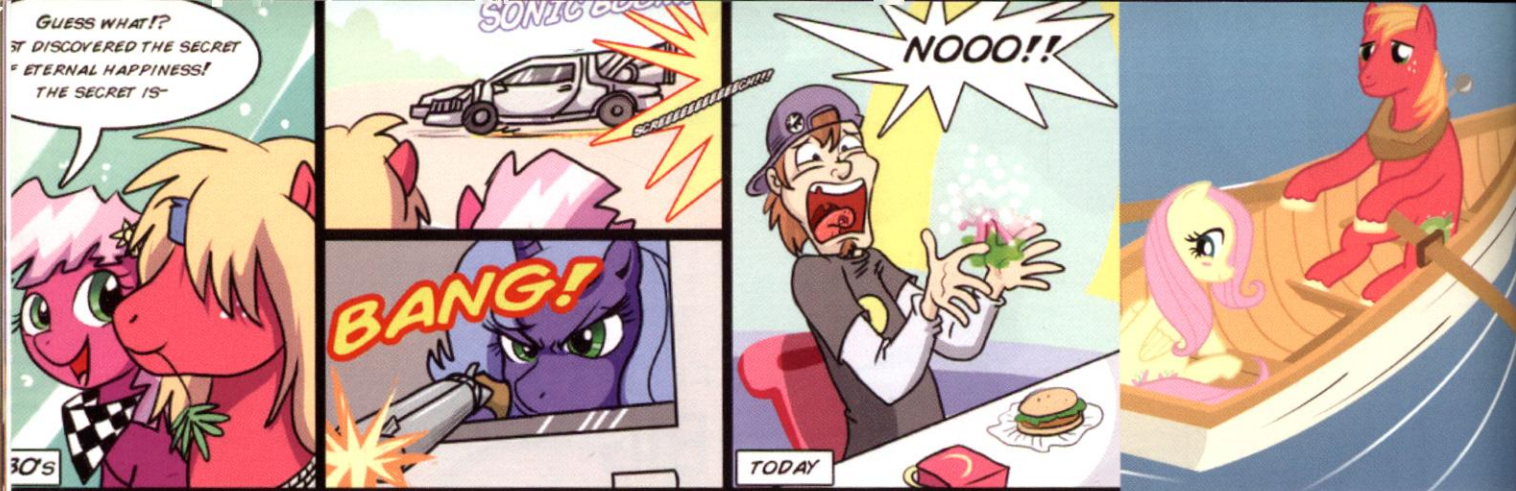
More than a mere farmboy, Big Mac is emerging as a leading male character, with fan art often pushing the characters hunkyness and pure, innocent jugheadness.

Part Abercrombie model, part mid-west farm boy, and part dude - Mig Mac clearly has a simple motif which lends itself to fun interpretations and crossovers.

EEEEEEEE...YUP.







## "APPLES, AND APPLE ACCESSORIES"



BIG MACiNTOSH



BIG MACiNTOSH

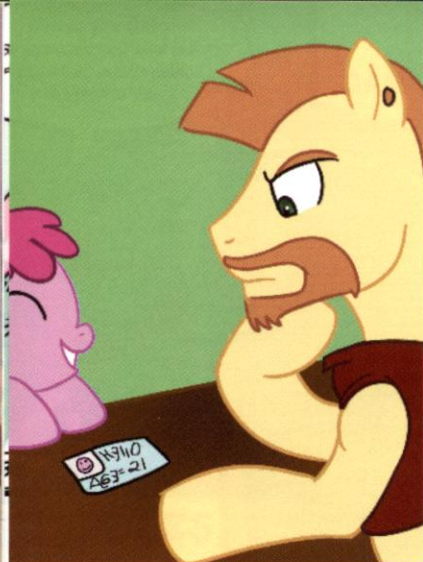




YO DAWG! I HEARD YOU LIKE BIG MACS, SO WE PUT BIG MAC  
IN YO BIG MAC SO YOU CAN WATCH BIG MAC IN YO  
BIG MAC WHILE EATING A BIG MAC!!!











## CHARACTER BRONY DUDES

Male pony characters are clearly the favorite meme characters with an emerging new male audience. An audience comprised of a mixed band-of-brothers ranging from traditional gamers, to skaters and even hipsters. Bronies are generally straight males who adopt characters based on their own personality, but fans can also be gay, macho or geeky. All share one thing in common - they all find the idea that male characters generated by an iconic little-girls' property about rainbows and unicorns adds an ironic flair to their own unique stereotype.





Who's 20% Cooler now?!

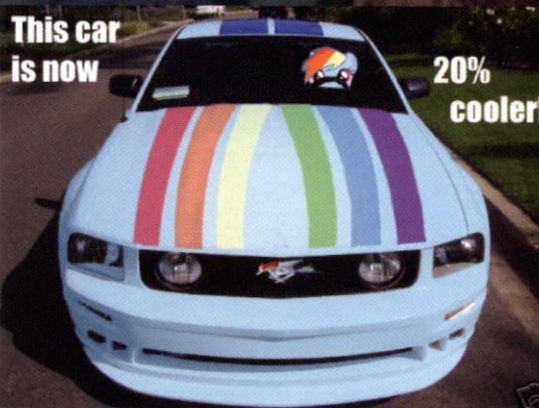


THIS THREAD IS NOW



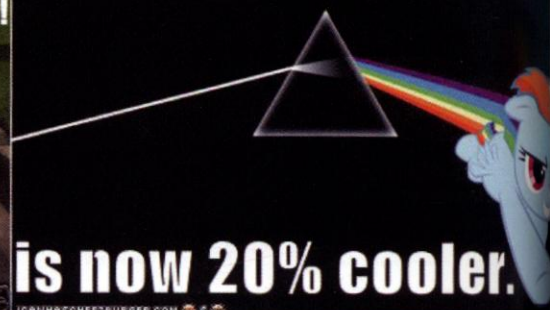
20% COOLER

This car is now



20% cooler!

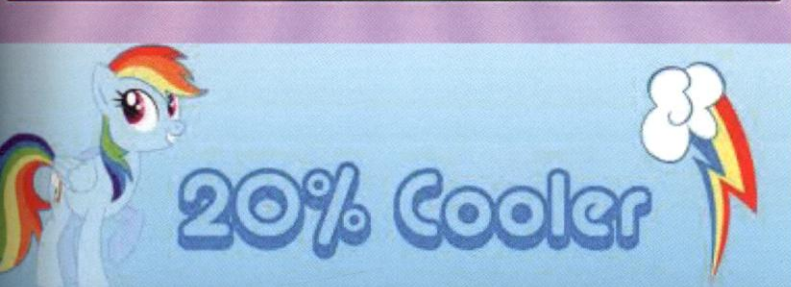
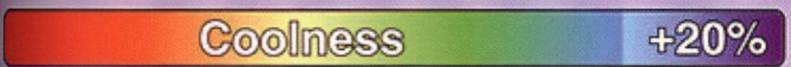
This thread



is now 20% cooler.







CHARACTER

20% COOLER



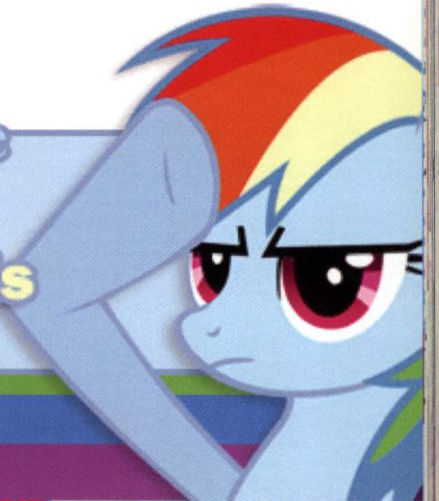






**BACK IN TEN SECONDS  
FLAT**

clearing the  
sky in  
**10 seconds  
FLAT**



# Rainbow Dash

20% Cooler in 10 seconds flat!

**THIS THREAD NEEDS TO BE ABOUT 20% COOLER**

**20% COOLER**



**IN 10 SECONDS FLAT.**



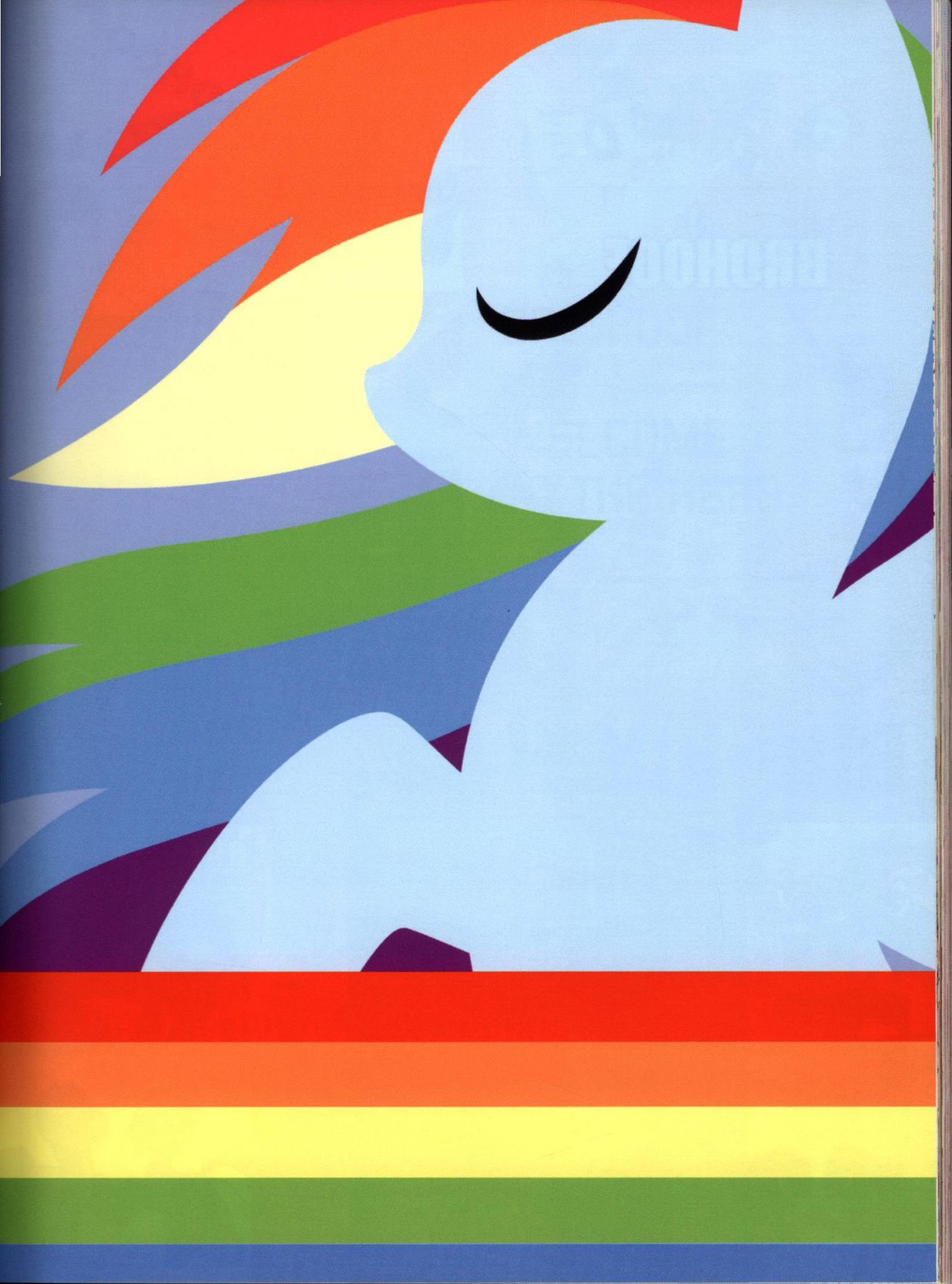




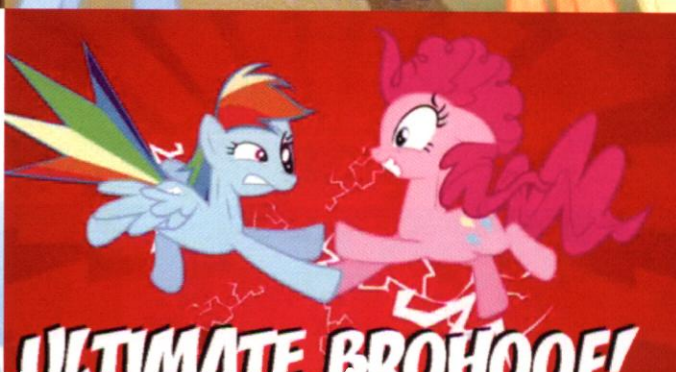
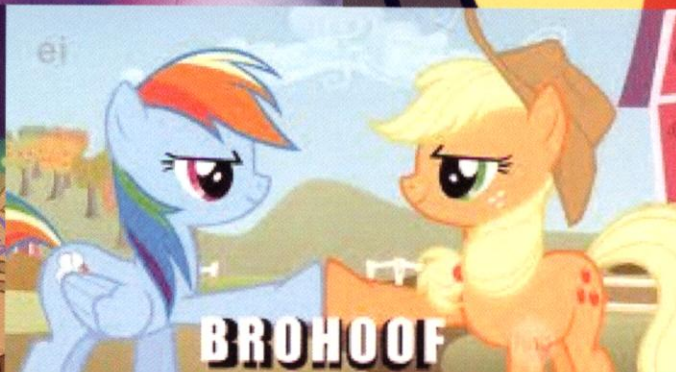
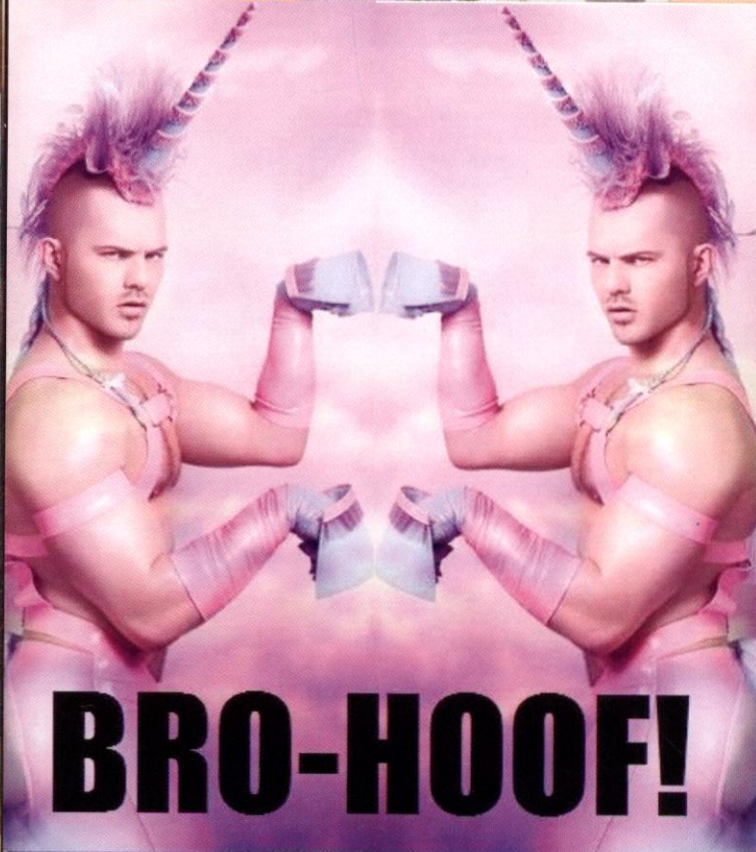
# RPD

20% COOLER IN  
10 SECONDS FLAT









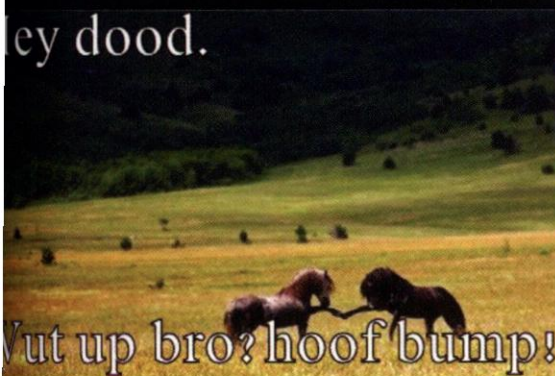


BRO-HOOF

WELCOME  
TO THE HERD



ey dood.



welcome to the herd





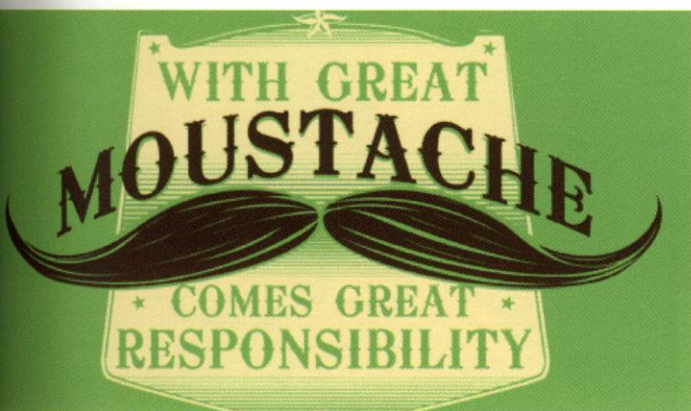
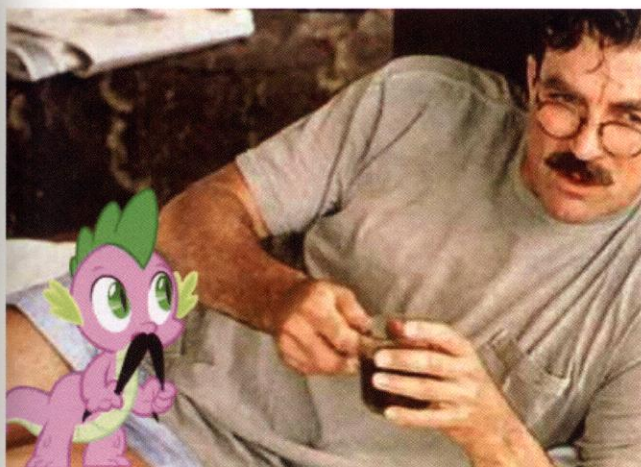




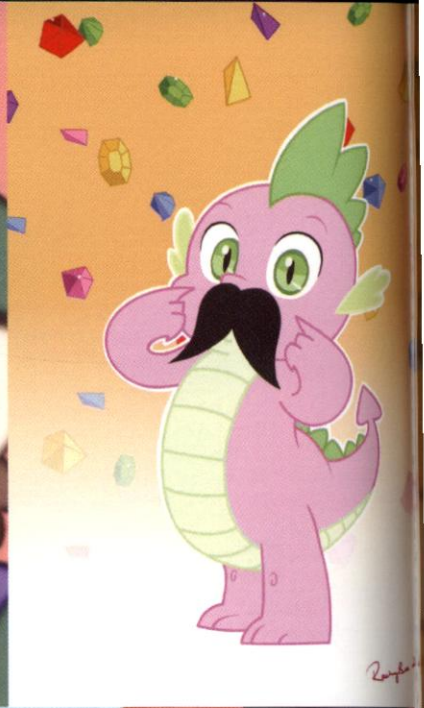
## CHARACTER

## MOUSTACHE

Male pony characters are clearly the favorite meme characters with an emerging new male audience. An audience comprised of a mixed band-of-brothers ranging from traditional gamers, to skaters and even hipsters. Bronies are generally straight males who adopt characters based on their own personality, but fans can also be gay, macho or geeky. All share one thing in common - they all find the idea that male characters generated by an iconic little-girls' property about rainbows and unicorns adds an ironic flair to their own unique stereotype.







I MUSTACHE YOU A QUESTION

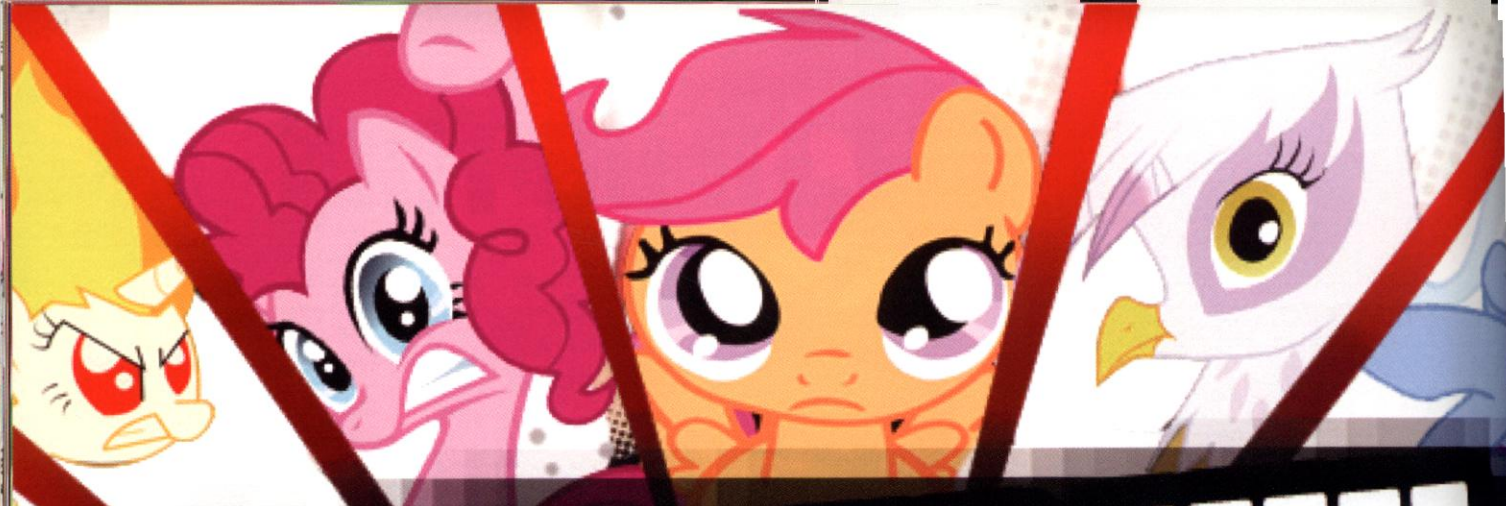


**I HATE TO DO THIS**

**BUT I MOUSTACHE  
YOU A QUESTION**







# FLUTTERSHY

VS. THE

WORLD







# FAN COMICS

AND FANFICTION







WONDERFUL!  
YOU MANAGED  
TO ESCAPE  
FROM HELL,  
AND YOUR  
SPIRITUAL POWER  
INCREASED A LOT.  
HOW DID YOU  
DO THAT?

I FOUGHT MY WAY OUT OF  
THERE AS FAST AS I COULD,  
BUT IN THE END I HAD A  
LITTLE HELP FROM AN  
UNEXPECTED FRIEND.



AND SHE  
TOLD ME  
EVERYTHING  
ABOUT  
"THE DARKNESS."



TWILIGHT?...BUT I WAS  
THERE WHEN SHE  
BANISHED YOU,  
I THOUGH YOU WERE  
GONE...FOREVER!

SECOND!

POTATO!



DON'T WORRY PINKIE,  
I'M FINE NOW.

YOU DON'T  
HAVE TO FIGHT  
ALONE ANYMORE.



THIS IS OUR BATTLE!



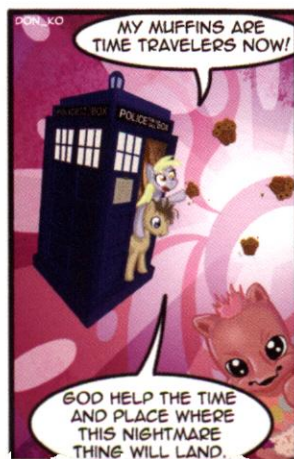
EEEH REALLY?!

NO CUTIE MARK? HOW LAME!

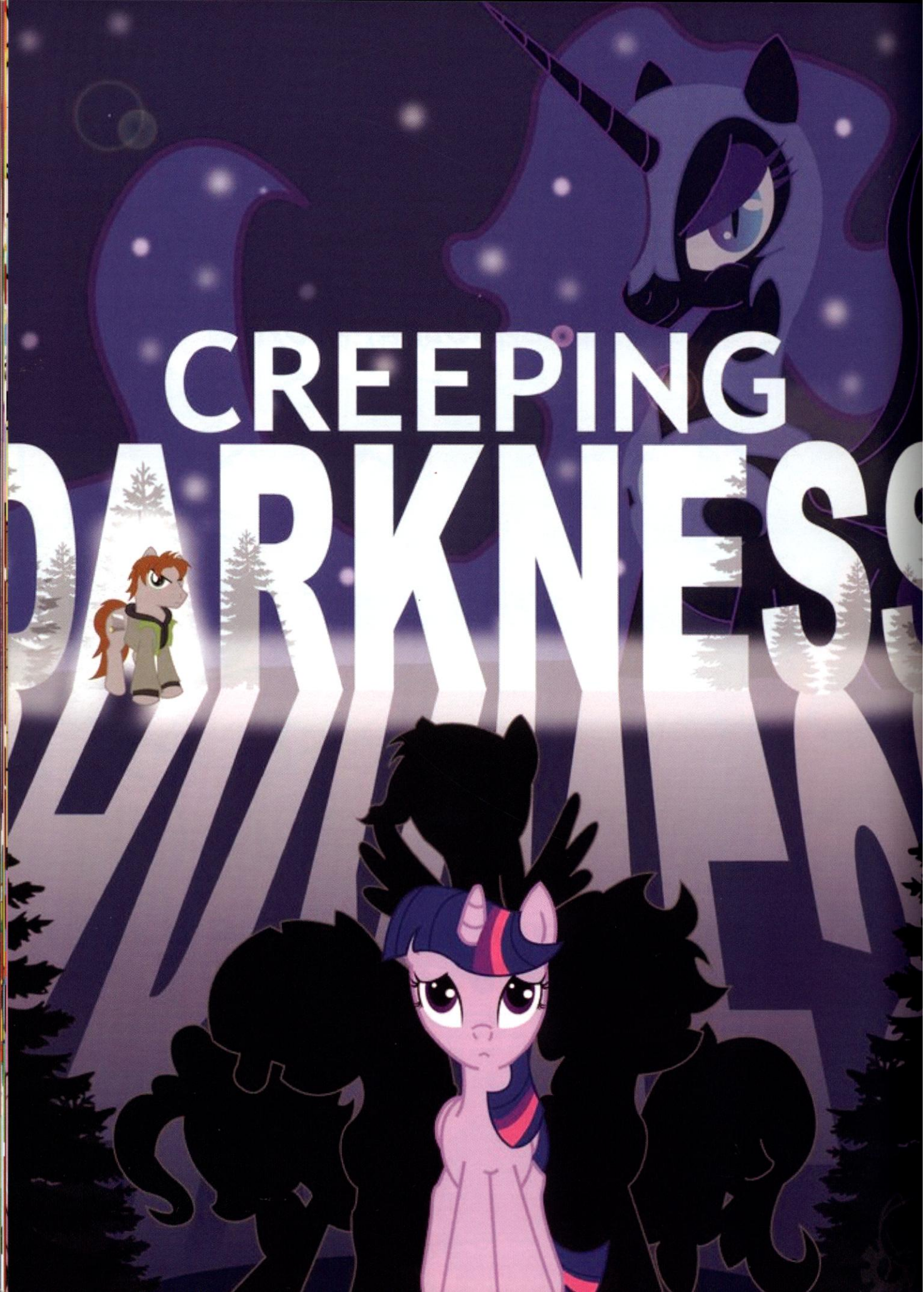
IT'S UNFORGIVABLE NOT TO HAVE  
A CUTIE MARK UNLESS YOU'RE  
A PRESCHOOLER, RIGHT?



**KYAHHAHAHAHA!**











MY LITTLE PONY  
FRIENDSHIP IS MAGIC  
THE RETURN OF MEGAN



# STRANGE APPLE COOKIES

One last looping before I'm landing...

Yeah, that's fun!

...a final spin...

Aaaaaahh!

Oh no, my mane!

What was that?

I'm so sorry. I was doing my training routine and wasn't really paying attention to you guys.

Did you not see us?

You really startled us!



There's a competition next week.

Oh, and that's what you're practicing for.

Is there going to be a big audience?

Why don't you two practice together?

Of course! Pinkie Pie is organizing everything. There's going to be music, tasty food and awesome flyers like me and Fluttershy.

Rainbow Dash is such a great flyer...I'd rather just watch.

We need to get new food. We should go to Pinkie Pie.

Yes, we can throw away our picnic.



In the library...

I can't think of anything for that speech.

Hello, Twilight. I'm here to help you.

Together we'll get something.

I have done this so many times, but today it's jinxed. Here, take an apple cookie. Hahaha!

That's nice of you! I don't have any ideas and always get the giggles for some reason.

Hahaha! Yes, why? They are delicious.

Apple cookies? Are these from Pinkie Pie?

Pinkie said they had a special effect. Maybe she enchanted them.



Back at Sugarcube Corner...

Did you do something special to the apple cookies?

Hahaha. Gigggle-cookies! Hahaha!

Yes! I added some magic flower dust. That's what makes you laugh!

Hahaha. They are so tasty, hahaha! And I can't concentrate on my speech. Hahaha!

Somepony seems to have eaten too many apple cookies!

Quick, follow me to the park, you have to see this!

She's so fast.

Success!!

Great! I will make a wonderful speech when I've digested these cookies.

Magnificent!

With those tricks you sure as hay are goin' tah win, Rainbow!

END





PINKIE PIE	100/100 100/100	100/100 100/100	SPIRIT	
TWILIGHT SPARKLE	100/100 100/100	100/100 100/100	SINISTER ROOT	
RAINBOW DASH	100/100 100/100	100/100 100/100	SPIRIT	

Item  
 Status  
 Skill  
 Equip  
 Camp  
 Save  
 System

Testing Grounds  
0:00:21

14

0

S 60/ 60

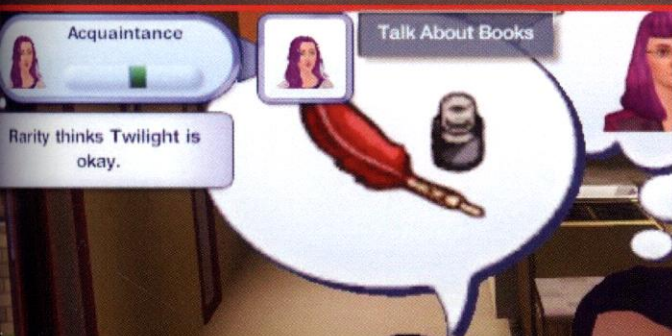
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Lv 1 CLv 0 H 450/ 450  
M 90/ 90

Rainbow Dash =Blade= Defender  
Lv 1 CLv 0 H 450/ 450  
M 90/ 90

Rarity =Blade= Defender  
Lv 1 CLv 0 H 450/ 450  
M 90/ 90

Fluttershy =Blade= Defender  
Lv 1 CLv 0 H 450/ 450  
M 90/ 90





# DIGITAL

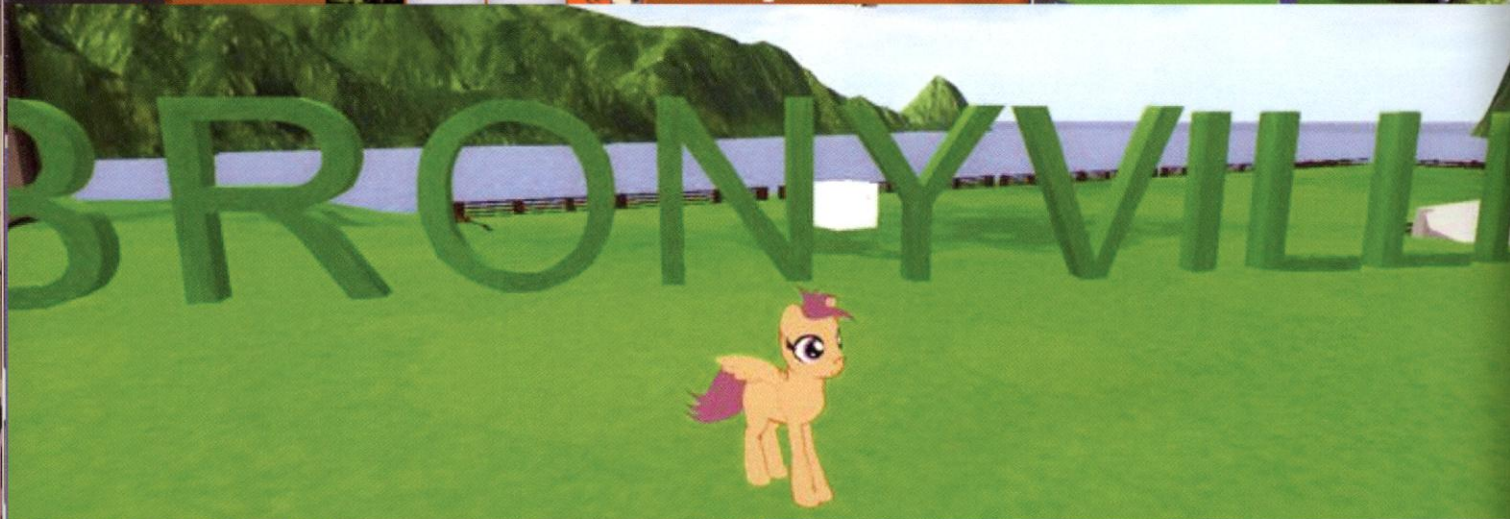






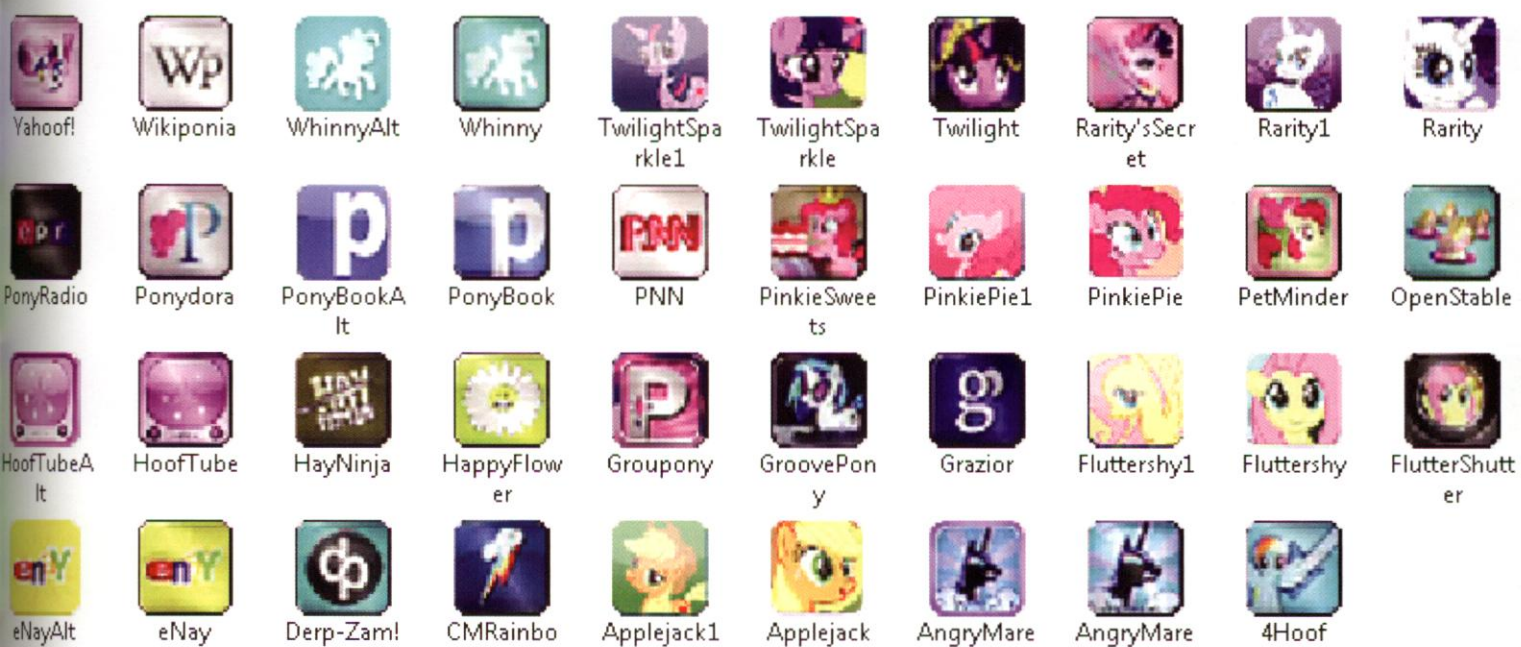
PaladinVance  
[raptr.com/PaladinVance](http://raptr.com/PaladinVance) | TOTAL ACHIEVEMENTS 2058 | raptr

1699			<b>LAST ACHIEVEMENT:</b> Where Eagles Dare FROM Team Fortress 2 (PC) 6 hours ago
359			
0			



ewman:  
 with the help of a programmer familiar with RPGMaker VX,  
 and one or two artists, we may make it even closer to the  
 al thing!





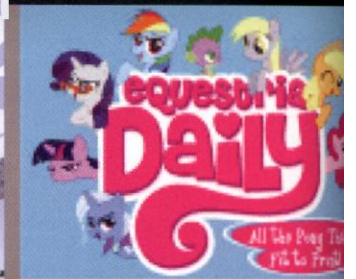












# PONYCRAFT

# MINECRAFT

Minecraft Beta 1.6.6 (Unlicensed Copy :C  
Or logged in from another location)  
Purchase at [minecraft.net](http://minecraft.net)

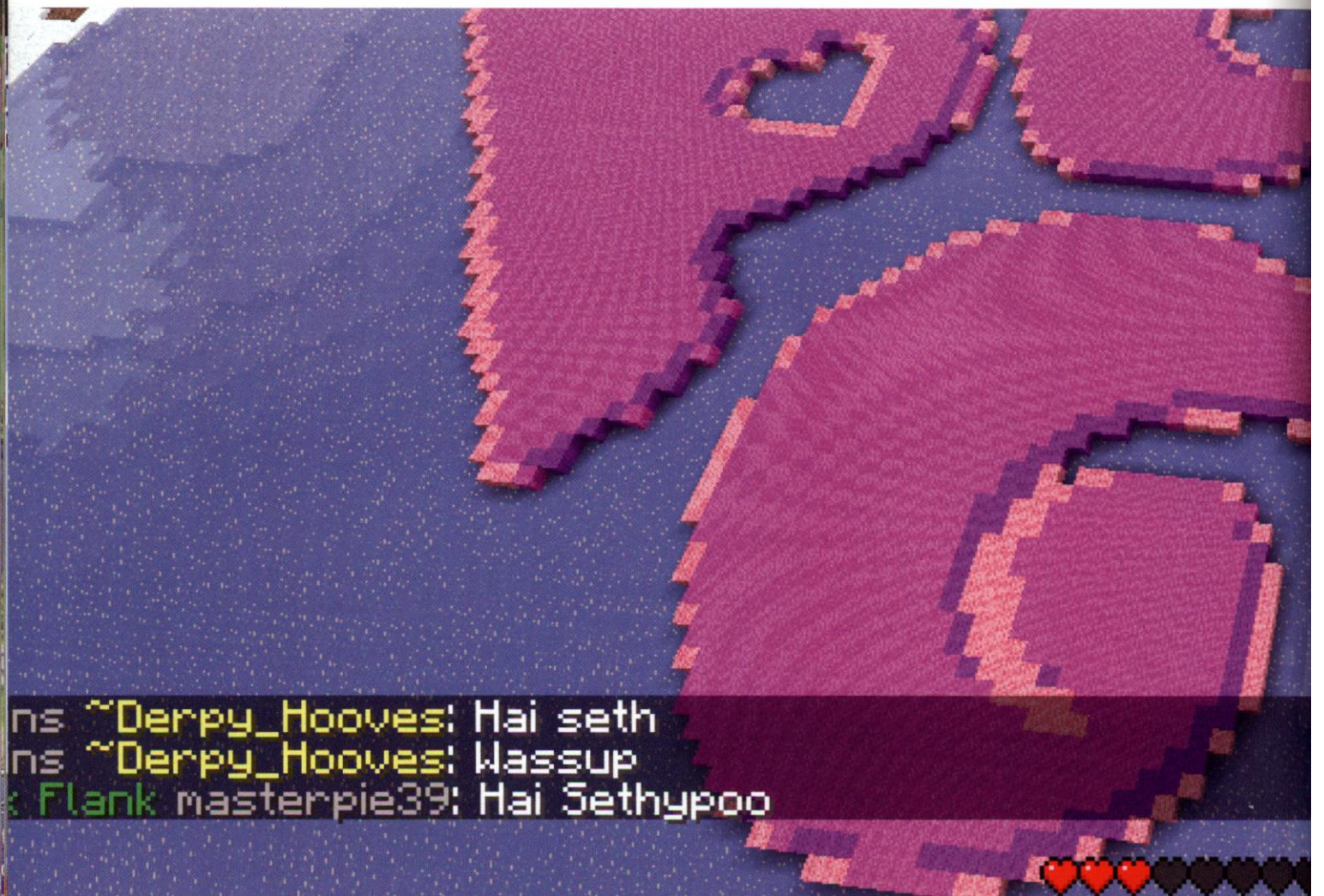




**DIGITAL**



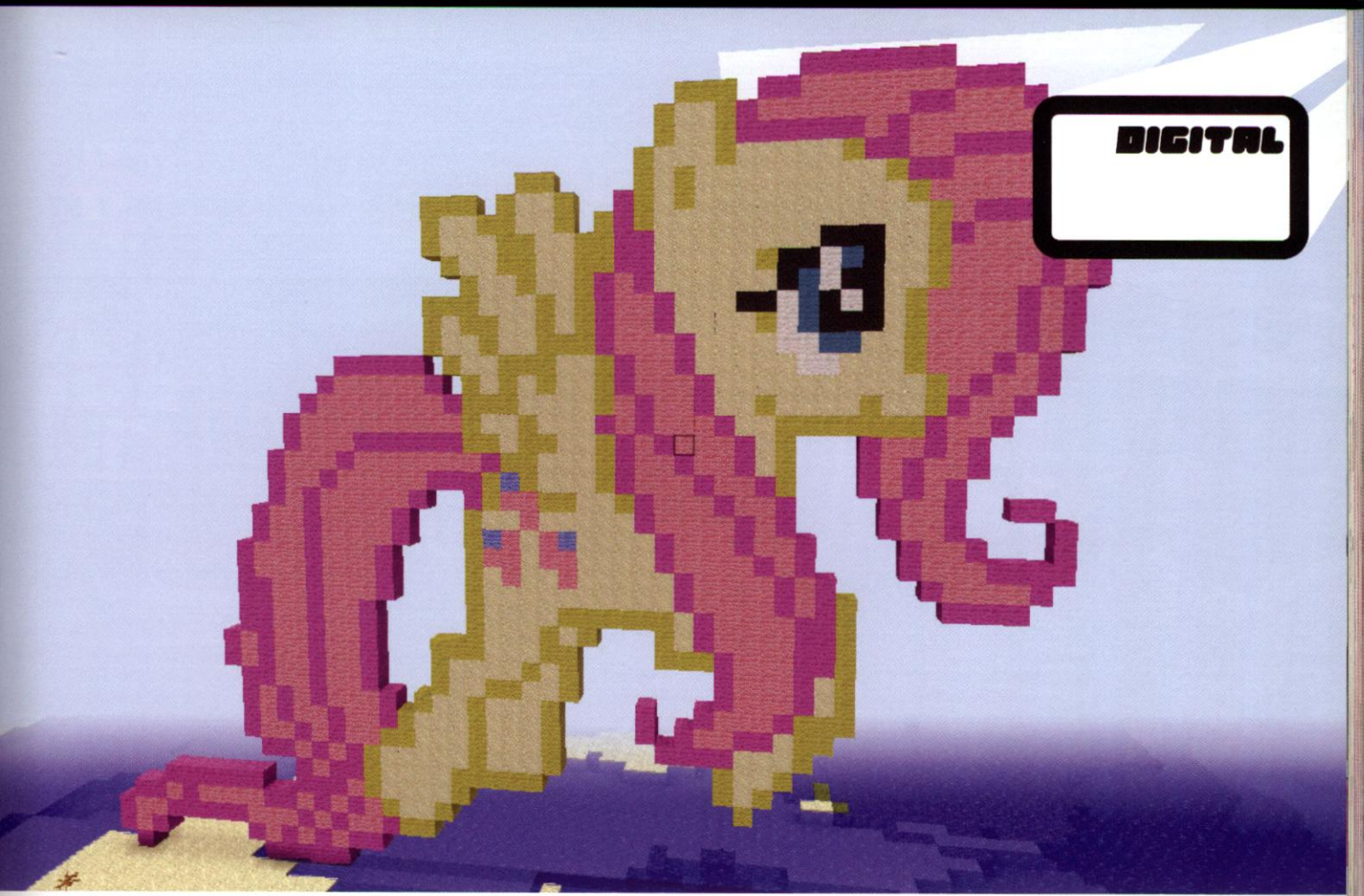




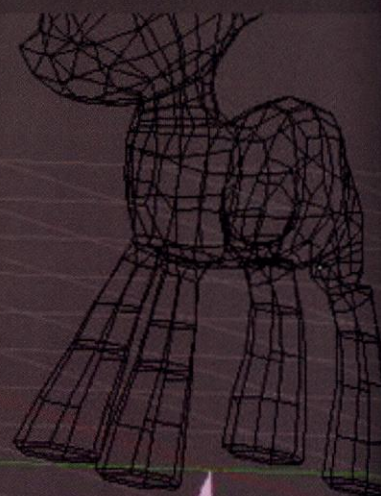
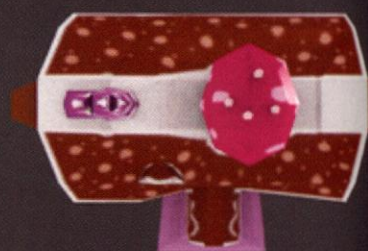
ns ~Derpy\_Hooves: Hai seth  
ns ~Derpy\_Hooves: Wassup  
x Flank masterpie39: Hai Sethypoo







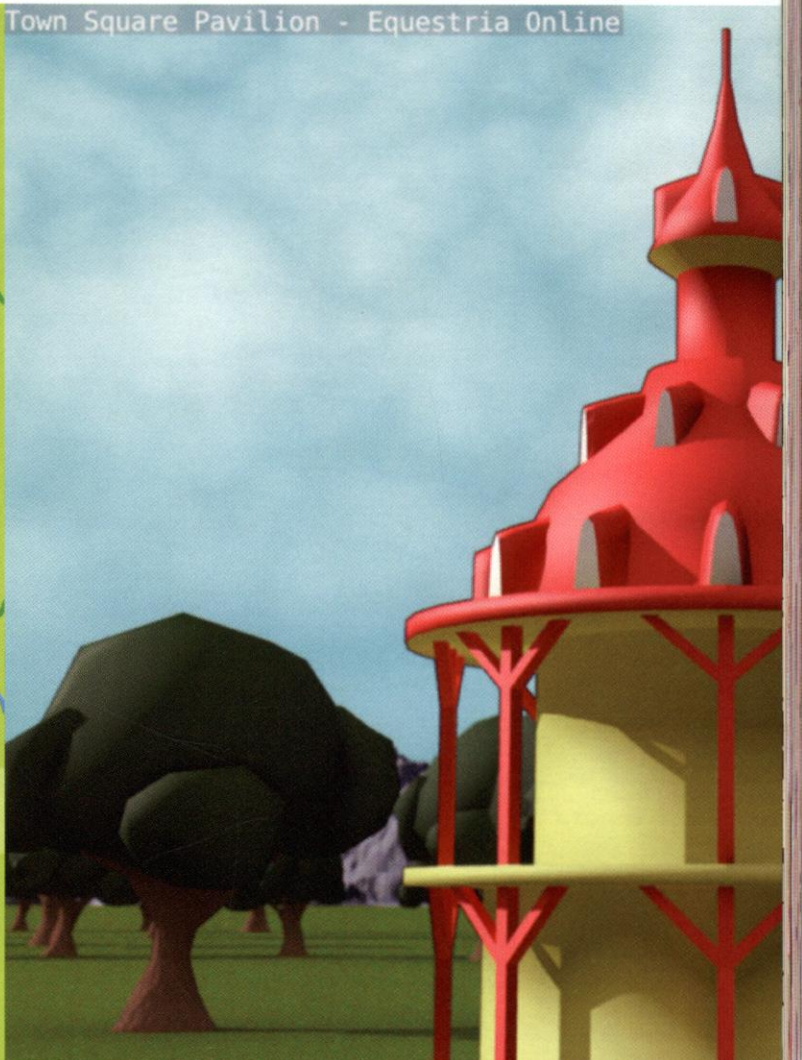






New	F9
Open	F7
Save	F3
Save As...	F5
~~~~~	
Quit	CTRLQ

**DIGITAL**











Minecraft Beta 1.5\_01



Minecraft Beta 1.5\_01



Minecraft Beta 1.5\_01



Minecraft Beta 1.5\_01



Minecraft Beta 1.5\_01



Minecraft Beta 1.5\_01



Minecraft Beta 1.5\_01



Minecraft Beta 1.5\_01





	BODY			MANE/ TAIL		EYES		CUTIE MARK	
	OUTLINE	MAIN	SHADOW	OUTLINE	MAIN	BASE	HIGHLIGHT		
RAINBOW DASH									
PINKIE PIE									
RARITY									
APPLEJACK									
FLUTTERSHY									
TWILIGHT SPARKLE									
PRINCESS CELESTIA									
CELESTIA'S JEWELRY		CROWN/NECKLACE			GEMS			SHOES	
PRINCESS LUNA									
LUNA'S JEWELRY		SHOES			CROWN			NECKLACE	
NIGHTMARE MOON									
NIGHTMARE'S JEWELRY					MOONS		(ALL HER JEWELRY ARE THESE COLORS)		
THE GREAT AND POWERFUL TRIXIE									
DERPY HOOVES									
BIG MACINTOSH									
LYRA									
BONBON									



BY: CRAPPY UNICORN











## ANTHRO CHARACTERS

The trend of taking the key, iconic visual motifs of many core cast characters from My Little Pony and creating new human-form characters that retain the fundamental archetype of the original character is a practice many fans are playing with.

The flexibility with the characters art-style and form provides a good indication of the MLP:FIM depth of archetype.

geneva hodgson, cartoonfuntime.tumblr.com















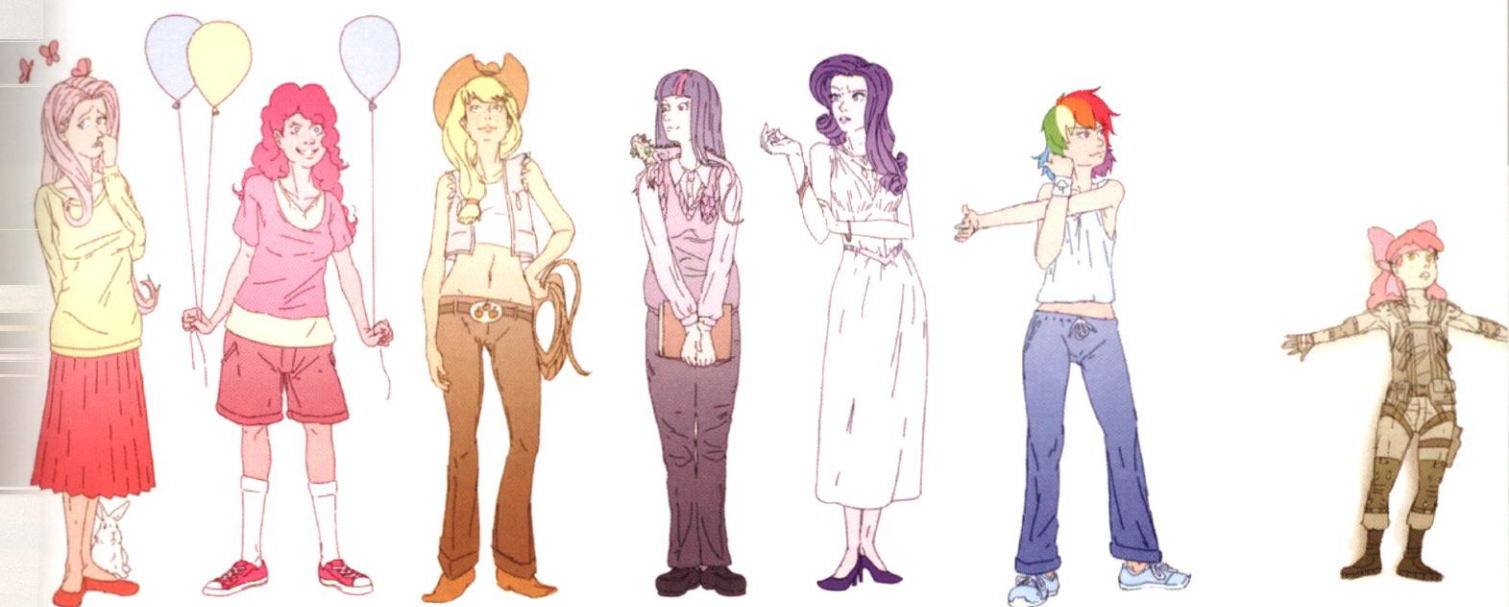




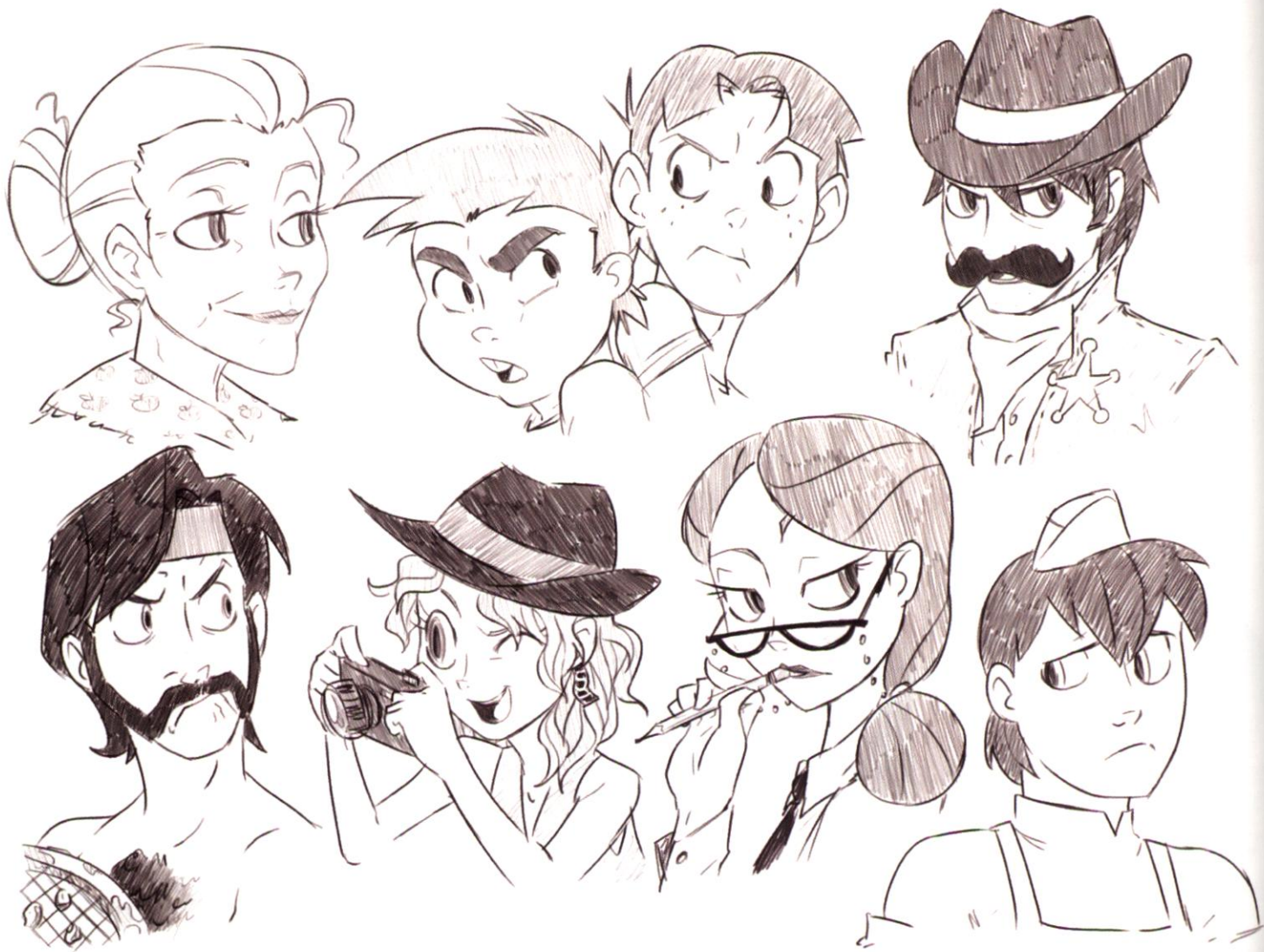




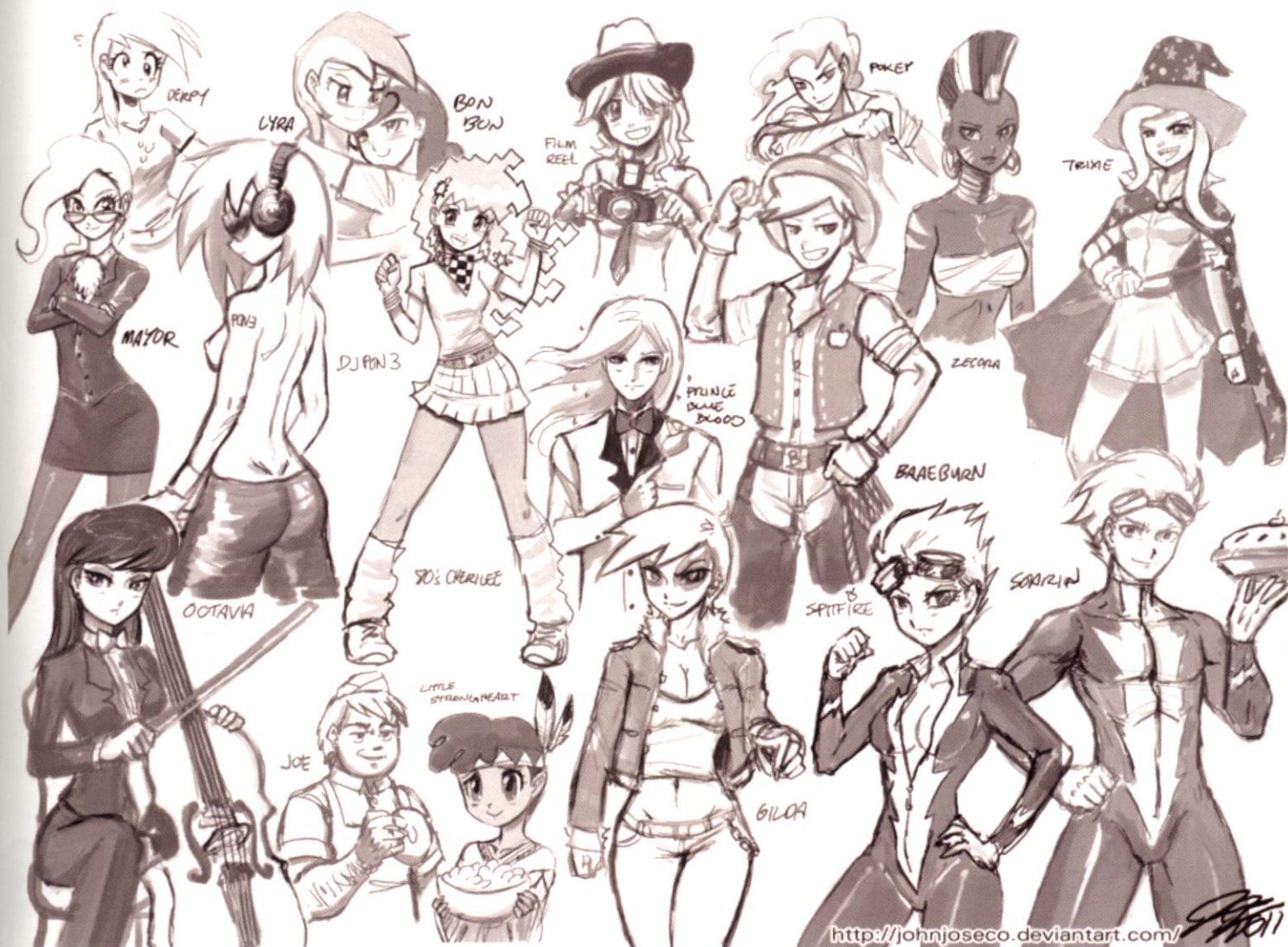








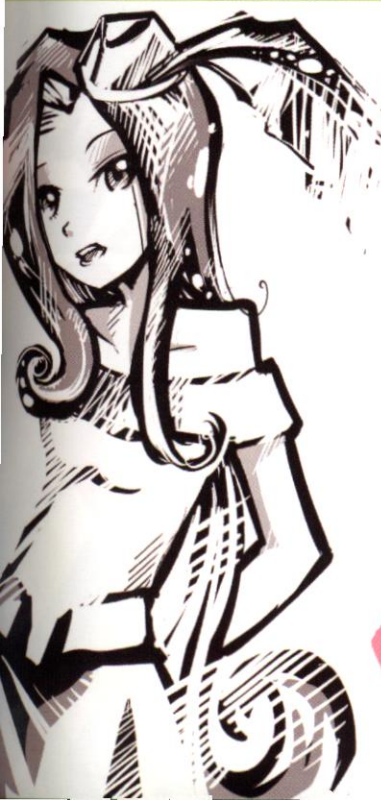


















my Little Pony friendship is magic



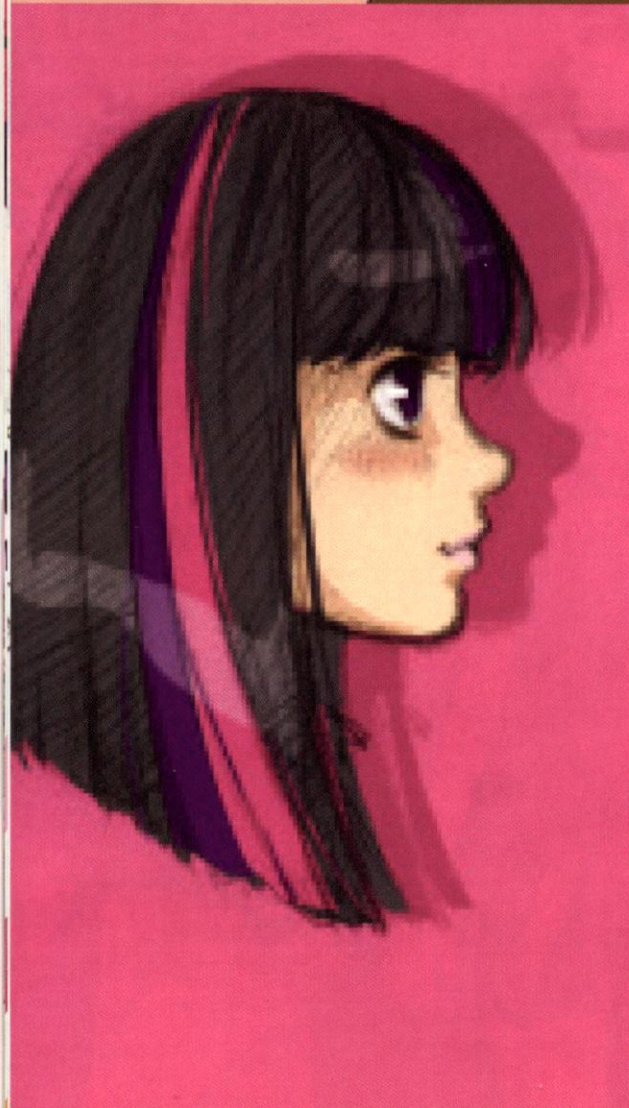








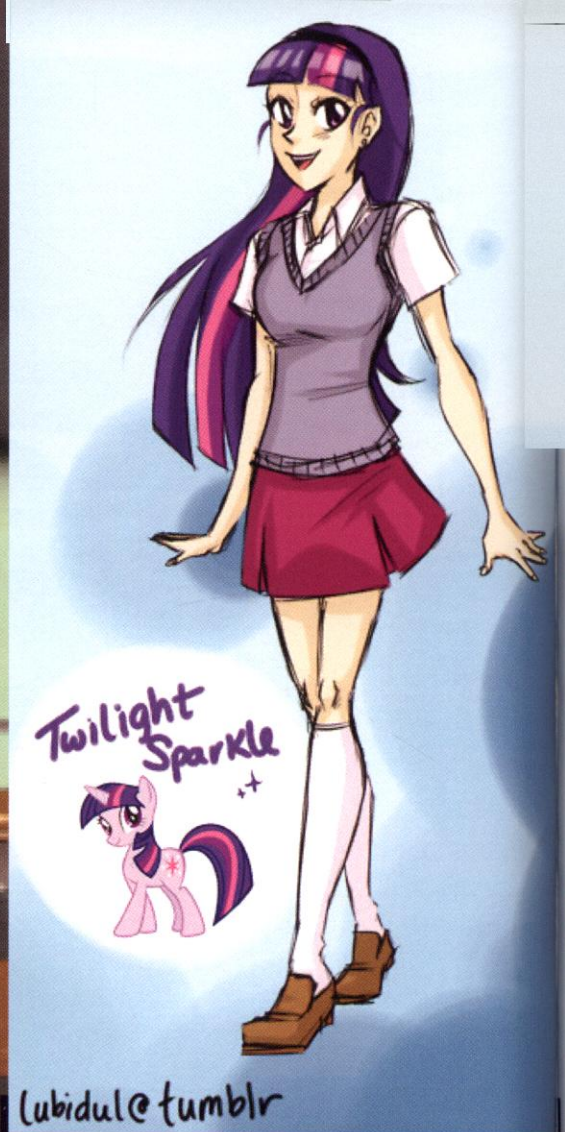






















♥ FAN ART >>>> ANTHRO  
TWILIGHT



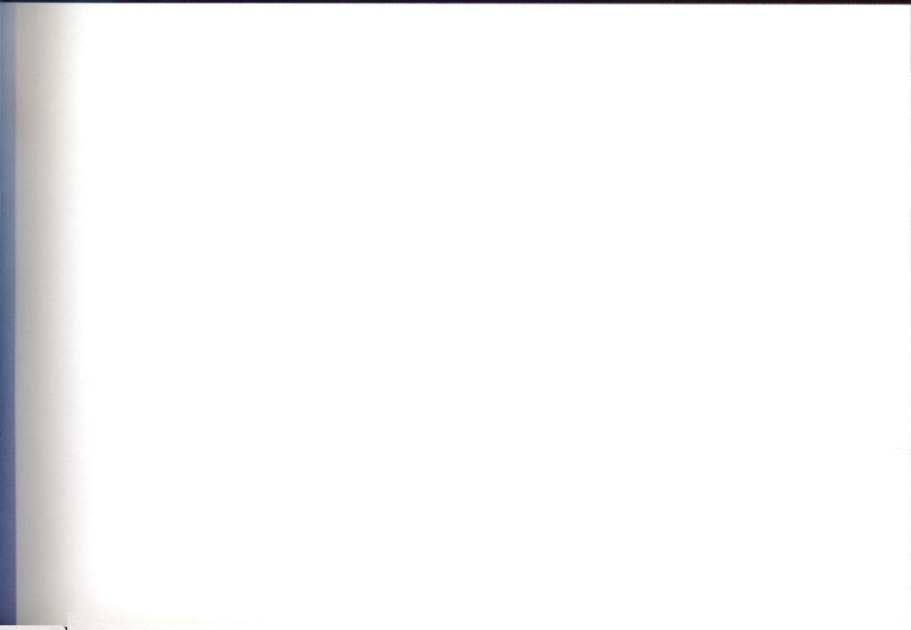








♥ FAN ART >>>> ANTHRO  
**RAINBOW DASH**



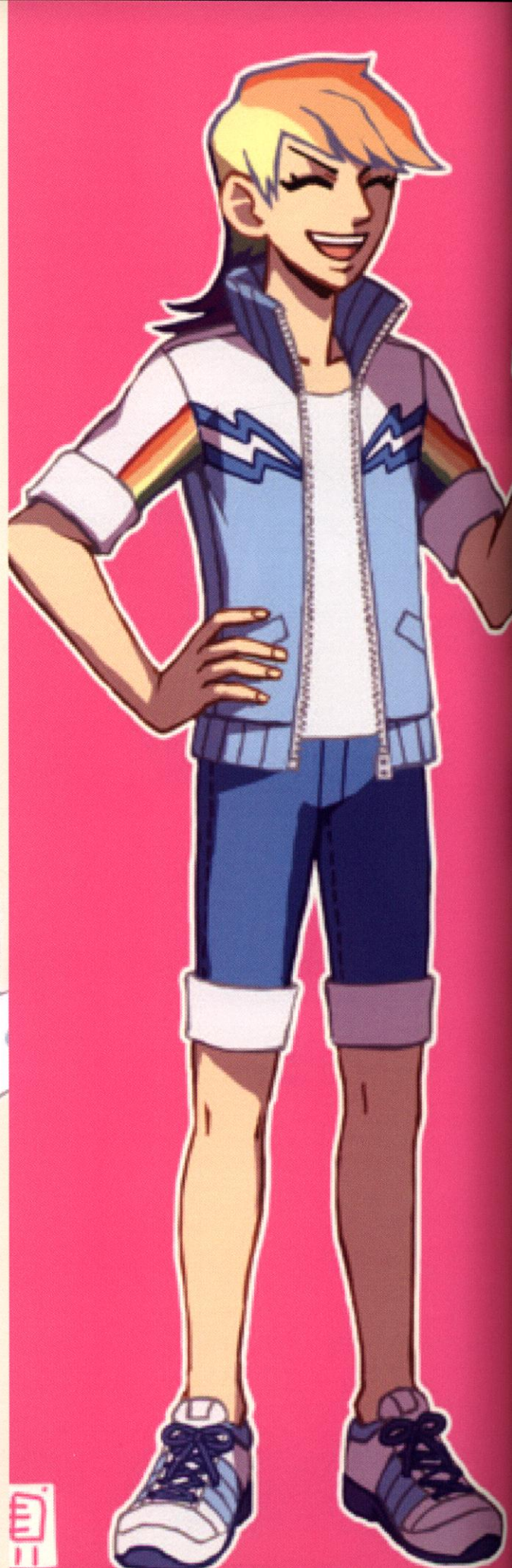














♥ FAN ART >>>> ANTHRO  
RAINBOW DASH













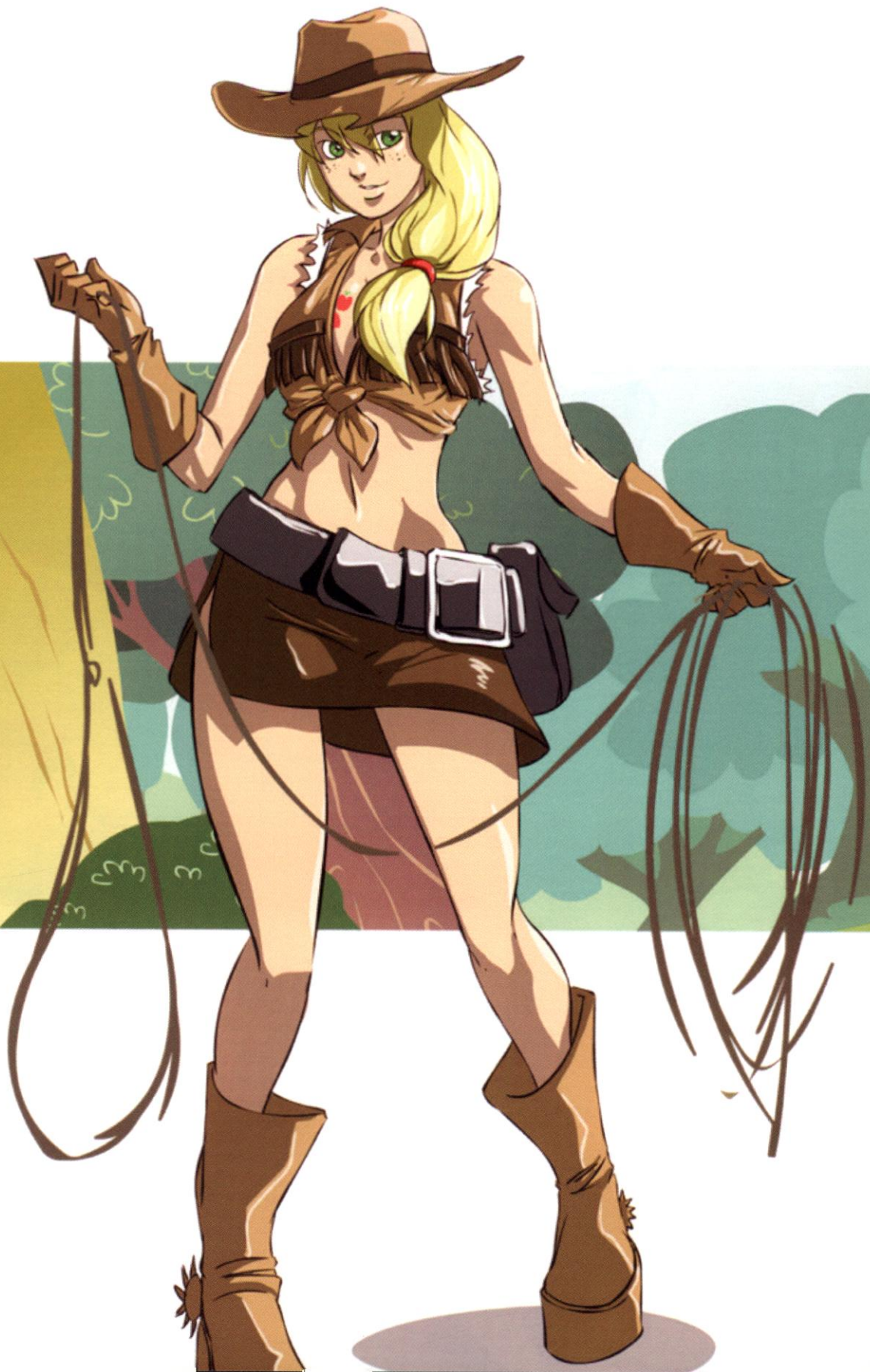


APPLE FAMILY

FARMS

looshel









Applejack  
r-d.deviantart.com



Yeaha  
!!







FAN ART >>>> ANTHRO

APPLEJACK





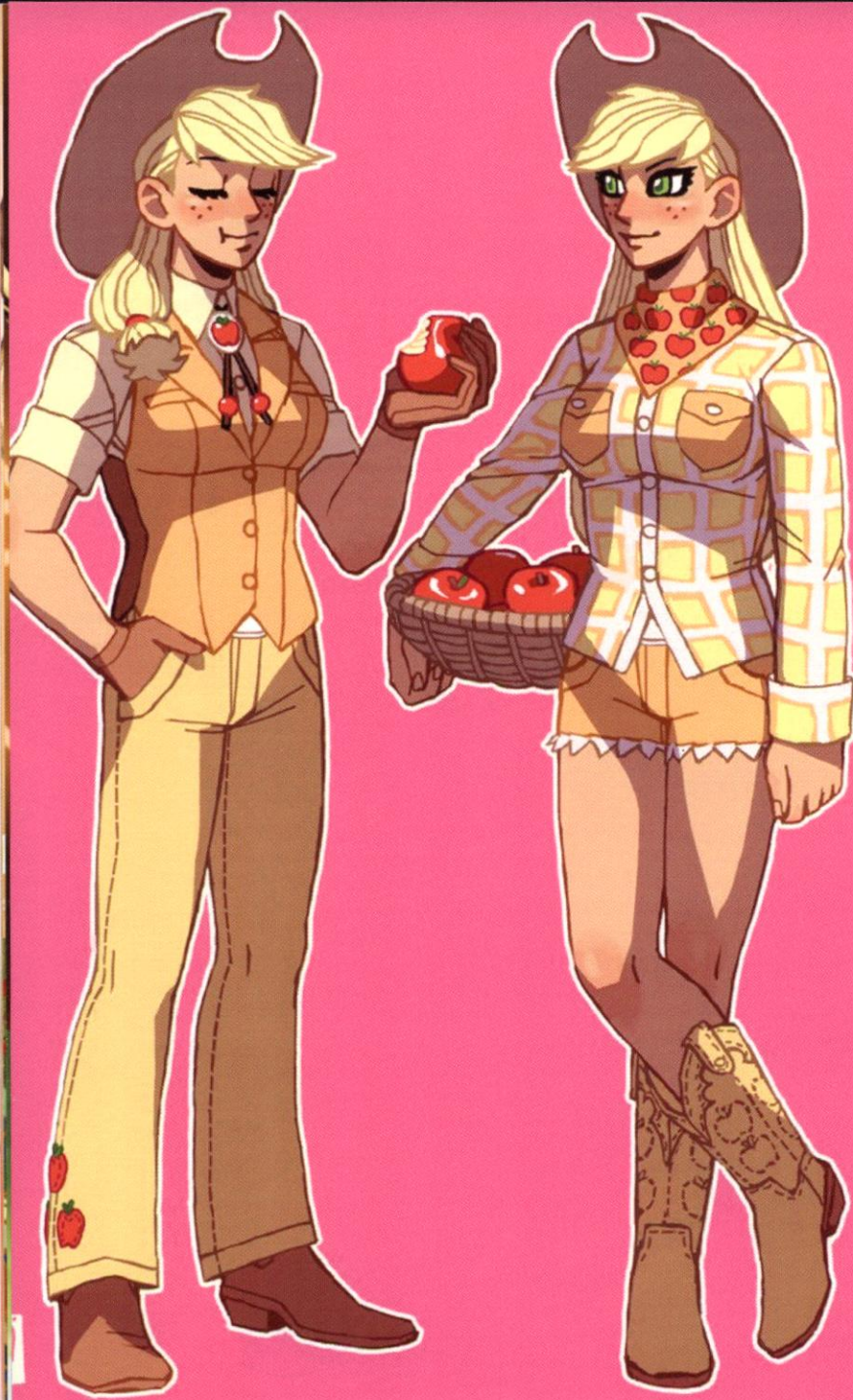




♥ FAN ART >>>> ANTHRO  
APPLEJACK

























♥ FAN ART >>>> ANTHRO  
PINKY PIE



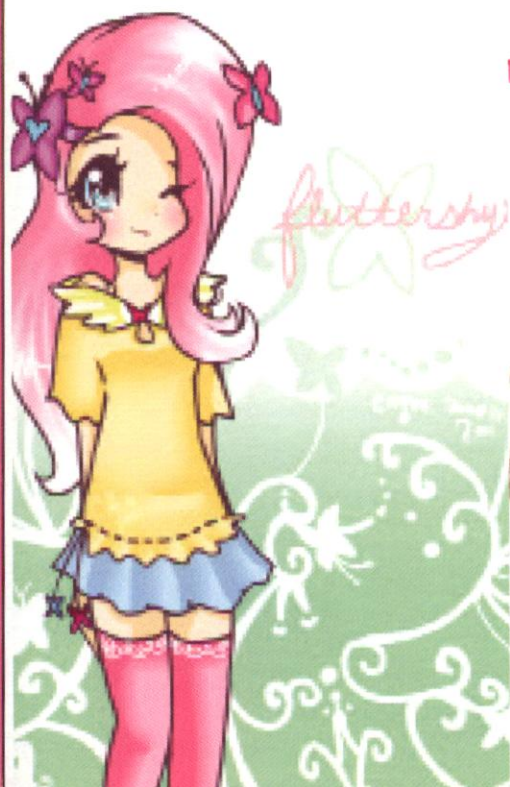




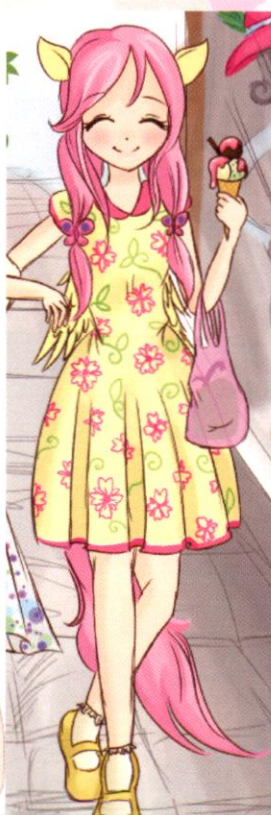


















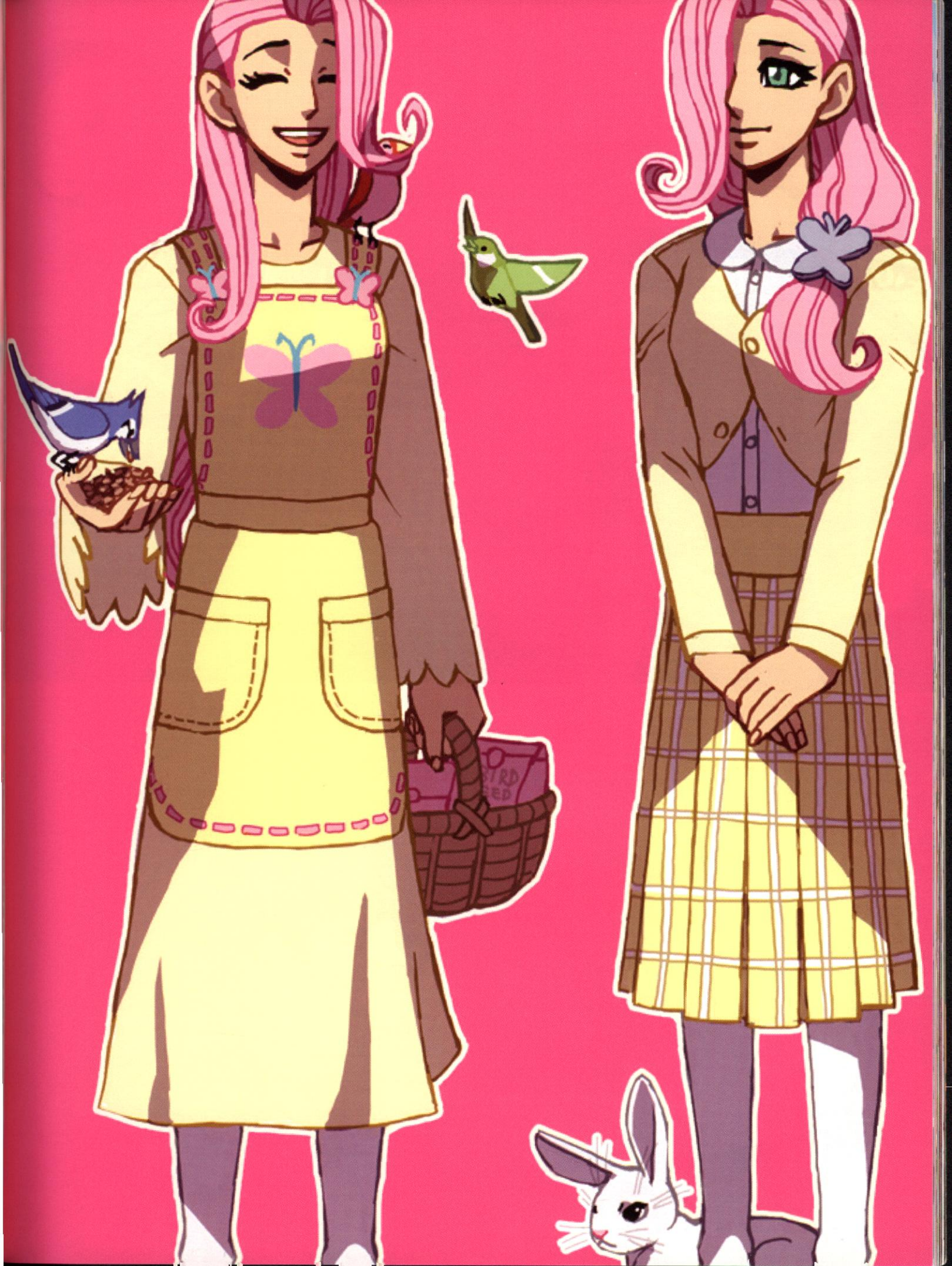






**FLUTTERSXY**



















♥ FAN ART >>>> ANTHRO  
RARITY

GAMINO 21/4/2011







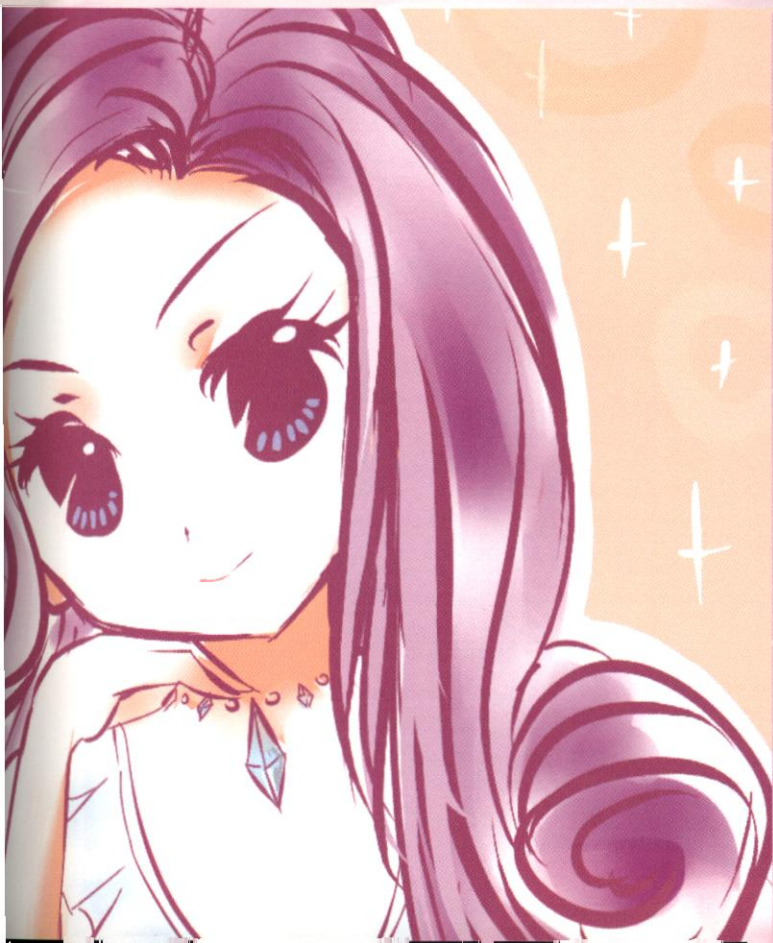


♥ FAN ART >>>> ANTHRO  
RARITY



3D CUSTOM GIRL  
**3Dカスタム少女**

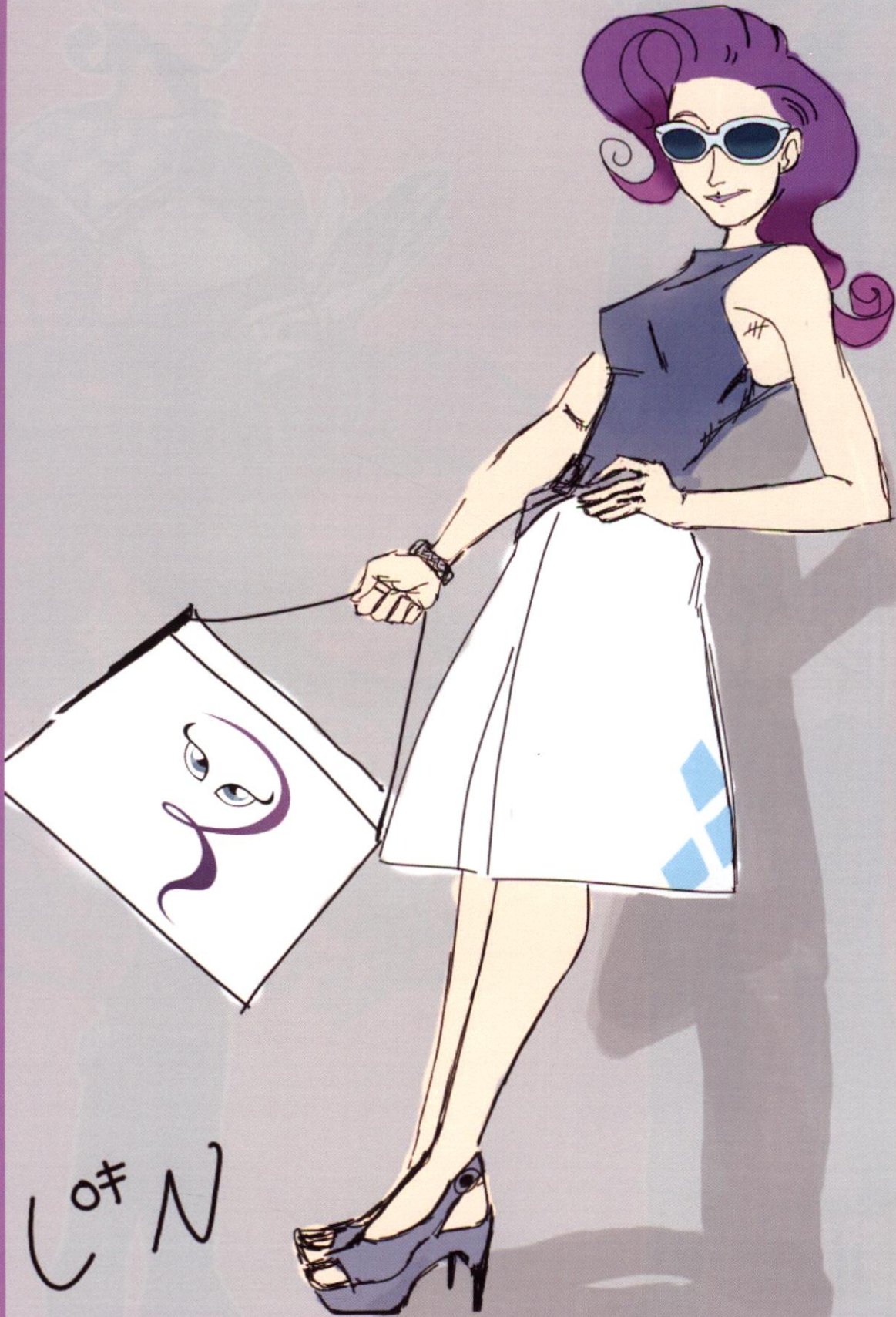
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<http://www.teck.co.jp/>



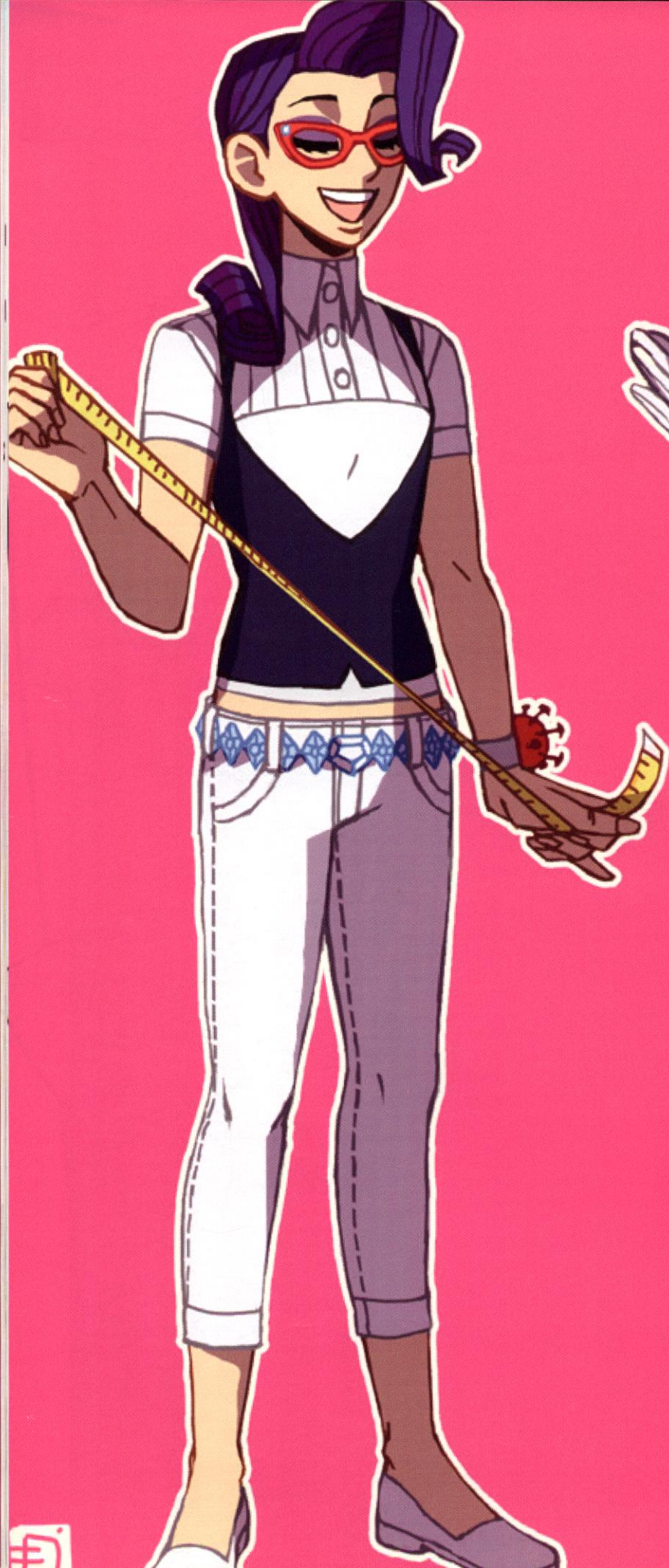
















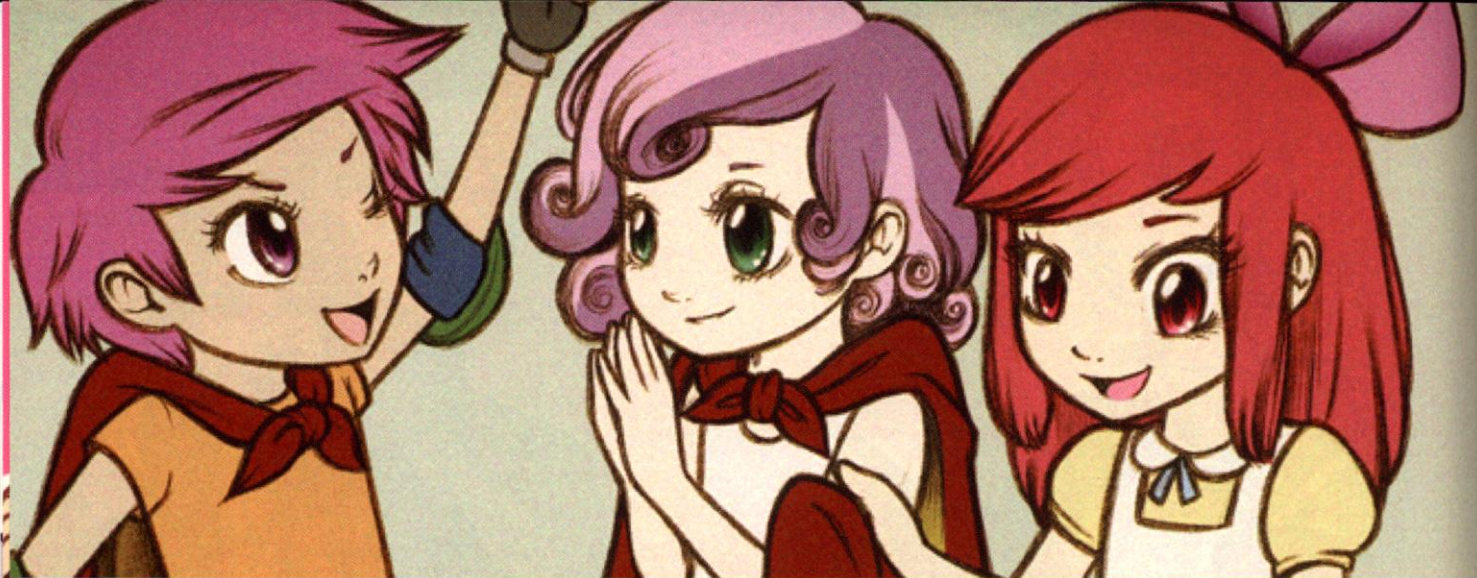
FAN ART >>>> ANTHRO

RARITY



RARITY

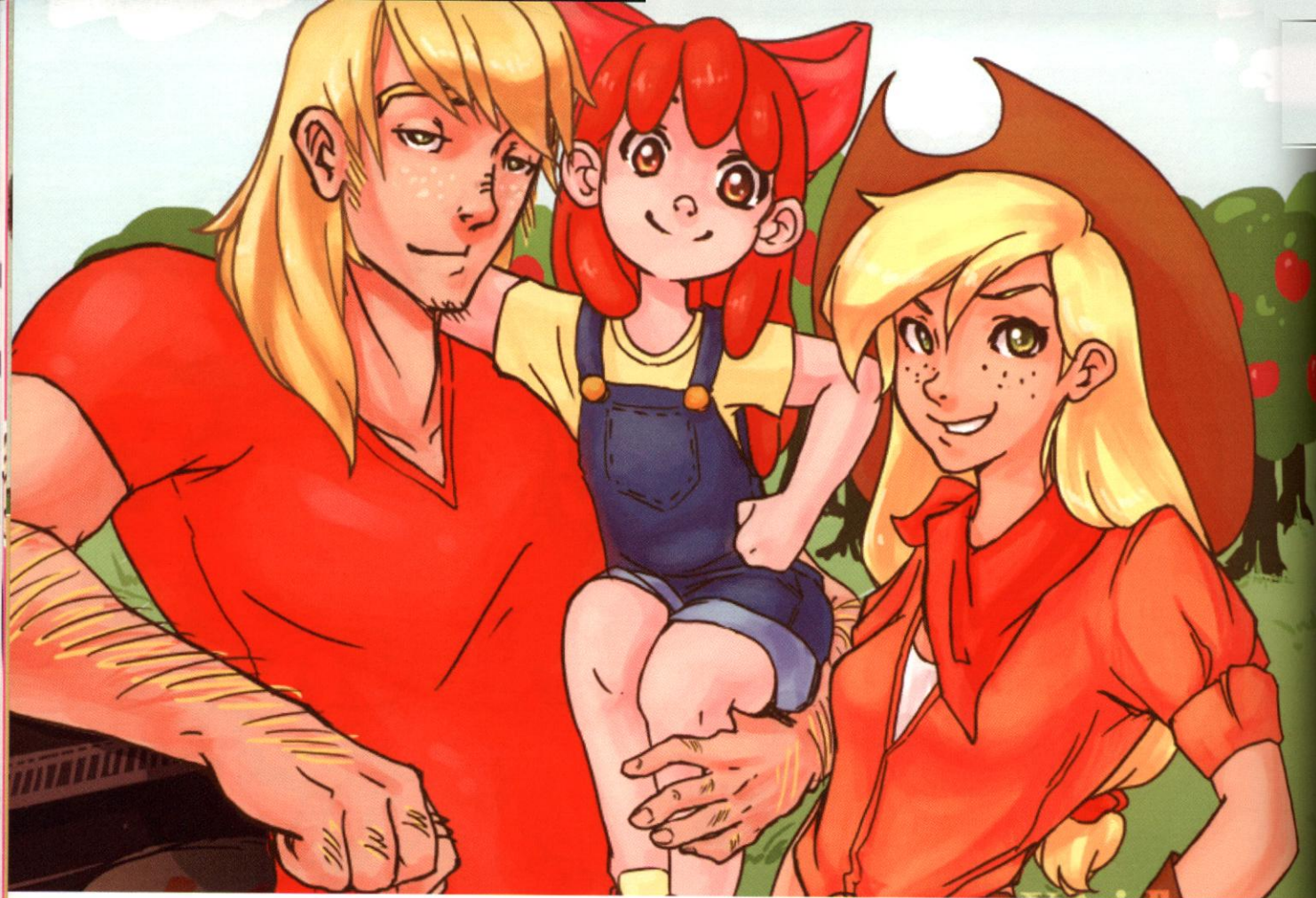






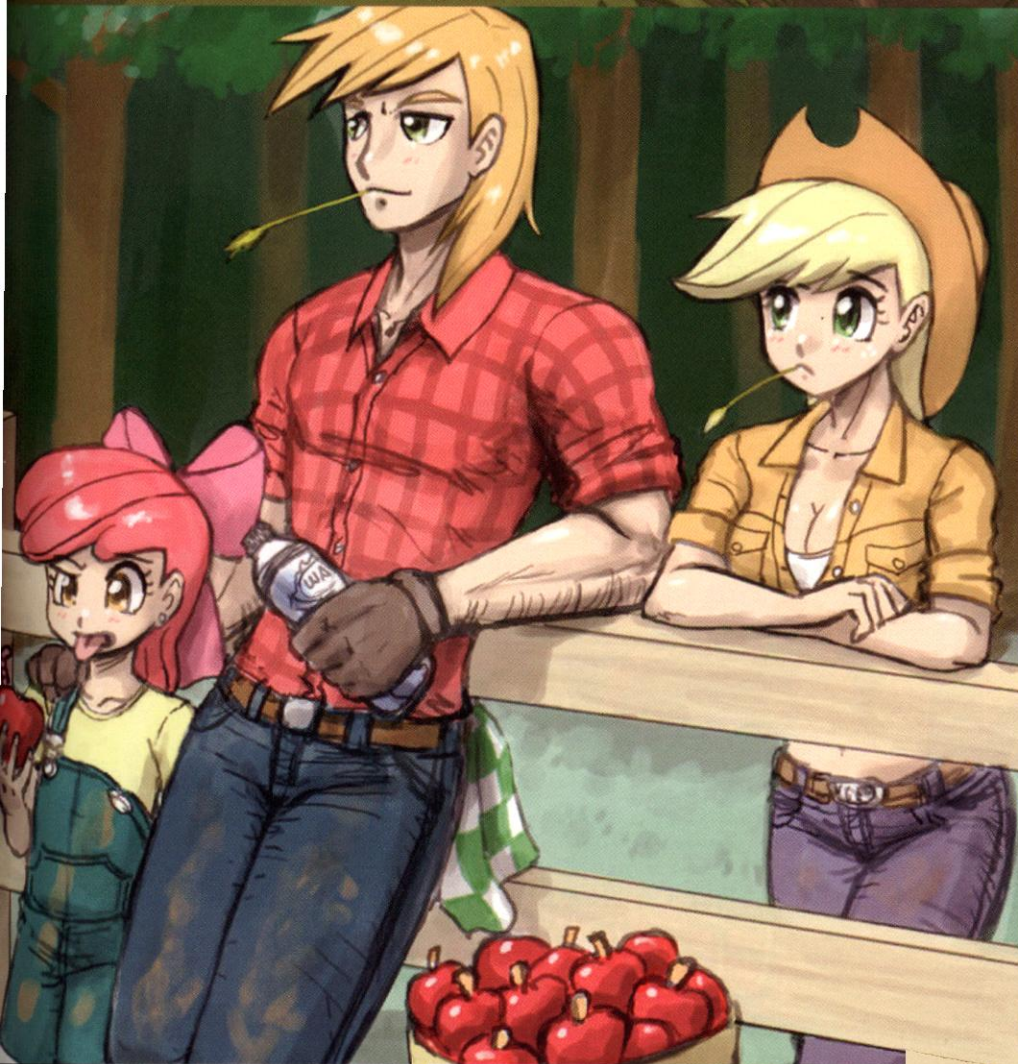








♥ FAN ART >>>> ANTHRO  
BIG MAC







my LITTLE  
MAGES  
Series 2



Big Macintosh  
Cleric

FR



EEEE NOPE





BIG  
MAC—



MY LITTLE PONY, E  
MY LITTLE PONY,  
AAAAAH...  
♪























look book look book look book look book look book look book look book look book

# gallery































































my LITTLE  
PONY

# The Ballad of MECHA PINKIE PIE

[www.flamingof966.deviantart.com](http://www.flamingof966.deviantart.com)

Deep within her laboratory, Pinkie Pie worked tirelessly on her new plan.  
What strange thing could she be building?

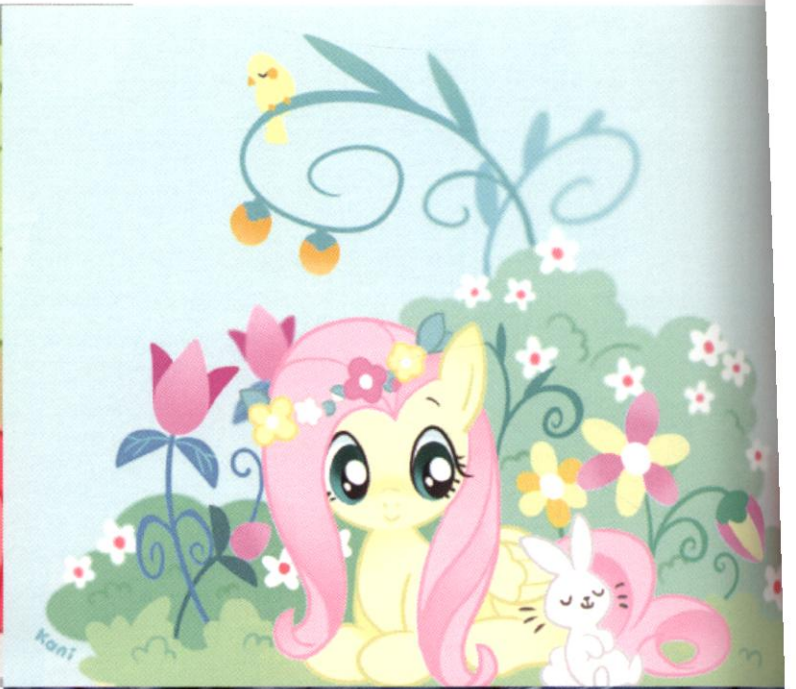






Pinkie Pie bounced straight to Ponyville's old abandoned amusement park, where her secret Party Research Facility was located. She was so excited!

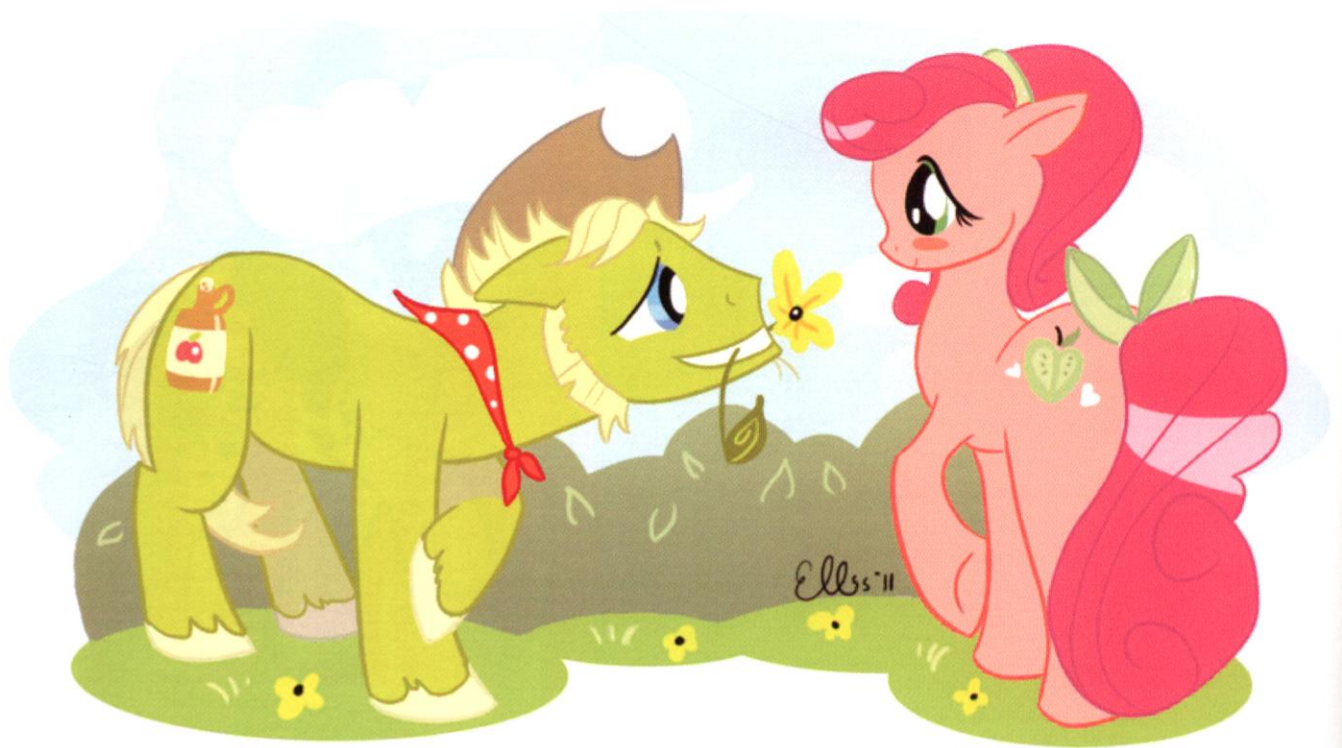
































ON AIR

# **ASK NIGHTMARE MOON**

**THE CALL-IN SHOW WHERE NIGHTMARE MOON  
ANSWERS YOUR QUESTIONS!**















