

# Silver Spoon Dub Proposal

Proposed by Mike Knowles - 2018



**Summary:** After failing the entrance exam for the high school he'd spent his whole life prepping for, mild-mannered student Yuugo Hachiken moves away from his suburban lifestyle and enrolls at Ooezo Agricultural High – often abbreviated as *Ezonō* – in the countryside after mounting issues with his family finally hit a breaking point.

As he worries about his future and grapples with the direction of his life over the course of the series, he slowly begins to figure out the kind of person he wants to be, despite some initial struggles, and grows into an empathetic and compassionate individual. All the while struggling to understand the world he came from, the one he is now a part of, and how they both shape the person he is becoming.

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**Why now:** Silver Spoon tackles a lot of social, mental and economic issues teens and even young adults tend to struggle with today such as:

- Relocation/transplantation into a new social system/environment -This has become much more prevalent in today's globalized economy/society.
- Mental health strains that early adulthood has on people - Whether that be the pressure of career choice, family relations/expectations, economic worries or the previously mentioned relocation/transplantation.
- How those strains influence choices that result in either the growth or stunting of a person's development.

In addition, the framing of this story around an agricultural community has an additional value when presenting it towards *Silver Spoon's* target demographic (young teens to young adults, 12 to 30 years of age). As is touched on in the show, our current society has become very displaced and out of touch from the farming communities in our country, even though they are such a pivotal backbone of any society. As someone who grew up in a farming community (though not a farmer myself) I was able to learn about the livelihood, culture and struggles of the farming community first hand. In doing so, I've gained an appreciation and understanding for a culture that most of modern society has either forgotten or chooses to ignore. I think the material has the ability to reconnect people to this missing side of society that exists as much in America as it is depicted in Japan. I feel this to be especially true as someone who discovered this piece after I'd left my home town and haing the material really resonate with me because of how much I saw that community and culture so accurately depicted in this show.

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## Production Info & Reception

Studio: A-1 Pictures

Produced by: Aniplex, Dentsu, Fuji TV, Kyoraku Industrial Holdings

NA License held by Aniplex of America

Directed by Tomohiko Itō director of *Sword Art Online*, *Sword Art Online II*, *Sword Art Online The Movie: Ordinal Scale*, *Erased* as well as episode director on a variety of shows and notably *Death Note*. Was the assistant director on Mamoru Hosoda's award winning films *The Girl Who Leapt Through Time* and *Summer Wars*.

Show run: 2 Seasons with 11 episodes per season.

8.16 rating and ranked 353 by score for season 1 on MyAnimeList

8.34 rating and ranked 199 by score for season 2 on MyAnimeList

8.1 rating on IMDB

4.9 out of 5 on Crunchyroll

4.8 out of 5 rating average on Netflix (manually calculated)

Original manga created by award winning writer/illustrator Hiromu Arakawa, creator of *Full Metal Alchemist* and illustrator of *The Heroic Legend of Arslan*.

The manga is still ongoing. Meaning more seasons could be produced at a later date. At the time of the original production run, the second season had covered nearly all of the printed story.

The North American license of the manga is held by Yen Press.

The property's popularity spun a live action film made in 2014 by Toho.

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## Audience Mobilization

The manga has sold over 15 million volumes in Japan as of 2014 and has over 16 million volumes in print since July 2017. It reached its first million in printed volumes only a year and three months after launch, the fastest for a Shogakukan title (published in *Weekly Shonen Sunday*).

Aniplex USA has 121 thousand Twitter followers, over 241 thousand Facebook followers and over 108 thousand Youtube subscribers. Not to mention their prevalence at anime conventions around the country.

The official Silver Spoon anime website has over 13 thousand likes.

Goose House, who performed the season 2 ending, has 2.1 million subscribers on Youtube.

Over 151 thousand people have engaged with/watched the show AND reported doing so on myanimelist.com (with 91 new viewers on the day this was written alone, February 14<sup>th</sup> 2018).

Yen Press has over 38 thousand Twitter followers and over 55 thousand Facebook likes.

Gin No Saji returns 12,200 Youtube search results and Silver Spoon Anime returns 16,100 results. This may seem small but is huge considering a lot of the content from the show, especially around the music, is heavily monitored and stricken from YouTube. The openings and endings are nearly unobtainable on Youtube but are so desired that the amount of covers are numerous. So this search result that is almost completely barren of actual show footage is impressive.

### Potential brand integration:

Promotion/cross promotion with members of the National FFA Organization (Future Farmers of America). Was founded in 1928 and currently has over 650,000 members (grades 7 through college. Members/alumni who have aged out are not included in this count). Yearly national FFA convention/expo where teams across the country gather to learn and compete will be October 24<sup>th</sup>-27<sup>th</sup> this year in Indianapolis.

Yen Press is just starting to release the English adaptation of the manga volumes. Volume 1 releases February 27<sup>th</sup>, volume 2 April 24<sup>th</sup> and volume 3 June 12<sup>th</sup>. So its ripe to spark interest between both audiences to boost sales/viewership.

Reviews on Netflix have been very high for the show since its launch and still by new viewers today. Coupled with how accessible the platform is and how large of an audience they command between both casual and hardcore anime fans, it seems best to pursue a distribution deal through them for airing the show.

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## CHARACTERS

八軒勇吾 (cv.木村良平)

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### **Yūgo Hachiken**

(Protagonist) Hachiken age 16, first year department of Dairy Science (general studies) at *Ezonō*.

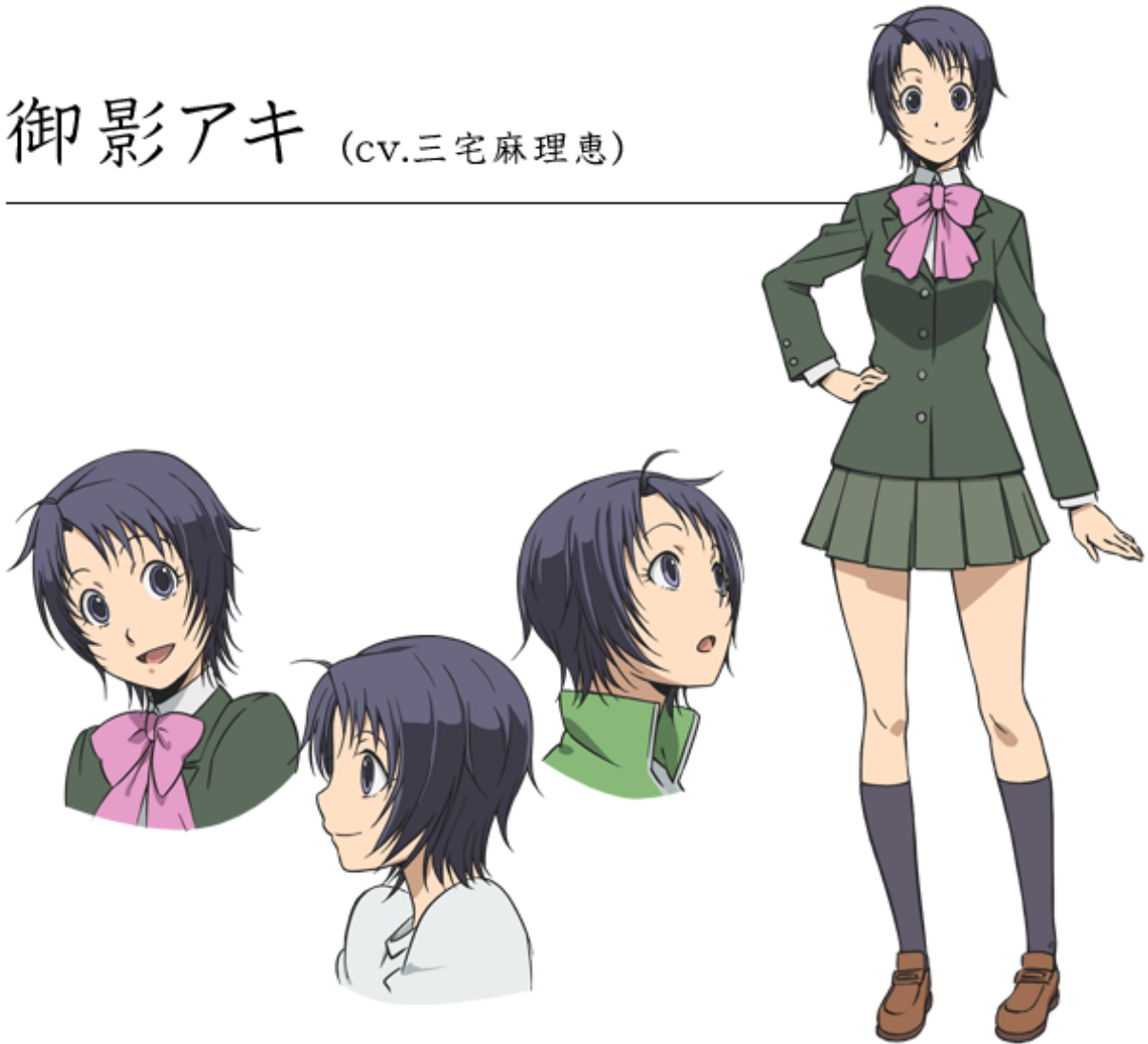
Hachiken is a very mild manner and often soft spoken individual. He's fairly well educated, but sometimes has issues articulating his thoughts from lack of social experience (which may also be perceived as social anxiety). After a strained relationship with his father, he's come to *Ezonō* on recommendation of his teacher. Mostly he's just glad he'll be at a boarding school far from home. For a guy who has been raised to study hard and know everything, he sure doesn't know what he wants out of life let alone anything about agriculture. Everything here is a pain and he feels lost, but that doesn't mean he isn't trying to be found. It's just hard to feel ok when everyone else seems to have their life together.

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御影アキ (cv.三宅麻理恵)

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## Aki Mikage

(Supporting Lead) Aki Mikage age 16, first year department of Dairy Science (general studies) at Ezonō. Member of the Equestrian Club.

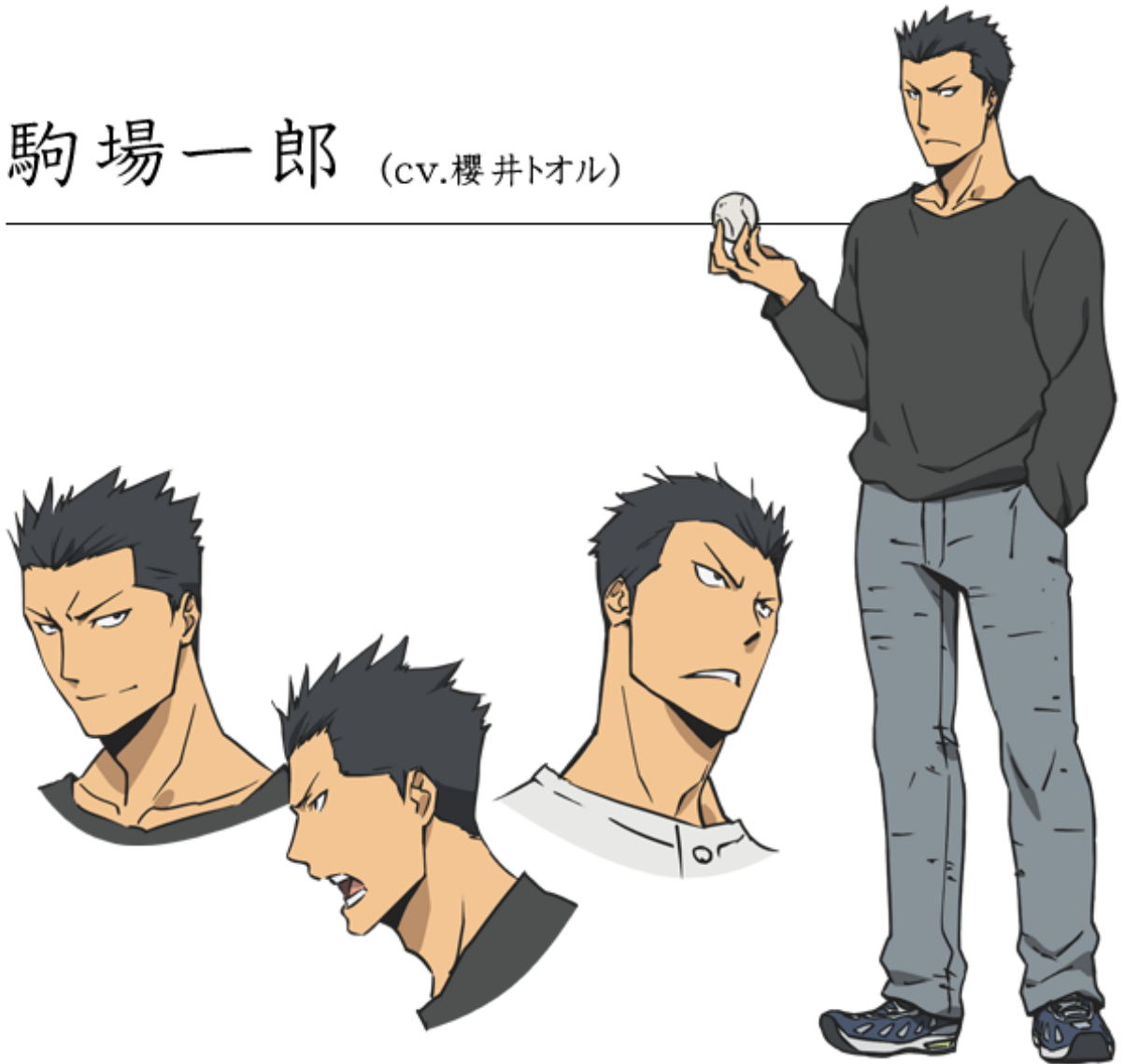
Mikage is a young spunky teenager and the sole heir to the family farm. She loves horses like they're her family and would love nothing more than to work with them for a living. As such, she is a skilled rider who shows great aptitude for all things related to horses. Her family has been very involved with the local Ban'ei stables/horse racing. She's very gentle, kind and caring, yet at the same time she is a little dense both in academics and in socially reading those around her.

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駒場一郎 (cv.櫻井トオル)

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## Ichirō Komaba

(Supporting Lead) Komaba age 16, first year department of Dairy Science (general studies) at Ezonō. Member of the Baseball Club. Childhood friend/neighbor of Mikage.

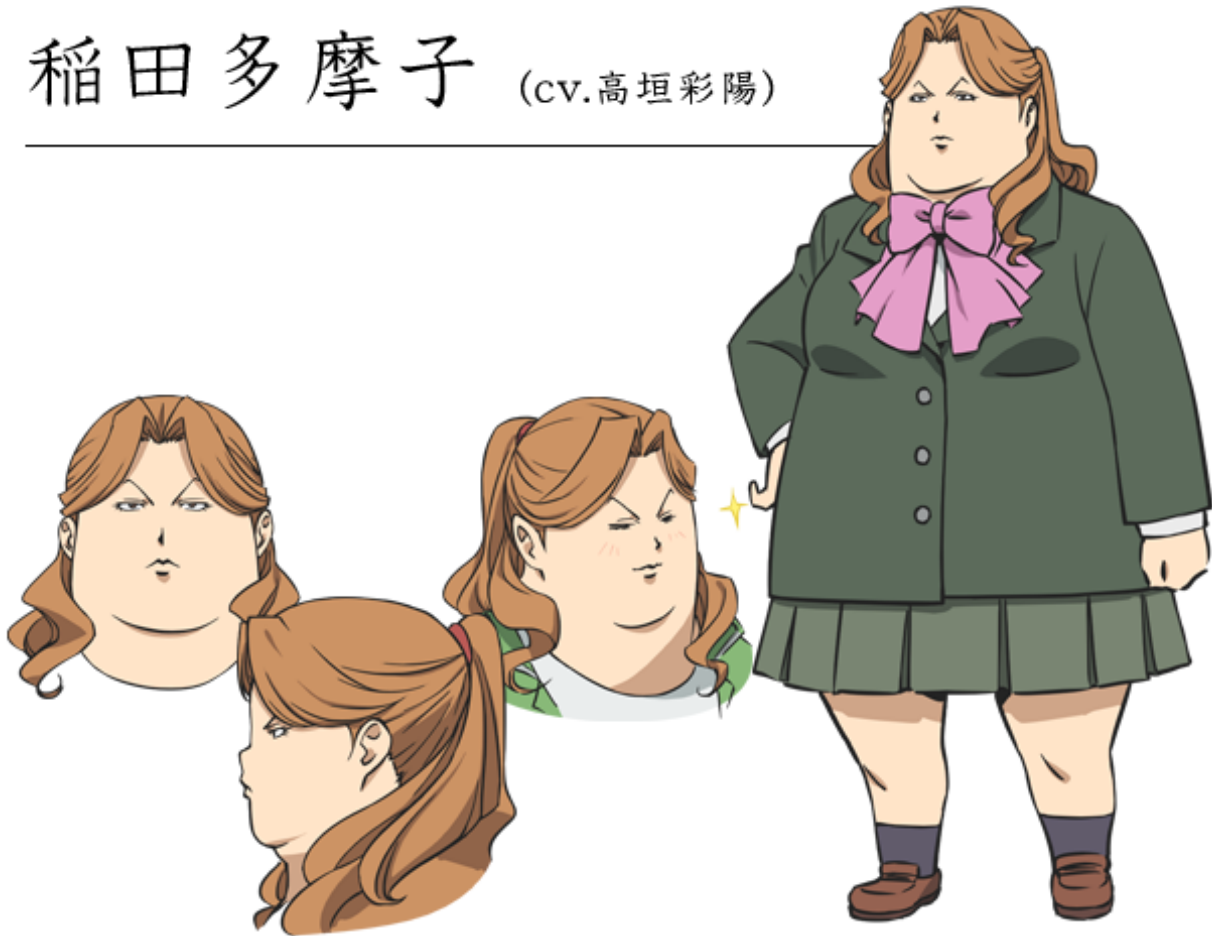
Komaba may come off as stern or cold, but is truly caring and has a heart of gold. He tends to be very straightforward, preferring to cut to the heart of things rather than beat around the bush. He's the only son to his family's farm, of which his mother now runs as his father passed away while he was young. While he's an excellent farmer with a hard work ethic, his true passion in life is baseball. He dreams of going pro and using the money to help the family farm, his mother and his twin little sisters. To do this, he practices day and every chance he gets. He's done so since he was a kid, even going so far as to convert a pen on the farm into a batting/pitching cage.

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稲田多摩子 (cv.高垣彩陽)

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## **Tamako Inada**

(Supporting) Inada age 16, first year department of Dairy Science (general studies) with a focus on agricultural finance at Ezonō.

Inada is a cold calculating business woman. Having grown up on her family's large industrialized farm, she dreams of expanding it to a global market. She tends to be very blunt with others, regardless of the subject, as she views the world in a very calculative manner of truths and falsehoods, gains and losses. She strives for the most capitalistic approach in things. Whether it's the farm or getting through school work, all that matters is her bottom line.

\*\*\*A good example of this in the show is that she returns from break and is extremely thin and viewed as "attractive" because of the amount of work she had to constantly do without eating normally. Yet she immediately chooses to regain all her weight because the time she would have to spend working out to maintain it can be better used towards school work and her business ventures.



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相川進之介 (cv.島崎信長)

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## **Shinnosuke Aikawa**

(Supporting) Aikawa age 16, first year department of Dairy Science (general studies) at Ezonō.  
Member of the Holstein Club.

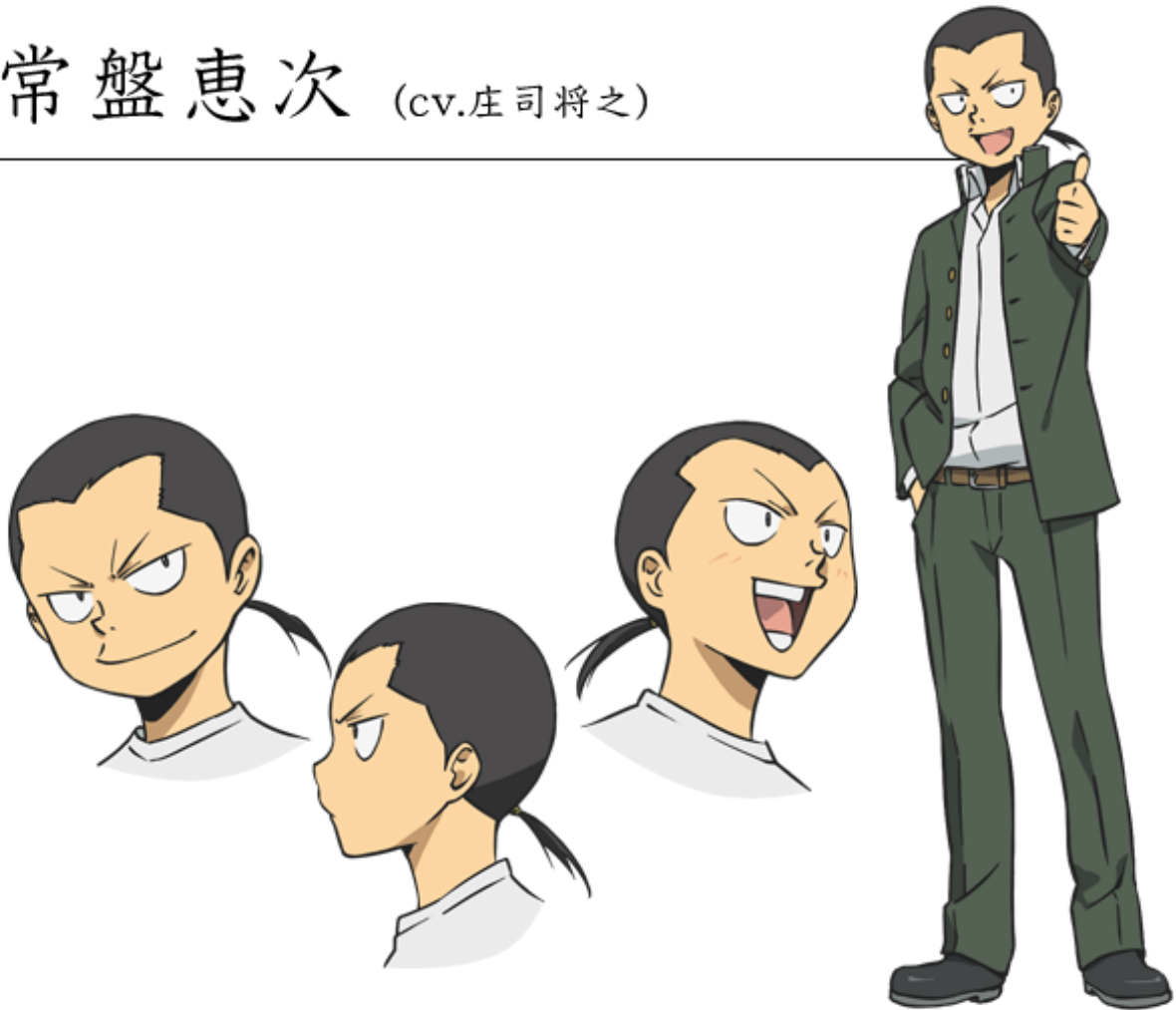
Aikawa is a very soft spoken and almost introverted individual. He is very studious/book smart and intends to go to college after graduating, contrary to most other Ezonō students. He decided to attend Ezonō in order to get first hand experience working with animals, as well as the opportunity to study in their bio lab. All to achieve his dream of becoming a vet. At the same time, he is very standoffish when it comes to blood and seeing animals killed, a major portion of being a vet.

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常盤恵次 (cv.庄司将之)

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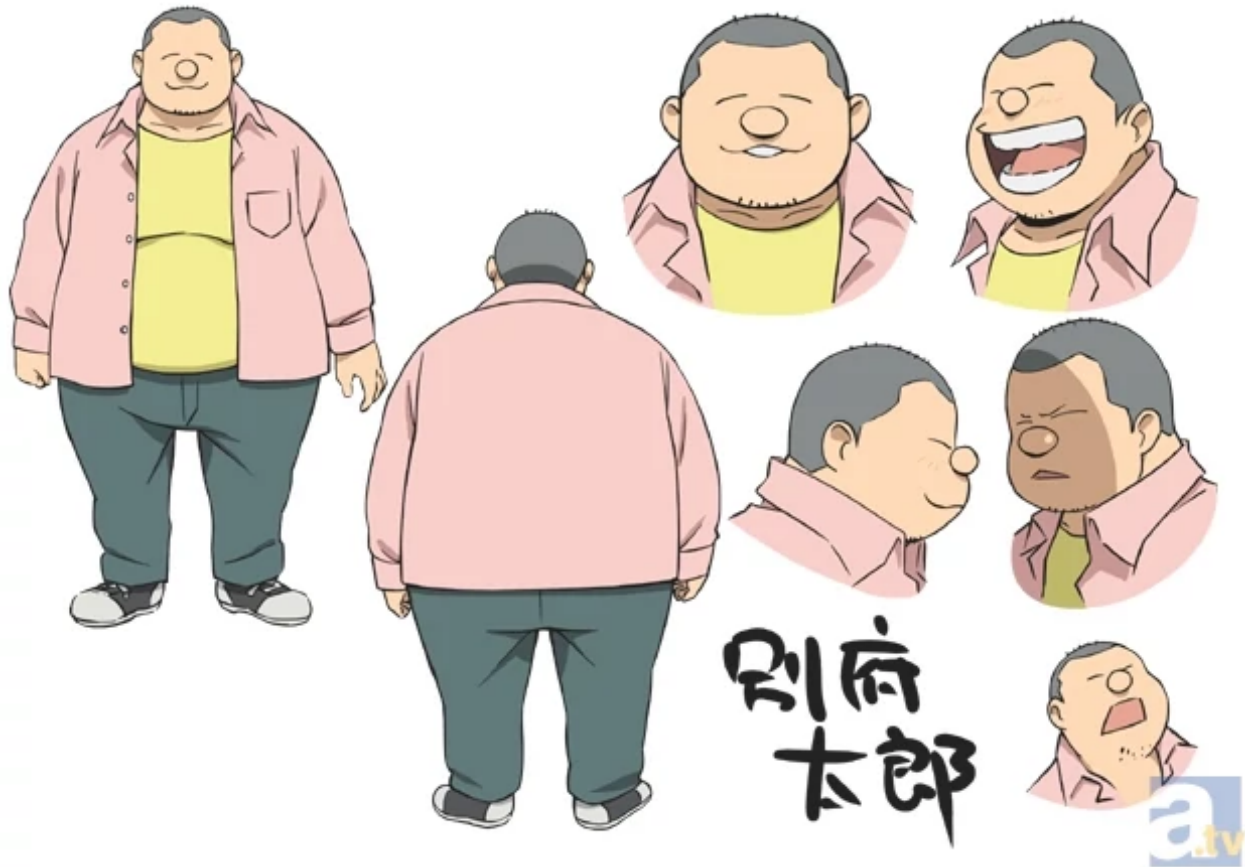
## Keiji Tokiwa

(Supporting) Tokiwa age 15, first year department of Dairy Science (general studies) at Ezonō.

Tokiwa is too rambunctious for his own good and the good of his class mates. Because of this, he ends up jumping the gun and comes to the quickest conclusion he can think of. Having grown up on his family's chicken farm, he intends to take it over after he graduates. He is a little dull, but not oblivious to his lacking academic ability, particularly in math. In fact, he takes great initiative to have Yūgo tutor him whenever possible so that he can become a proper heir to his family's farm.

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## Tarō Beppu

(Supporting) Beppu age 16, first year department of Food Science at Ezonō with a focus on cooking.

Beppu has a very lax attitude and personality, but he is anything if not reliable. He frequently will take over chore duties for his roommates (Yugo included), have a snack ready for early morning practicums, and pitch in wherever else possible for his friends. He intends to become a great chef when he grows up and is studying in food science to better understand food itself.

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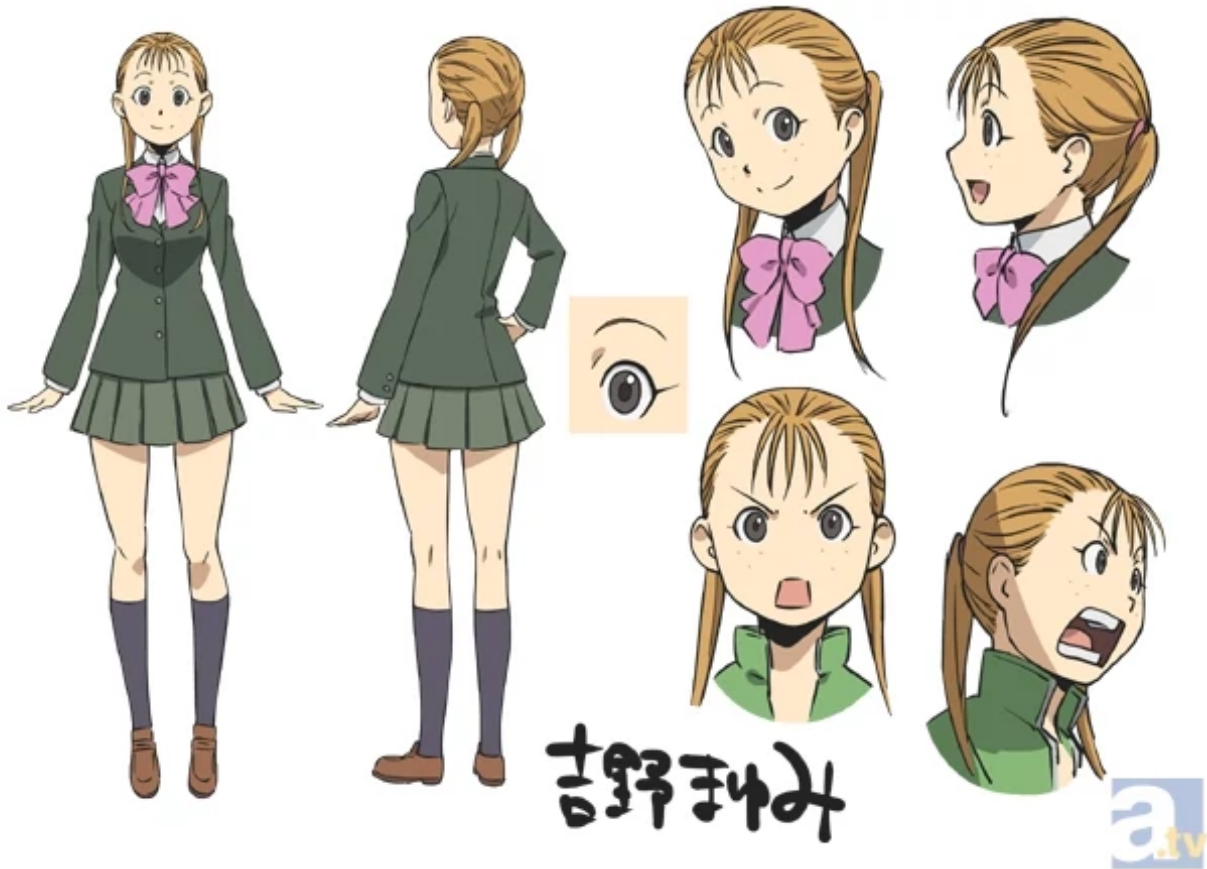
## **Hajime Nishikawa**

(Supporting) Nishikawa age 16, first year department of Agriculture Science at Ezonō.

Nishikawa is a calm, cool and collected individual with a good work ethic. When it comes to most things, he's just an easy going/go with the flow type of guy. He tends to approach most things in a very level headed manner. He's very supportive and pitches in where he can be of use, but tends to not overextend himself. However, when he puts his mind to something he won't stop until it gets done. He's also another of Yugo's roommates. His family owns a potato farm.

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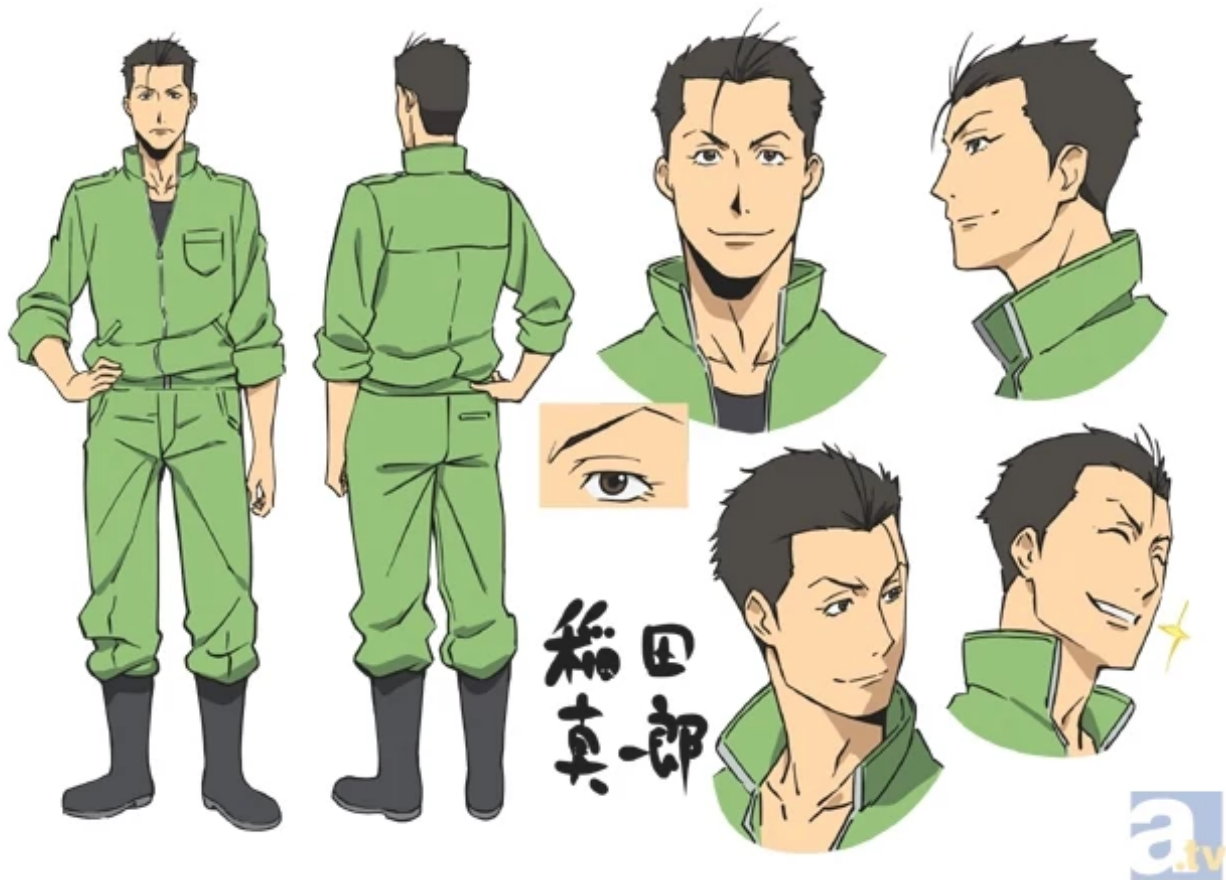
## Mayumi Yoshino

(Supporting) Komaha age 16, first year department of Dairy Science (general studies) at Ezonō with a focus on cheese artistry.

Komaha is a very passionate, busy bee type of student. Her goal in life is to make the world's best cheese and own a cheese factory. She loves solving problems, but because of that she tends to stick her nose into situations she shouldn't. Once she sets her sights on something its pretty hard to stop her. For example, she is studying French specifically because everyone has told her France is the best place to learn to make high quality cheese. So she intends to go study their after graduating. Her high energy and completionist mind set can have her flare up into a bit of an attitude periodically. Even so, she always means well and rarely acts out of a desire of serving an ego or greed.

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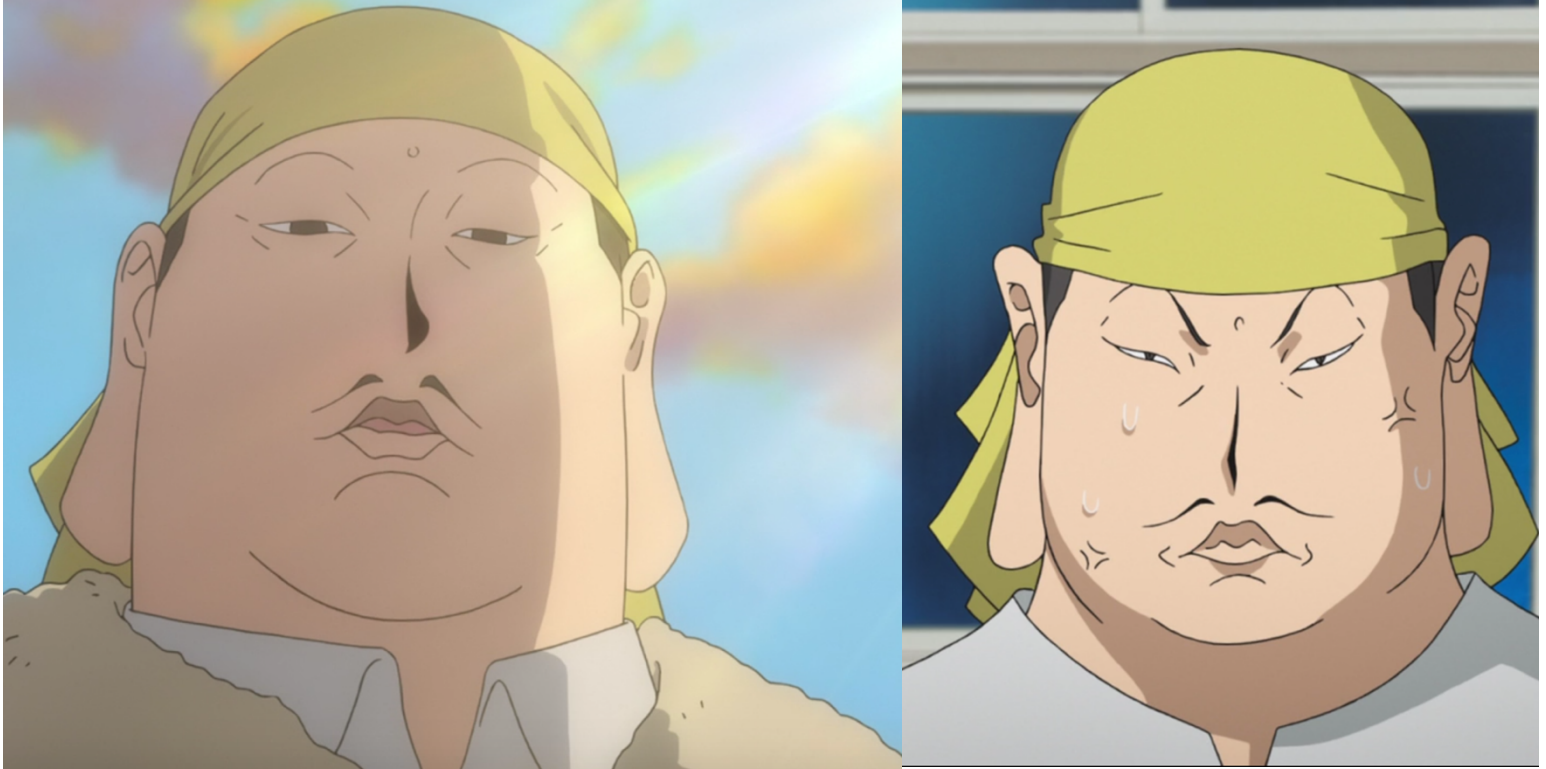
## **Shinichirō Inada**

(Recurring) Inada age 18, third year department of Food Science at Ezonō.

Inada is a natural born leader and tends to look out for the underclassmen at Ezonō. He's very passionate about the care given to animals and how that translates to the quality of the food they produce. In the same way, his compassion/empathy towards animals has also translated to his tendency to help others. His younger sister is a 1st year at Ezonō (Tamako Inada) who he will frequently butt heads with when it comes to how a farm should be run, compassion & care vs bottom line.

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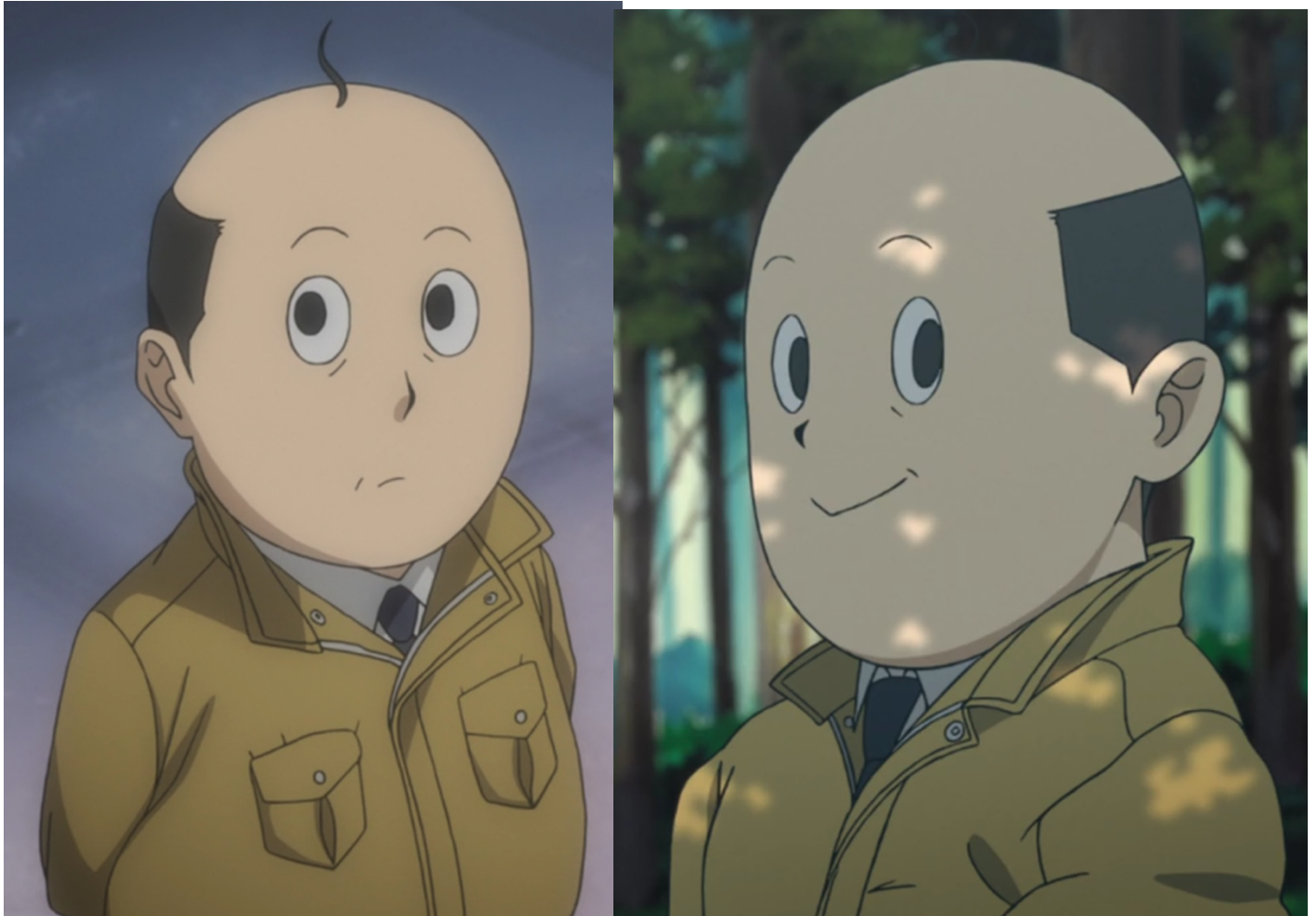
## **Yoshiyuki Nakajima**

(Supporting) Nakajima, early to mid 50s, teacher at Ezonō and councilor of the Equestrian Club.

Nakajima is a very mellow, almost Buddha like, character offering proverbs and life lessons to Yugo and his classmate. He acts with a very soothing and lax personality, but always has an undertone of seriousness to everything he says. Even though he presents himself and acts as a moral role model, he can be seen doing very immoral things in order to serve his own ambitions from time to time. From gambling on horse racing, to his greatest love in life; his secret cheese cellar he's amassed over the years using school resources. He will break that normally mellow attitude if he feels his secret is threatened or to really push a student when needed. He is extremely skilled both as an instructor and cheese artisan.

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## **The Principal**

(Recurring) Principal, late 40s to early 50s, principal of Ezonō.

The Principal is a very quirky individual. Along with his small size, he has a very curious and cheerful nature that plays into his almost child like appearance. His laid back attitude, coupled with his apparent curiosity of his students, may come off as cluelessness. In actuality, he's proven time and time again to be both very wise and knowledgeable. It may also come off as cluelessness due to his preference of having students come to find their own answers/conclusions to their problems whenever possible rather than him giving them an outright answer. He believes in making everything a teachable moment and that school is meant to educate children in how to be well rounded members of society as much as it is about academic education.



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## **Goushi Mikage**

(Recurring) Mr. Mikage, mid to late 40s, head of Mikage Farm and Aki Mikage's father.

Mr. Mikage is very much an overprotective, “man’s man” and “do it myself” type of father. He is a firm believer that it is through hard work that a person survives in this world and that sometimes means making sacrifices to do so. That a person is only as good as their work ethic and their word. Nothing in the world means more to him than his only daughter Aki Mikage and he becomes very wary of any guys she may hang out with. Though he seems head strong, he can actually be very compassionate and reasonable. He just requires strong conviction and sound logic/reasoning to bring him to the bargaining table.