

BULLY 2

Private School Drama & Parenthood

Two generations. One academy of chaos. Survive the system... or become it.

01 • HIGH CONCEPT / LOGLINE

Jimmy Hopkins is now a parent.

His kids — Jimmy Jr. and Shayna — get caught in a false social media scandal that tanks their public school reputation.

Desperate for a better environment, Jimmy enrolls them in the elite Loungeworth Academy.

What he doesn't know: the principal is Gary Smith... and Gary has been waiting years for this.

Worse — Gary isn't working alone. His children, Larry and Mary Smith, control the school's power structures and are fully committed to destroying the Hopkins family.

02 • CORE PREMISE

A dual-perspective story that splits between the brutal social hierarchy and psychological warfare of private school life (played through Jimmy Jr. and Shayna) and the messy, high-stakes reality of adult parenthood (played through Jimmy Hopkins).

The Smith family operates as a coordinated unit — father, son, and daughter — determined to break the Hopkins bloodline.

03 • MAIN CHARACTERS

THE HOPKINS FAMILY

JIMMY JR.

Son • Navigating school politics & reputation

PLAYABLE (School)

SHAYNA

Daughter • Dealing with social fallout & identity

PLAYABLE (School)

JIMMY HOPKINS

Father • Protecting his kids while managing adult life

PLAYABLE (Parenthood)

THE SMITH FAMILY

GARY SMITH

Principal of Loungeworth Academy

PRIMARY ANTAGONIST

LARRY SMITH

Head of Hall Monitors & Prefects

ANTAGONIST (Enforcer)

MARY SMITH

Head of the Student Council

ANTAGONIST (Political Power)

04 • THE SMITH FAMILY DYNAMIC

GARY — Pulls the institutional strings and sets the long-term agenda.

LARRY — Controls ground-level authority — hall monitors, prefects, physical enforcement, and discipline.

MARY — Controls the social and political sphere — student council, reputation, alliances, and public narrative.

Together, they systematically target Jimmy Jr. and Shayna while undermining Jimmy Hopkins from the adult side.

05 • SETTING

Loungeworth Academy — A prestigious private school that presents itself as refined and disciplined... but is rotten with corruption, clique warfare, and a ruling family that treats the school like their personal kingdom.

06 • CENTRAL CONFLICT

KIDS' SIDE

Jimmy Jr. and Shayna must survive a coordinated assault from the entire Smith family while navigating a school full of bloodthirsty sociopaths, social warfare, and the lingering fallout from the cyber-bullying scandal.

PARENT'S SIDE

Jimmy Hopkins faces institutional pressure, legal/financial strain, and Gary's personal vendetta — all while trying to protect his children from a system designed to break them.

07 • DUAL GAMEPLAY STRUCTURE

A. SCHOOL LIFE

(Jimmy Jr. & Shayna)

- *Clique politics and social hierarchy*
- *Cyber-bullying & reputation management*
- *Surviving Larry's enforcement*
- *Navigating Mary's political power*
- *Uncovering Smith family control*
- *Building alliances & fighting back*

B. PARENTHOOD

(Jimmy Hopkins)

- *Adult responsibilities & consequences*
- *Confronting Gary & administration*
- *Balancing protection vs overprotection*
- *Personal growth & weight of legacy*
- *Parallel missions affecting kids' story*
- *Fighting the adult system*

08 • KEY STORY BEATS

1. A false social media scandal destroys the kids' standing at their old school.
2. Jimmy enrolls them at Loungeworth Academy for a "better" environment.
3. Gary recognizes the Hopkins name and activates his children.
4. Larry and Mary begin a coordinated campaign to isolate, humiliate, and ultimately expel Jimmy Jr. and Shayna.
5. The siblings must navigate both physical authority (Larry) and social power (Mary) while their father fights the adult system.
6. The two storylines converge as the Hopkins family is forced to confront the Smith family head-on.

09 • THEMES

- ◆ Cycles of bullying and inherited power
- ◆ Family as both strength and weapon
- ◆ The difference between discipline and control
- ◆ Parenthood as a second battlefield
- ◆ Reputation, legacy, and institutional corruption

10 • UNIQUE SELLING POINTS

- Dual Protagonists** — Fully playable across two life stages — kids + adult Jimmy
- Antagonist Family** — A complete antagonistic unit: Gary + Larry + Mary
- Modern Update** — Cyber-bullying layered on classic Bully school hierarchy
- Institutional Power** — Personal survival against a rigged system
- Emotional Weight** — Moral weight of parenthood alongside campus warfare