

The Mastermind Instinct Series That Refuses to Let Young Minds Sit Still

The Mastermind Instinct arrives at a moment when parents, educators, and the entertainment industry are all asking the same question: how do we engage young audiences without switching off their thinking?



Manhattan, New York Feb 13, 2026 (Issuewire.com) - Global Branding Strategist and Music-Cool innovator Roy Smoothe, has announced the digital launch of The Mastermind Instinct, an animated educational music series on the PowerTeens channel of PowerKids TV on YouTube.

It started as a selfie with the animals at the dining table sculpture in Manhattan. A playful moment. A flash of imagination. An idea forming between conversations, travel, and bold thinking.

What looked like a snapshot became a blueprint. A simple image that sparked a world where characters would gather, challenge one another, trade ideas, and turn rhythm into real growth.

Now it is stepping onto bigger stages. An official screening is scheduled for Times Square in Q2, placing the project at the centre of one of the world's most iconic media crossroads. Later in the year, it moves to MIPCOM Cannes in Q4, where the concept will be presented to global broadcasters, distributors, and industry leaders shaping the future of entertainment.

It has grown into something far beyond a series. It is a music-driven, video-powered learning experience built for a generation that moves to rhythm and thinks in images. The beat pulls them in. The visuals hold them there. And before they realise it, they are not just watching a

story unfold. They are inside it, thinking, responding, and moving with it.

The Mastermind Instinct blends punchy animated episodes, original tracks that stay in your head, and characters who feel real. Every story carries a lesson. Every lyric carries a message. It is entertainment with a pulse and purpose, turning screen time into skill-building without ever feeling like a classroom.

"Right now, young people are swimming in noise. Endless scrolling. Fast clips. Quick laughs. Then on to the next thing," - Quotes Roy Smoothe.

"The Mastermind Instinct steps into that space and does something different. It slows the moment down. It starts conversations. The kind that makes you think, answer back, and look at things a little differently".

Watch the trailer: <https://youtu.be/JUrK7TD6Kpw>

Parents love it. Teachers want it. Even the entertainment world is asking how to hold attention without switching off the brain. This series answers that question with rhythm, story, and real-world application. It blends animation and music with practical takeaways, so what starts on screen continues at the table, in the classroom, and in everyday life.

Each episode digs into what actually matters. Mindset. Smart decisions. Clear communication. Confidence. Money awareness. Leadership. Responsibility. Not in a preachy way. In a way that feels real, relevant, and usable.

Smoothe is clear about the project's mission: "Screens aren't the problem. Silence is. When we stop talking to each other, especially the younger generation, we lose something essential. *The Mastermind Instinct* is about bringing that conversation back, one episode at a time."

The characters are not background cartoons. Each one stands for something. A principle. A strength. A way of thinking that young people can recognise and practise. The music locks the message into memory. The animation brings it to life. Together, they create a structure that families, educators, and youth leaders can actually use.

This is screen time with direction. Storytelling with substance. The soundtrack is at the centre of it all. The music does more than sound good. It plants ideas. It makes life lessons stick. It plays a central role, not as background, but as memory. Rhythm reinforces ideas. Lyrics anchor meaning. Animation gives emotional context. Together, they create learning moments that stick long after the screen goes dark.

For parents, this means content that opens conversations at home. For the industry, it represents a new model where entertainment and education reinforce rather than compete with each other. *The Mastermind Instinct* signals a shift in how media can be used. Rather than isolating viewers, the project builds a sense of shared experience. The table literal or metaphorical becomes the new screen, where young people come together to challenge, question, and co-create.

As part of the launch strategy, selected content will be released on the PowerTeens channel of PowerKids TV, on YouTube, providing access to an established children and family audience. The association is limited to digital distribution within the PowerKids YouTube ecosystem, offering a focused platform for discovery and reach. While distribution expands visibility, the core purpose remains unchanged: to build an ecosystem where entertainment becomes a gateway to learning and self-

development.

Joining the vision is **Karen E. Franks**, Bermuda based storyteller, children's literacy advocate, and President of ADA Group Holdings Limited, a multimedia company that brings stories to life through animation, multicultural learning media, children's programming, content creation, and publishing.

Karen does not just tell stories. She builds worlds around them. Her work sits at the intersection of imagination and impact, where books evolve into digital experiences, and ideas travel across screens, classrooms, and communities.

As co-founder and creative collaborator, she will help shape storytelling development and creative direction, working alongside Roy on '**Beyond Your Dreamz**', an industry mastermind programme designed to help authors and intellectual property owners move confidently from page to screen, transforming books and concepts into music, animation, movies, and multimedia platforms.

Karen has cultivated a trusted and influential presence centred on literacy, creativity, and youth empowerment. Her involvement strengthens the project's rollout in Bermuda while opening doors for international expansion.

Smoothe also stated, "Further announcements regarding merchandise, licensing opportunities, educational resources, and international partnerships are expected as the project expands."

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End of Release



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