

PROJECT B: Show Package

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MOME 747 - Multiplatform Network
Branding And Design
Andor S. Mate

CONCEPT

DYNAMIC COOK OFF

-Concept:

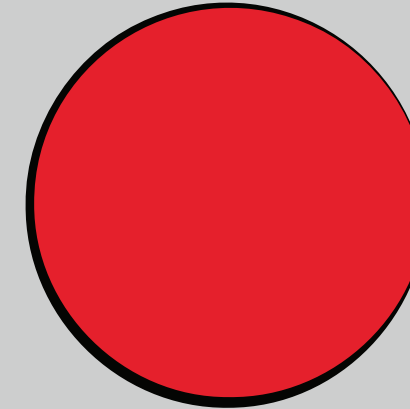
The reason why I think "**Guy's Grocery Games**" needs to be rebranded is that every season seems to get more exciting and adventures. So the title sequence needs to adjust to match the shows and present to new audiences what they are expecting. The show and **Guy Fieri** are inspirational to food fanatics and chefs everywhere.

The concept for the title sequence for "Guy's Grocery Game" would be showing how the show works where chefs use ingredients around "**Flavortown Market**" to make wonderful cuisines. The concept for the title sequence for "Guy's Grocery Game" would be showing how the show works where chefs use ingredients to make wonderful cuisines. The Design styleframe will show shopping carts racing around the supermarket, till they collide, which will cut to the logo. I will be using energetic music.

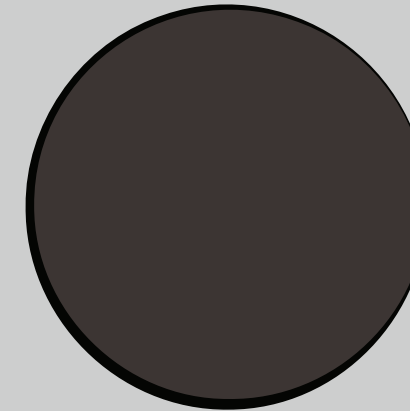
-Adjectives: Epic, Fun, Suprising, Hungary, Wonder, Food, Chaotic, Supense, Knowledge



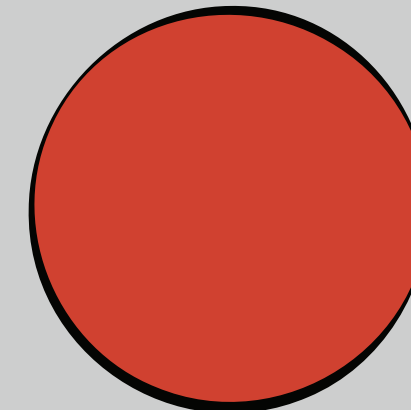
MOODBOARD



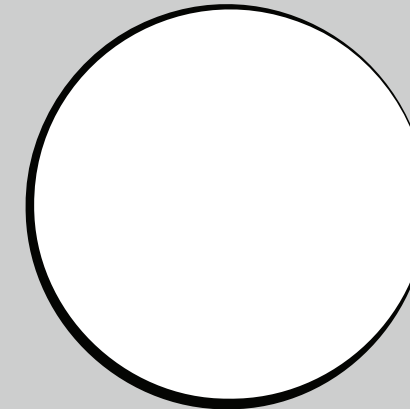
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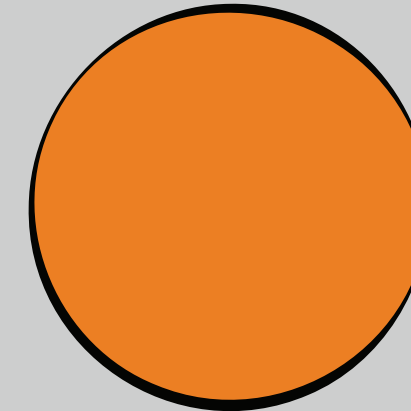
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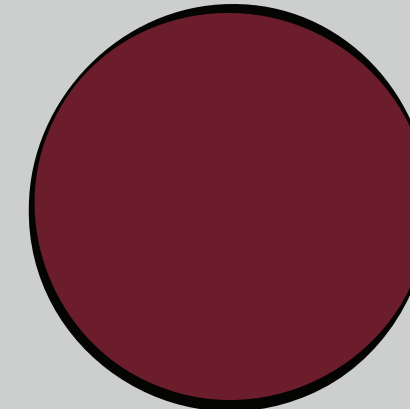
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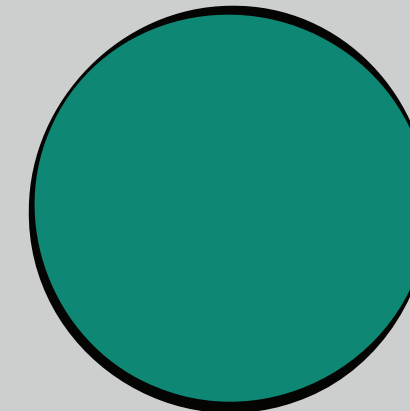
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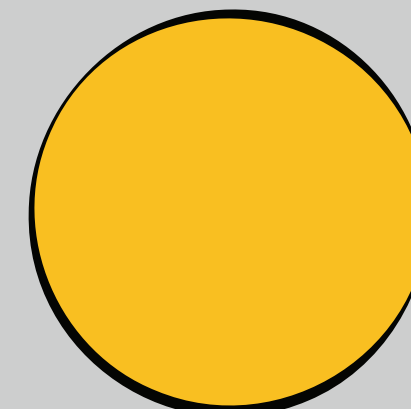
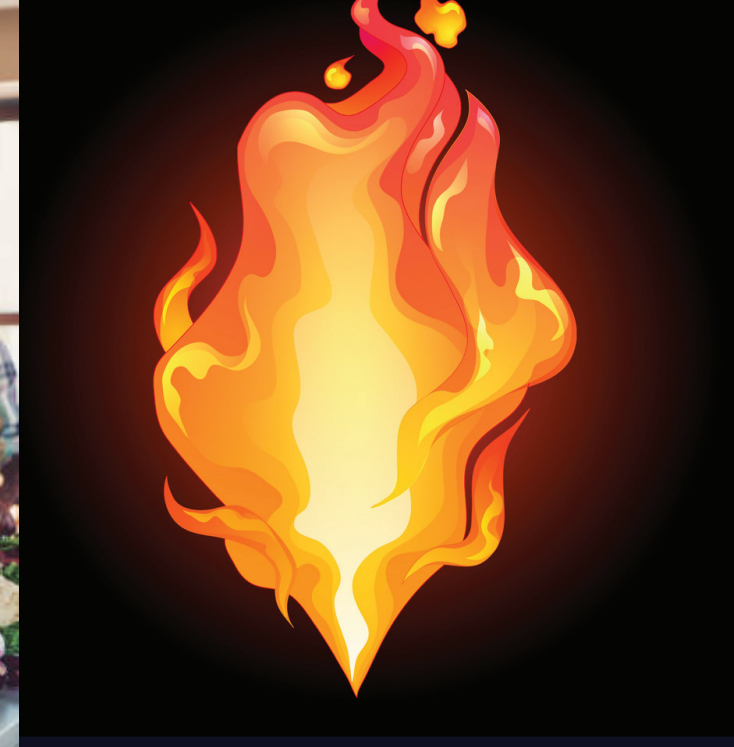
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Research

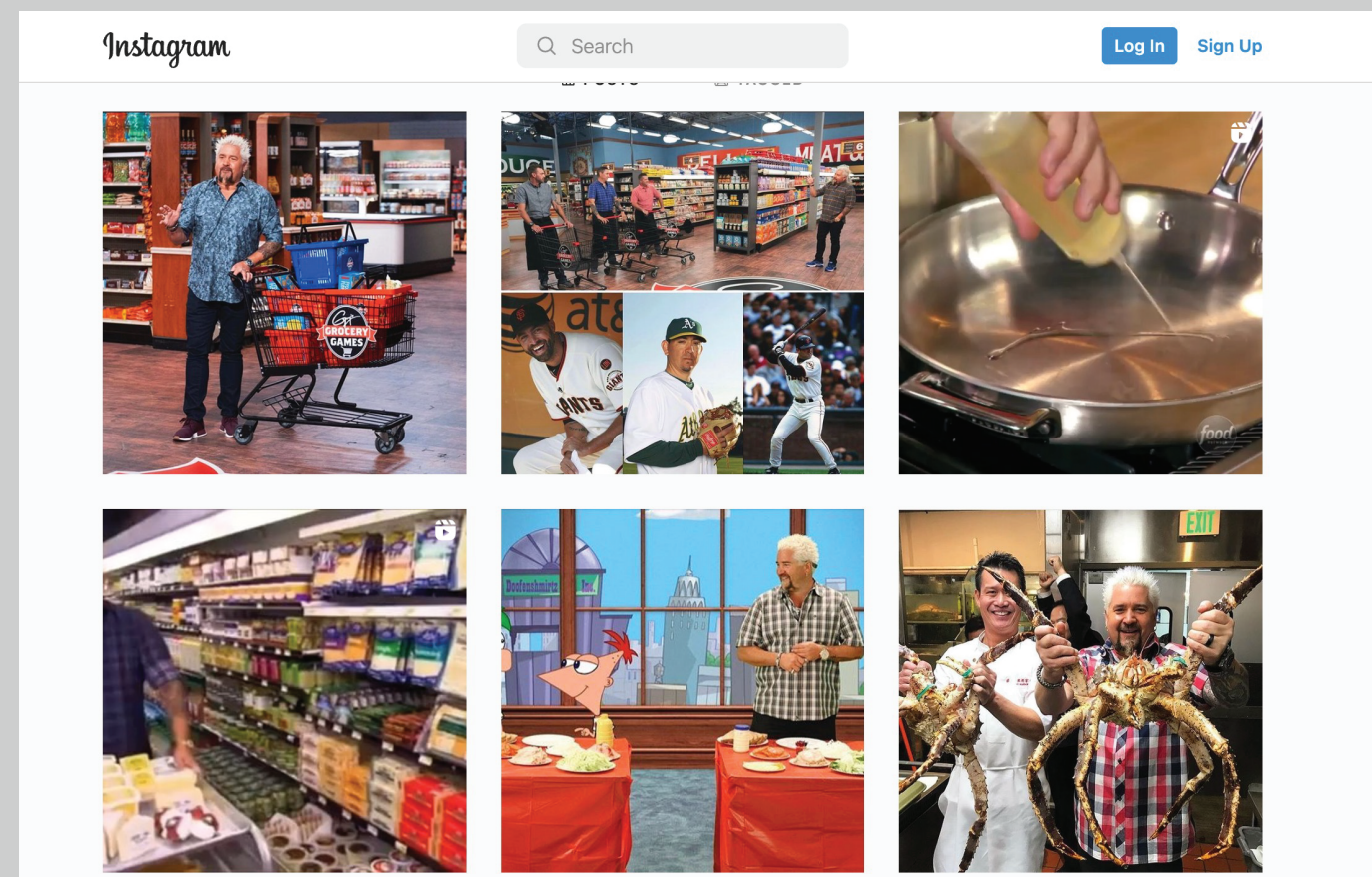
-Research:

I have selected the reality competitive cooking game show of **"Guys Grocery Game,"** which was created in 2013. The TV show is presented on **Food Network**, which holds almost all the food related TV shows and which share the common interest in "Guys Grocery Game." This show was created in the United States of America. It has a very high viewership and a very profitable show. The host is **Guy Fieri**, a legendary food critic and chief.

The show is about having three or four chefs from different restaurants compete in a three rounds eliminations contest with each round having a challenge for the chiefs. The chiefs must shop in the supermarket grocery store that Guy Fieri has named **"Flavortown Market."** The winning chief in the episode gets a shopping spree where they can earn \$20,000.

Instagram:

https://www.instagram.com/guys_grocery_games/?hl=en



Twitter:

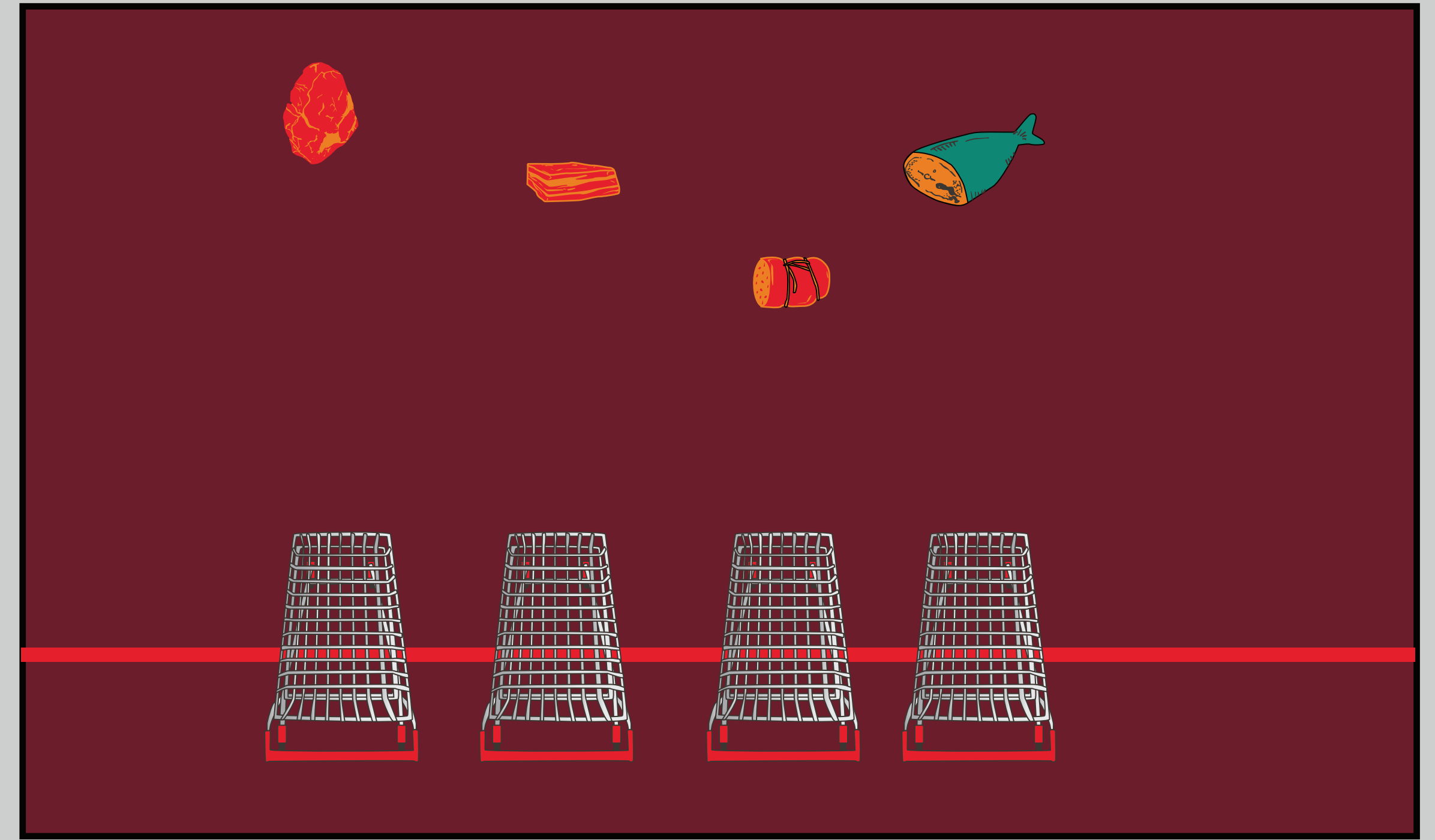
<https://twitter.com/guysgrocerygame>



THUMBNAIL 1&2

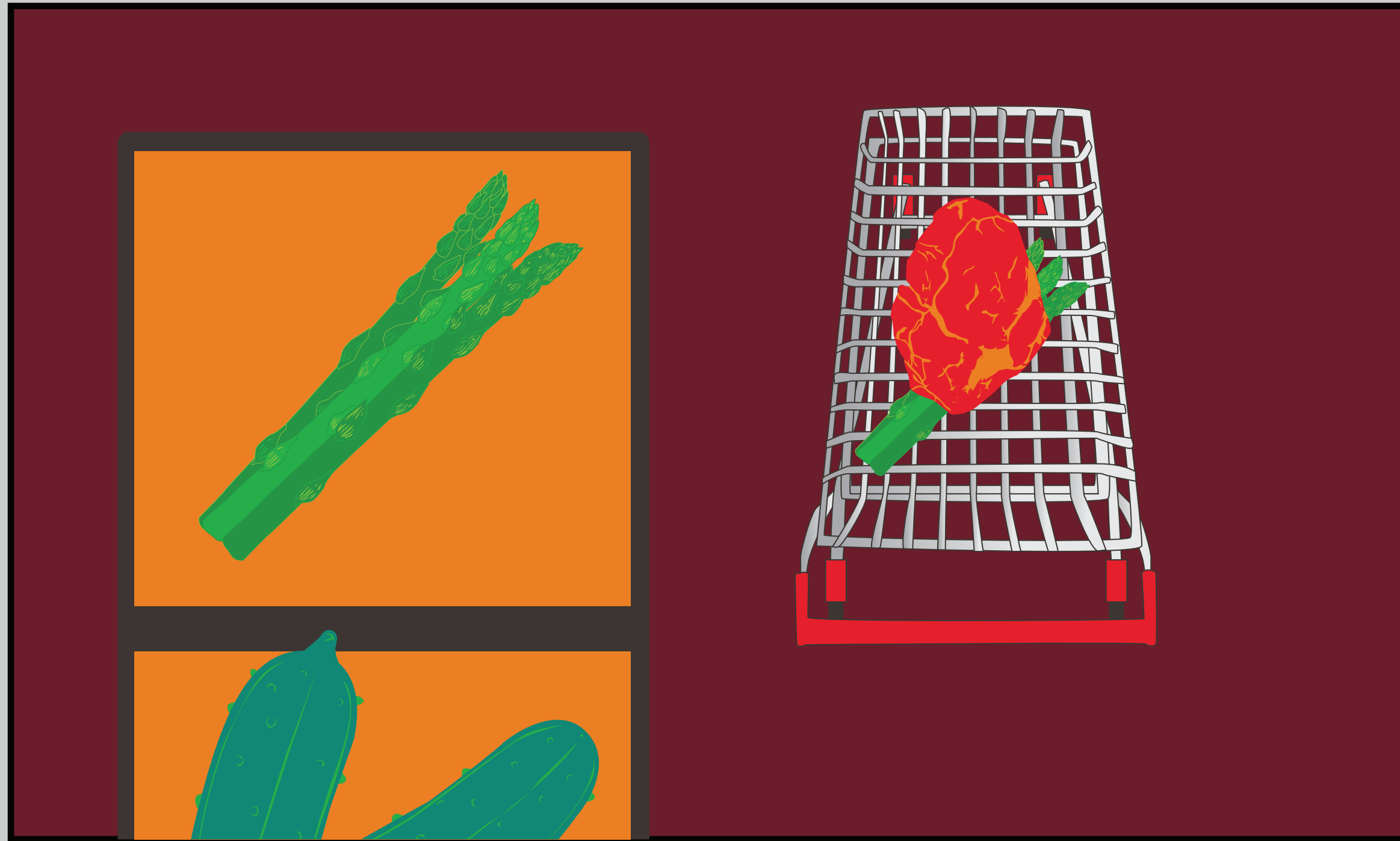


Scene 1: The starting scene will show a panel slide of the front of the cart



Scene 2: The scene will start with a bunch of shopping carts at the starting line.

THUMBNAIL 3&4



Scene 3: Scene two will be linked to scene 1 as the carts go to the produce section to pick up vegetables after the meat.

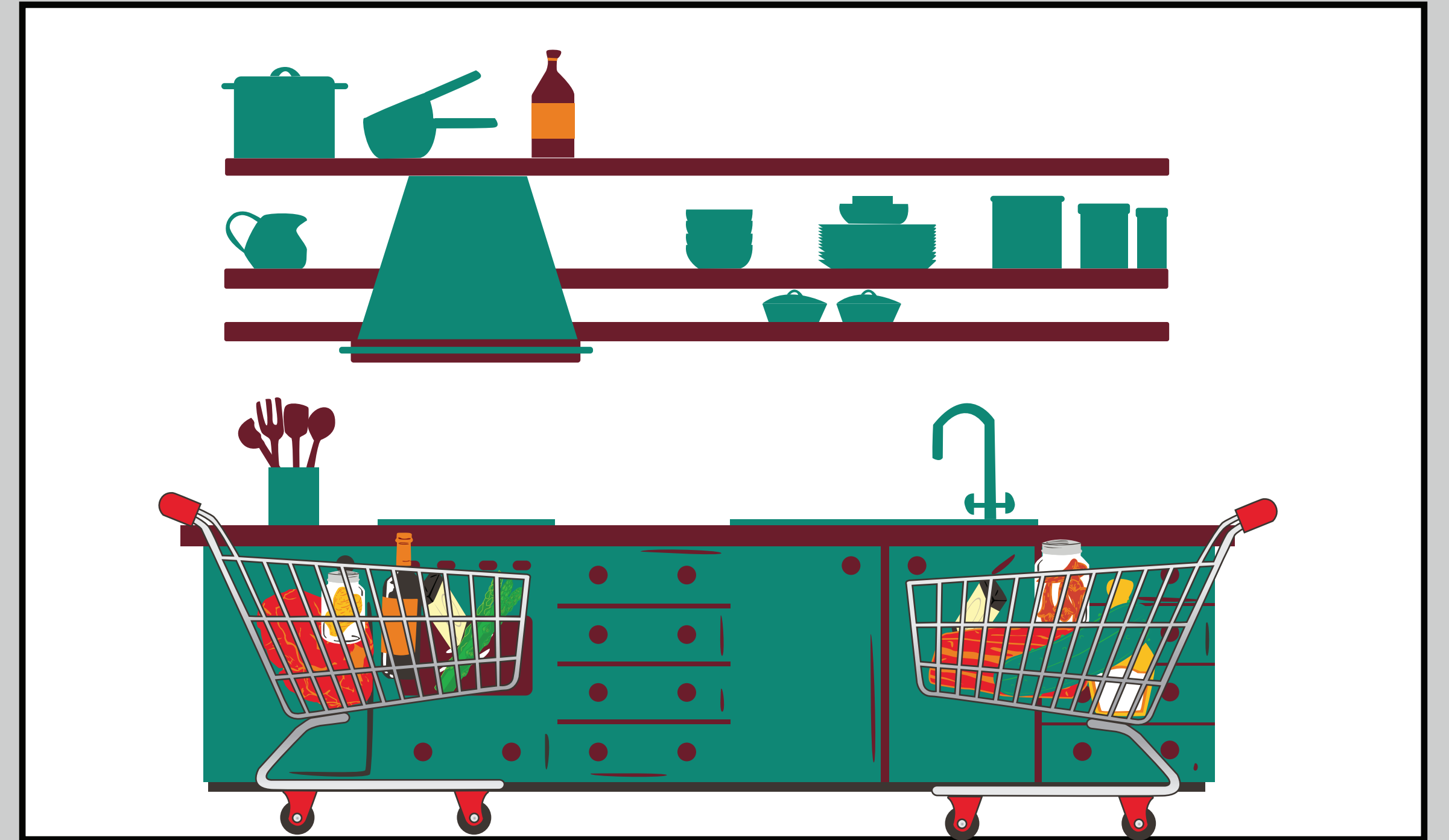


Scene 4: The spice section is next, where mini jars of spices will hop into the carts.

THUMBNAIL 5&6



Scene 5 The carts will move in the wine section as the wine bottle erupts, and the mini wine will land in the carts.



Scene 6: Now that the carts are full with ingredients, the scene will cut to the kitchen and the carts will

THUMBNAIL 7



Scene 7: The Logo will scale and rotate from the center when the carts collide from the last scene.