



itv Be.
The Snack

presented by

MIGHTY FINE
PRODUCTIONS

And

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Outline

(15 minute Interactive Format)

A funny, revealing and pre recorded celebrity interview series with an interactive element. A tasty, snackable show!

Set in a pop up studio, each episode we see one celebrity curate and comment upon their social media streams; looking fan comments and videos/pictures. Along the bottom of the screen a live 'dynamic poll' will display the public's #loveit or #leaveit opinion of the interview in real time.

The feel is fast paced, fun and slightly subversive as our celebs career around their world of social media, pulling up clips and commenting on posts.

Budget: £10K per episode

Pre-recorded Element

The viewer will see a single shot of the celebrity being interviewed (see mock up below), with icons in the corner of the screen that represent various social media platforms (Facebook/Youtube/Instagram etc.). The celebrity will 'touch' the icons and social media comments/pics/videos from their relevant timelines will come up. These messages/clips are not live and will be chosen in advance for their relevance and entertainment value. The celebrity will then respond/react to them as we shown them the comments/clips. In post production we will add the icons, floating text from comments and bring up pictures/video that the celebrity is watching (the celebrity will see a monitor just off screen)



Interactive Element

The interactive element comes in the form of a live dynamic social visualisation graphic (see mock up below). These give a live overview of the number of social mentions that either think the celebrity is entertaining or not. Using two simple hashtags such as `#loveit` or `#leaveit` gives viewers an opportunity to engage live as the questions are asked to the celebrity on the pre-recorded show. Opinion is the biggest driver of social engagement so making this a live social outlet for audiences with an instant visual payoff is sure to be popular.

A clear CTA will be given at the end of the show to ensure appropriate social content is harvest for the next Celebrity in the hotseat.

A graphic operator/digital producer supplied by us will monitor and control the live element from the playout suite (Red Bee etc) from Spredfasts web interface and sent into the playout graphics package (Clarity/Vizrt etc).

Example Layout

The layout features a central image of Patti Stanger. At the top left is a YouTube logo, and at the top right is a Twitter logo. On the left, a video player shows several kittens. On the right, a speech bubble contains a tweet from @jen95: "@pattistanger aren't you just a pimp for gold diggers?". At the bottom, a blue bar contains a poll: "How Patti's doing? #loveit or #leaveit" with a progress bar showing 65% for "love" and 35% for "leave". The "itvBe." logo is in the bottom right corner.

Videos and pictures (could go fullscreen)

Pre-chosen Tweets

Interactive 'dynamic poll' displaying who's loving Patti and who isn't (over the 15mins)



Thanks

Really looking forward to developing this into a funny, revealing interactive tv experience that's a tasty, addictive and very snackable show!

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