**GAME SHOW LAUNCH & GENERIC PROMO TREATMENT IDEAS**

**1. LAUNCH: STRAIGHT, RAH-RAH – Dur. 30”**

To be flighted from 5 October till 19 October only:

|  |  |
| --- | --- |
| **Video** | **Audio** |
| *Cut up of title sequence using:** *crowd cheering and hands*
* *dream bubble*
* *rand notes flying round the host*

*Title sequence end with group around host into logo reveal**FX: Starburst transition* |  Lyric: |
| *Host on set standing at the desk**Title lower third:*XXXXFrom Friday 19th October at 20:00 | HOST:Yes, we can all do with a 100000 rand! Isn’t that true?I am going to be the host of XXXX. I invite you for a ‘date’ on Friday night..Then we are going to give one lucky person a chance to win one million rand!Interesting characters, a whole lot of surprises, a banker and suitcases full of money.It’s XXXX! Friday from 19th October at eight o’clock.  |
| *Screengrab of broadcaster homepage to:* *Montage of game screengrabs**Title* | V/O HOST:Play along! Visit our website at:www.XXXXX.com |
|  *SPONSOR TAG* | Presented by ‘sponsor’s name’. |

**2. GENERIC: HUMOROUS – Dur. 30”**

|  |  |
| --- | --- |
| **Video** | **Audio** |
| *Cut up of title sequence using:** *crowd cheering and hands*
* *dream bubble*
* *Rand notes flying round host*

*Title sequence end with group around host into logo reveal**FX: Starburst transition* | Lyric: |
| *Host on set at the desk – cool calm and collected…**Interrupted by:**FX: Phone rings**Trying to ignore phone**Gives in to phone so interrupts himself**Fearful**Picks up the phone, humble, obedient conversation**Gently replaces the receiver and winces to camera* | HOST:Yes, we can all do with 100000 rand! Isn’t that true?I am NAME. I invite you for a ‘date’ on Friday nights. Then we give someone… …(phone rings)(whisper)… a chance to win one million rand!‘ People, it’s him! ‘He’ is the banker!’‘Hello. Yes. Yes sir. I’ll do so, sir. Of course, sir. Everything is in order, sir. Yes, goodbye sir.’ It’s only me, you and the banker and heaps of money. |
| *Logo reveal* | It is NAME OF GAME SHOW,Friday nights at eight o’clock. |
|  *SPONSOR TAG* | Presented by ‘sponsor’s name’. |