**CREATIVE BRIEF for composed music**

**Production/project:** The Reality Show Music Pitch

**Submitted by:** Production house

**Date**: 6 March 2019

**Items Requested:** Opening title track for The Reality Show including:

* 30 sec title sequence main theme track
* 3 sec bumper versions
* 5 sec bumper versions
* 5 minute version for credits

**Overview:**

***Logline:******The Reality Show*** is a [reality show](http://en.wikipedia.org/wiki/Reality_television#Reality_competition.2Fgame_shows) where contestants live together in a large house. They are filmed by television cameras from time to time. Each series lasts for around 6 weeks. To win the final cash prize, all the contestants have to do is survive periodic evictions and be the last one standing.

**References:**

See email for last season’s track attached as reference

**Creative Guidelines:**

* Need to have a hook similar to the existing “The Reality Show” vocal line: but significantly different.
* You may include a phrase similar to current: “Reach for the skies”
* Must be: Timeless, high energy, catchy, contemporary.
* Feeling: Get up and dance, party, fraternity house with a slightly dark/sinister undertone to it.
* Appeals to: South Africa, 18 to 25
* Not too Euro trance: but should have an international sound which is aspirational.

**Terms:**

* This is a pitch process. You will be informed about the outcome of your submission within three weeks.
* All unsuccessful submissions will be deleted from our servers and drives to protect your IP and our organisation from any potential copyright infringements.
* New Composition is to be fully owned or co-owned (50/50 on composition). Master Sound recording will be owned 100% by production house.

**Budget:**

* An allowance for xxxxx has been set aside. This is to cover all costs, including but not limited to studio time, artists and musicians.

**Deadline:**

* Submissions to reach production house by COB on Monday the 18th March 2019