

F4F
By Sammy Gabrria-Nivas

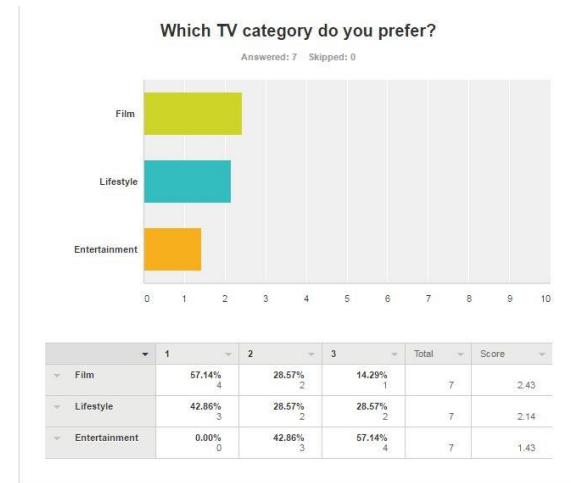
My Pitch



What is my decided category?

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- Based on my primary research results, I have chosen film as my category for a tv and radio product.
- Most of the responses received from my survey monkey for my first question asked people what their favourite category was, the highest response was for film.



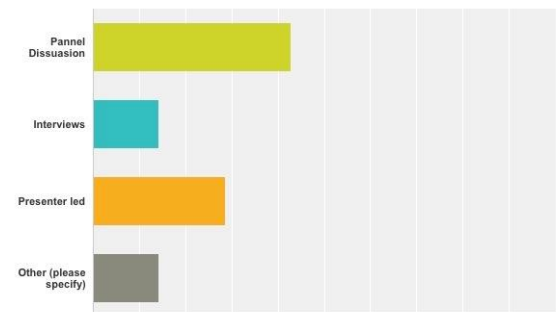
Content for my TV product

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- My show will have 3 sections, they are:
 1. review section
 2. news section
 3. upcoming film section.
- A working title for my show will be 'film for fans'
- In addition, my show will present the following topics: how has the film industry changed, review of box office and a top ten film countdown.

What formats would you like to see in TV

Answered: 7 Skipped: 0



Ideas for my set design

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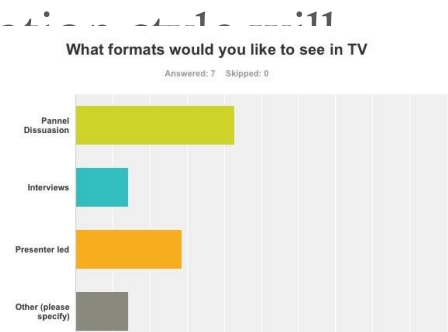
- The main desk for the presenter will have the **F4F** logo on it.

- I will also utilise the following props on the studio set:

movie reel projector, and iconic film costumes eg: stormtrooper.

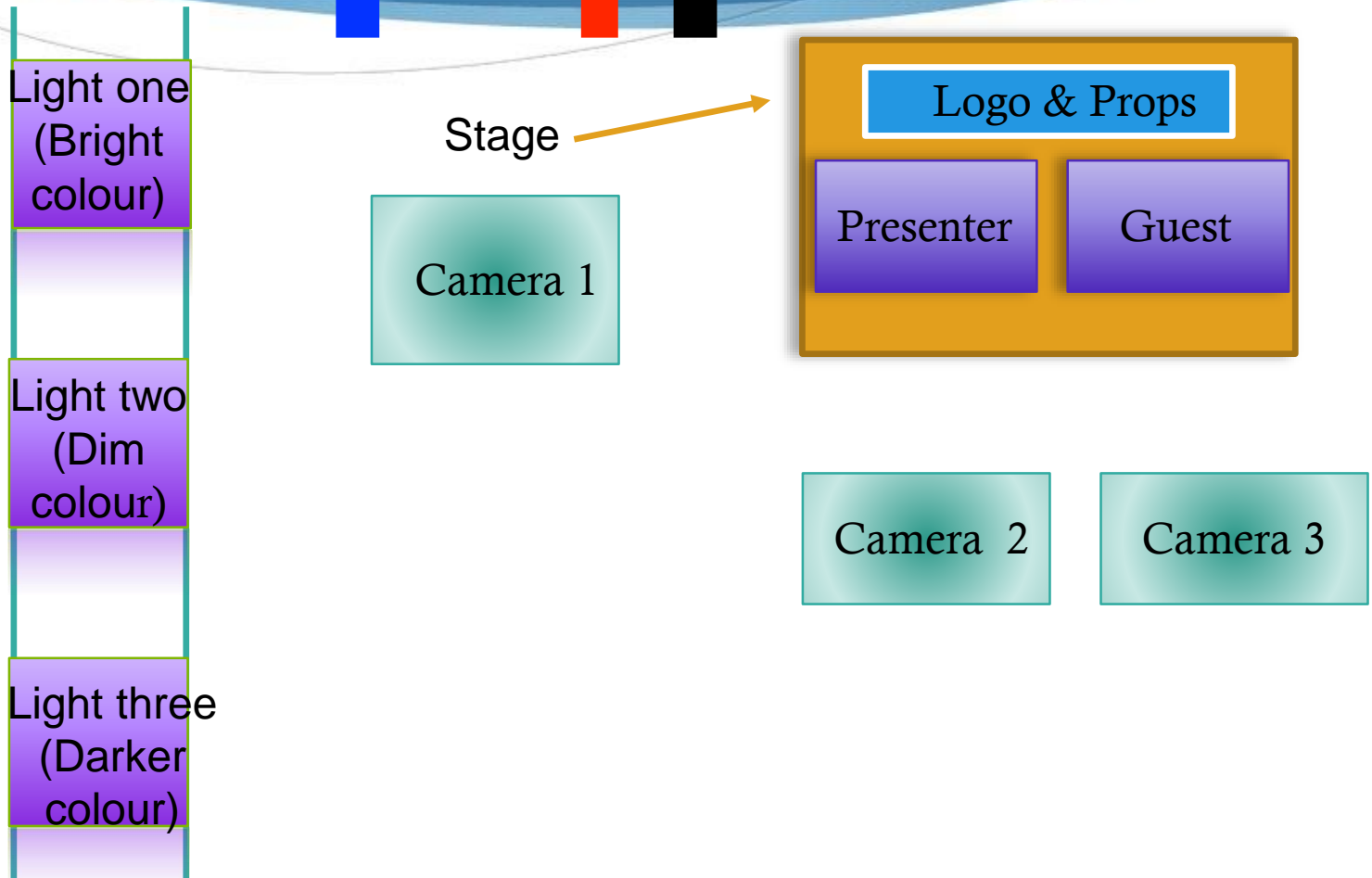
- Based on the results from my survey monkey & focus group, a panel discussion and a presenter led format were the most popular choices.

- I will merge these formats together as this presenter format will be more appealing to my target audience.



My vision for my set design

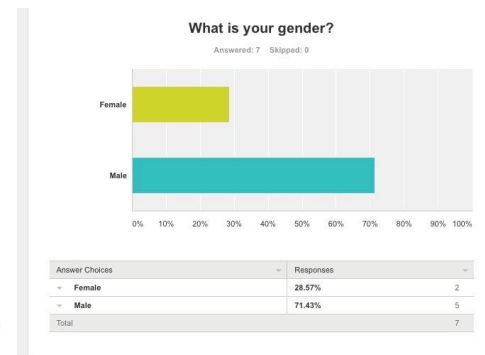
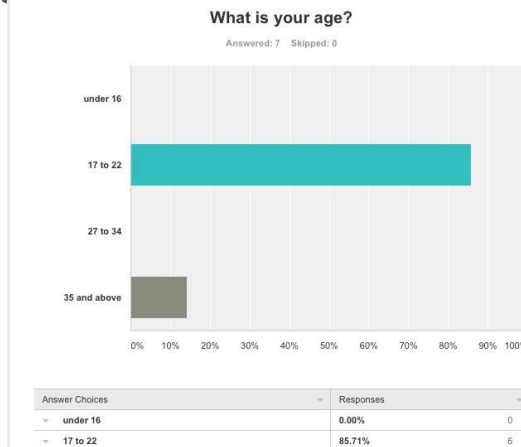
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My Target audience

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- The target audience I want to aim for is 18 to 30 year olds as my research suggests that they are interested in films.
- I want to aim my show at a majority male demographic with the aim to gradually appeal to a female demographic and a diverse audience. This is because the majority of men answered my survey monkey



What is my radio product idea?

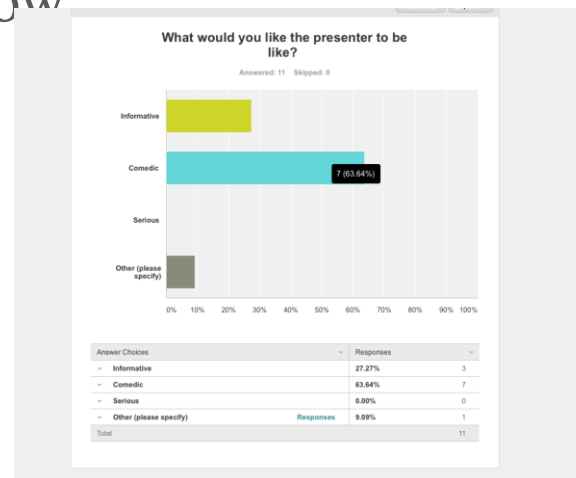
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- My TV concept idea will link to my radio idea.
- For my radio idea, I would create a film podcast.
- Two influences for my radio show will be;
'The film program' & 'Mayo and Kermodes film review'
- These shows air on BBC radio four and five.

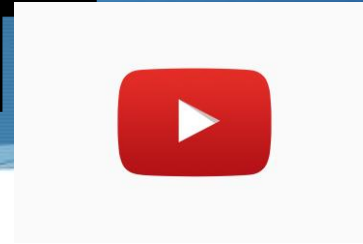
What style must my presenter have for my products?

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- Based on my results from survey monkey, the most popular choice for both radio and TV was a comedic style host.
- However, in order to balance out the presenter's personality I would like to have the presenter be comedic and informative for my podcast and tv show



How do I plan on promoting my show?



- I plan on using the following social media platforms to help promote my show and interact with my target audience: Facebook, twitter & youtube.
- For Facebook, I will create a page called 'filmforfans' that can be used to help promote my show and make my target audience expand even more.
- I also plan on making a social media page for twitter too.
- For youtube, I will create a youtube channel that will show upcoming discussions of my show and Vts. This platform will expand my interaction and promotion for my target audience.

Influences for my presenter

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- The first presenter for BBC's film, the iconic 'Barry Norman' will be my tv influence for my tv product.
- Radio presenter's: 'Francesca Stock', 'Mark Kermode' & 'Simon Mayo' will be an influence for my radio show.
- I have chosen these individuals because they have a sharp informative style and wit which informs audiences about film and their influence will be helpful for my presenter.



How I aim to develop and grow my

product?
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- I aim to develop this into a franchise for a international audience by selling the product to tv and radio production companies abroad.
- I would like to create branded merchandise e.g: selling t shirts, mugs and cds.
- Another way of developing my product is using apps. I will like to create an app for my product that provides information on the product's airdates and people will be able to view clips of old shows too.



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Thank you for listening

Any questions?