



# CONCEPT

“Guy’s Grocery Games” deserves to be rebranded because every season gets more exciting and adventurous.

I think the title sequence needs to adjust to match the show and present to new and existing audiences what they are expecting. The show and Guy Fieri, the exciting host, are inspirational to food fanatics and chefs everywhere.

This title sequence concept for “Guy’s Grocery Games” demonstrates how the game show works, in which chefs use ingredients around “Flavortown Market” to make wonderful cuisine. The visuals show shopping carts racing throughout the supermarket, grabbing ingredients, until they collide; then cutting to the logo. The inclusion of energetic music helps the audience feel the excitement of the show before it even begins.

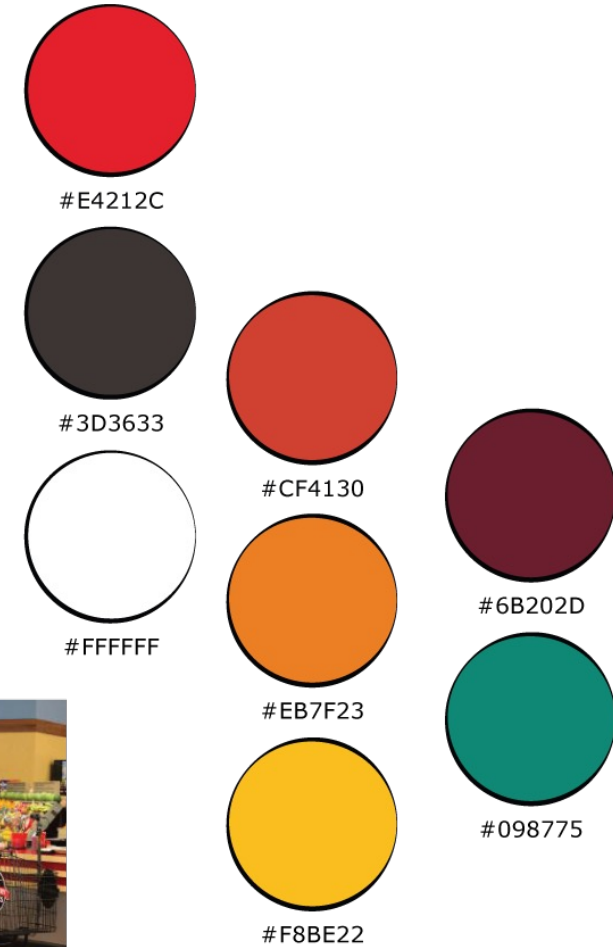
-Adjectives: Epic, Fun, Surprising, Hungry, Wonder, Food, Chaotic, Suspense, Knowledge



# MOODBOARD



# COLOR PALETTE

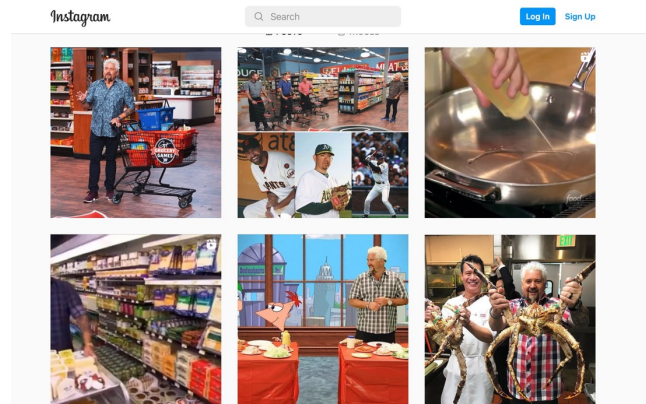


# RESEARCH

I have selected the reality competitive cooking game show **“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 is a very profitable show. The host is Guy Fieri, a legendary food critic and chief. 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 style frame will show shopping carts racing around the supermarket, till they collide, which will cut to the logo. I will be using energetic music.

## Instagram:

[https://www.instagram.com/guys\\_grocery\\_games/?hl=en](https://www.instagram.com/guys_grocery_games/?hl=en)



## Twitter:

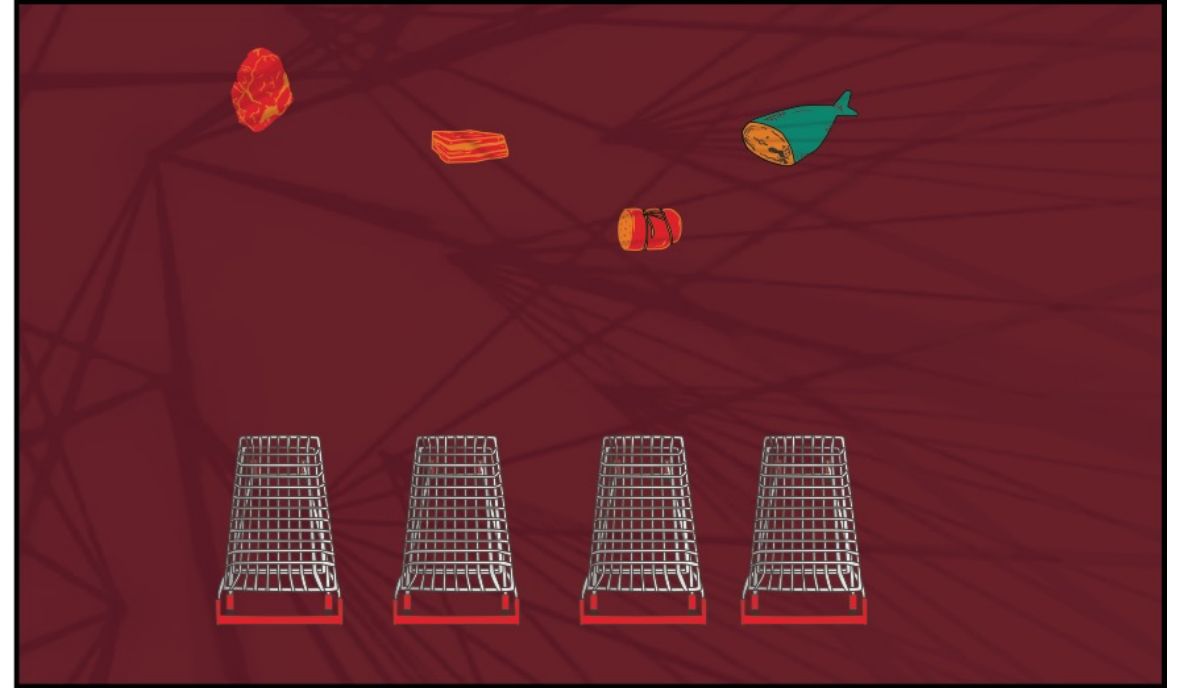
<https://twitter.com/guysgrocerygame>



# 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 have a close-up shot of the carts picking up the vegetables in the produce section.



**Scene 4:** The spice section is next, where jars of spices will appear in the cart.

## THUMBNAIL 5&6



**Scene 5:** The cart will move to the wine section where the wine ingredient and mystery ingredient will appear in the cart.



**Scene 6:** Now that the carts are full with ingredients, the scene will cut to the kitchen, and the carts will rush into each other and explode to Scene 7.

## THUMBNAIL 7



**Scene 7:** The Logo will scale and rotate from the center.