



EXTERNAL DOCUMENT

**CREATIVE BRIEF CMT ART AND DESIGN DEPARTMENT
"TOP 20 COUNTDOWN" SERIES PACKAGE REDESIGN**

PROJECT CATEGORY: Returning Series / Redesign

START DATE: TBD

DELIVERY DATE: TBD Will discuss primary and secondary elements of importance

CONTACTS: CMT ART AND DESIGN

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CMT CREATIVE/PROMOS

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OBJECTIVE

PHASE 1:

- To deliver pitches for redesign of "TOP 20 Countdown" Packaging and Promos. This would include a paragraph description of each presentation.

PHASE 2:

- Redesign the TOP 20 COUNTDOWN logo
- Execute and deliver a full show and promotional package that includes a variety of set, show, customizable "TOOLBOX", and promotional elements.
- Music

PHASE 3:

- AE Projects and Working Files, Rolling deliverables as per short production turnaround.
 - Style guide as pdf
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PROGRAM DETAILS and DESCRIPTION

TOP 20 is CMT's weekly video countdown from the #20 video of the week to the #1. Currently a 1-hour hosted show, occasionally shooting on location, the re-design will hit the air in November as 2.5-hour series taped live in the CMT studios once weekly. This show airs daily on CMT Thursday through Sunday.

CMT NETWORK POSITION AND STRATEGY

A WORD ON CMT'S BRAND:

CMT is the authority of what's new and upcoming in country music. Our look is a blend of traditional country influence infused with hip and fresh design inspired by contemporary trends, and our parent company MTVN.

The brand of the channel takes on new musical directions in country that combine influences from other genres such as rock and rap.

CMT honors the roots and tradition of country by re-contextualizing it within a modern and progressive style. We are not trendy, but we are stylish. We are classically evocative of the swaggering persona of the iconic country stars such as Cash and Jennings. We are rooted in Americana. We are authentic.

CMT MISSION STATEMENT:

CMT is the authority on Country Music. We celebrate American stories with Pride and Passion

CMT WORDS TO LIVE BY:

Bold Authentic Optimistic Unexpected Proud

PROVIDED REFERENCE MATERIALS:

- VHS copies CMT'S current Top 20 Countdown: 1 hour series & recently extended 2.5 hour
- CMT Air-checks
- CMT's current Top 20 Artists
- CD and contact sheets PR Shots of Lance
- Full Deliverables List
- Current Promos Reel
- Links to CMT Programming, Promotions, Image movies
www.cmtcreative.com/CMTIMAGE2004
www.cmtcreative.com/CMTMUSIC/
www.cmtcreative.com/CMT_BRAND/

CREATIVE DIRECTION:

Think about the American Heartland and the graphically beautiful icons it can inspire, then take that thought and interpret it into a visual language that is stylish and bold – a language that can speak to the best songs of the moment – songs that are shit kicking and rocking and folksy and pop – but all of them country.

Utilize live action or photographic elements if you see fit, and combine them with vibrant motion graphics and other design elements. The balance of live to graphic is up to you, but all solutions must be infused with country's most glamorous side – even if that glamour is of the cool understated sort. Think country meets vogue fashion.

What glamour and "loudness" means to us? We are having great success taking icons and images that are classically American Heartland-esque and country and finding a way to reinvent them through modern fashioning. Top 20 has the most flash and sizzle of all music programming hours – these are the smash hits. Top 20 must standalone (but be in brand).

We also encourage you to be conceptual and in an interesting way. Do the numbers always appear on top of some classic country icon – a muscle car, a cool barn? Counting can inspire all sorts of great design ideas.

Creative content should take into consideration the following:

- NUMBERS 1-20 are your star content, and can be executed through a cinematic or graphical approach.
- Incorporation of cinematic imagery through a shoot, or use of stills. Most of our current packaging is dealing with stills and graphically heavy content. This package should now expand into an untapped area to bring greater content value and a fresh look to the channel.
- The content can contain a beautiful combination of graphical elements incorporated with cinematic/shot elements.
- The design and tone of our recently completed new Video hour wraps for "CMT Music" should become a springboard for "TOP 20" 's new direction – BUT SPRING FAR AWAY.
- Pairing a director/design team for creative execution and conception

Top 20 Countdown should explore a new progressive level of production and ascetic to brand the channel. The next step in design direction for the channel should be of an untapped area, and introduce new directions with a twist that answers a higher polished brand look for the network. Top 20 should take on a rich and dynamic slicker feel of a "countdown" show while reflecting the integrity and spirit of the CMT brand.

Many of the deliverables can be repurposed between the studio and Packaging elements, and should be flexible enough to deliver customizable sections for the generic toolbox portion of the packaging that allows execution In-house by CMT.

Music will be another critical aspect in the development of the packaging. Further details to follow and are open for discussion.

OTHER CONSIDERATIONS

- Creative considerations would include that the package should be able to have shelf life for the station, and would want to reflect this by avoiding anything that could be too trendy. It should be cool but classic.
- Top 20 airs with great frequency and seen repeatedly by the same core audience. The concept must be able to be at once striking and somewhat ambient.

- **LOGO:** Logo should take into consideration lock ups that will apply to specials addressed in Generic Toolbox (*SEE TOOLBOX SECTION IN DESLIVERABLES*)

NOTE ON THE DEMO

- CMT targets 18-49 and must invent creative that feels hip to a younger audience, but does not alienate an older group.

PROMOTIONAL PACKAGE CONSIDERATIONS

- End page should be designed for customization of Tune In times to be executed in edit
Example of information in it's longest format that will need to fit into end page execution:
Wednesday 11:30/10:30 c

MUSIC COMPOSITION

Direction is open for further discussion, but the essential idea would be to have a custom bed for the Open of the show and create two 2 minute beds with split out tracks for use the show producers to mix to specific lengths in edit. Both beds could be different in tone and composition, but have the ability for shelf life by combining pre-made tracks from both beds in one show, or swapping out music half way through the season for variation.

DELIVERABLE SUMMARY (SEE DETAILED BREAKDOWNS BELOW)

PHASE 1 PITCH DELIVERABLES BREAKDOWN:

- **STYLE FRAMES/VARIOUS OVERALL CONCEPTS - *Packaging and Promo* DUE:**
We will be providing a fee upfront for first round of concept and development to be paid in '04. Please provide as many style frame directions as you see accomplishable in our timeline and final budget constraints. Each should include a paragraph description of concept and execution.

In addition, we would like to see executions of the following elements from the deliverables list:

- "World Premiere" loopable element, full frame 16:9 ratio live area
- "World Premiere" bug, lower left screen
- Number Bug sample of single and double digit, upper left while video plays
- Lower 1/3 Identifier 1-3 lines of text

**PHASE 2-AWARDED DELIVERABLES BREAKDOWN:
(SEE ATTACHED EXCEL DOCUMENT)**

Top 20 Countdown Packaging will need to be discussed as a group and broken up into priority deliverables and timeline.

- **LOGO: SHOW TITLE: *TOP 20 COUNTDOWN* DUE:**
Logo must be versatile for use on all media platforms including print and various collateral materials, on-air promotions, programming, multimedia and the web. Vector based art is required at least in its simplest incarnation. In all cases, these logos will need to work in both **CMYK** and **RGB**. Check for any color shifts when moving between RGB and CMYK. *Please also deliver any files (backgrounds, textures) used to create the logo in their native form.*
- **LOGO:** Logo should take into consideration lock ups that will apply to specials addressed in Generic Toolbox (*SEE TOOLBOX SECTION IN DESLIVERABLES*)

FINAL LOGO DELIVERY SPECS:

- **1 color** - PMS spot specified if required (also deliver black/white version), vector based art is required.
File formats to deliver – Jpg
Illustrator 9
Illustrator EPS 9
- **2 color** - Vector based art is preferred
File formats to deliver – Jpg
Illustrator 9
Illustrator EPS 9
- **4 color process** - Vector based art is preferred, but 300 dpi PSD's as layered files are acceptable. The PSD file must be created at least 12" in width - constrained

proportions. The layers of the Photoshop document should be divided by each element of the logo.

Files formats to deliver – Jpg

Illustrator 9
Illustrator EPS 9
Photoshop PSD (if needed)

FOR APPROVAL DELIVERY: PLEASE SEND US THE ARTWORK AS AN ADOBE PDF.

- SET DELIVERABLES **DUE:**
Each of these elements will end up needing to be laid off on D-Beta on the minute. Production of the layoffs can be discussed as to whether they would be done externally, or at CMT.
 - PACKAGING DELIVERABLES **DUE:**
TBD as determined by studio tests and timeline
 - PROMOTION DELIVERABLES **DUE:**
 - "TOOLBOX" (CUSTOMIZABLE, AE Projects and Working Files) **DUE:**
 - STYLEGUIDE – PDF FORMAT **DUE:**
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- ORIGINAL PACKAGING MUSIC **DUE:**
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PHASE 3 DELIVERABLES BREAKDOWN:

- AE PROJECTS AND WORKING FILES **DUE:**
Deliver AE Projects and Working Files. This would include all-inclusive elements created in special applications that cannot be created or replicated in After Effects, rendered as working files. Minimal requests will be involved so that when special Top 20 events for Ad Sales initiatives, etc, comes in-house, we will be able to adapt the package. This is TBD at this point.

TIMELINE:

*TBD – There will be a more detailed timeline, once we get into production.

BUDGET BREAKDOWN
"TOP 20 COUNTDOWN" PACKAGING REDESIGN

PTICH: \$ 2,000.00
PACKAGE: \$160,000.00
MUSIC Included or prorated out of \$160,000.00

TOTAL: \$162,000.00