



FROM THE STREETS OF THE CITY...



Chad Fillion, MOME 705
Visualization and Concept Storyboarding
Project D - Show Open - "Fighting Rings"

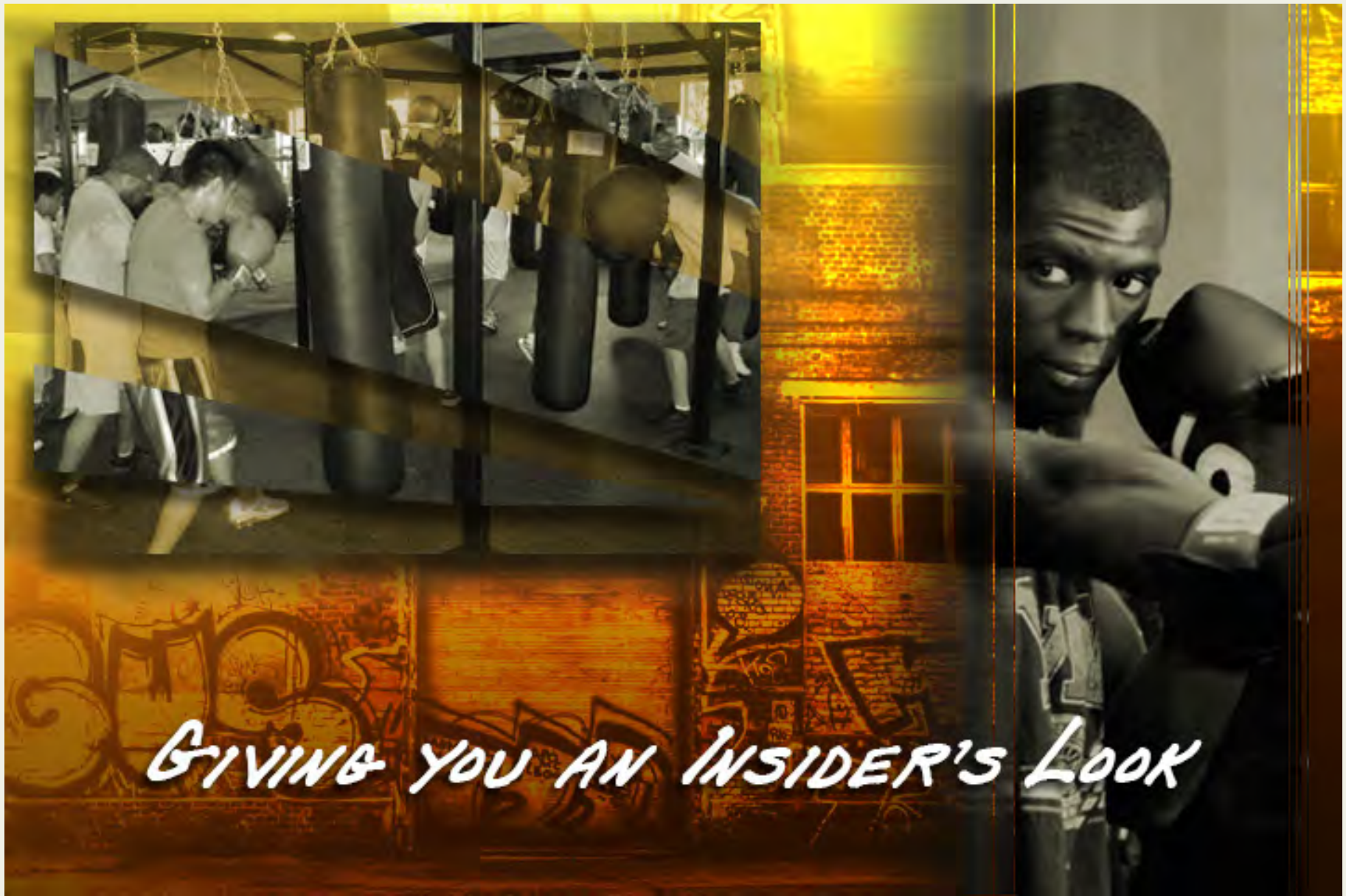


...TO THE GYMS OF THE NEIGHBORHOODS

ESPN

**Fighting
Rings**

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AT THE STRUGGLES AND TRIUMPHS

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OF AMATEUR BOXERS

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FROM ALL OVER THE WORLD

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ESPN
PRESENTS



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Fighting Rings



*BOXING CAREERS
BEGIN HERE.*



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BACKGROUND

Marketing Objective

The demographic for boxing is 50-year-old males. ESPN presents you with the challenge to shake up the brand and redesign the product to attract a youthful audience.

Task Description

“Fighting Rings” will be aired weekly on ESPN and requires a 30-second open. Creative director is to design four frames to pitch your concept to ESPN executives. The last frame should incorporate your typographic treatment for “Fighting Rings” and also include the ESPN logo. In addition to the four frames, you will submit a concept (110 – 150 words) that conveys your marketing strategy

ESPN totes itself as the worldwide leader in sports. Unfortunately for Boxing fans, HBO is king. The coverage of Boxing seems to have dwindled in the last 10-15 years and the goal of this spot is to inject the interest of Boxing into the minds of younger fans.



Focusing on a younger generation of boxers, the open will show the streets of a city (night and Day) barren with no activity, as if “nothing is going on” except within the gyms. Graphitti covered walls will serve as the backdrop for many of the shots. These scenery shots will be accompanied by shots of armature boxers training within the gyms and posed “profile” shot of them that slide into the screen, pause for a moment, then slide out again (parallaxing with the gym they are in). The open will end with the “main event” fighters squaring off under the main title.



Fighting Rings

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FIGHTING RINGS

Ropes
Corner
Stool
Lights
Crowd
Cheering
Show girls
Glitz
Towels
Spit bucket
Announcer
Winning
Numbers
Bell
Blood
Sweat
Las vegas
Premiere night
Money
Betting
Gambling
Suits
Formal wear
Pretty girls
Ring side
Larger than life
"The show"

YOUTH

Vibrant
Active
Youth
Inner city
Sanctuary
Escape
Freedom
Accomplishment
Safety
Training
Results
Dirty
Graphitti
Grey sweatsuit

ESPN

Sports
Red
Courageous
Cutting edge
"The source"
First in sports
Gripping
Interviews
Analysis
Sports-center
Talk shows
Research
Discussion
Front and center
High definition
Baseball
Football
Basketball
More talk less action

BOXING

Red
Gloves
Effort
Hard work
Determination
Victory
Accomplishment
Training
Perspiration
Results
Heavy bag
Dirty ring
Brick building
Concrete floors
Taped hands
Everlast
Speed bag
Medicine ball
Situps
Pull ups
Jump rope
Sparring
High boots

Famous Boxing Movies

Rocky
Raging Bull
Cinderella Man
Ali
The Champ
Million Dollar Baby

Famous Boxers

Sonny Liston
Muhammad Ali
Manny Pacquiao
Floyd Mayweather
Joe Frazier
George Foreman

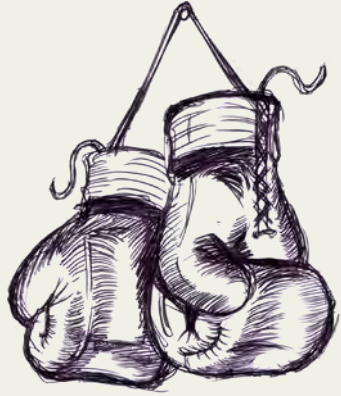


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ICON/LOGO SELECTION



FONT SELECTION

Estrangelo Edessa - Regular

ROAD & IMPACT

COLOR SELECTION



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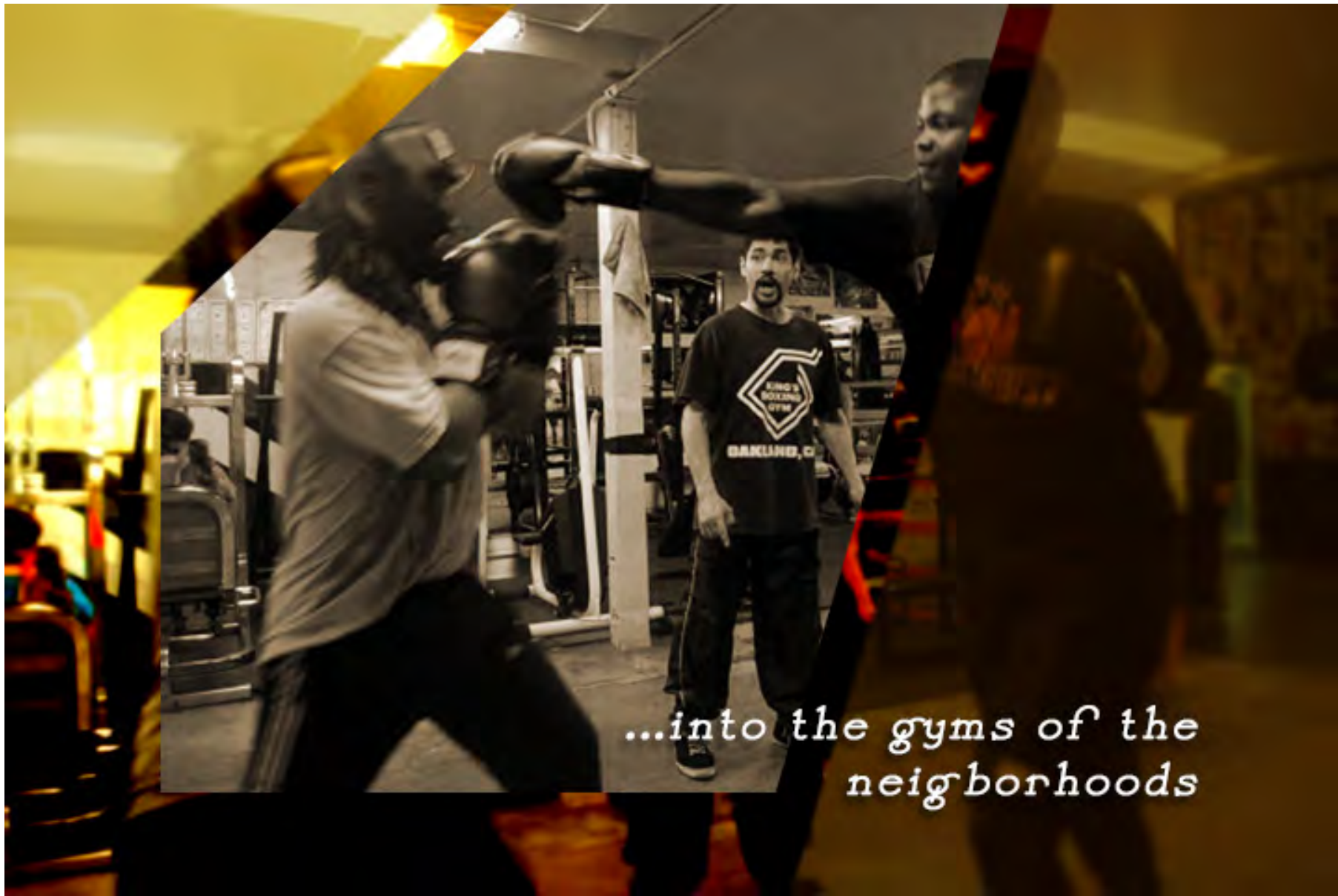


From the
streets of the city...

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...into the gyms of the
neighborhoods

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ESPN

presents



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