

# Quick Quiz Productions Ltd

## Memo 1

**From:** The Commissioning Editor

**To:** The Creative Team

**RE:** New Quiz Show in Development

We've finally got the funding to put together some new programmes. I'm still interested in the idea of a new quiz show, but the boss will need persuading.

Can you get the following to me as soon as possible?

1. An explanation of why quiz shows are still such a successful genre of programme. It would be useful to look at some successes from the past and remind the boss why these were so successful.
2. Some ideas for your own quiz. Include details of the name, the format, the set, the host, the contestants, some sample questions, the target audience, use of the latest technology, scheduling ideas and so on.
3. Storyboard your title sequence. You might have chosen clips of various episodes, a montage of still images, or any other technique that suits your quiz. Remember the audience will see this at the start of every episode, so it has to be good! Make sure it tells the audience enough about what to expect in the series, and makes the style and mood of your series clear.
4. Explain how your title sequence will help to sell your quiz. Explain how it will reach out to, hook in, and inform your target audience.