

# Quick Quiz Productions

## Memo 2

**From:** The Commissioning Editor

**To:** The Creative Team

**RE:** More details

Thanks for all your hard work putting together your initial ideas for a new sitcom. It looks like we might get the funding – let's hope so!

To make sure our bid has the best chance of success, can you get the following to me as soon as possible?

1. We need to convince the boss that this quiz will be really up to date. Explain how your quiz will utilise the latest technology, how it will use different media platforms, and how this will all help to draw in a big audience and lots of revenue. Tell the boss about how your quiz uses mobile phones, the internet, podcasts, broadcasting and so on.
2. Explain how your quiz show will be exciting and dramatic, and how it will appeal to your target audience. Go into as much detail as you can. Comment on exciting or dramatic aspects of your format, catchphrases, choice of host(s), set, contestants, use of technology, and so on, and anything else which will make your target audience love it!
3. Provide us with a sketch of the set. This will help the boss visualise your quiz and get an idea of how it will look. Please label your sketch, and include any explanations of why this set would appeal to your audience.
4. Give us your views on why this quiz will be successful. You're really going to have to sell your idea and persuade the boss that there is a gap in the market for this in the modern world.