

# Quick Quiz Productions

## Memo 3

**From:** The Commissioning Editor

**To:** The Creative Team

**RE:** Your quiz show ideas

We're going ahead. We've got the funding. Well done!  
Now we need to start thinking about the marketing campaign.

1. Convince the boss that your idea will work. Explain how your quiz links to other successful quizzes, either contemporary or from the past. Really prove that your quiz has got the same 'magic!' then explain what is unique about your quiz, and how it uses the latest technology.
2. Start planning your script for your first episode. Include how the host opens the show, how they interact with contestants and what the main questions will be.
3. Start putting together some materials for the first adverts. A detailed, colour sketch of a full page print or internet advert is the first thing we need. You'll need a strong image that really captures your format, the drama, the host or the set or the theme – or all of these! The text should do the same, and reach out to your audience, as well as give them the scheduling information they need. Make sure it really captures the interest of your target audience.
4. Explain your magazine advertisement. The boss will need to know why you chose that website or magazine, the thinking behind your images and text on the advert, and you'll have to really be clear about how it's all going to reach and hook in your target audience.