

ETV CREATIVE COMMUNICATIONS BRIEF

ETV is a source of Inspiration for the following 3 audiences.

- On a higher level, everyone on the planet is searching for a connection to their higher Self.
There is a line to cross, a shift, some form of transformation to achieve this level of awareness.

* People are just at different stages of this path. We are talking to 3 different audiences: -

A) THE AWARE: - Those ones who have passed this line and are practicing the new way.

* They are actively participating in transformation... for themselves, others and the planet.
These people have 'crossed over' the line to being conscious.
They have become awakened to the pulse of collective consciousness.

They have found meaning... wanting to maintain it, improve on it & share it.
They are looking for a community who have done the same & searching for information, encouragement, guidance, a method to keep on this path.

Many of these people are practitioners of the wisdom in someway.
They are looking for ways to maintain & improve their own methods & gifts or new ways to express it.

ETV offers a source to explore & stretch their spiritual wings.
Continuing to improve & dive deeper. Inspiration to continue growing.

B) THE BECOMING AWARE: -Those on the edge looking in.

- They are at the chasm or just over the edge & looking for support in crossing that path. They have some experience and can be led slowly down the path through other experiences.
- They are searching for help...

These people feel a little dissatisfied with their lives – looking for a deeper meaning.

They have a sense that there's something else '

out there' and that there is a line/ watershed to break thru.

There is resistance to face this – but they are attracted nonetheless.

E*TV offers a source of guidance & information as to how to breakthrough.

Hope of life on the other side Inspiration to move forward.

C) THE UNAWARE. People who may never transform

They may on some practical or intellectual level gain some fulfillment through their thirst for knowledge in certain subjects that ETV offer that may appeal to them.

They have no interest to change but may be interested to learn about it.

They may pride themselves in eclectic thinking. Wanting to learn something new or improve on what they already practice.

ETV offers the widest choice of subjects about the mind, body & spirit on the web

Inspiration for the mind body & spirit.

SUMMARY:

Audience A & B have a different motive to watch ETV than Audience C.

*A&B respond spiritually.

*C responds on a more practical, intellectual level.

If you want one message to reach all targets you must be able to reach audience C.

The common motivator that ETV can provide all audiences is INSPIRATION.

In the messaging we will make the E*TV logo become a symbol of inspiration.

Imaging should evoke inspiration in some way.

Tagline should contain the word 'inspiration'.

DELIVERABLES:

I took 3 approaches and applied them to various media & formats,

- a) Banners
- b) Ads
- c) Masthead
- d) Viral
- e) Ident
- f) Now playing button

MESSAGING.

Headlines (Teasers)

- *Your search is over.
- *What the ***** ? (logo where the asterix would be)
- *The truth is in here
- *Create a window to your soul.
- *Get out of the Mall
- *It's a crazy world out there
- *The truth is in here...
- *Spirituality is not a fashion statement
- *Welcome to the natural state of being
- *The soul seeker's guide to the galaxy
- *Entertaining/Educating the next level of beings

Pay off, descriptor lines for the teasers:

- ETV: Internet television with a conscience.
- Internet television that talks to you, not at you.
- *Television that Inspires
- *Your Direct Access Channel
- *Channeling on a higher level
- *A constant stream of pure consciousness
- *Tap into the largest streaming consciousness on the web.

Tagline:

Inspiration for the mind body & spirit.

APPROACHES:

CONCEPT I: Inspiring headlines on a simple background that mirrors the Etv website background.

a) Banners.

The Headlines will sometimes be split up into 2 parts as a teaser campaign.
Simple background graphics will animate to reveal the logo.



'Thought bubbles pop' to create the E*TV Logo

Example of a teaser banner ad.

What the    **?**

Internet TV with a conscience. 

ESSENTIAL  **TV**
Inspiration for the mind, body & spirit



The **truth** is **in** here 

ESSENTIAL  **TV**
Inspiration for the mind, body & spirit

Example of regular messaging.

b) Mastheads.



ESSENTIAL  TV
Inspiration for the mind, body & spirit



ESSENTIAL  TV
Inspiration for the mind, body & spirit



ESSENTIAL  TV
Inspiration for the mind, body & spirit

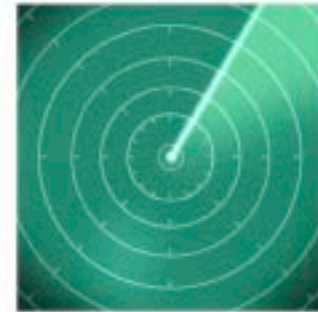
Ident (the pre program graphic) - 'countdown'



Graphic could include the whole ETV logo
or just reveal it at the end.
(Background color can change.)



The end logo should 'glow'



The spoke of the logo star
should sweep around
like the hands of a clock.

'On' Button showing in the corner of the program while playing.

- a) Spokes of the star light up in a clockwise sequence.
Either just in white or the star glowing orange.
Background will be the program showing.



- b) Logo glows brighter , then dimmer
as if it is 'breathing'. The Star glows
more brightly than the letters.
(Background will be the program showing)



Optional end line with the logo
glows too.



Viral:

Create our version of the 8 ball or mood barometer using the logo star.

They pick a spoke according to their mood for the day.

It spins and reveals the meaning behind the mood & suggests a relevant E*TV program to watch to help

CONCEPT 2: HEADLINE: Inspired by E*TV.

1) Finding the shape of the logo in different places & made out of different things (flowers, natural formations, signs, made out of different things.etc.)



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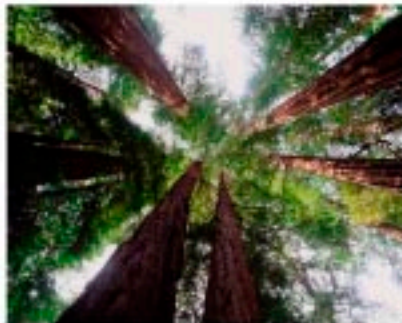
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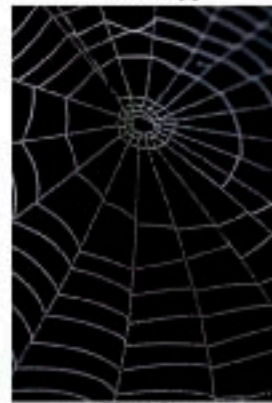
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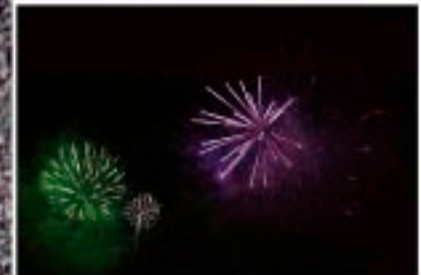
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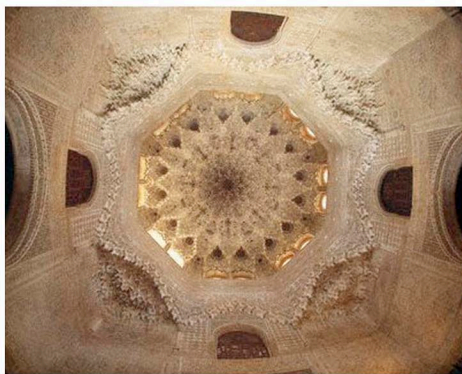
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boat_steering_wheel_4.jpg



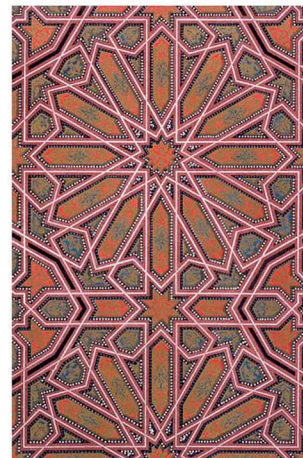
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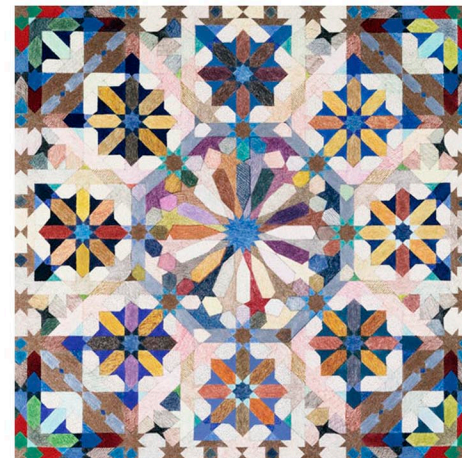
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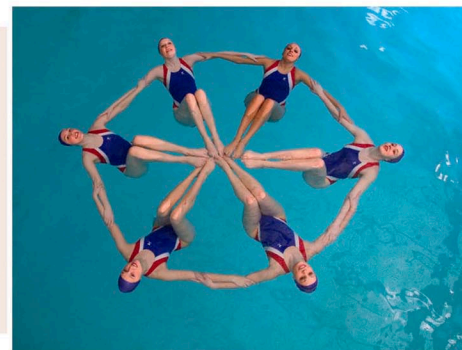
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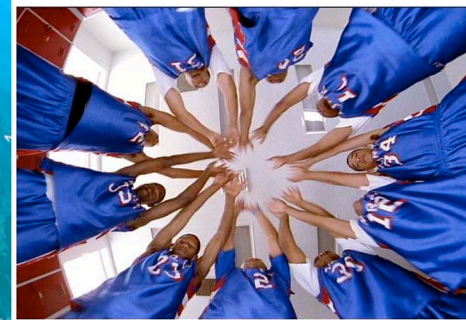
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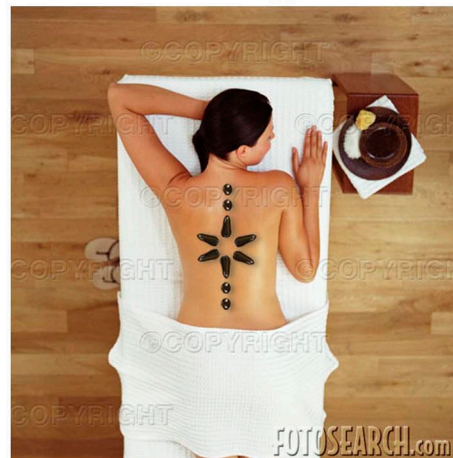
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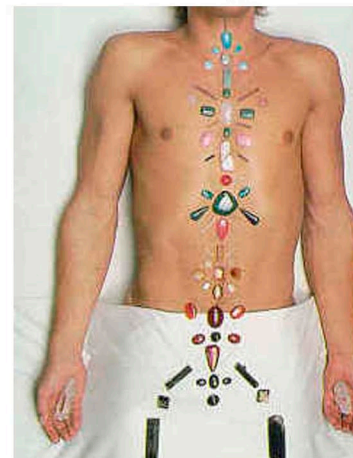
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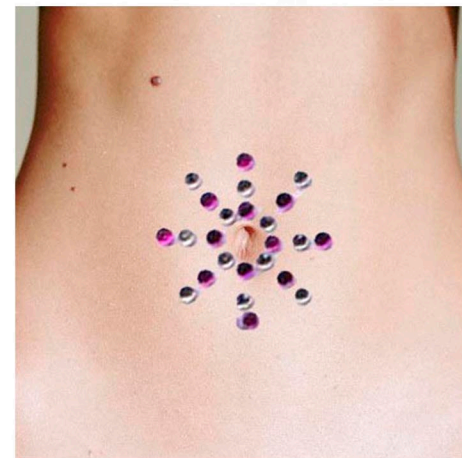
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etv stones.jpg



LAYOUT2.jpg



NAVEL.jpg

c) People acting inspired or enlightened having the logo star drawn graffiti style (photo with the logo drawn on it) on their head, part of their body....



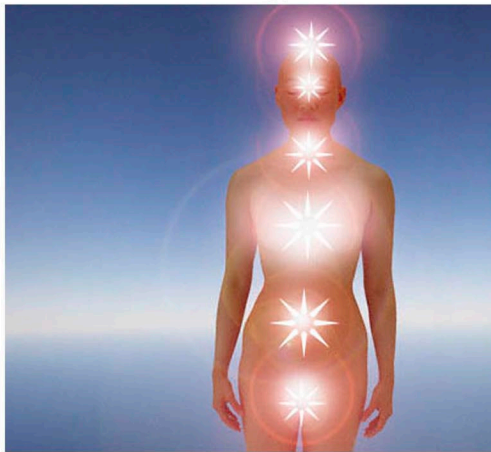
star fish.jpg



4_winds_2.sized.jpg



42-15471721 etv.jpg



chakra etc.jpg



ETV PARTY.jpg



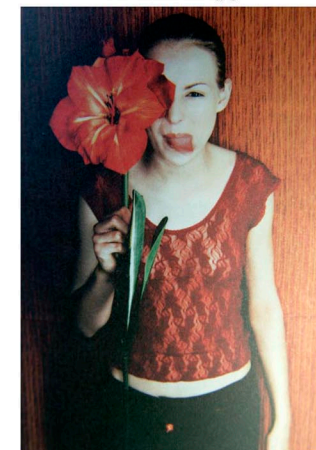
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DSCF0003.JPG



DSCF0001.JPG

d) Every day things made more spiritual due to watching E*TV
(eg: someone making a sand castle into a temple,
writing om sign in the leftover sauce on a dirty plate,
creating a buddha shape in the box hedge)



Inspired by E*TV idents & banners.



(Would be nice if this image was film instead of a still but both would work)



E*TV logo fades up and replaces image.
Nice if there was just music for mood
instead of a headline if used for a banner.



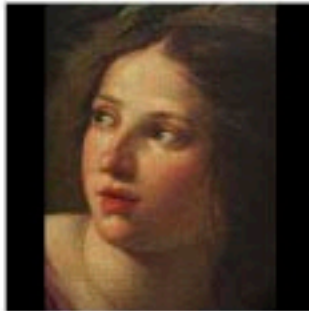
CONCEPT 3: Kaleidoscope

Take relevant imagery and make an 8 - pointed kaleidoscope that echoes the shape of the logo.

Any image can be turned into a kaleidoscope. It can be animated too.

Check out:- <http://www.krazydad.com/metascope.php>

<http://kaleidica.com/video/dancerWithScarf1.mpg>



LouvreTest1_Ruben1.jpg



LouvreTest1_Ruben1_example1.jpg



101241-23.jpg



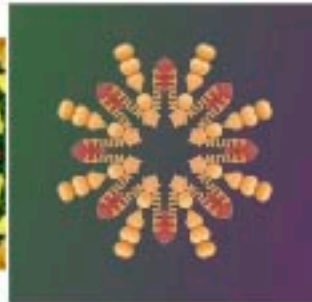
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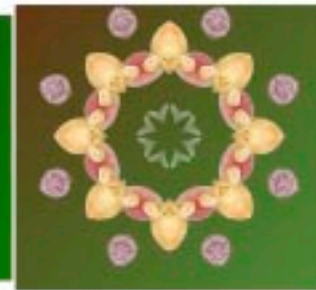
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Picture 3.jpg



Picture 10.jpg



Picture 4.jpg



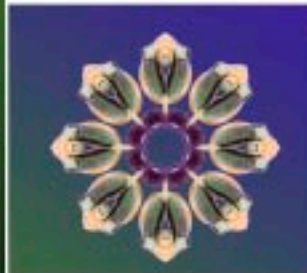
Picture 5.jpg



Picture 9.jpg



Picture 6.jpg



Picture 8.jpg



Picture 7.jpg



radialswirl.jpg

Kaleidoscope Banners



Idents.



Relevant images from the site can be made into animated kaleidoscopes using software.
(Kaleidica is one such program)

This will fade out to become the ETV logo & glowing Star.

We could use the words from the intro movie as headlines or use the list from the messages section.

Kaleidoscope Viral.

We send a downloadable kaleidoscope screensaver maker
with images that 'grabs' E*TV images and turns them into kaleidoscopes.
Check out:- <http://www.krazydad.com/metascope.php>

(Also the quick time movies attached for animated Kaleidescopes..)