



SEMI-SCRIPTED FORMAT: Night Fridge

DURATION: 5 Minute Viral

REALITY GENRE: Recipe Makeover / Interview

FRANCHISE EXTENSIONS: Celebrity Project Promo  
Food Brand Integration  
Samsung LED Smart Fridge  
Sponsorship  
Charitable Cause Fundraising

SAMPLE EPISODE

5 (Undeleted) MINUTES WITH THE JOKER *[interviewed by Guest Host]*

BUG / INTRO *(5 sec.)*

A night train running through a kitchen, crashes the show logo into center screen. Dark and ghoulish sounds fill a backlit room as the train collides to a halt, pushing the glowing logo through a wall of crumbling cinderblock: “Night Fridge, Season 5, Late Night Kitchen & Secret Restaurant.”

SOCIAL/ SONIC BUMPER *(10 sec.)*

Face bubbles (which can be clicked on), featuring a celebrity talent, the “guest,” and their secret celebrity crush, the “host,” pop on screen, ironically contrasting the dangling logo collision. Just below the wrecked global “media train,” on the surroundscape (which will also showcase the episode’s promo package), the iconic glowing “night fridge” echoes a sound FX doppler (made from a mashup of promo sounds). From the bursting doors of the LED fridge escapes the virtual “ghostess,” a gossimer creature, who will be operating the recipe remix from “the other side” of the haunted kitchen environment, showcasing an orchestration of visual clues on the virtual checkerboard interface.

BREAK

SEGMENT 1 *(30 sec.)*

The virtual host or “ghostess,” mostly invisible, can only be seen in POV -- by her hands and footsteps, around corners, and in the edges of shadows. Her presense will be felt with a transparent blur of hand gestures at doorways, and in the graphics of the mediascape.

With her signature catwalk style and designer placement wearables, the “ghostess” traverses rooms and halls leading us through the underground of the haunted stone and neon castle to where the host and guest are being harbored in anticipation of their surprise meeting. Neither party knows who the other party will be, as the host must submit a scrambled short list of talent they would like to meet, and of course the guest who is on promotional tour has no idea, either, who their secret crush might be.

The interview begins in the augmented kitchen, with the surround mediascape now showcasing the recipe to be remixed. As the recipe vanishes from the onscreen space, we see the paired celebrity host and guest greet, with the host now exposing his affinity for the new project and for the guest talent, to whom he admits having been a “secret” fan of for some time. An exchange of accolades leads into query: “What kind of recipe did you bring?” “My mom used to make us marshmallow treats...” “Why are you trading it in...?” A dunk shot as a geometrically stacked plate of Rice Krispie squares hits the recipe bin. 8-bit dunk shot sound FX, simulate a platform game -- an audio cue that will anticipate the haunted clues as they appear in the kitchen mediascape.

*\*A glyphic symbol of the new recipe is shown on a digital mediascape, which will contain the sequence of clues -- a tally of five clues in total -- that will be featured throughout the interview session using: 1) predictive text (word smash of the name of dish); 2) a pictogram (which conveys the “form and taste” of the dish); 3) disappearing blogroll (which includes all the elements of the recipe in an unsequenced list, moving in the blink of a swipe); 4) a checkerboard (panels can be rotated like a 2D Rubik’s Cube to sequence the ingredients); 5) one missing ingredient must be picked from “haunted” pantry (which the guest talent must also purchase, as a donation for an elective charity). The guest talent is also given two neon clu’pons: the first can be used for an “instant replay,” or to partially “descramble” a clue; and the second can be converted to a taste clue of the finished dish. However, a third clu’pon can be earned if the guest is able to properly sequence three or more ingredients (during level 4) of the recipe remix -- which features a thematic tie-in to the promo content. And, of course, the presence of the ghostess will confirm incorrect actions during the remix levels with her signature audio cue and visual scare tactics.*

BREAK

SEGMENT 2 *(1:00 min.)*

RECIPE PUZZLE Levels 1-5 are showcased on the mediascape interface. Flash-cut to the first clue on the mediascape, a misspelled predictive text word: “ARNECHSTES2N S1ABR,” with “#1 and #2” marking the number of words, at the position of the last letter featured in the word smash. The ghostess prompts the entry of the first clue. A correct spelling of either word earns a freebee neon glo’bar (that can be used to unlock any subsequent game level). In this case, the descrambled words would spell “Enchantress Bars.” If the guest uses a clu’pon, the ghostess will offer the guest a PICTOGRAM: i.e., a GIF of an “Enchantress dancing” or a picture of “Harley Quinn licking a prison bar.” *[In this case, the featured recipe remix uses a character-based tie-in as part of the promo package.]*

The guest host exposes their affinity for the new project of the guest talent, to whom they admit having taken inspiration, and in some way, for some time, been an admirer. Even celebrities can have celebrity crushes -- and the newly dropped project promo, combined with the recipe remix, is a 1-2 punch to spike their onscreen interaction.

GH: “You have a movie coming out where you play an insane clown, an anti-hero villain who for the first time is shown with a love interest.”  
JL: “Sort of humanizes him.”  
GH: “Of course, this may be more personally tragic for you, since nearly all of your scenes were cut.”  
JL: “Censured... Yes. I was a bad boy!”  
GH: “I heard you said there was a separate joker movie if you stitched together all your deleted scenes? What’s your movie called?”  
JL: “Joker’s Wild.”  
GH: “You should pitch it. The sequel to the Harley Quinn stand-alone.”  
JL: “Pre-quel. It already happened.”

DELETED SCENE CLIP: Joker backstory with Harley Quinn.

Clue #2 is attached to the tail of the clip (the GIF files, mentioned above), which after a brief alternating looping, are stacked under the predictive text words, juxtaposed for visual reference. Flash-cut back to the digital puzzle board where the guest is being prompted to use the second clue to solve the recipe remix name.

BREAK

SEGMENT 3 *(1:15 min.)*

GH: “So what fuels the relationship?”  
JL: “He has a soft spot, for damaged goods...”  
GH: “The relationship with Harley has its moments...”  
JL: “A couple you might get to see -- there is a certain illness to love. And they’re a love-sick couple. So the love is warped.”  
GH: “But the moments they share are love and death.”  
JL: “It’s a bio-chemical romance on anabolic steroids....”  
Jared holds up a neon clu’pon marked “TASTE.”  
GH: “You want to use another glo’bar?”  
JL: “Harley is making me hungry. You know, she’s really the enchantress of the movie.”  
GH: “There is no clear hero in this movie.”  
Jump cut to ghostess delivery of a micro-bite taste of the finished treat.  
JL: “Wow, that is definately better than a Rice Krispie. Whatever it is, it’s way better -- is it an icecream?”  
GH: “Do you want to blogroll the ingredients now?”  
JL: “I think I’m ready.”

Clue #3, a vertical blogroll scrolls upward, which lasts approximately one and one half seconds. It’s literally as fast as a retina screen SWIPE.

Jared decides to also take on Clue#4 while his senses are peaked. He must try to sequence as many of the ingredients as he can recall from his palate and from the view of the blogroll. If he gets three or more ingredients, in the correct sequence, he can win a third glo’bar, and watch the blogroll again. (Recipes typically showcase their ingredients in order of their dominance, as well as their priority in the cooking process. So this is the logic that the player must use.) Jared’s middle name may as well be “Betty Crocker,” because he has sequenced all but two ingredients, which he hasn’t guessed yet. This feat, however, earns him another neon glo’bar, which will give him a pictogram clue of one more ingredient, followed by a blip speed view of the blogroll, a double-dipped clue for exceptional gameplay. Plus, with the pantry grab coming, he can also buy the final ingredient. Depending on how this last round goes, as the remix begins to wrap up, Jared also has a chance to scare off the ghost and make the haunted castle a little safer for the next guest star and guest host who come to visit.

BREAK

SEGMENT 4 *(1:15 min.)*

GH: “Tell me about the squad. How does the group function as a unit?”  
JL: “They all have their own desires.... But, The Enchantress brings a world that is stranger than the one the squad has known. So to fight or die is their only choice.”  
GH: “We know they’re bad guys who have to face-off against a supernatural threat. But your character seems unaffected by this threat.”  
JL: “She’s a personification of pure energy. Sort of the original state of nature. She wants to give everyone the desires of their heart. But really The Squad has to be told whether she’s good or bad...”  
GH: “So it’s not what it looks like. Sucking the life force out of everything is a different system than Pentagon coercion...”  
JL: “It’s actually kind of blurry. But The Joker is really in a different story. The ending hints at their relationship. There’s kind of a Mr. and Mrs. Smith thing going on. But we never actually see much of it.”  
GH: “I think Suicide Squad paints this picture where you’re not sure who or what is good or evil. I don’t think it’s too far fetched to say that Superman is the unseen villain in this movie.”  
JL: “Yeah, Amanda Waller. She’s afraid of Superman.”  
GH: “It’s definately not The Joker... I think you have one more clue.”

Clue #5 crosses the mediascape: “a glowing, blinking arrow.”

GH: “Time to go to the pantry.”  
JL: “Can I use my last glo’bar to eliminate an ingredient?”

Jared gets another pictogram which shows a “coconut tree” and a “wood chipper.” There are sound FX with these two graphics.

JL: “I’m adding shredded coconut flakes to my recipe remix.”

BREAK

SEGMENT 5 *(30 sec.)*

Jared picks an ingredient from the cupboard, which has the same price tag as the amount the food brand has agreed to match against his donation to a charity. Jared picks carefully from the pantry considering a limited array of ingredients, consulting the memory of his palate. “I’m going to go with cardamom.” The ghostess is pleased with Jared’s selection, and (in Jared’s case) the last ingredient is finally locked in, giving a heavenly glow to the kitchen as an enlightened ghostess breaks out the Enchantress Bars.

We see a SUPER of the final recipe beside the dish on the counter. Jared and the guest host eat from the plate of Enchantress Bars.

GH: “What would you change about yourself, giving what you know about your character?”  
JL: “Umm... I’m a method chef. So, I think if The Joker needs to work on a recipe for Harley, they should maybe get out of Gotham and find some coconuts.”

EYECATCH / EXIT *(15 sec.)*

The logo animation and final credits.