

YouTube Red Episode 1 Hosted by Sean Nuclamos

# NIGHT FRIDGE

## Late Night Cooking Special

In the Night Fridge kitchen, celebrities reinvent their favorite foods. Whether it's delivery, microwave, takeout, or scratch, recipe remix features one of your favorite media stars sharing news from their current project in TV, movies, music, gaming, sports, art, politics, or publishing. But be sure to bring your own bag of groceries, because the Night Fridge kitchen is *h a u n t e d* -- and attached to your PayPal account. (Proceeds go to your favorite charity.) **OUCH!** That jar of strawberry jam cost you \$2K. **(But that is the price of a special ingredient that can make your charity famous!)**

Celebrities pick a character that they have played, may be working on -- or will invent one on the spot from the Night Fridge character cupboard -- which will also operate as the basis of the "character interview" dynamic.

The Night Fridge kitchen features a front projection modular set, with immersive audioscape, which will place the host, and interviewee, into the storyworld of the "new release" project -- where inline clues gamify the celeb's recipe remix.

Video clips, graphics, sound FX, and dialogue blurbs are piped in for tweeking out old recipes, as the viral interview unfolds. The hands-on interview lets fans experience the Night Fridge ambience while playing along as the clues break -- unlocking the "haunted" kitchen's viral version of the featured food.

Emergency Beverage VM and Realtime Driverless Food Delivery Service Cam



## NIGHT FRIDGE RAISES MONEY FOR CHARITABLE CAUSES AND PROMOTES RESPONSIBLE MEDIA WITH YOUR FAVORITE CELEBRITIES AND ALLSTARS.

"The Night Fridge show brings a brand new celebrity interview format to late night TV, using a mashup of user-gen persona, snack foods, and viral storytelling."

YOUTUBE - S P E C I A L S E R I E S



This is the world we live in. An inside out television story that you can put in a microwave.

SN: "I'm about to eat the world's first gorilla sandwich. If you have a banana laying around the house, you're half way there."

FROM INSIDE THE TELEVISION COMES NEW VIRAL FOODS WITH CHEF NUKE!

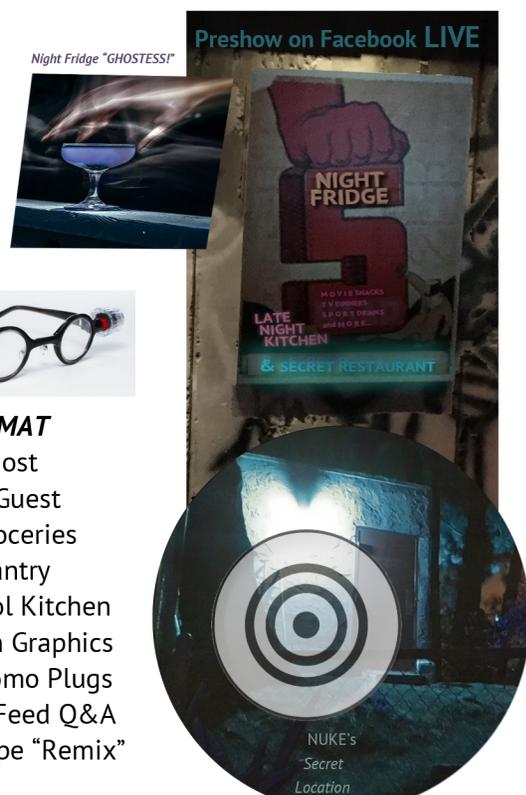


Meet unicorn Chef "Nuke," Sean Nuclamos' alter ego.

YouTube channel launches "Stomach" franchise. "TURN IN A PB&J, COME OUT WITH A GORILLA SANDWICH!"

Night Fridge is "Nuke's" personal YouTube cooking channel. Dugged-out in his parents' garage, Nuke's make-shift kitchen provides Sean with a creative outlet for working out his food issues related to allergies, body image, and (storyline) obesity. (These episodes will be released as part of the pre-theatrical campaign.) But taking the show at face value, Night Fridge can serve as a platform for character and storyworld teasers, coordinating release schedules and promotional tours with original viral fan content based on a cross-hatch of improv, fan-based interview questions, and a snack-clue cooking set. Night Fridge flips the late night celebrity interview format upside down by presenting a self-interview showcase that mixes spooky with spoofy, and creative with charity.

### STARTS this FALL



#### SHOW FORMAT

- +Unicorn Host
- +Fictional Guest
- +Bag of Groceries
- +Charity Pantry
- +Snack Tool Kitchen
- +Projection Graphics
- +Media Promo Plugs
- +FB News Feed Q&A
- +Viral Recipe "Remix"



Kitchen avatar on holographic mediascape from visual fridge module.

# NIGHT FRIDGE

## Late Night Cooking Special



**YouTube Red** Sponsored by SAMSUNG SMART FRIDGE  
Episode 1 Hosted by Sean Nucleamos

### LOGLINE

During a promo interview for a new release project, a connected LED smart fridge helps celebrities transform their old snack food recipes, using a stream of viral visual and sonic clues, built into the surroundscape of a “haunted kitchen.”

### MEDIA SPECIFICATIONS

**CONNECTED FRIDGE** (*custom smart technology*)

#### Optics, Sensors and Audio

1. The Night Fridge refrigerator features a front-facing camera (linked to FB face detection); an in-fridge fisheye POV lens, for direct-vlog confessionals; Harmon/Kardon external speakers built into the aluminum and LED housing (for “talking” fridge TTV connection with IBM’s Watson system and conversational bot).

**SOUND STAGE ENVIRONMENT** (*mediascape*)

#### THX / Visual FX

2. The sound stage features a front projection graphics display for integration with FX-based media plugins and promotional packages (content featured per each character-driven episode). Combining VFX and THX enables an immersive experience for guests who must locate clues in the “haunted” kitchen environment.

**NIGHT FRIDGE FX KITCHEN** (*modular cookspace*)

#### Influencer Host / Celebrity Guest

3. The celebrity guest list will be queued to new release projects across all media platforms and outlets. The surround sound pipeline and interactive wifi kitchen is wired for a rich media and ambient recipe experience layered with onscreen and projection graphics, sound FX and music cues, with featured media clips arranged for the Night Fridge immersive mediascape.

### BRAND/PRODUCT INTEGRATION

Each episode features a celebrity guest who will perform a “character interview,” part project promo and part recipe remix.

The interview will contain a FB fan feed, which in part serves as source for the Q&A. However, the celebrity guest must address the vice or virtue of the work they are promoting, which also can function as the inspiration for the potentially viral snack foods they are presenting. The Q&A format will anticipate highlighted news bytes, POV, a charitable cause, and any actionable takeaway intended by the ongoing campaign for the promoted project.

By recycling snack foods with celebrities in a late night high-tech format, a creative hybrid between the press junket, talk show, and reality-based cooking, allows fans a new way to access the latest news, while getting chill time with their favorite media stars and public figures.

Product integration is noted for big and baby food brands, whose products can be coordinated with programmatic and targeted ad buys, making Night Fridge an online resource where celebrity endorsement complements spotlight food products. (*Night Fridge segments can be repurposed as viral branded spots aligned for online native video, or cable/broadcast ads, making Night Fridge a dual platform for media promos and capture of naturalized branded content marketing.*)