



Target ULTIMATE DORM DESIGN

Ultimate Dorm Design

For many, college is the beginning of adulthood. And that adulthood comes with a lot of firsts; from doing your own laundry to eating an entire pie for breakfast. College students are finding out who they are by the daily choices they are making. One of the major decisions they make is how to decorate their dorm rooms. The Ultimate Dorm Design gives students a chance to bring to life their dream living space and express who they are with the help of some very cool people.



YOUTH, FREEDOM & STYLE



One Influencer + One Television Production Designer + One Real College Student = **Living Your Best Year Ever.**

Seven online influencers, each with a personal connection to a college campus, give seven REAL students a dream dorm makeover! Be it their alma mater, a family legacy, or someplace they've always wished they'd gone, the seven influencers will infuse their online persona into seven spectacularly unique dorm room makeovers. But they're not tackling this project alone. The influencers bring a professional production designer to help turn their vision into reality. For over 20 years, Bunim/Murray Productions has worked with the top production designers to create the most tricked out homes ever to grace MTV. Now, with the guidance of our influencer and one dynamic current college student, the designer will transform their dorm into a space rich with Target products, and ripe with possibilities for living their best year ever.

Each story will play out over a three episode arc. This is to ensure maximum Target exposure, engagement and retention of viewers.



Sample: Three Episodes in One Arc

FreddieW *(Influencer)* // USC Film School Alumni

Episode A Breakdown

- // FreddieW meets Chuck Aubry (production designer) on the USC campus to find our real college student who will be receiving the ultimate dorm makeover.
- // FreddieW and Chuck meet the college student, get a good look at his space and sit down to hear what they envision as their perfect dorm space.



FreddieW // 6.8MM Subscribers

Episode B Breakdown

- // Brief recap of episode A.
- // Chuck brainstorms a plan.
- // Off to Target! The entire group visits the City Target in downtown LA to find the products needed.
- // Chuck sends FreddieW and the college student out for a tour of the campus.
- // FreddieW shares memories of the campus with the college student while we see Chuck working magic back at the dorm room.

Episode C Breakdown

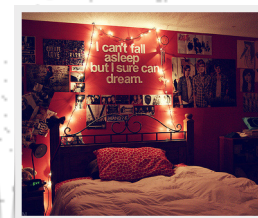
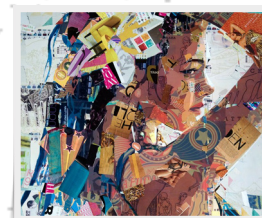
- // Brief recap of episode B.
- // FreddieW and the college student head back to see the dorm.
- // THE BIG REVEAL.
- // Chuck walks the college student through his new space.
- // Final Target product round up as FreddieW and the college student highlight their favorite parts of the room.

Supplemental Content & Engagement

How did they do that?

In *How Did They Do that?* our influencer and production designer will teach the college student how to make the most of their space. For every dorm room transformed there will be two MAKE IT YOURSELF moments. These moments will showcase design tips that truly put the FUN in functional. Each influencer arc will include one moment that is centered around the dorm room transformation (i.e. Creating a coffee table top that is a collage of favorite pictures) and one that is more general (i.e. No Bake PB S'mores to win over your crush).

This will create a five video content plan for each influencer which will roll out over the course of one week.



Content Schedule

Mon	Tue	Wed	Thur	Fri
Episode A Airs	<i>How Did They Do that?</i> Airs	Episode B Airs	<i>How Did They Do that?</i> Airs	Episode C Airs
The introduction episode.	This will be the general “life hack episode” i.e. No Bake PB S’mores to win over your crush.	Lets get this room transformed!	This will be the one centered around the dorm makeover and will act as a tease to Episode C.	THE BIG REVEAL!

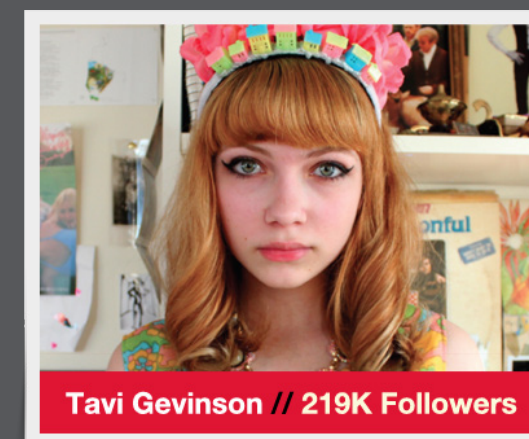
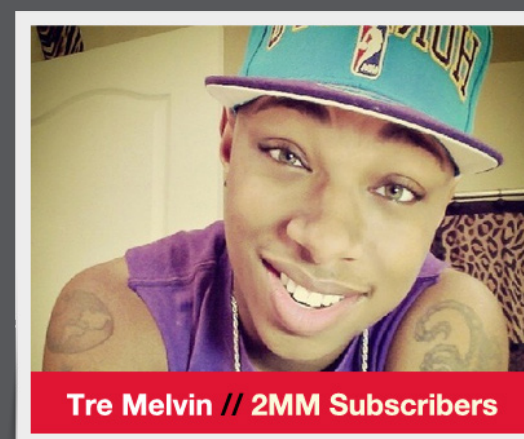
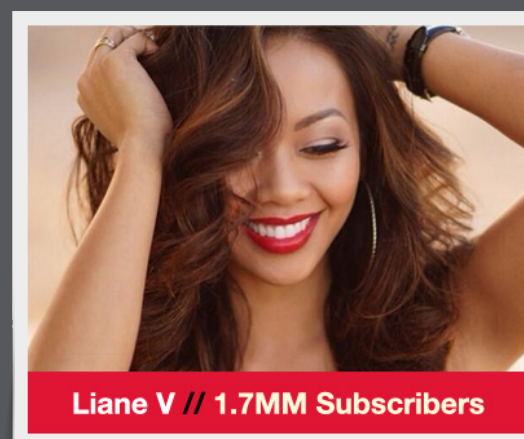
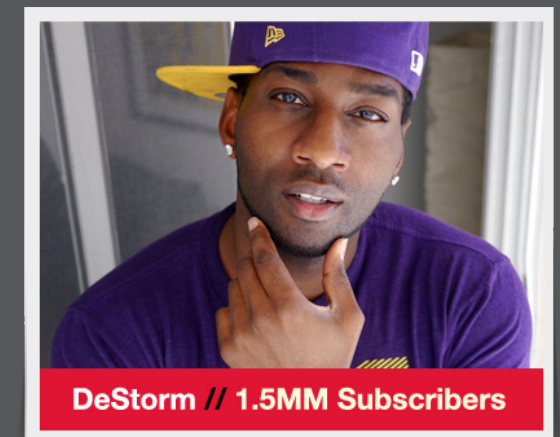
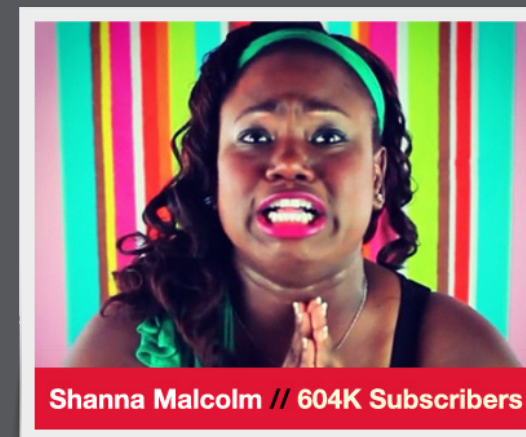
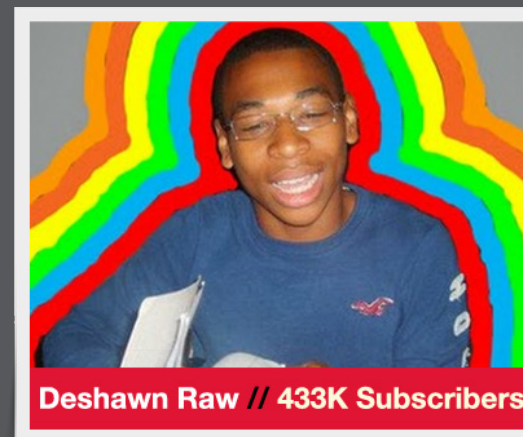
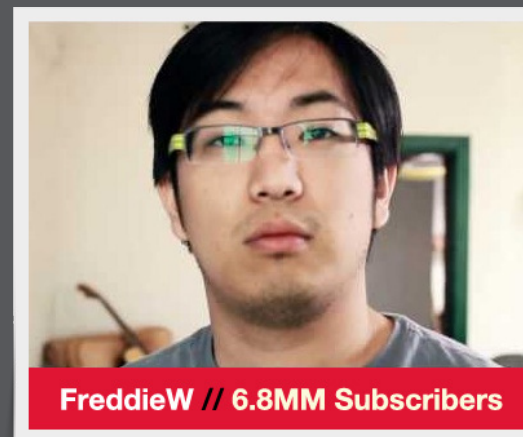
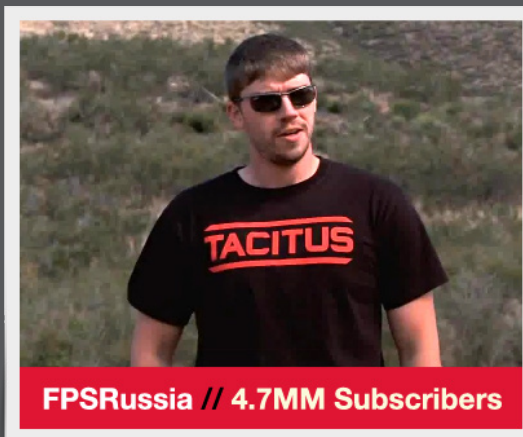
From Bunim/Murray’s experience the strongest days to post content for the 18-24 demographic is Monday and Friday. By putting our introduction video and finale on these days we believe you will see greater retention during the week.



Casting

Influencers

// Bunim/Murray works with top online influencers:



Casting (Cont'd)

Real People

After 21 years, BMP has refined the reality casting process. We will carefully and strategically choose larger than life, awesome characters as the “real people” who have a real stake in transforming their room and will be guaranteed to deliver an amazing reaction. We suggest doing open calls at the chosen college locations to expedite the process and give additional opportunity for Target to have BTC branding directly hitting the targeted demographic. Additionally, all applicants whom move to the next round will fill out a personalized **Ultimate Dorm Design** questionnaires and will have interviews recorded so all parties involved can properly review potential candidates.

Why BMP?



Why BMP?

(Note: Bullet points are clickable hyperlinks)

- // Jon Murray & Mary Ellis Bunim are credited with creating the genre of reality television. Breaking the rules and trying new things is in our DNA.**
- // We captivate viewers because we know how to turn even the shortest content into a compelling story.**
- // We believe every show must find its own style.**
- // We have fun with transitions and colors.**
- // We are a full service company. This is what we do and who we are. Password: we are bmp**



Bunim/Murray
Productions

A Banijay Group Company

Daniel E. Tibbets

SVP Digital Media

dtibbets@bunim-murray.com

818.267.3512

Fabian Andre

EVP of Business Development

fandre@bunim-murray.com

818.756.5255

Erin Cristall

SVP of Creative Development

ecristall@bunim-murray.com

818.756.5235