Super Bowl's Greatest Commercials ***Graphics Package Concept 01***

1.

2.

3.

4.

5.

6.

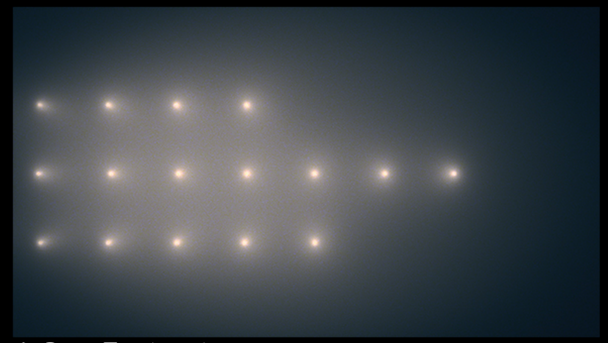
Lowerthird

Countdown

Fragmented, glitch like design mixing Superbowl imagery, graphic shapes, icons and commercial clips contained within the rectangular shapes.

sheen

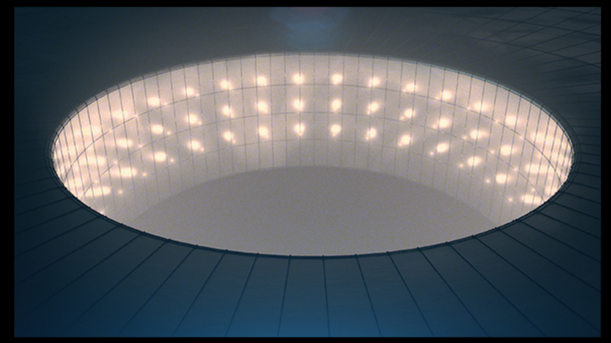
Super Bowl's Greatest Commercials ***Graphics Package Concept 02***



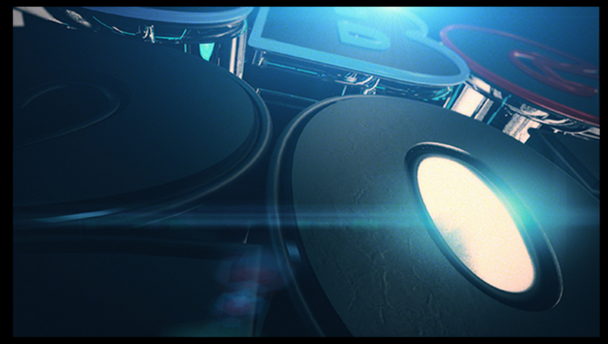
1. Open Treatment

2.

3.



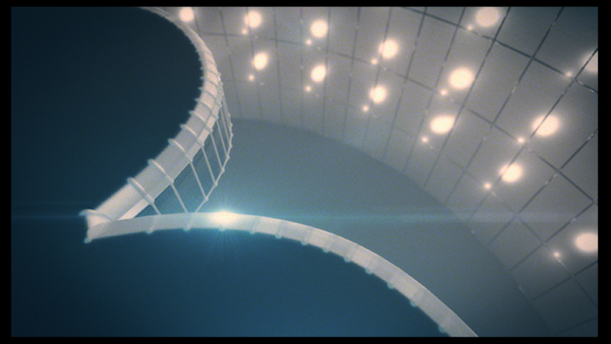
4.



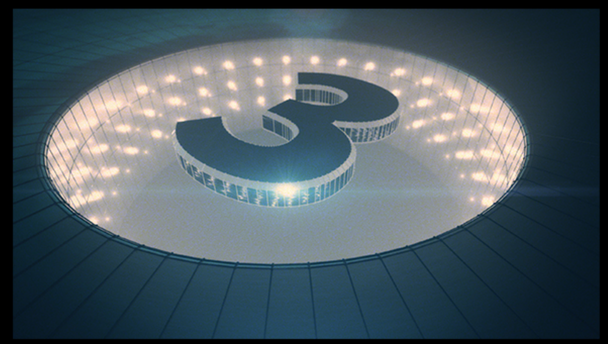
5.

6.

Lowerthird



1. Countdown transition sequence



2.

3.

Using the forms of the logo typography to suggest the scale of a stadium we create a larger than life big sports feel to highlight 20th aniversary of the show.

sheen

1.

2.

3.

4.

5.

6.

7.

Lowerthird

Countdown

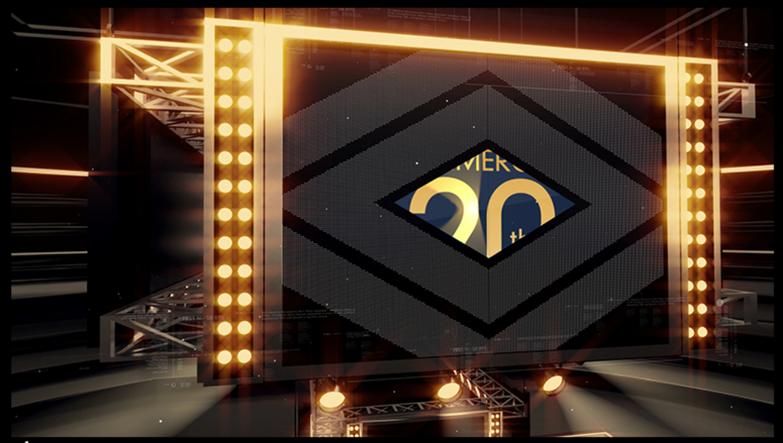
"Black Tie Event"
Bold classy design showcasing winning commercial highlights and various SBGC looks from over the past 20 seasons. Recognizable elements from the commercials are cut out and re-composed in 2.5D space with big letter forms from the SBGC logo. It ends with a wall of videos and flash of light with white gold confetti, which reveals the main title. The countdown graphic uses the same classy typeface over heavily blurred video from the commercial, capturing the colors for a variety of backgrounds which are also embellished with lighting fx and confetti. Bug w/ Lowerthirds are clean and simple with lighting fx and confetti.

Super Bowl's Greatest Commercials ***Graphics Package Concept 04***

1.

2.

3.



4.

5.

Lowerthird+bug

Countdown

This concept utilizes abstract stadium architecture and Jumbotron elements dripping in gold to create the atmosphere of a special event.

sheen

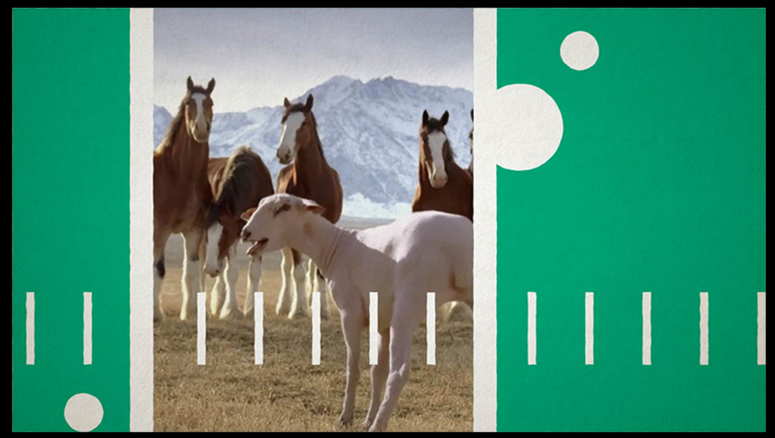
Super Bowl's Greatest Commercials ***Graphics Package Concept 05***

1.

2.

3.

4.



5.

6.

Lowerthird

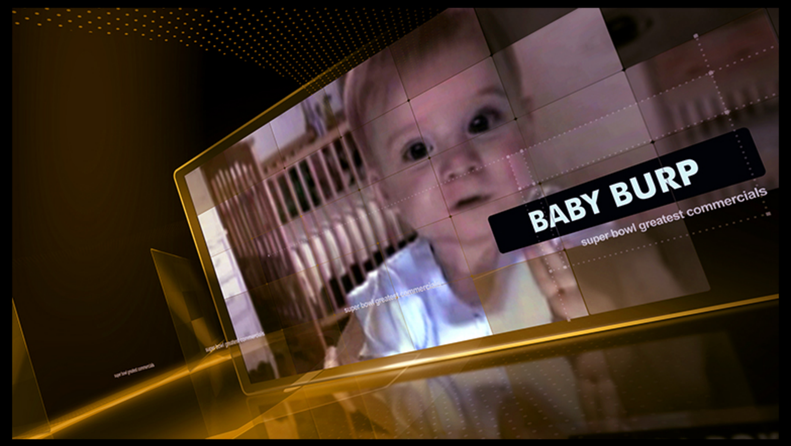
Countdown

Design hinting at retro posters. Simple, geometric shapes, retro colours and paper texture. The footage contained within circles or integrated into design shapes.

sheen

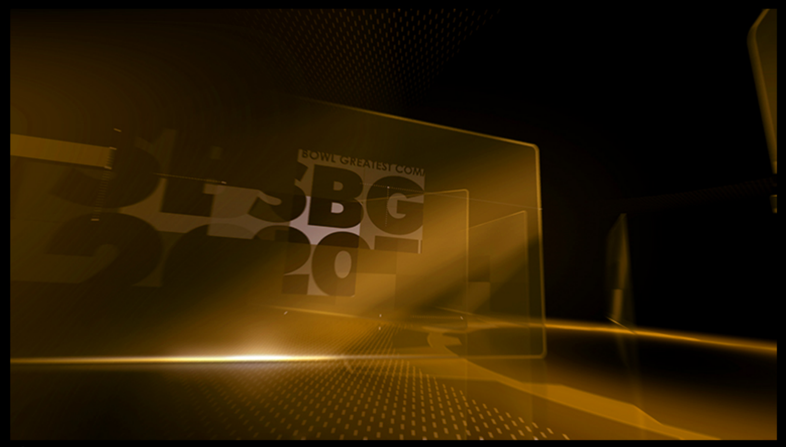
Super Bowl's Greatest Commercials ***Graphics Package Concept 06***

1.



2.

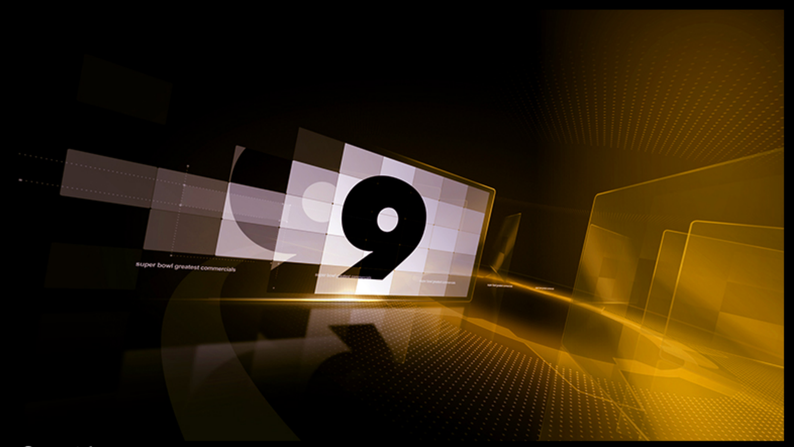
3.



4.

5.

Lowerthird+bug



Countdown

Glitzy glass and gold mix with big sports feel to create a special environment for the 20th Aniversary special.

sheen

Super Bowl's Greatest Commercials ***Graphics Package Concept 07***

1.

2.

3.

4.

5.

6.

Lowerthird

Countdown

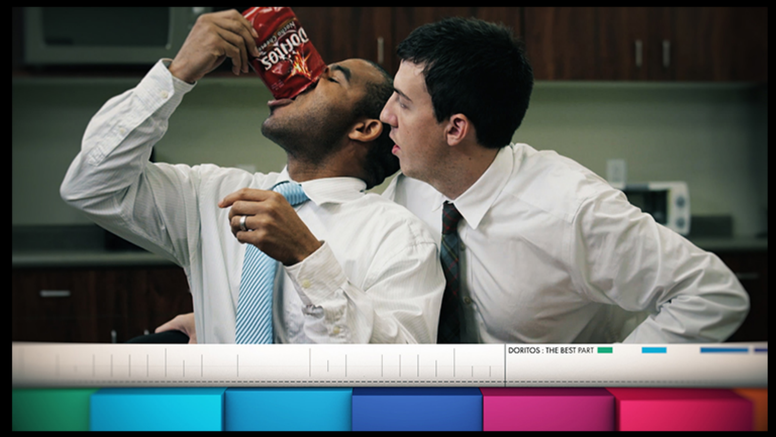
The limited colour palette and retro rounded shapes, tinted footage, transitions from scenes to scene using sliding rounded shapes.

sheen

Super Bowl's Greatest Commercials ***Graphics Package Concept 08***

1.

2.

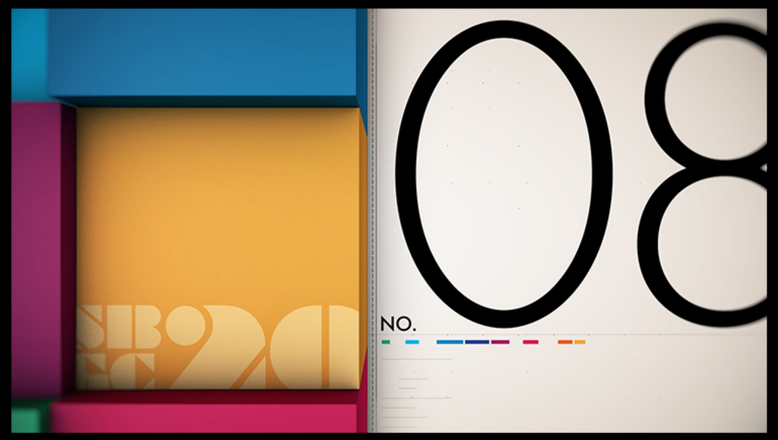


3.

4.

5. Alt Logo

Lowerthird



1. Countdown

2.

Brightly colored cubes pulse to the music over a clean background. Cuts and camera moves reveal clips of various commercials before resolving on the logo.

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Super Bowl Greatest Commercials 20TH Anniversary

Super Bowl Greatest Commercials 20TH Anniversary

1

SUPER BOWL GREATEST COMMERCIALS 20th ANNIVERSARY

2

SUPER BOWL GREATEST COMMERCIALS 20th ANNIVERSARY

Super Bowl Greatest Commercials 20th Anniversary

3

SUPER BOWL GREATEST COMMERCIALS SBGC 20th ANNIVERSARY

SUPER BOWL GREATEST COMMERCIALS SBGC 20th ANNIVERSARY

4

SUPER BOWL GREATEST COMMERCIALS SBGC 20 year ANNIVERSARY

SUPER BOWL GREATEST COMMERCIALS 20 year ANNIVERSARY

5

SUPER BOWL GREATEST COMMERCIALS SBGC 20th ANNIVERSARY

6

SUPER BOWL GREATEST COMMERCIALS 20th ANNIVERSARY

SUPER BOWL GREATEST COMMERCIALS SBGC 20th ANNIVERSARY

7

SUPER BOWL GREATEST COMMERCIALS 20th ANNIVERSARY

SUPER BOWL GREATEST COMMERCIALS 20th ANNIVERSARY

SUPER BOWL GREATEST COMMERCIALS 20th ANNIVERSARY

8

SUPER BOWL GREATEST COMMERCIALS SBGC 20TH ANNIVERSARY

SUPER BOWL GREATEST COMMERCIALS 20TH ANNIVERSARY

SUPER BOWL GREATEST COMMERCIALS SBGC 20TH ANNIVERSARY

9

SUPER BOWL GREATEST COMMERCIALS 20th ANNIVERSARY

SUPER BOWL GREATEST COMMERCIALS 20th ANNIVERSARY

SUPER BOWL GREATEST COMMERCIALS 20th ANNIVERSARY

10

SUPER BOWL GREATEST COMMERCIALS SBGC 20TH ANNIVERSARY

SUPER BOWL GREATEST COMMERCIALS 20TH ANNIVERSARY

SUPER BOWL GREATEST COMMERCIALS SBGC 20TH

11

SUPER BOWL GREATEST COMMERCIALS 20th ANNIVERSARY

SUPER BOWL GREATEST COMMERCIALS SBGC 20 YEARS ANNIVERSARY

SUPER BOWL GREATEST COMMERCIALS 20th ANNIVERSARY

12

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