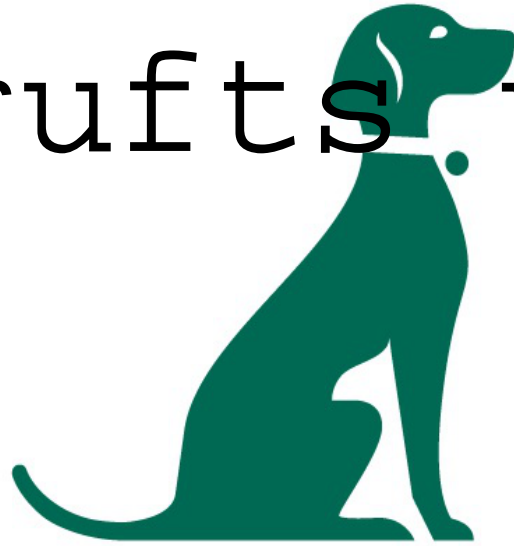


Crufts v001



Crufts

Duration: 00:00:23:00

Date: December 03 2021

THE KENNEL CLUB

Scene	Duration	Panel	Duration
1	03:02	1	00:01



Action Notes

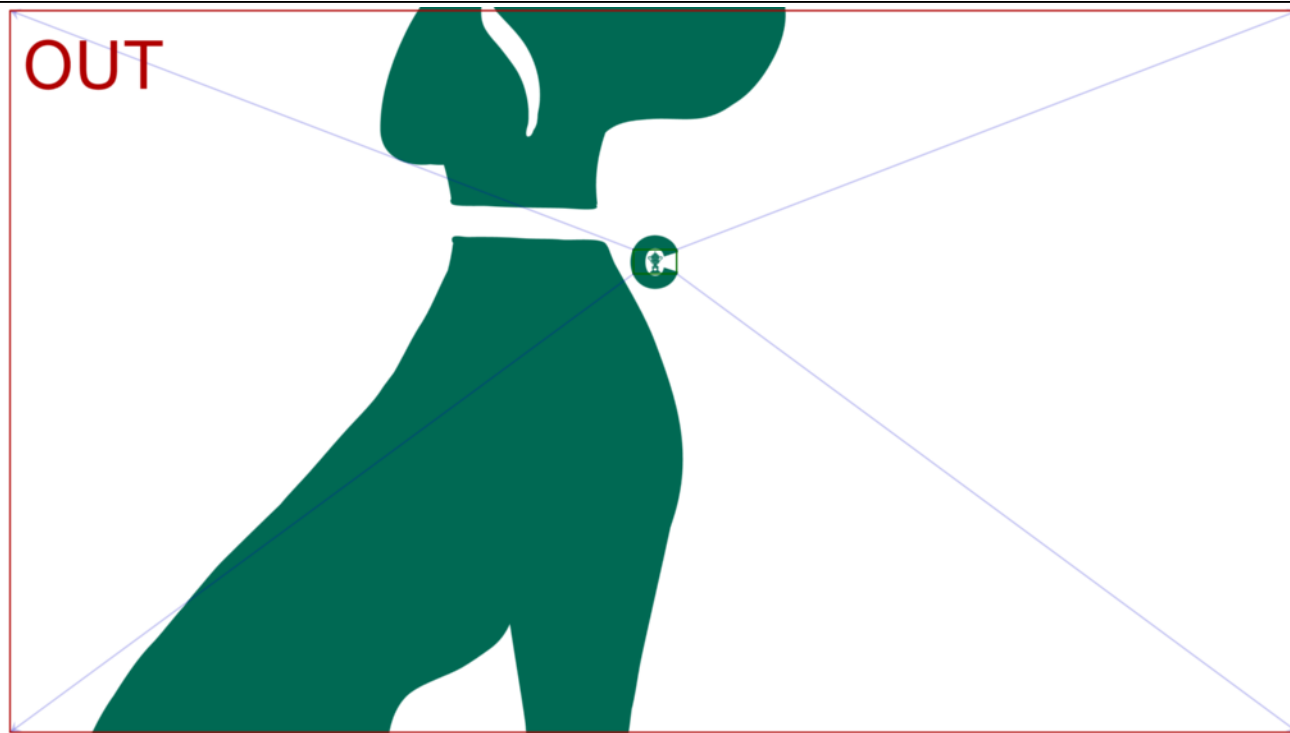
Graphic of Best in Show trophy, centred in abstract cameo (uppercase C in Crufts logo)

Notes

From frame 1 the Best in Show element of Crufts is highlighted - the reason why the contest, and the TV show exists.

The design is simple and impactful, only using the branding colours of green and white, reinforcing this colour combination in the audience's mind as Crufts, in the same way that red and white are associated with Coke Cola.

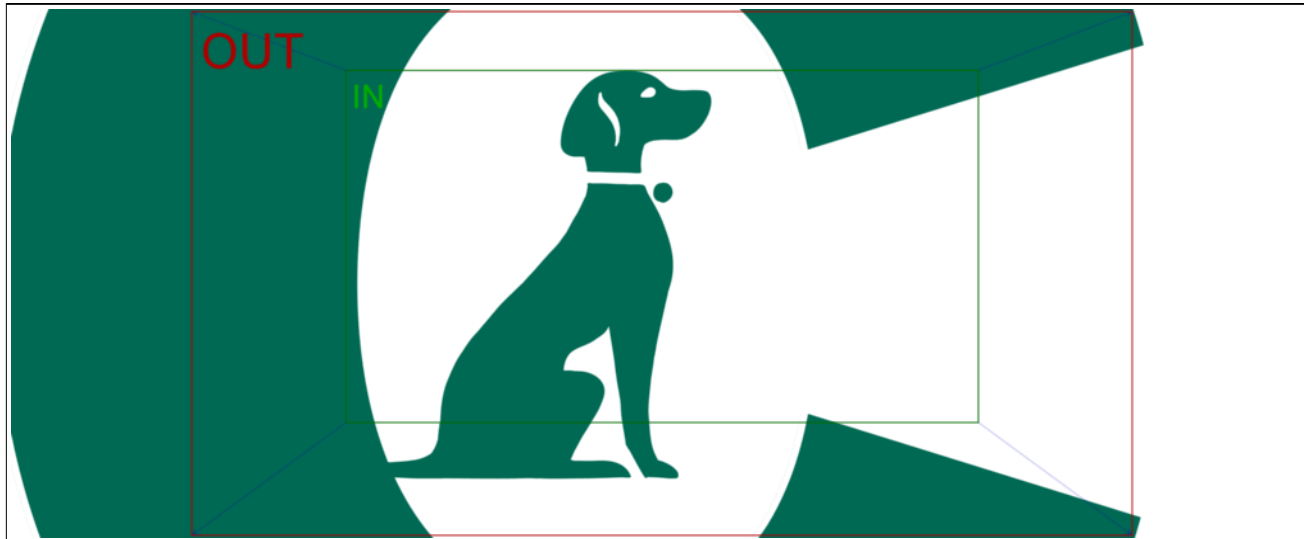
Scene	Duration	Panel	Duration
1	03:02	2	01:03



Action Notes

Crash zoom out to reveal Best in Show trophy encapsulated within Crufts uppercase C graphic is a small medallion on the Crufts dog's collar.

Scene	Duration	Panel	Duration
1	03:02	3	00:07



Action Notes

Settle on dog character further framed in Crufts logo uppercase C

Notes

The narrative arc of the title sequence describes the dog's journey through the competition to become 'Best in Show', the top dog.

Scene	Duration	Panel	Duration
1	03:02	4	00:12



Action Notes

Dog comes alive...

Scene	Duration	Panel	Duration
1	03:02	5	00:16



Action Notes

...and reacts engagingly to camera...

Notes

The dog will be animated throughout to communicate a real warmth and personality, an engagement with the audience that reflects the connection between the viewers and their own dogs.

Scene	Duration	Panel	Duration
1	03:02	6	00:07



Action Notes

...before leaping out of shot.

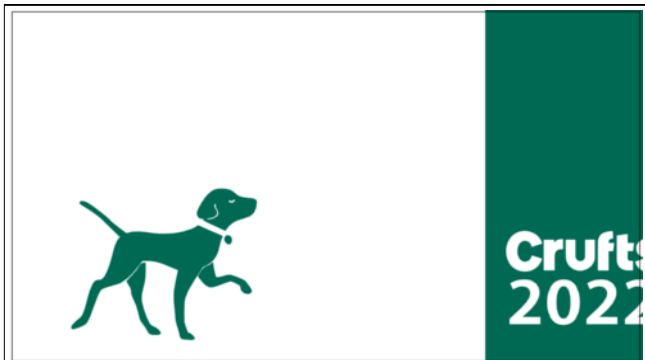
Notes

The dog has a confident, enthusiastic and happy personality, with a hint of self doubt - will he be top dog? He doesn't know, but he feels he could be.

Scene	Duration	Panel	Duration
1	03:02	7	00:06



Scene	Duration	Panel	Duration
2	02:00	1	00:10



Action Notes

The dog walks confidently towards a graphic representing the entrance to Crufts. The arch graphic is the lowercase R from the Crufts logo.

Notes

The dog will step and move to the beat of the music - lightfooted, confident and relaxed

Scene	Duration	Panel	Duration
2	02:00	2	01:05



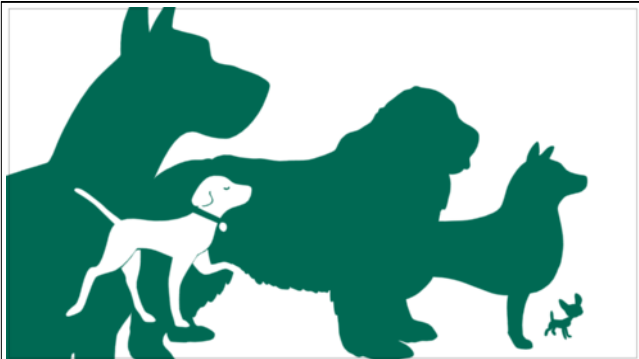
Scene	Duration	Panel	Duration
2	02:00	3	00:10



Action Notes

The dog enters Crufts

Scene	Duration	Panel	Duration
3	02:21	1	01:14



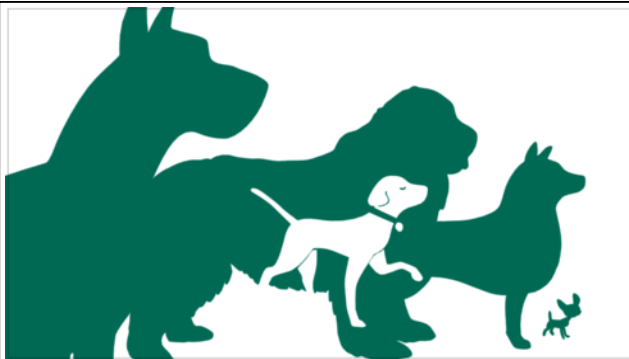
Action Notes

The dog walks through a space with other dog breeds. Although still confident, he looks around with some self doubt as he realises the enormity of the challenge infront of him.

Notes

Whenever the green dog crosses into green he will become white, and vice versa.
The other dogs will move a little to keep the shot alive, but the focus of the action is on 'our' dog.

Scene	Duration	Panel	Duration
3	02:21	2	01:07



Scene	Duration	Panel	Duration
4	02:10	1	01:00



Action Notes

Cut to FLYBALL sequence.
2 dogs - possibly Greyhound or Border Collies run at high speed right to left. (in contrast to the ever moving forward main character dog)
The lane graphic is the Crufts lowercase U, rotated.

Notes

There are two main components of Crufts, as a TV show; the judging which leads to the crowning of Best in Show, and the more televisual action competitions - Flyball and Agility. All these components are reflected in the title sequence.
The through story is the Breed judging and Best in Show, intercut with Flyball and Agility.

Scene	Duration	Panel	Duration
4	02:10	2	00:05



Scene	Duration	Panel	Duration
4	02:10	3	00:02



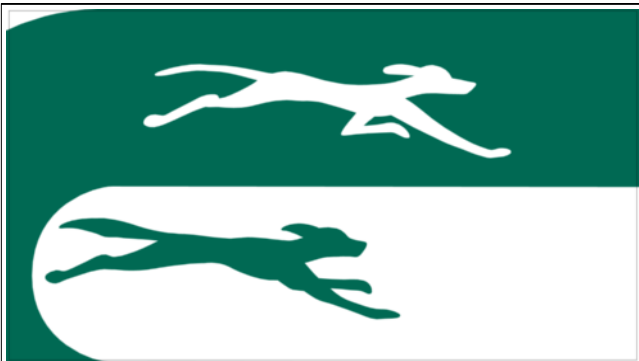
Action Notes

The dogs grab the balls and run back,
left to right

Scene	Duration	Panel	Duration
4	02:10	4	00:03



Scene	Duration	Panel	Duration
4	02:10	5	00:20



Scene	Duration	Panel	Duration
4	02:10	6	00:05



Scene	Duration	Panel	Duration
5	08:03	1	00:04



Scene	Duration	Panel	Duration
5	08:03	2	00:04



Action Notes

The U graphic rotates to it's upright position revealing the Best in Show trophy, reversed out in white.

Notes

This reinforces the main theme of the titles and main purpose of the competition after the high energy action of the Flyball sequence.

Scene	Duration	Panel	Duration
5	08:03	3	00:12



Scene	Duration	Panel	Duration
5	08:03	4	00:17



Scene	Duration	Panel	Duration
5	08:03	5	00:15



Action Notes

'Our' dog is revealed walking through the negative space of the trophy, his eyes closed, focussing his mind on the goal, his dream - Best in Show.

Scene	Duration	Panel	Duration
5	08:03	6	00:19



Scene	Duration	Panel	Duration
5	08:03	7	00:02



Scene	Duration	Panel	Duration
5	08:03	8	00:06



Action Notes

Zoom in to trophy...

Notes

The zoom in represents the focus and build up of the competition stage.

Scene	Duration	Panel	Duration
5	08:03	9	00:02



Action Notes

...wipes to reveal...

Scene	Duration	Panel	Duration
5	08:03	10	01:10



Action Notes

... 3 similar dogs (the same breed) stand on a rotated lowercase F graphic, symbolising in the viewer's mind, the first, second and third place podiums used in sports events.

Notes

This scene represents the individual breed judging stage of the competition.

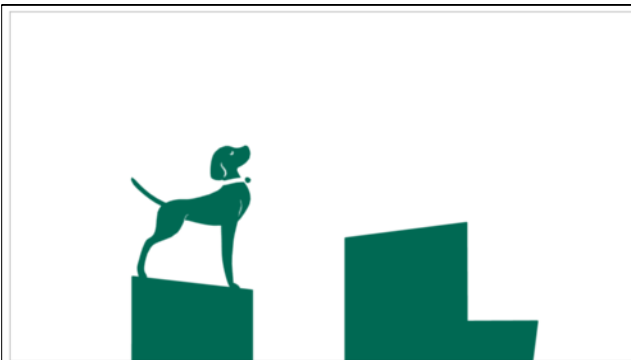
Scene	Duration	Panel	Duration
5	08:03	11	00:02



Action Notes

The central 'podium' rises revealing 'our' dog in first position, literally rising through the ranks.

Scene	Duration	Panel	Duration
5	08:03	12	00:06



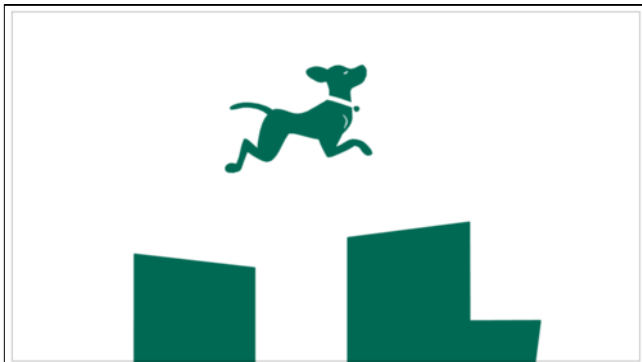
Action Notes

'Our' dog continues to rise to meet his next challenge, represented by the top of the lowercase T.

Scene	Duration	Panel	Duration
5	08:03	13	00:04



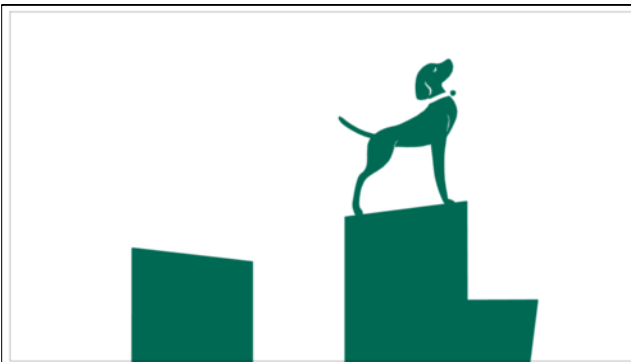
Scene	Duration	Panel	Duration
5	08:03	14	00:08



Action Notes

He demonstrates his prowess, poise, proportions, gait and balance as he leaps across; another hurdle accomplished...

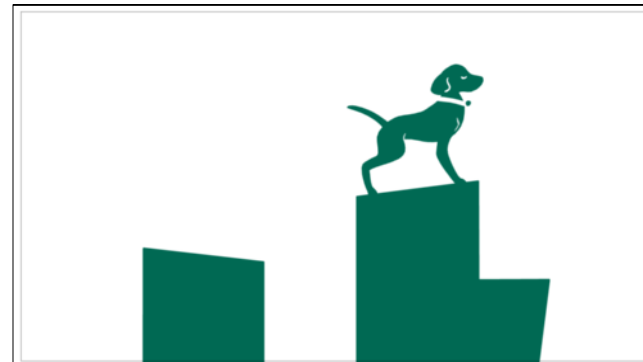
Scene	Duration	Panel	Duration
5	08:03	15	00:08



Action Notes

...as his confidence grows

Scene	Duration	Panel	Duration
5	08:03	16	00:04



Scene	Duration	Panel	Duration
5	08:03	17	00:04



Action Notes

The dog leaps off the T.

Scene	Duration	Panel	Duration
5	08:03	18	00:01



Action Notes

AGILITY sequence.
The dog runs through the flexible pipe (lowercase S), which bends and flexes as he runs.
PAN up with the action.

Notes

The Agility competition is the action appetiser prior to the final day Best in Show announcement.

Scene	Duration	Panel	Duration
5	08:03	19	00:05



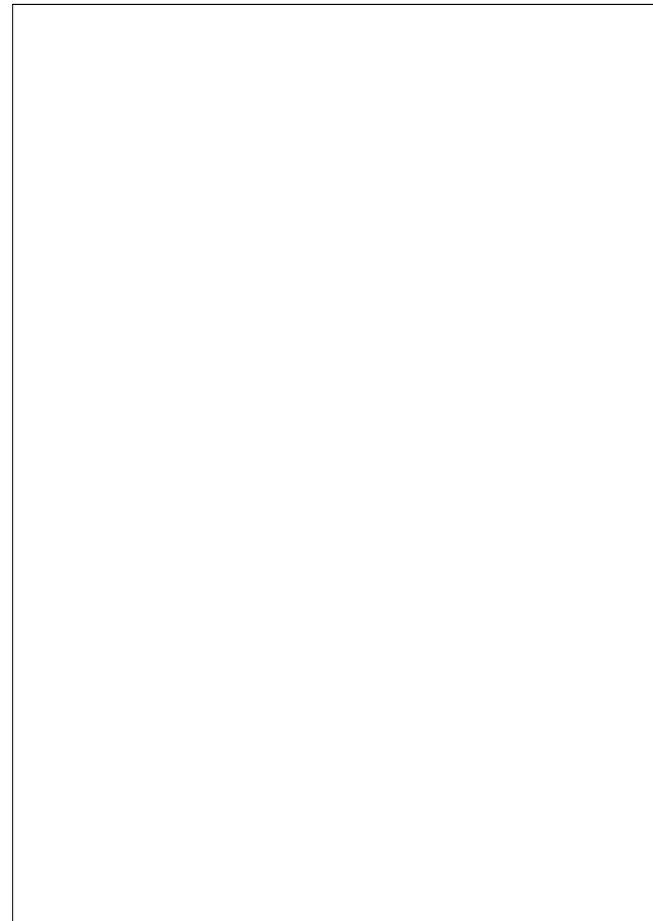
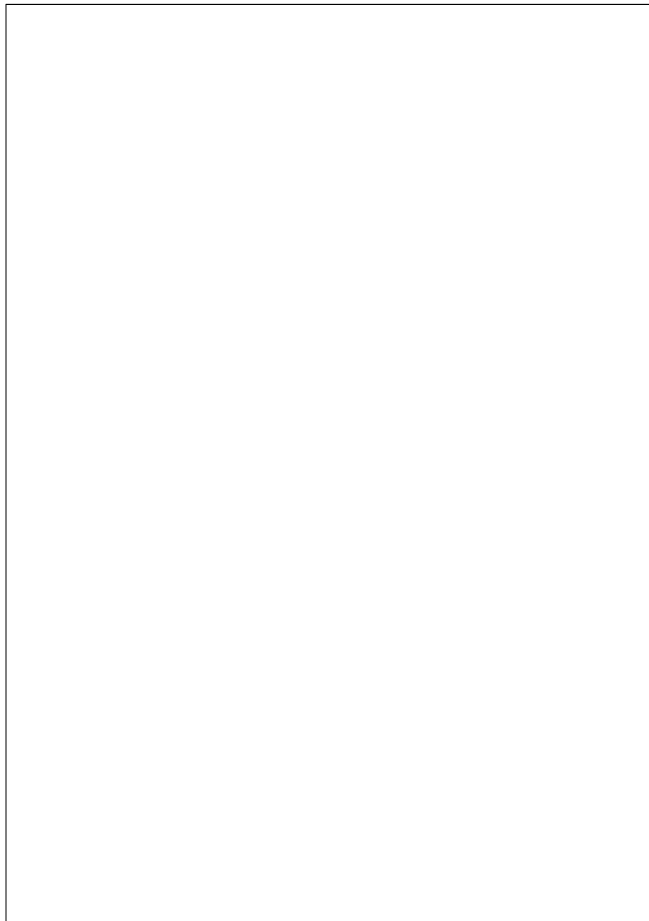
Scene	Duration	Panel	Duration
5	08:03	20	00:06



Scene	Duration	Panel	Duration
5	08:03	21	00:06



Scene	Duration	Panel	Duration
5	08:03	22	00:06



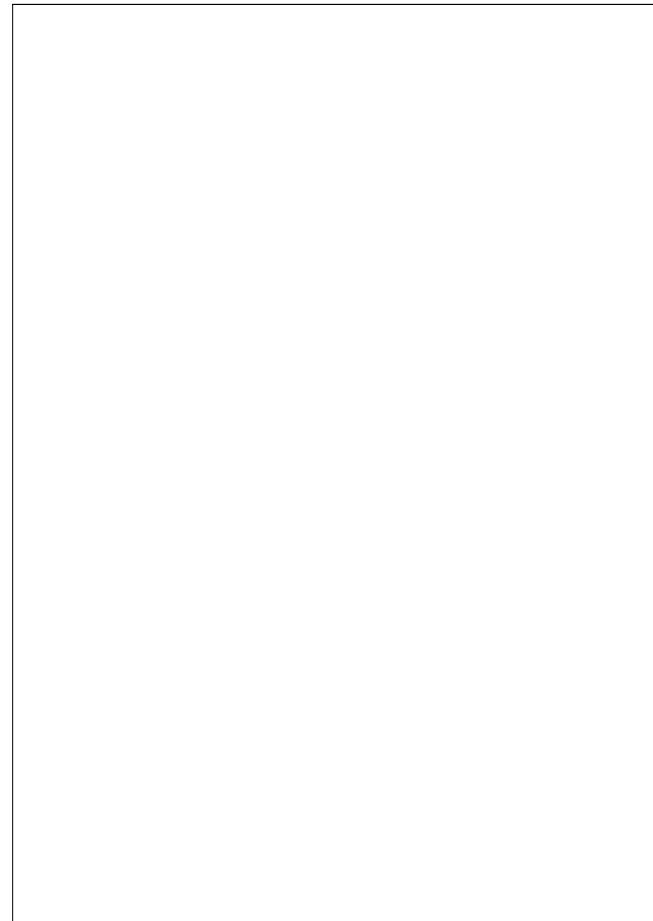
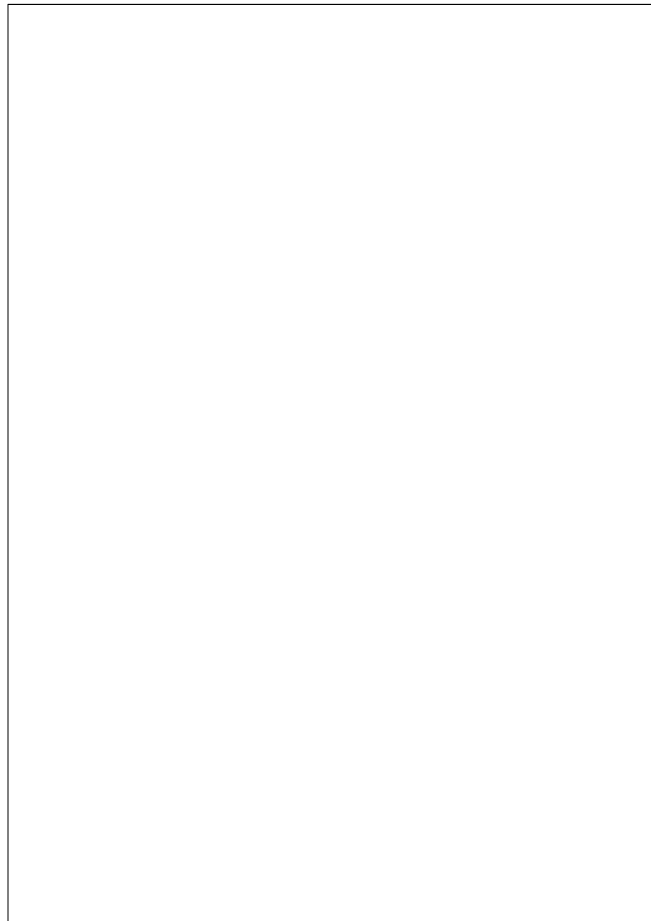
Scene	Duration	Panel	Duration
5	08:03	23	00:07



Scene	Duration	Panel	Duration
5	08:03	24	00:06



Scene	Duration	Panel	Duration
5	08:03	25	00:01



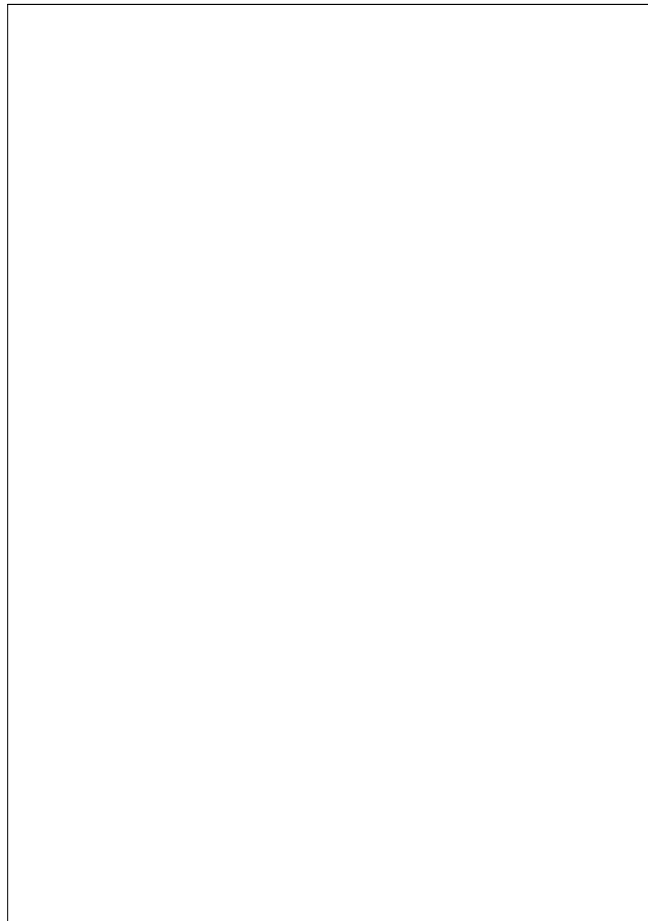
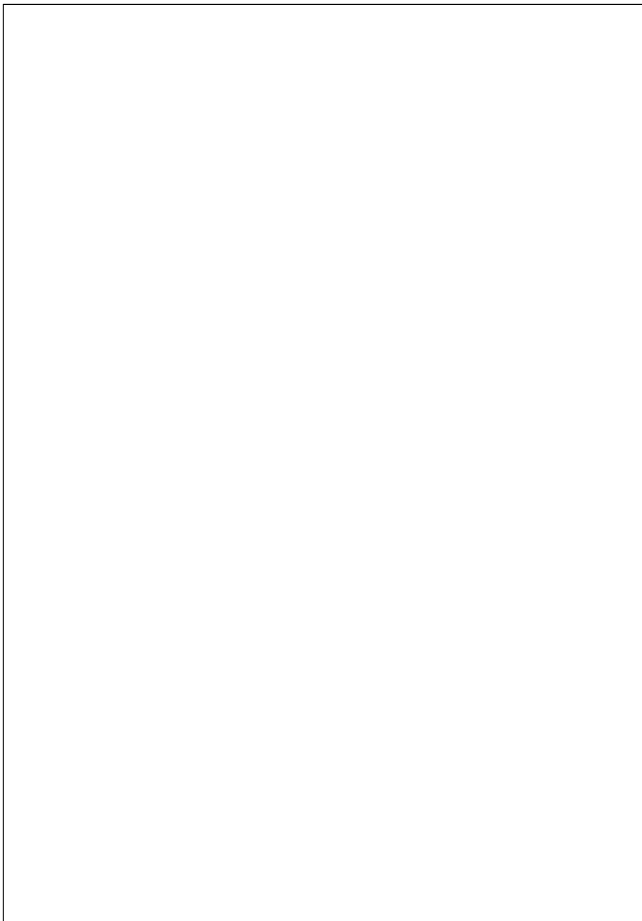
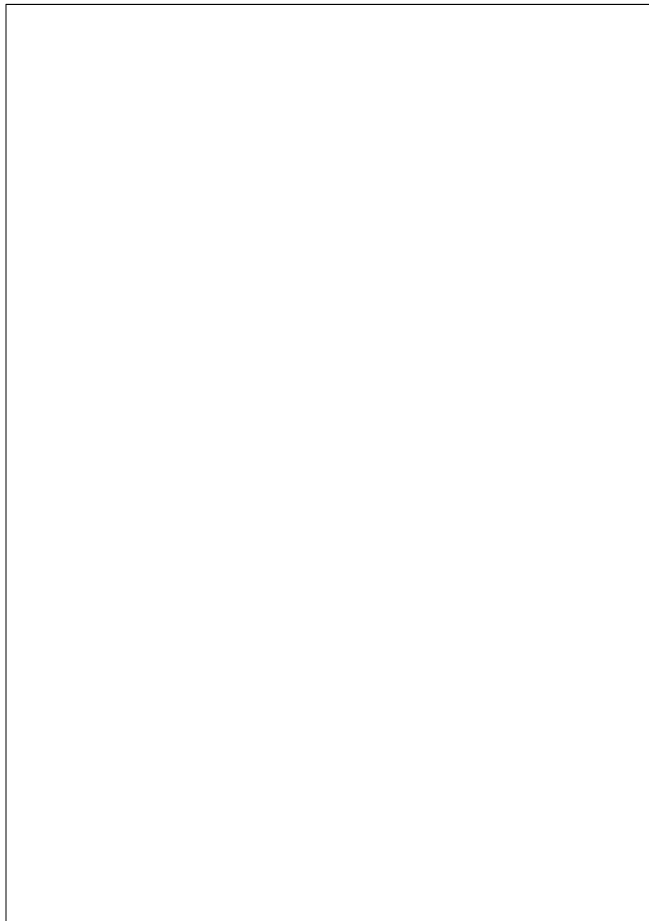
Scene	Duration	Panel	Duration
5	08:03	26	00:06



Scene	Duration	Panel	Duration
5	08:03	27	00:01



Scene	Duration	Panel	Duration
5	08:03	28	00:03



Scene	Duration	Panel	Duration
5	08:03	29	00:03

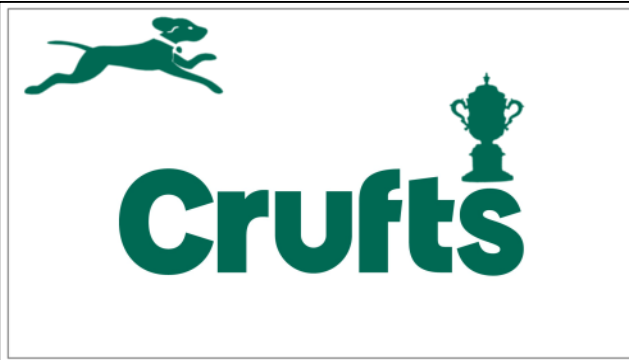


Action Notes

Zoom out from S to reveal that all the previous action in the title sequence has occurred with the Crufts logo - at Crufts.

Over the final letter sits the Best in Show trophy.

Scene	Duration	Panel	Duration
6	04:14	1	00:04



Action Notes

Our dog enters supremely confidently...

Scene	Duration	Panel	Duration
6	04:14	2	00:04



Scene	Duration	Panel	Duration
6	04:14	3	00:04

Scene	Duration	Panel	Duration
6	04:14	4	00:21

Scene	Duration	Panel	Duration
6	04:14	5	00:09



Action Notes

...and strikes a victorious winner's pose...

Notes

Year graphic reveals (to be changed annually).

Action Notes

... with a quick, happy look to camera to show he's the same, happy, warmhearted dog he always was, and is.

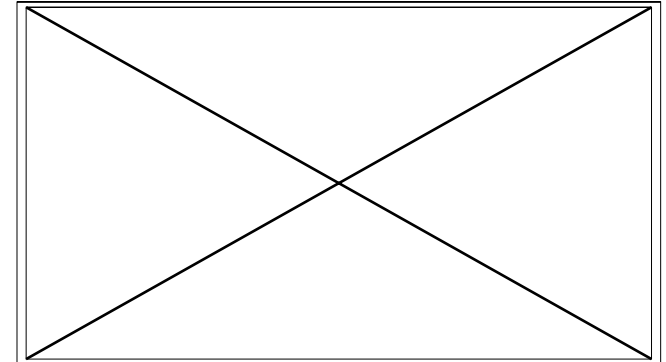
Notes

The look to camera, reminding the audience that the dog has enjoyed himself throughout the competition, that success hasn't changed him, and that he's the lovable dog he always was.

Scene	Duration	Panel	Duration
6	04:14	6	00:06

Scene	Duration	Panel	Duration
6	04:14	7	00:03

NO PANEL



Action Notes
Dog settles into logo pose.

Scene	Duration	Panel	Duration
6	04:14	8	02:10



Action Notes

Hold on final frame before zoom in to medallion and mix/cut to live content.

Notes

The final zoom in to the live content echoes the opening scene, giving a narrative completeness to the title sequence.

Scene	Duration	Panel	Duration
6	04:14	9	00:03



Action Notes

Hold on final frame before zoom in to medallion and mix/cut to live content.

Notes

The final zoom in to the live content echoes the opening scene, giving a narrative completeness to the title sequence.