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WITH JIM NORTON & MATT SERRA

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PRODUCTION REBRAND BOOK

BY RICHIE VERNILLO

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PRODUCTION REBRAND BOOK

T A B L E O F C O N T E N T S

PROJECT GOALS

SHOW BACKGROUNDS

BRAND STAGING

SOCIAL MEDIA ASSETS

SHOW LAYOUT

SHOW BUGS & LOWER 3RD'S

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PROJECT GOALS

PROJECT GOALS

**TO ENHANCE OVERALL SHOW QUALITY
AND REFRESH THE BRAND IDENTITY.**

**TO EXTEND AND CONTINUE TO GROW THE
UFC UNFILTERED AUDIENCE AND PRESENCE
IN THE SOCIAL MEDIA LANDSCAPE.**

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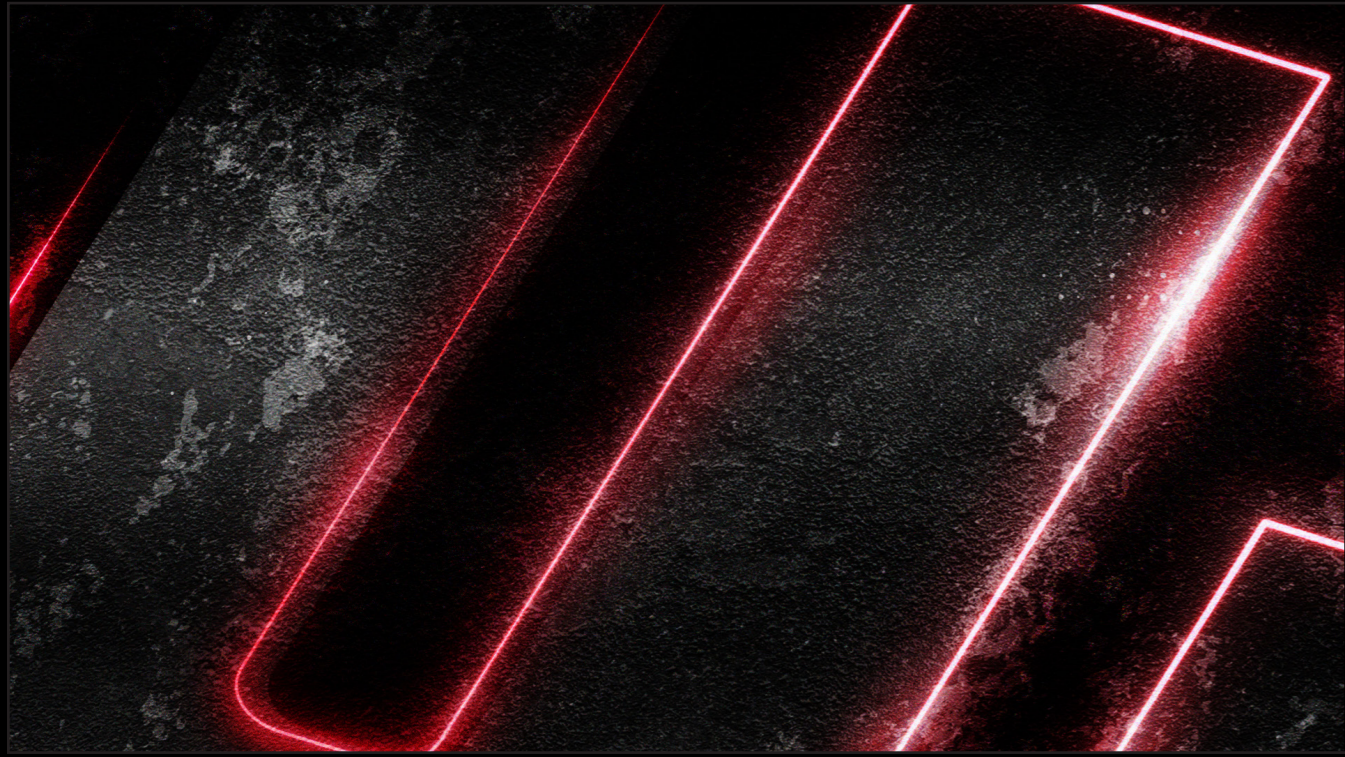
WITH JIM NORTON & MATT SERRA

SHOW BACKGROUNDS

SHOW BACKGROUNDS

CUSTOM LOOPING BACKGROUNDS.
TO ESTABLISH THE BRAND, AND TO
QUICKLY CREATE COHESIVE
SOCIAL AND SHOW ASSETS.

SHOW BACKGROUNDS



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BRAND STAGING

BRAND STAGING

THE REBRAND FEATURES **CUSTOM
CREATED ANIMATED LOCKUPS**, AND
BRAND IDENTITY PIECES TO BE USED IN
SHOW AND FOR SOCIAL MEDIA.

BRAND STAGING

THE PRODUCTION ASSETS ARE “TEMPLATABLE”

- TO QUICKLY MODIFY KEY TEXT AND PHOTO ELEMENTS AND TO MAINTAIN A HIGH QUALITY BRAND LOOK.

- TO EASILY CREATE CONTENT TO ENGAGE THE AUDIENCE ON SOCIAL PLATFORMS, AND TO ENHANCE THE OVERALL SHOW QUALITY.



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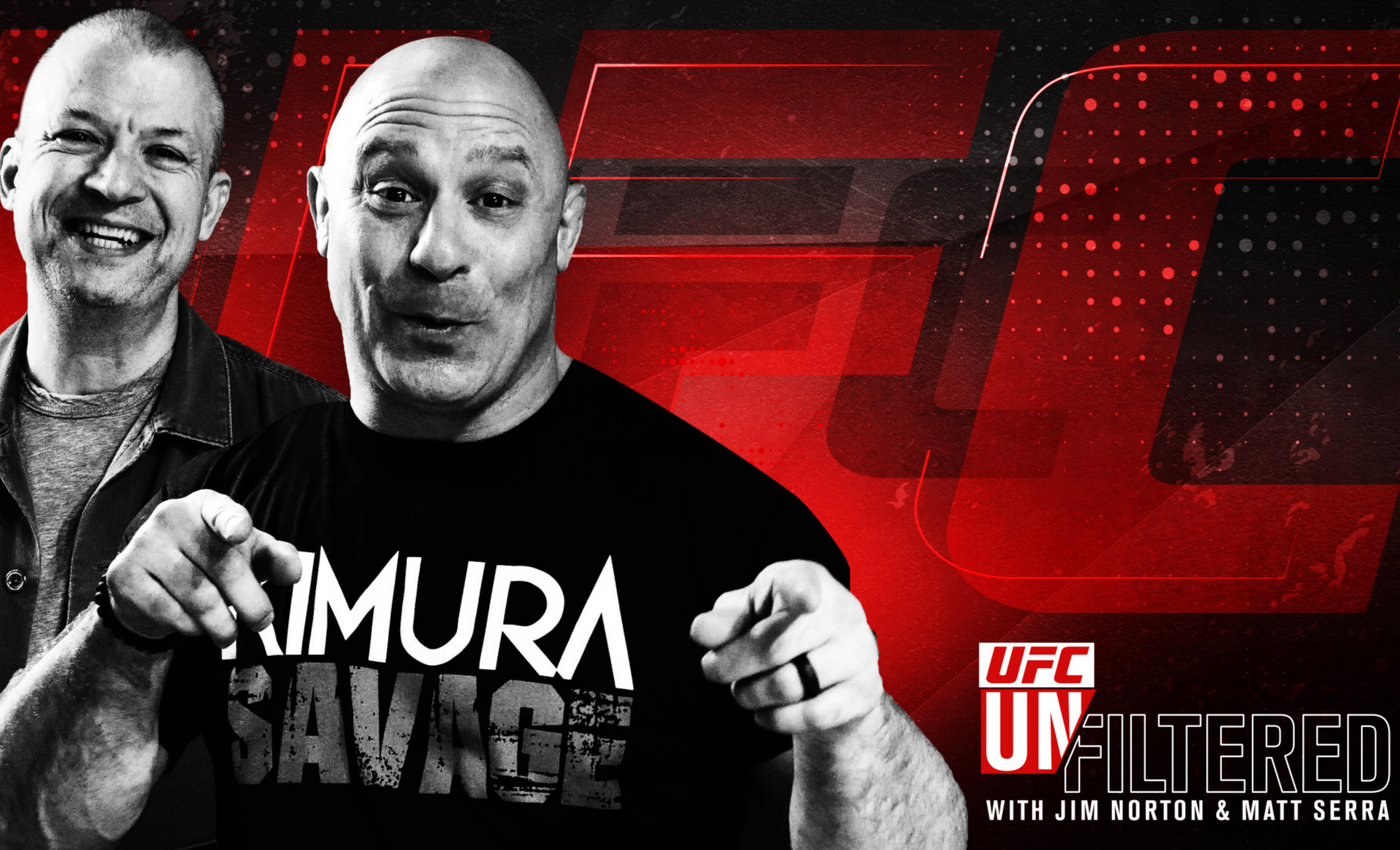
JIM MURTA
SAVAGE

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MIMURA
SAVAGE

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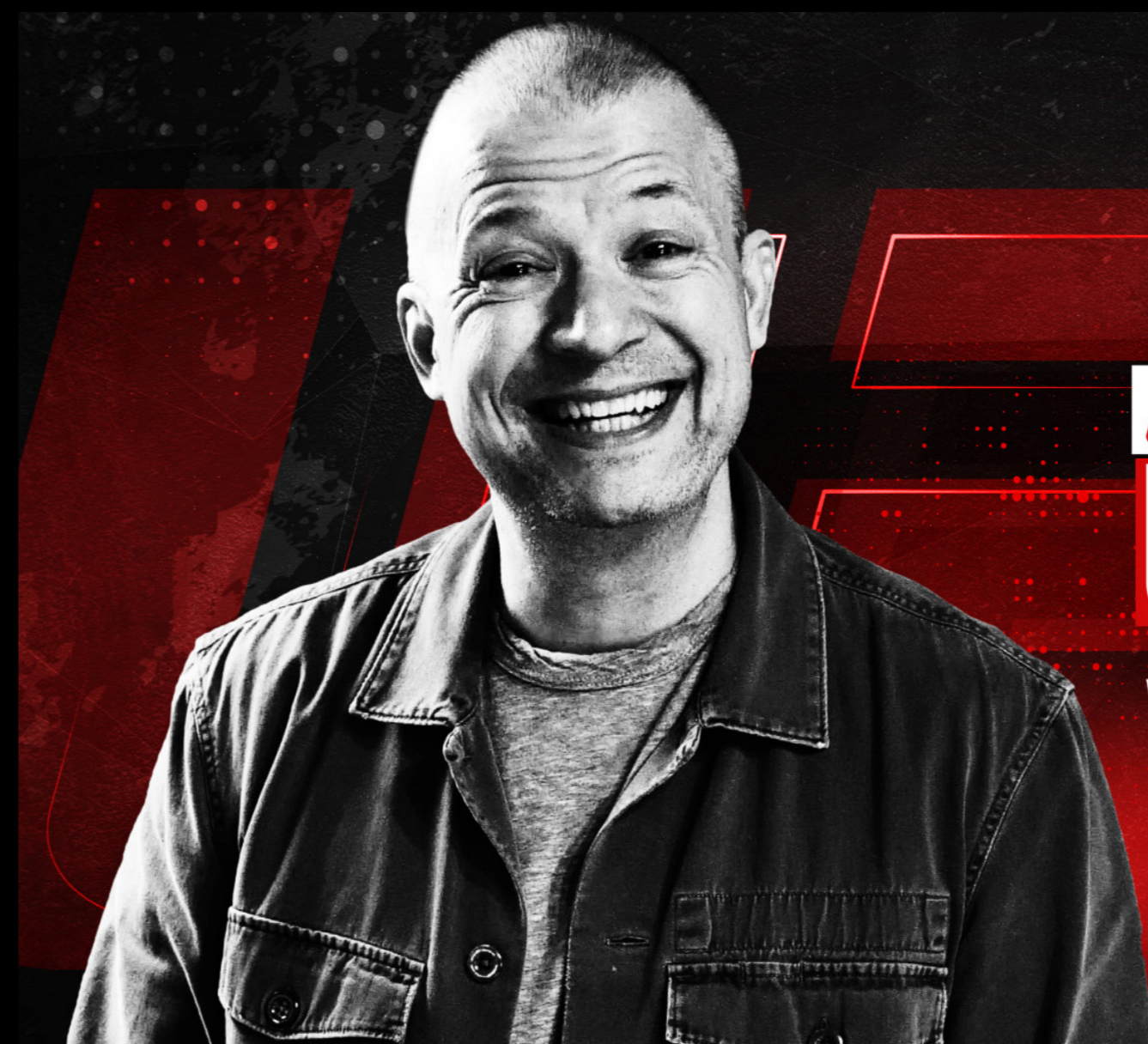
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KIMURA
SAVAGE



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KIMURA
SAVAGE



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NEW EPISODES
EVERY MONDAY & WEDNESDAY



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@UFCFIGHTPASS

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AUDIO PODCAST ON**



**WATCH THE
ENTIRE EPISODE ON**





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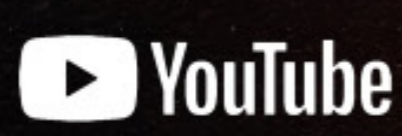




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& WEDNESDAY**



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UP

NEXT

COMING UP
ISRAEL
ADESANYA





FILTERED

MONDAY'S LINEUP

**ISRAEL ADESANYA
CONOR MCGREGOR**





FILTERED

MONDAY'S LINEUP

**ISRAEL ADESANYA
CONOR MCGREGOR**



FILTERED

MONDAY'S LINEUP

**ISRAEL
ADESANYA**



UP NEXT

ISRAEL ADESANYA



COMING UP
ISRAEL
ADESANYA



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SOCIAL MEDIA ASSETS



SOCIAL MEDIA ASSETS

**CUSTOM BRANDED SOCIAL CONTENT TO MAINTAIN
ACROSS PLATFORMS, A DECISIVE, ENGAGING,
IMPACTFUL APPROACH TO THE BRANDS NEW
IDENTITY AND TO REACH THE UFC UNFILTERED ARMY.**





9:41 PM


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Official UFC Podcast with Matt Serra and Jim Norton!
New episodes every Monday and Wednesday.

 IGTV  Guests  Happy Holidays  The Show

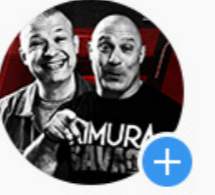




    


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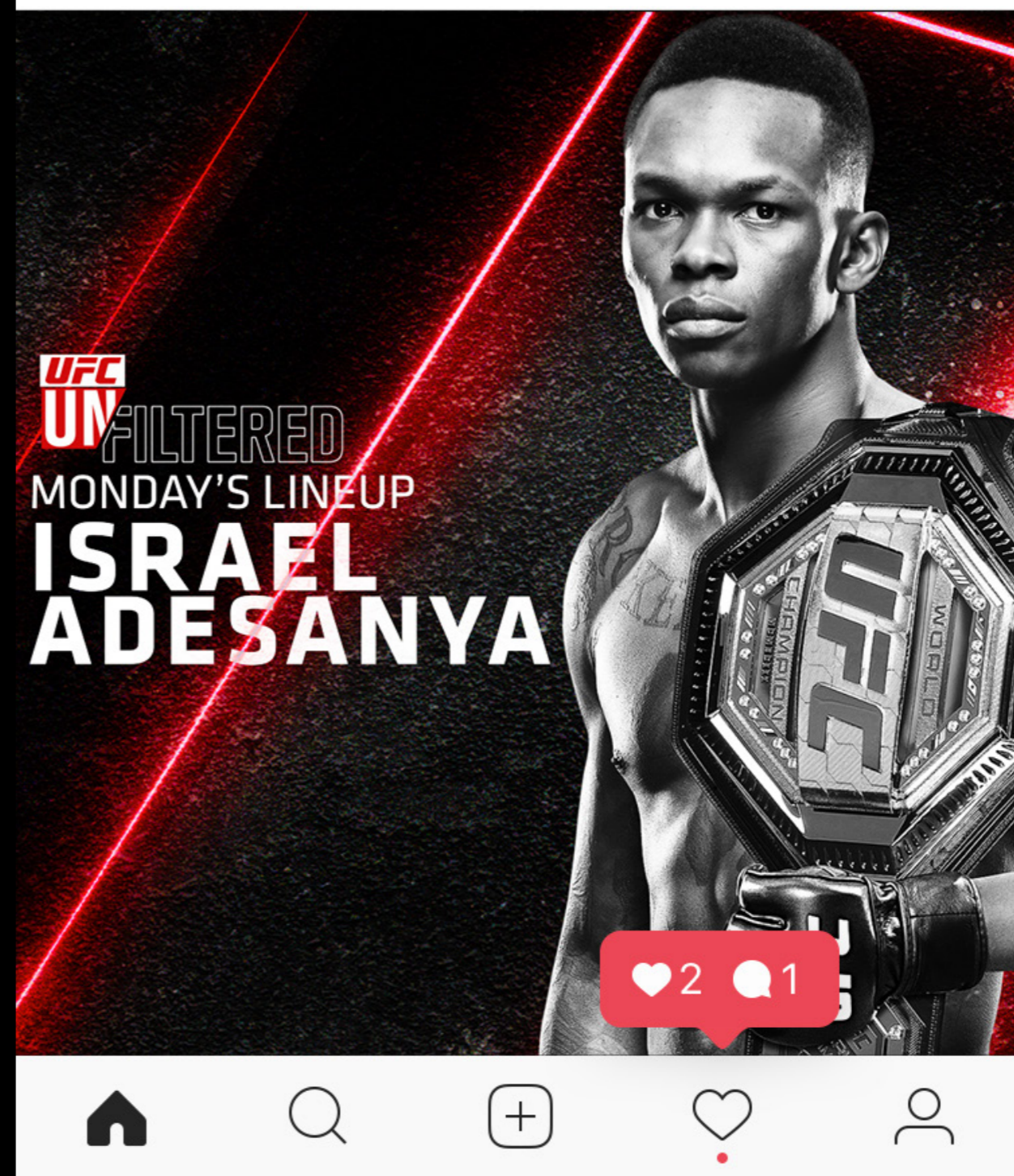
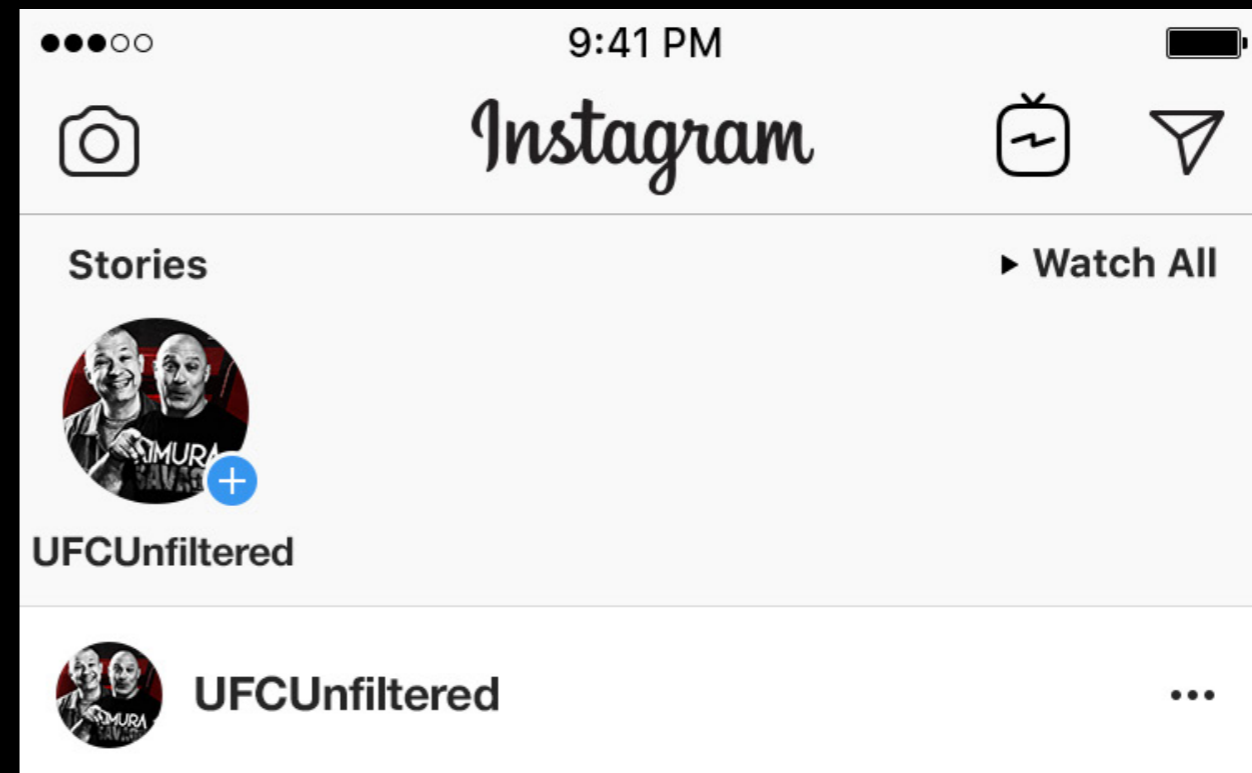
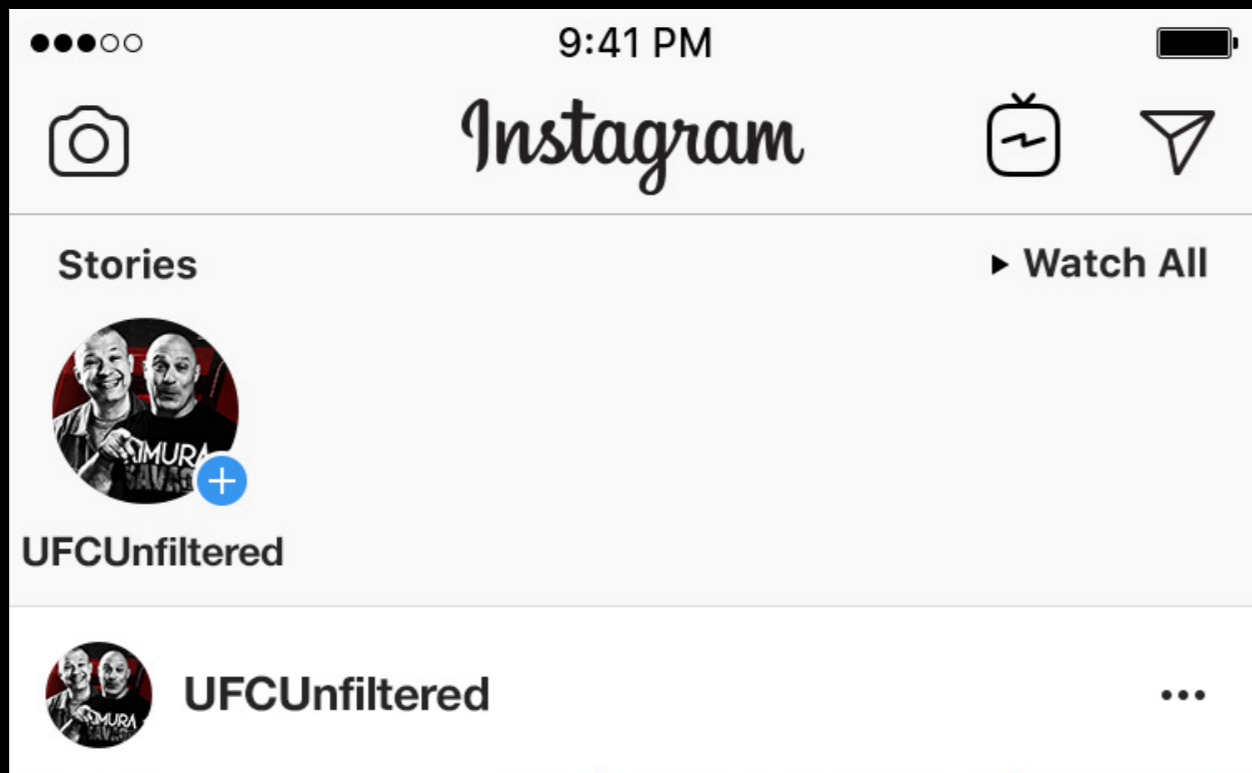
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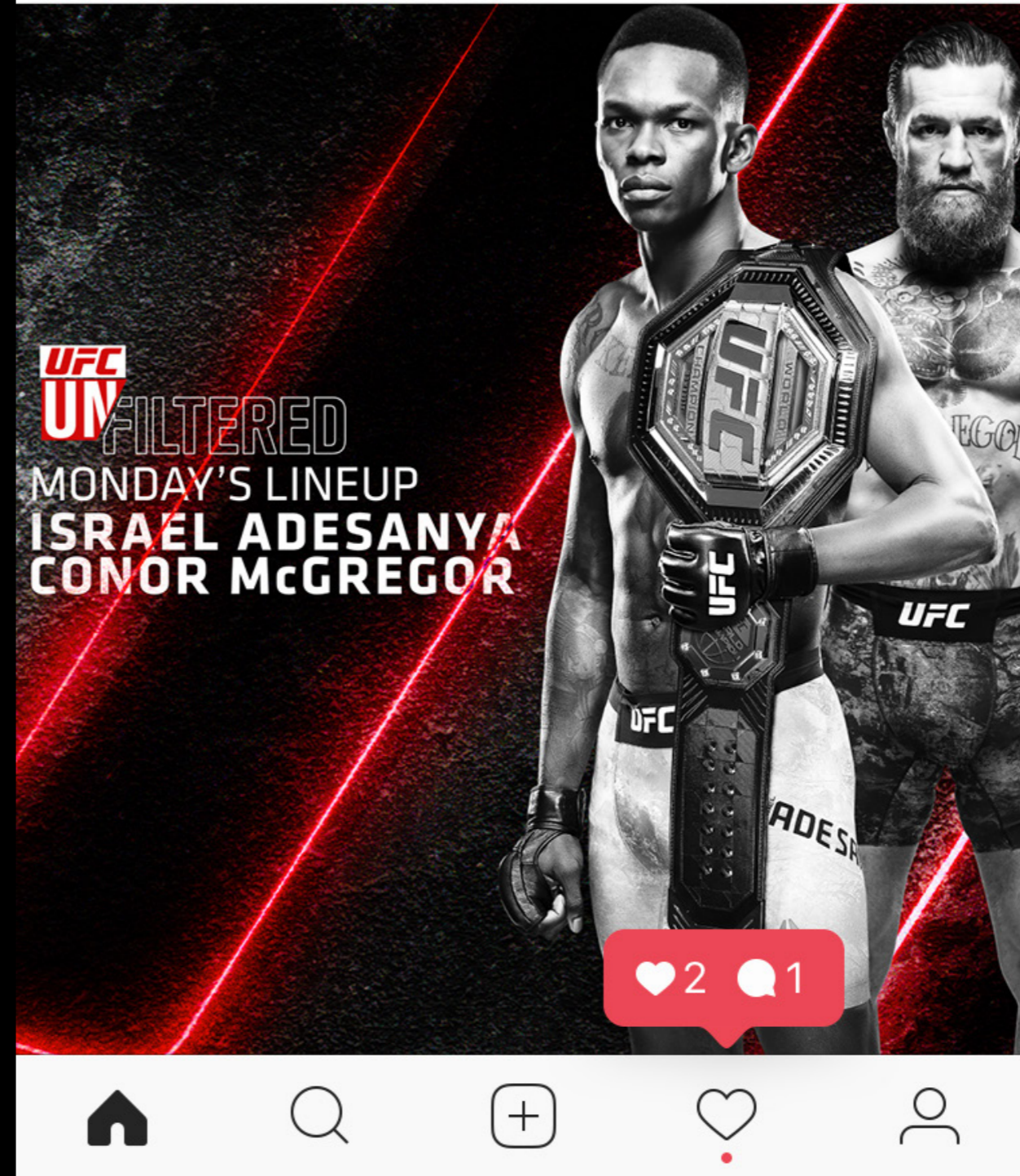
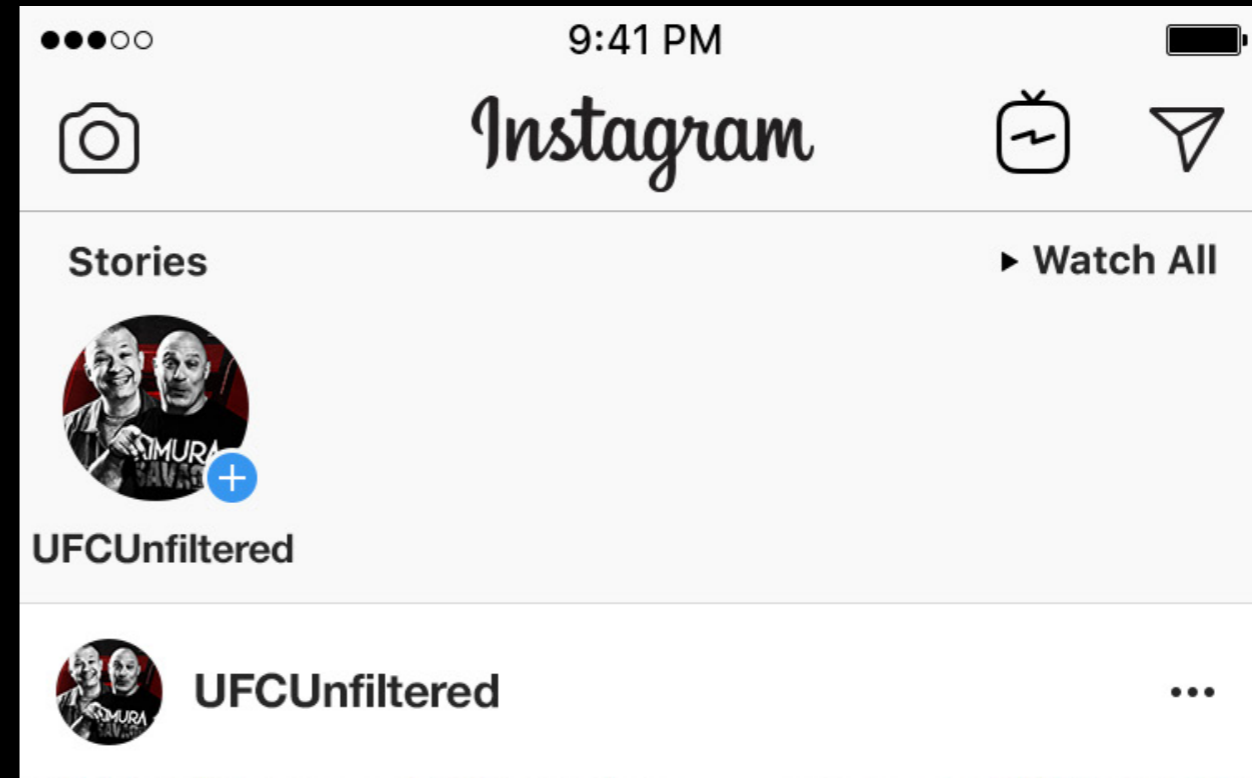
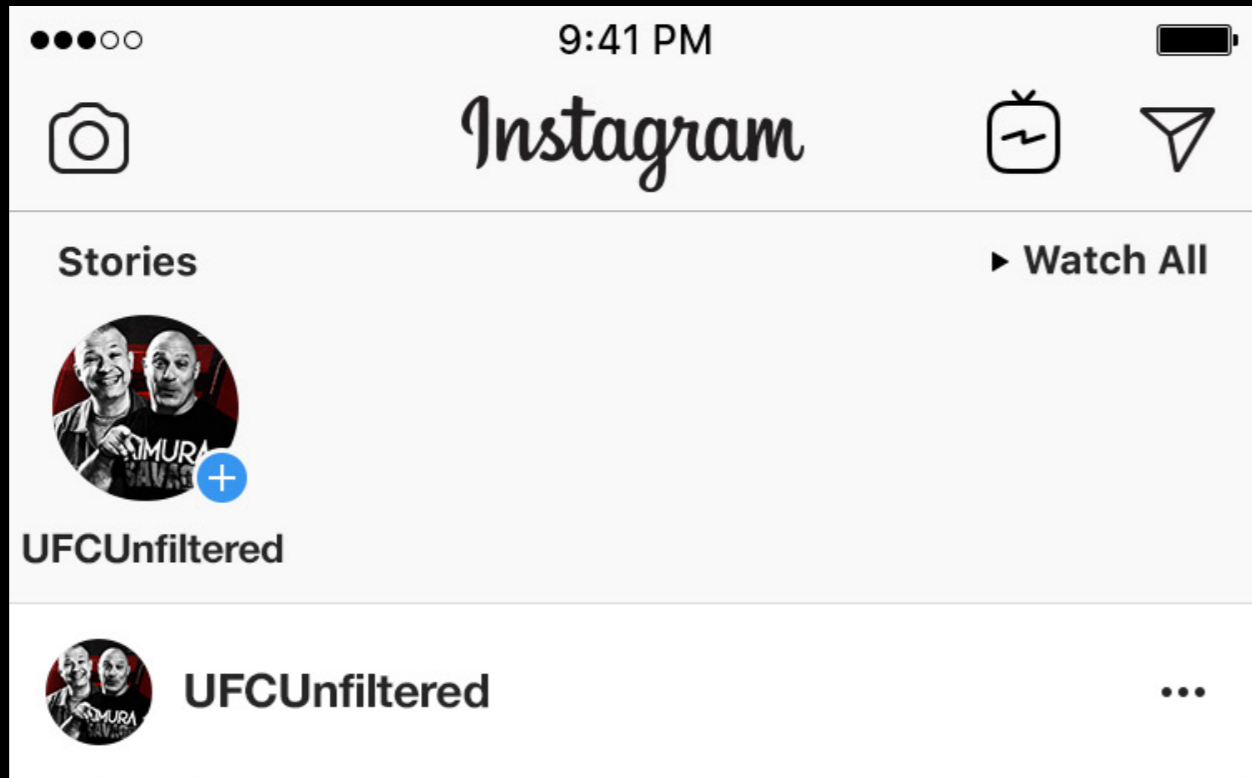


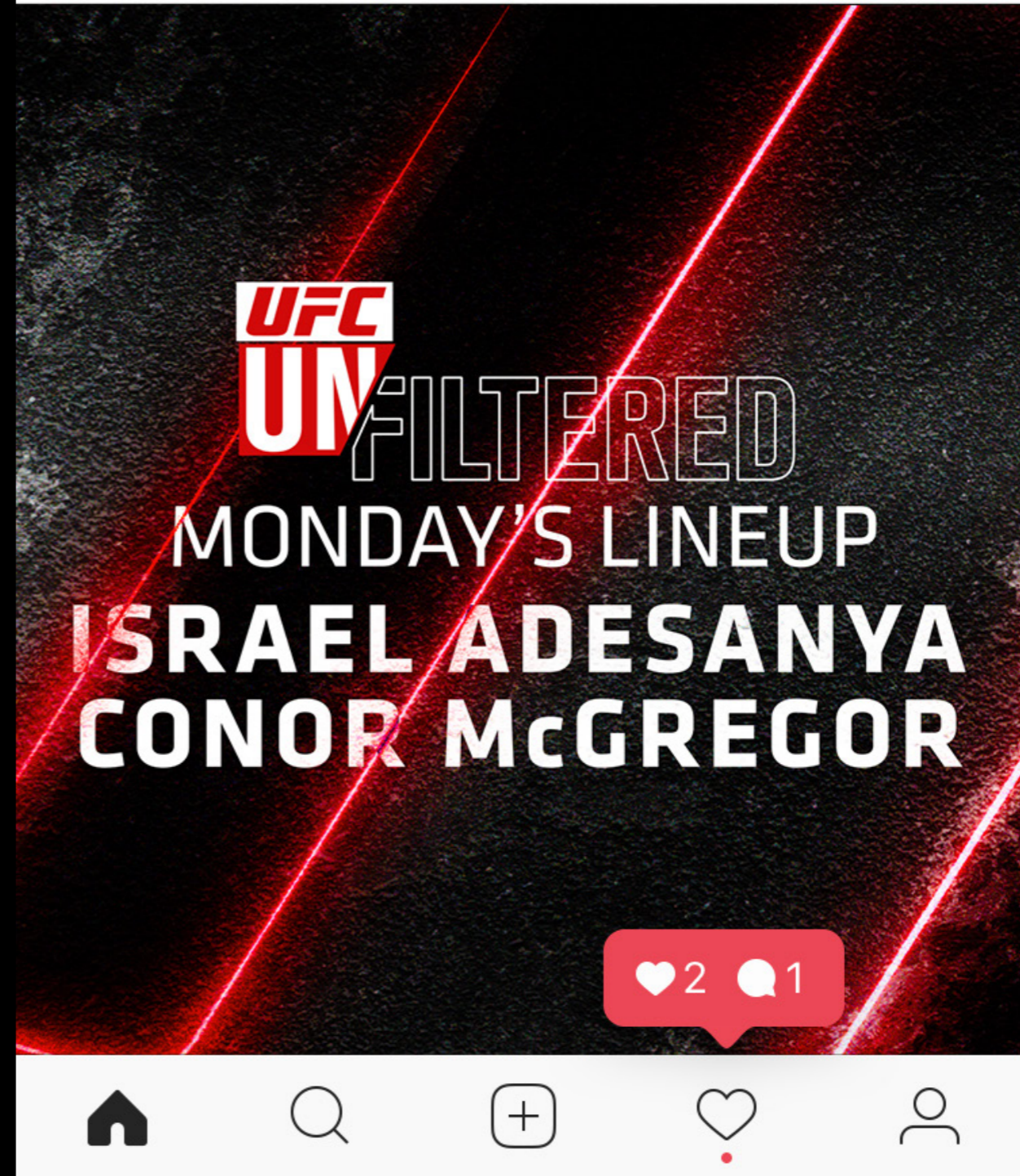
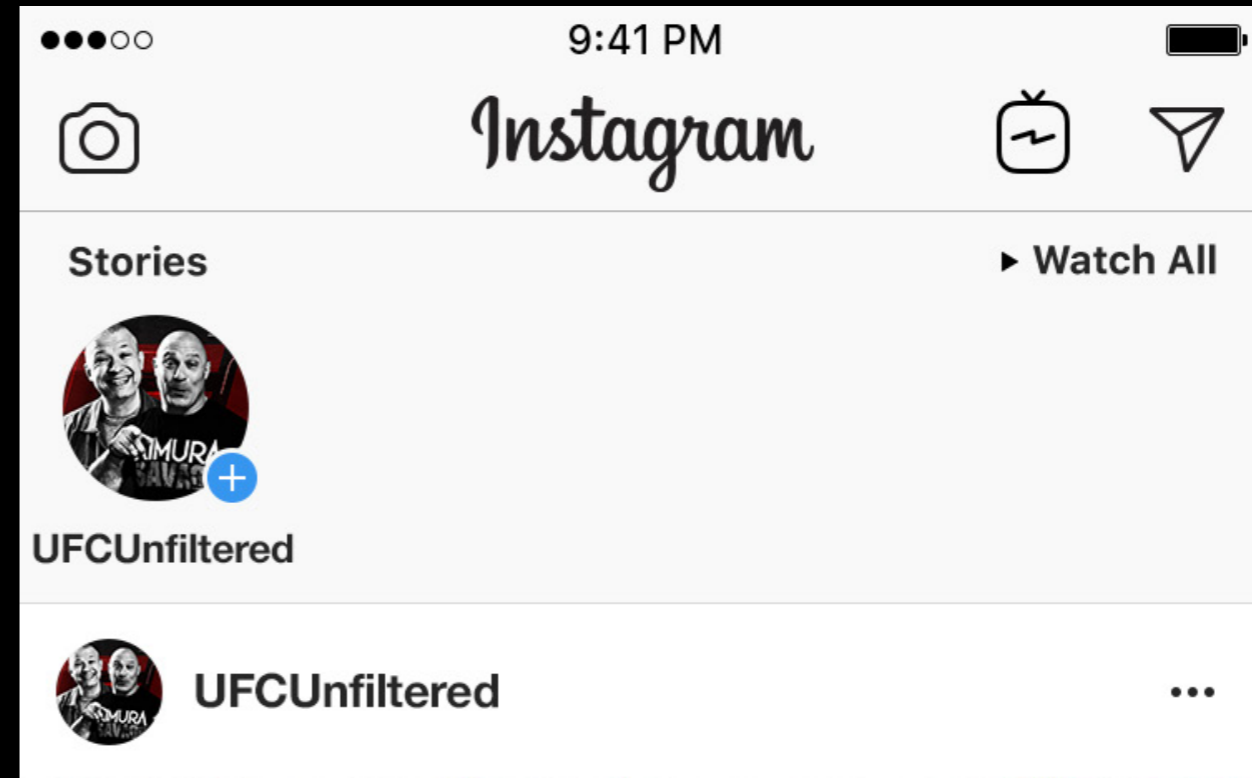
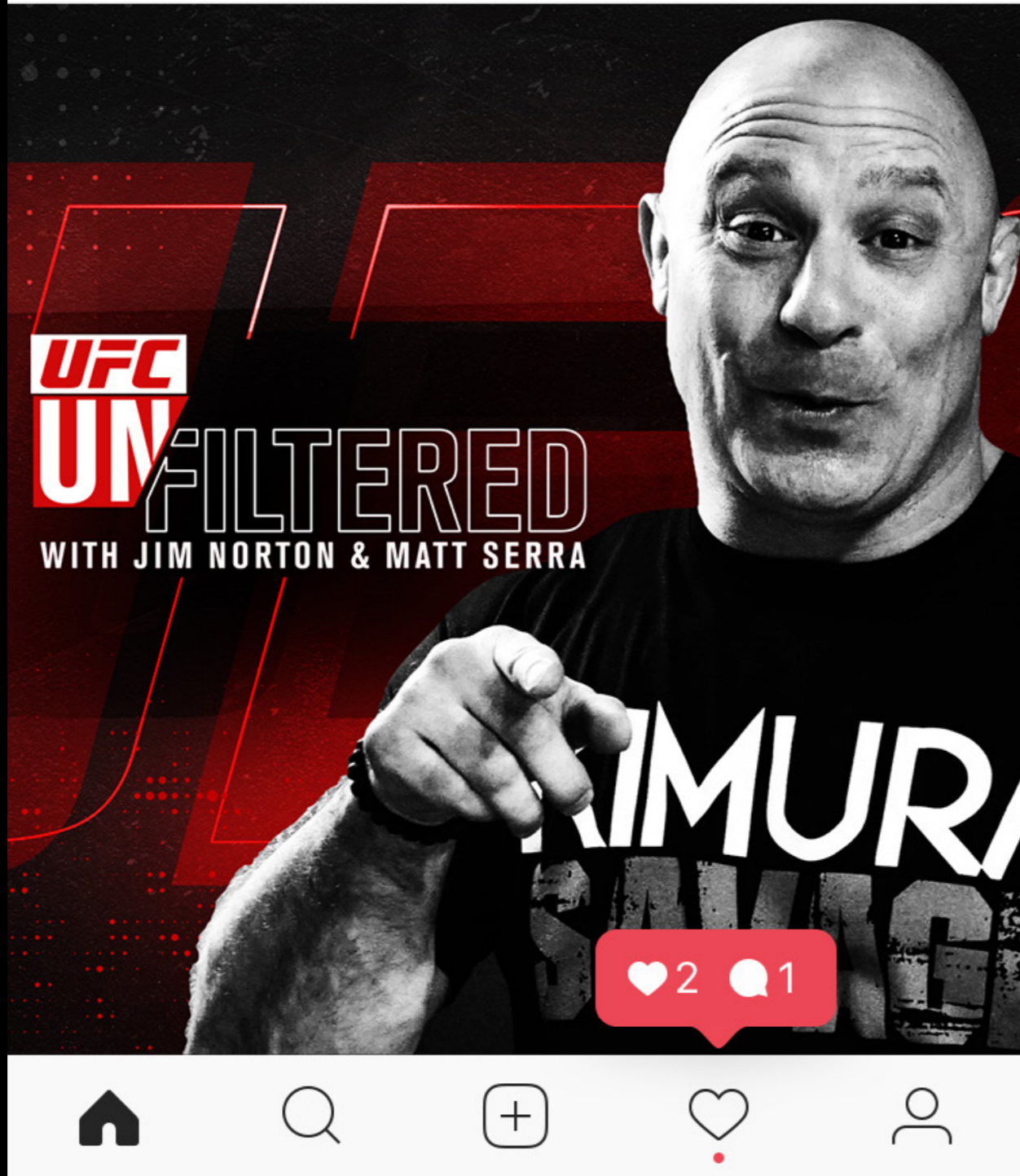
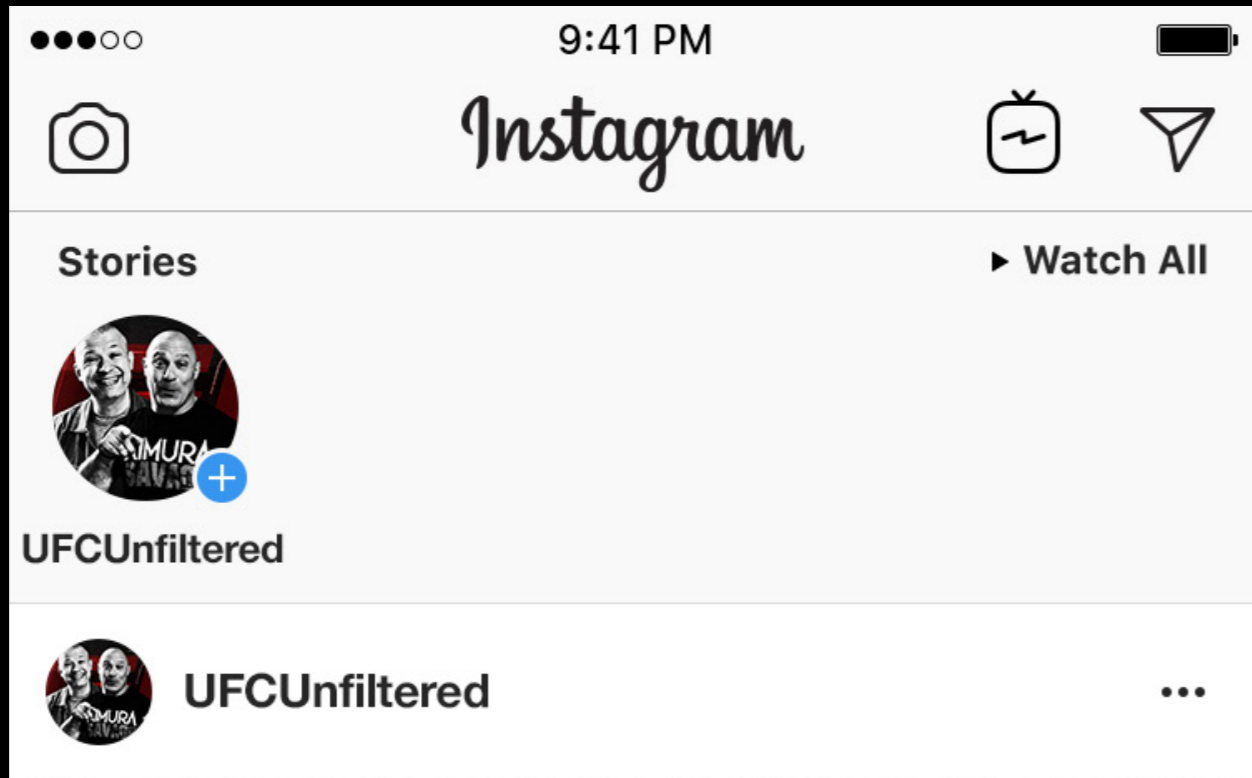
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NEW EPISODES
MONDAYS AND WEDNESDAY





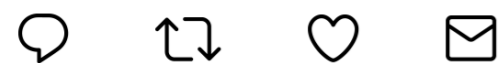





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An All New Ep. of UFCUnfiltered featuring special guests @ClarkGregg & Israel Adesanya **Airs this Wednesday**
#UFCUnfiltered #UFC #UFC248



02 Feb 2020

 **UFCUnfiltered**
@UFCUnfiltered



A special Ep. of UFCUnfiltered airs this thursday featuring comedian @RichVos & @IamColinQuinn
#UFCUnfiltered #UFC #UFC250



06 June 2020





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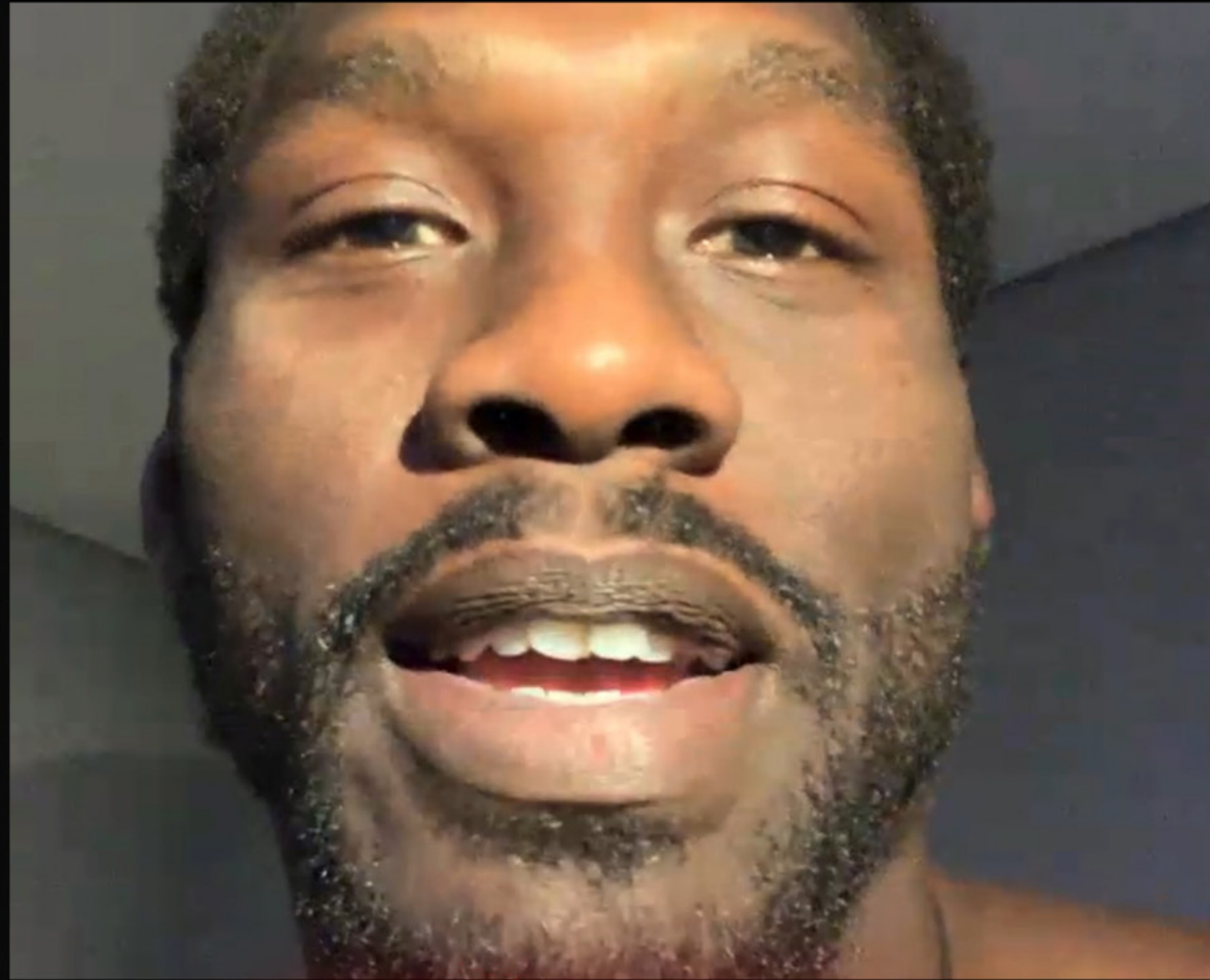
SHOW LAYOUT

SHOW LAYOUT

TO **ENHANCE THE SHOW QUALITY**, A LAYOUT FOR VIDEO CALL IN'S HAS BEEN DEVELOPED. WHICH USES THE 16:9 FRAME **TO VISUALLY ENHANCE THE SHOW. 2/3, 1/3, AND 1/4 DOUBLE BOXES** HAVE BEEN CREATED FOR **THE DIVERSITY OF THE SIZE OF THE 'CALL INS'** THE SHOW RECEIVES.



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ON SKYPE
ISRAEL ADESANYA



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MATT & JIM
CAN'T HANDLE COFFEE

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SHOW BUGS & LOWER 3RD'S

SHOW BUGS & LOWER 3RD'S

**NEW LOWER 3RD'S HAVE BEEN DESIGNED TO MATCH
THE REBRAND.**

**AN OUT OF BOX DESIGN HAS BEEN CREATED, TO
MATCH THE ENERGY OF THE SHOW, AND
PRESENT A NEW APPROACH TO THE BUG/LOWER 3RD**



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NEW EPISODES

MONDAYS AND WEDNESDAY



MIMURA
SAVAGE



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COMING UP
ISRAEL ADESANYA



FILTERED

IM NORTON & MATT S



COMING UP
ISRAEL ADESANYA

FILTER
IM NORTON &

ON THE PHONE
STEPHEN MERCHANT

FILTERED

M NORTON & MATT S



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THANK YOU.