

# Planning a game show



Title: All About Women

Genre : Television Game Show

Logline: It is all about eight women with lack of confidence go on a trip to learning a lot of skills from playing games to reinvent themselves, from an ugly duckling to the white swan.

### Objectives

The main objective of this show is to change people's behaviour to makeover themselves to be more confident in their life. People nowadays are lazy to be nice on their inner and outer beauty, so this show is to make them to have the motivation of changing themselves to be better.

Secondly, our objective is to increase their knowledge of beauty. Women nowadays normally they are lack of the knowledge of beauty. In this show, we invited a lot of professional make up stylist to guide those competitors to make up, diet and so on.

Lastly, our objective is to change the attitude of women by making them more attractive. There are no ugly women but lazy women in this world. Some people think that natural is beautiful. But after 20 years old, it no longer works. Through the game show, they will reinvent themselves into perfect women.

### Synopsis

Theme: fantasy fulfilment

“ All About Women”, is the Malaysian Television game show. It is the first television game show to offer a Royal beauty treatment to the winner. This show will air every Sunday at 8. 30pm on 8tv.

“ All About Women” is to help those women who are lack of confidence on themselves in the Malaysia. We will seek the competitors through some interview. Program group are choose 8 competitors to our TV game show. In the beginning, competitors will have a lot of training such as makeup, dressing and so on. After that, there will have small station game to test the competitors. The participant will get marks according to their performance in the station game. These marks is helpful in semi-final as the participant will get some mysteries gift that will boost them to get marks in the semi-final. The last two episodes are our semi-final and final. In the later period of the contest the progress of the competitors is determined 70% by public voting through text messaging or social media and 30% judged by three judges, Jimmy Lee, Grace Wang and Bernard Chandran. The show is hosted by Natalie Ng.

### Target Audiences

The primary audience that we targeted for this show is Malaysia women and men with the age range between 20 to 55 years old. This range of people is more mature in their thinking and they can understand well about the importance of take care for their outer look. Besides that, they are more affordable in buying things to make them look more beauty. After that, this show is joyful and knowledgeable. They can watch this show in weekend to release their stress and also increase knowledge.

The secondary audience that targeted for this show is all teenagers that between 13 to 19 years old. The range of this teenagers are more concern about their skin condition. Teenagers nowadays are more likely to care about their inner and outer beauty. So this TV shows can attract them to watch. Besides that, teenagers like to watch something special and excite so they will choose to watch this TV show as they will felt excited when participant are playing station games.

Moreover, this TV show is first broadcast during their holiday so they are free to watch the show.

#### Host

The host that we invited is Ms. Natalie Ng. (refer to appendix 1.) She had been working for the English and Chinese markets in 2007. She had confidence to take Malaysia market after she finished her Diploma in Mass Communication. She is 8TV's Entertainment Live Show 8 E-news in year 2008 to 2013. She had also won the 2012 Golden Award for Most Popular Host.

#### Mentor

The first mentor that we invited is Mr. Wang Ming Yong (refer to appendix 2.) which will be shown in episode two. Mr. Wang Ming Yong is a healthcare professional from Taiwan. He had studied at Australian School of Herbal Medicine. He is also a well-known dietary nutrition health care consultant. Mr. Wang had be invited before to the ' Ladies First' and ' Health 2. 0' as counsellor of health care.

The second mentor that we invited is Mr. Robin Niu (refer to appendix 3.) and he will appear in episode three. Mr. Robin Niu is a skin care professional which is also from Taiwan. Everyone address him as ‘ Beauty King’ in Taiwan. He is graduated from a medical school in Taiwan. He have 18 years of experience in investigating skin care product. He get an award by Sogua for the most outstanding contribution to beauty. Mr. Robin have his own brand name ‘ Naruko’ which is favourite by billion online users in China. This is the only beauty brand that been awarded the 2009 Top 80 Most Trusted Celebrity Brands and Best New Brand 2010 in Taiwan and China.

The third mentor that we invited is Mr. Jimmy Lee (refer to appendix 4.) from Melaka that will be in episode four. Mr. Jimmy Lee is a hair stylist which have 8 years of experience in the hair do industry. When he was 18 years old, he is studying at Hair Connection Academy that is located in Bukit Bintang, Kuala Lumpur. He had also once been offered to be Hair Lecturer by Snips Academy in Sabah for 4 years. He now had formed A ‘ Hair and Makeup Art Studio & Academy’ in Sabah with Ms. Ryana Yong.

The fourth mentor that we invited is Ms. Grace Wang (refer to appendix 5.) that will be in episode five. She is a makeup artist and have 5 years of experience. Ms. Grace Wang is more professional in bridal makeup. She had completed her hairstyling and makeup course in Taiwan and now all the product that she use is high quality product such as Mac, Bobbi Brown, Lancome and more. She also believes that makeup will enhance personal features and will make people feel good about themselves.

The last mentor that we invited is Mr. Bernard Chandran (refers to appendix 6.) that will be on episode six. Mr. Bernard Chandran is a fashion designer and people call him as ' Malaysia's Prince of Fashion'. He is a former student of prestigious Paris American Academy in France. He is also the local Celebrities most favourite fashion designer. His cloths infused with bold colours and draw inspiration of Malaysia's multicultural influences. Mostly of his collection is made up of complex, traditional Malaysian costume with modern touches. Mr. Bernard Chandran collection had been worn by Hollywood Stars and also Lady Gaga.

### Channel

The TV games shows will be on air at 8TV, from every Sunday 8: 30pm to 9: 30 pm. The first episode will be on air at 15 March 2015 while the last episode will show on 3 May 2015. 8 TV is one of the free-to-air TV stations that are privately owned by Media Prime Berhad in Malaysia. The reason we choose 8 TV as the channel to broadcast this TV game show is the target audience of 8TV is similar to this show which is Chinese audiences and urban youth. Besides that, we choose to broadcast this games show at Sunday as Sunday is weekend and most of the Malaysians are not working or studying at that day. Most of the Malaysian will customarily watch the Chinese news that broadcast at 8: 00pm so the show is on air at 8: 30pm as we wish to attract the attention of audience after watching the news. Furthermore, this games show will start to broadcast during the school holiday of primary school and secondary school which is 15 March 2015 because we hope that student can watch this game show when they felt boring and continue to support this show.

### Episode 1:

The first episode is an introduction about the TV game shows “ All about Women” and the participant selection. The hosts, Natalie Ng will give an explanation about screening condition for choosing the 8 participant. For example, participant must be a woman at the age range of 18 to 30 who brace up to learn and change themselves into a perfect woman. The interview is held in the studio by 5 mentor of the TV show. They are Mr Wang Ming Yong, Mr Robin Niu, Mr Jimmy Lee, Mr Bernard Chandra and Mrs Grace Wang. The interviewee need to prepare a short video to introduce themselves and the reason why they want to change into a perfect woman. They also need to answer the questions asked by 5 mentors. The list of participant will deciding by 5 tutors and announce at the end of the show.

### Episode 2:

For the first part of this episode, the participants will start to attend the training class. The mentor of this episode is Mr Wang Ming Yong who is a Taiwan health care professional. He will listen to the participant lifestyles and give a comment on whether it is healthy or not. He will also share his own experience on how to maintain a healthy life and the importance of healthy life. The second part of this episode will be a station game. This game is aims to improve cardiovascular fitness and helps them to maintain a healthy weight. In this game, participants are required to run on a 7 meters foot sole massager in a playground. They need to gain the lead in race in order to win the games. The champion of this game will get 6 marks while the first runner-up will get 5 marks and the second runner-up will get 4 marks, and so

on. These marks will continue to increase in following episode according to their result in the station game.

#### Episode 3:

The first part of this episode will be the skincare training class. The mentor of this episode is Mr Robin Niu who is professional in skin care. He will explain the symptom of different types of skin condition and the way to take care of it. He also explains about which kind of skin is suitable for which type of skin product. After that, he recommends the best seller product and the right way to use it. For the part of station game, participants are given 20 minutes to memorize 10 types of ingredient that widely used in skin care product and its use. After that, a lightning round will hold by the host, Natalie Ng. A total of 10 questions will be asked and the participants need to be the first to blow a balloon in order to answer the question. Participant will get 1 mark when they give the right answer. The marks they gain in this episode will be added on into the marks they got in previous episode.

#### Episode 4:

In this episode, Mrs Grace Wang, a professional makeup artist, will be the mentor for makeup training class. She will first points out the mistake that done by the participant and shows them some basic makeup that is easy and suitable for everyone. Besides that, she will explain and show them the most suitable makeup for them. After that, participant will draw lots to decide who will be their partner in the following part of this episode. They need to help their partner to make up and it will be judged by Mrs Grace Wang. Both of the persons in one group will get same marks. The champion will get 6



marks while the first runner-up will get 5 marks and so on. The marks they gain in this episode will be added on into the marks they got in previous episode.

#### Episode 5

A well-known hair stylist, Mr Jimmy Lee will be the mentor of this episode. He will first indicate the mistake that usually done by most of the women and show them the suitable hairstyles for them. He also shows them the latest hairstyles and the hairstyles that fit in different situation. After that, each of them will be given one picture that showing different hairstyles. They are required to complete the hairstyles same as the picture in a period of 30 minutes. Participant who be the first to complete the hairstyles will get 6 marks while be the second faster to complete the hairstyle will get 5 marks and so on. Participant who be the last or cannot complete the hairstyles in a period of 30 minutes will get 1 mark. The marks they gain in this episode will be added on into the marks they got in previous episode.

#### Episode 6

The first part of this episode is a fashion training class and the mentor is Mr Bernard Chandran, a famous fashion designer. He will show them the wrong way of matching clothes and teach them how to matching outfit. He will then show them the newest trend of clothing. After that, they will move to a dressing room that contains hundreds of clothes. They need to match 3 outfits that suitable for working, shopping and outing in a period of 10 minutes. They will wear the outfit they choose and judged by Mr Bernard Chandra. Participant will get the marks at a range of 0 to 18. The marks they

gain in this episode will be added on into the marks they got in previous episode.

### Episode 7

This episode will be a live semi-final. This episode is aim to select 4 participant who can continue proceed to final. In this episode, participant need to make over themselves in 40 minutes with the themes of traditional costume. They can use the marks they get in the previous episode to exchanges some preponderance for their makeover. For example, participant can use 10 marks to exchanges a chance to ask the mentor to help them and 7 marks to changes the brand of a tool. These participant after makeover, will show their picture of before and after. These picture will show in TV and open voting to all audience around the world through messaging or social media. Four participant who have higher votes will proceed to the final. The result will come out in the end of this TV show.

### Episode 8

The last episode of this TV shows is a live final competition. In the end of this episode, one winner will be the selected participant and will be required to go inside a room full of clothes, accessories and cosmetic product. They need to make over themselves, at the same time, prepare a talent performance in 1 hour. After 1 hours, the photo of their outfit will upload to social media and let public to vote. The judgment criteria for the final is quite similar with semi-final except there are three judges in the final. They are Jimmy Lee, Grace Wang and Bernard Chandran. The criteria for the judges are 30% and

the other 70% are from the public voting. The winner will be given a Royal Beauty Treatment.

### Conclusion

In conclusion, even though we face a lot of problem during completing this assignment but we still manage to complete our assignment due to teamwork. While doing this assignment. We learned how to create a television game show. It is not easy to form an idea. We learned how to make a trailer for TV game show as well. When doing this assignment, we find out that it is difficult to invite the host to participate in our TV game show because they are very busy and maybe some are come from foreign country.

The purpose for our TV game show is to let the public know more on how to makeover themselves to be more confident and pretty. We invite some famous and professional make up stylist to our TV game shows to attract more people participate in our TV show. We hope that teenagers can improve the knowledge of beauty through our TV game shows and became a person who perfect in both inner and outer look in the future.