

LAVA Ideas in Motion



UpFront intro concept

4.14.21

Barstool Sports Upfront Intro

We're excited to present **Lava's** design concept for the **Barstool Sports** upfront intro. This is a chance to *grab viewers by the eyeballs* with exciting animation that *won't let go!*

The intro showcases the diversity of **Barstool's** unique content, events, platforms and personalities in an unforgettable style that celebrates the Barstool brand and attitude.

LAVA

Concept

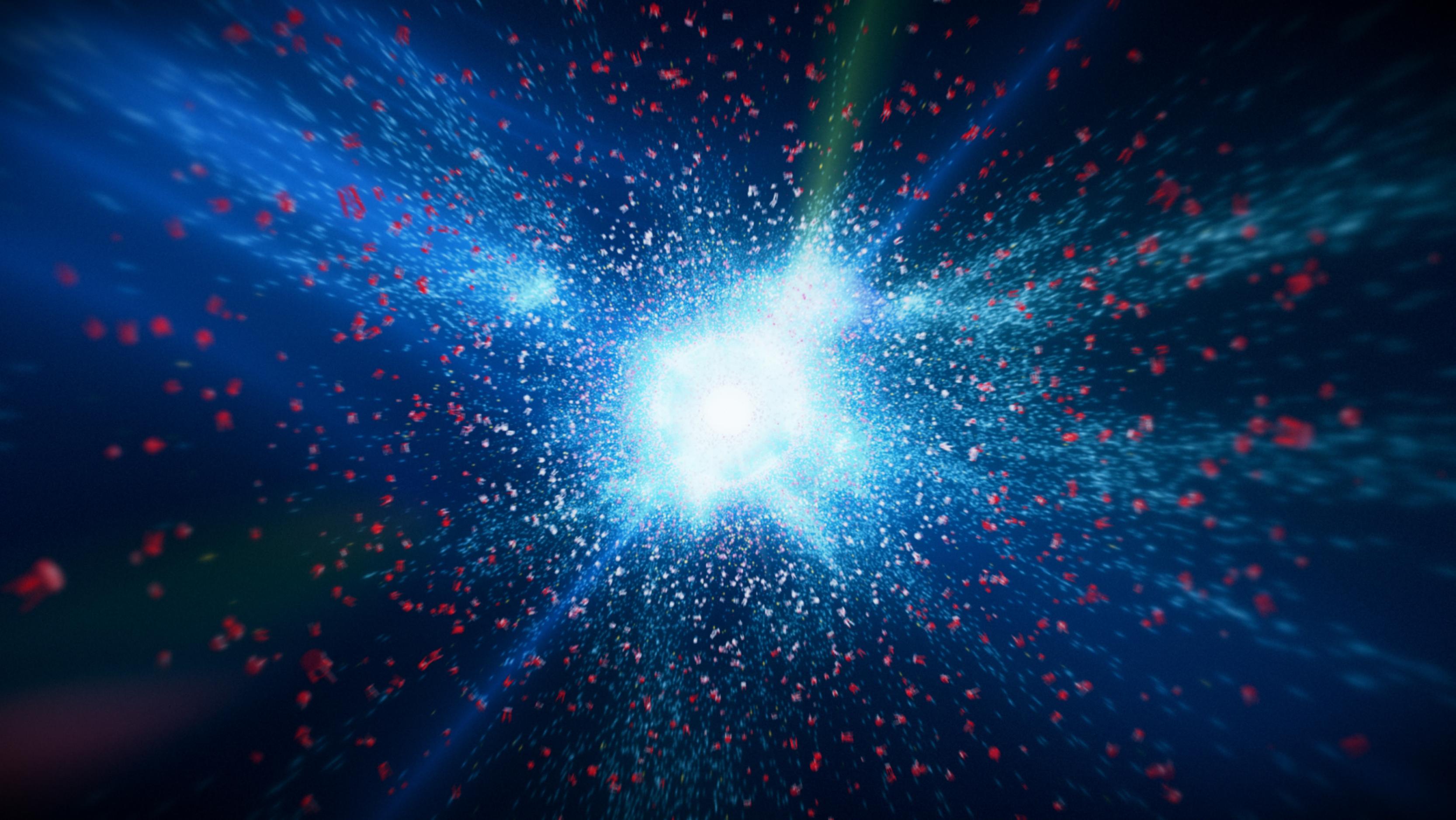


This animation is built on the concept that ***Barstool is Everywhere!*** We've created a device with the flexibility to show off Barstool's wide variety of subject matter and its broad appeal.

We were inspired by the barstool logo, and we deconstruct it as a mechanism...the top, the support ring, the cylindrical legs, and the ring of stars...*all are circles.*

We use the circle as our visual motif, which lets us navigate us through the piece in an abstract style until it all comes together as the **Barstool icon.**

This concept is challenging to communicate in written copy, so we've included a few sample clips, a mood board and style frames as a reference. Lava's animation will be wholly original of course, but hopefully this gives you the idea of the direction we are heading.



UNIQUE



WIN

FILTERED

TIC

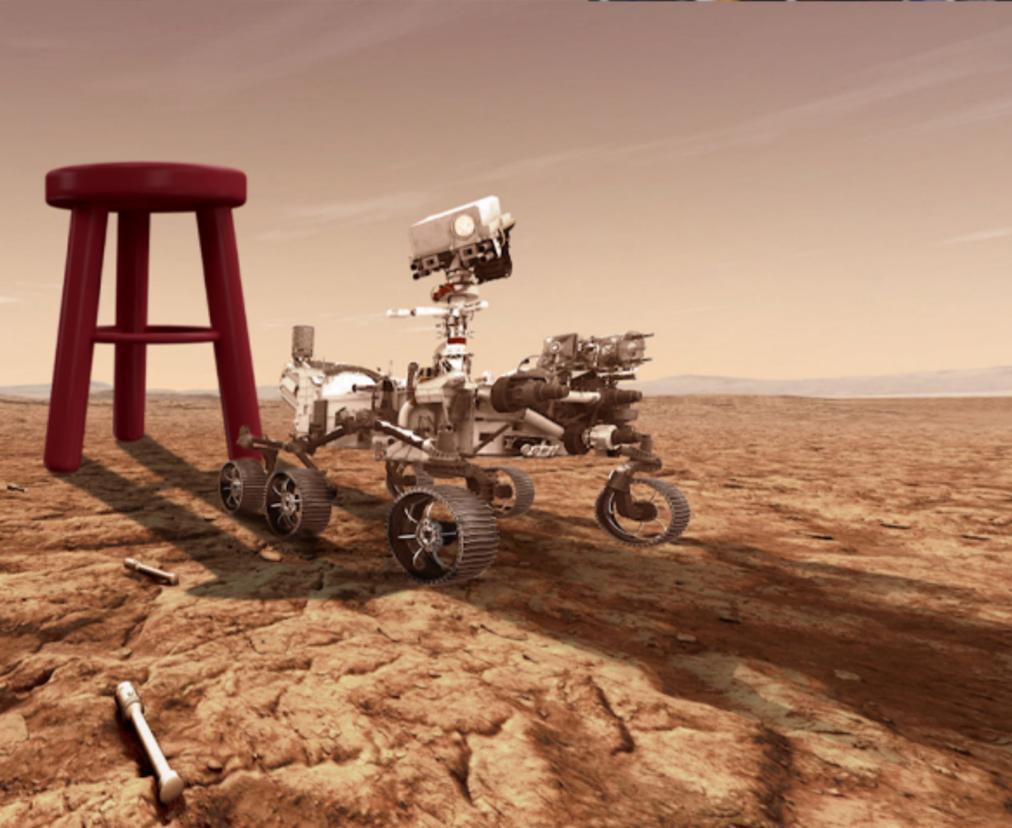
THEN

AU

24

7





Treatment

The animation starts with a dark background. A small point of light pulses, and the sound begins to build and distort as the light intensifies. There is a pause and then a kinetic digital explosion that sends barstools spreading out through the digital universe. The sound impacts with the visuals. The top circular view of a barstool speeds right through the lens and motivates the transition. We see a structure of illuminated circles rotating and forming a type collage, forming words that express the Barstool brand.

Ex: Authentic, Unfiltered, Engaged, 24/7, Irreverent, Fun, etc...

The camera quickly moves through this active collage of multiple words, and fast-moving edits take us through other circles that form the phrase "***Barstool is Everywhere.***" We transition to another mass of circles featuring show logos. We travel inside a circle to see a quick montage of images (Spider-Verse open credit reference), which shows the barstool incorporated into various settings to illustrate that ***Barstool is Everywhere!***

These fast-moving animated stills create an element of fun and variety!



Treatment

The animation continues as we zoom out to other fast-moving, rotating circle layouts, which form a structure showing program content. The music and sound distort, and we hear sound bites and other musical themes from the show content. The circles push back into one large circle that rotates as the smaller three circles extrude forward as cylinders. On the end of the cylinders is an image of Deion Sanders and Chevy footage.

We cut to a series of animated circles with words and content that form into one large circle, the camera pulls back and rotates to reveal the 3D circle is actually the top of the stool. The pullback continues and reveals a massive glowing stool over a vast dark nebula background (the same as we started in). The barstool rotates into position as the stars come from behind camera and circle around the barstool to finish forming the logo. The music crescendos as the camera reveals the full illuminated Barstool logo floating in this vast universe with small floating barstool particles.



Thanks