

NETFLIX

LOVE IS BLIND

Pitch Deck

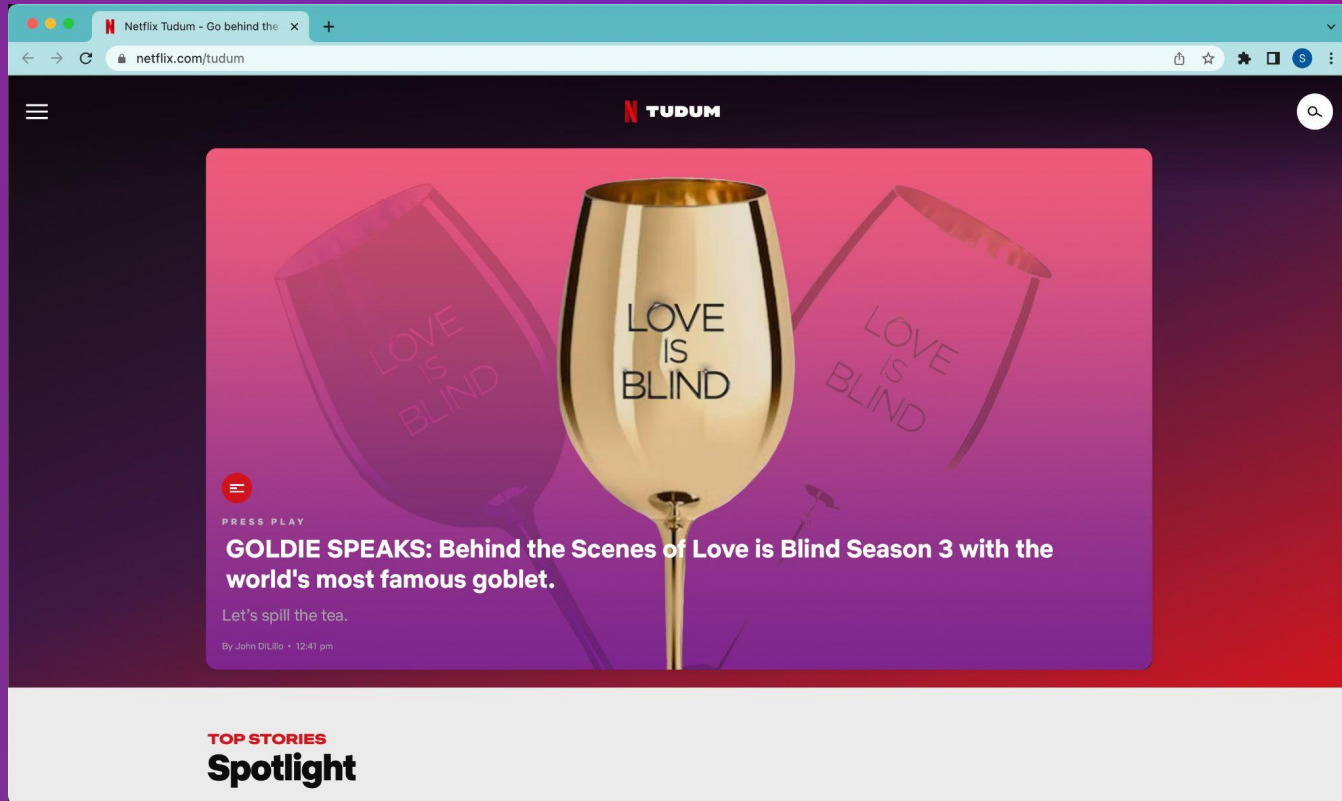
# Love is Blind - Concepts

## Welcome!

### Contents

- Goldie
- The Wedding Party
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# Love is Blind - Campaign Concept



The image shows a screenshot of a web browser displaying a page from Netflix Tudum. The browser's address bar shows the URL 'netflix.com/tudum'. The page features a large, central image of a golden goblet with the words 'LOVE IS BLIND' printed on it. Two other goblets, one to the left and one to the right, are shown in a faded, semi-transparent style, also with 'LOVE IS BLIND' on them. Below the main image, there is a red circular icon with a white play button symbol, followed by the text 'PRESS PLAY'. The main headline reads 'GOLDIE SPEAKS: Behind the Scenes of Love is Blind Season 3 with the world's most famous goblet.' Below this, a sub-headline says 'Let's spill the tea.' and the author information 'By John Dillio • 12:41 pm' is visible. At the bottom of the page, the text 'TOP STORIES Spotlight' is displayed.

Netflix Tudum - Go behind the  
netflix.com/tudum

TUDUM

LOVE IS BLIND

LOVE IS BLIND

LOVE IS BLIND

**PRESS PLAY**

**GOLDIE SPEAKS: Behind the Scenes of Love is Blind Season 3 with the world's most famous goblet.**

Let's spill the tea.

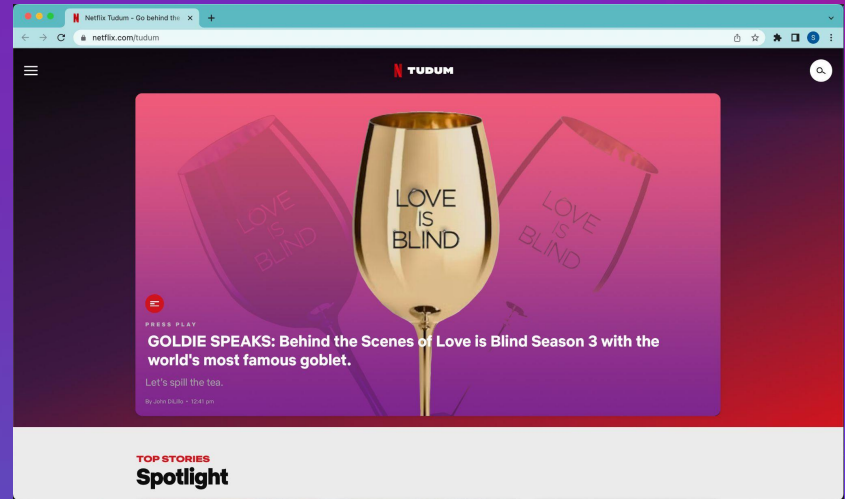
By John Dillio • 12:41 pm

**TOP STORIES**  
**Spotlight**

# Love is Blind - Media Concept

## Tudum - Goldie The Chalice

Utilizing Netflix's Tudum online magazine, we would create a conversation article with "Goldie," the iconic chalice that fans of Love is Blind know and love. In it, Goldie could dish the hottest gossip and spill all the team about the couples on the show and what truly went on behind the scenes while giving a personal look into their life as a famed chalice.



# Love is Blind - Experiential Concept





# Love is Blind - Experiential Concepts

## The Wedding Party

In this concept, we would host a viewing party styled to be like a wedding for viewing the final episode of the season for Love is Blind. Pictured is a rendering of the space that could be created (in this instance, the event space is Vibiana, part of a local restaurant that hosts weddings, events and other gatherings in the downtown LA area). Guests invited could be die hard fans of the show, previous contestants, hosts and other media.



# Love is Blind - Campaign Ad Concept



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## Dr. Pepper - Lil Sweet

In a potential partnership with Dr. Pepper, we would reintroduce the world to the loveable heartthrob and iconic spokesperson for Diet Dr. Pepper, "Lil Sweet," aka Justin Guarini. New ads would be filmed where he meets the current season's contestants and maybe even throws his own name into the proverbial hat..





# Love is Blind - Experiential Concept



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## Local Theaters - Finale Showing

What's better than grabbing some popcorn with your friends and catching the newest shows on a weekend? Not much. We propose renting local theaters and calling all of the Love is Blind fans to come out and view the finale as it was meant to be watched, together and loudly screaming at the screen. Reservations would be asked of the fans and several theaters could be rented to make this a mass gathering with plenty of laughing, tears and fun.



**Please Note:** The proceeding contains a recreation of a pitch deck I created for a design agency that was working to create experiential events and media campaigns for Netflix's Love is Blind. I have redone and recreated content from the original presentation to keep confidentiality agreements but all work within represents pieces I art directed, concepted, designed and produced.