





Case Study:
The Unscientific World presents...
Discovery Channel
Broadcast/Promotional Campaign
commissioned by Discovery Networks



Represented by
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Discovery Channel Promotional Spots Broadcast/Promotional Campaign

commissioned by Discovery Networks

Contribution:

Original Scripts, Creative Direction, Music, Sound Design, Direction, Production

Project:

Develop a campaign of six promotional spots to promote awareness of Discovery Science channel. The creative brief from Discovery asked INTERspectacular to consider the question, "Where would we be without science?"

Goal:

Change the perception of the Discovery Science Channel brand.
Create entertaining and engaging content that builds brand awareness.
Broaden interest beyond the target demographic of 40-50 year old males without alienating the current audience of science enthusiasts.

Approach/Strategy:

We began by writing a strong tag-line: "A World Without Science is a World Without Discovery." This Tagline became the creative force behind a series of humor driven spots. INTERspectacular turned to science text books and illustrated digests for a visual style, then chose an illustrator who's work best conveyed the concept and who's style could play straight man to the humor in the scripts.



Moon or Bust



A world without science is a world without discovery.



The Miracle of Flight



The Spirit of Invention



A world without science is a world without discovery.



For additional materials regarding this project please contact:
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