


MEDIACREST

# WHO IS MY HUMAN?



GAME SHOW (Guessing Game) - COMEDY | 50 MIN



WHO IS MY  
HUMAN?

# DOGS AND THEIR HUMANS ARE SOULMATES

They reflect each other in the way they look, the way they act, their tastes, preferences and even the way they express their emotions.

Several studies, such as ones carried out at the University of Michigan (2019; USA) and Kwansei Gakuin University (2009; Japan) back up this uncanny resemblance.

But what do our dogs think? How would they describe this relationship? If they were the ones doing the talking, would pairing up a dog with its human be as easy?

**IT'S TIME TO FIND OUT.**

WHO IS MY  
HUMAN?

# WHO IS MY HUMAN?

is a fun and surprising game show in which contestants must match owners and their dogs based only on the clues offered by the canines themselves...

**THAT'S RIGHT, THE DOGS  
DO THE TALKING HERE.**



WHO IS MY  
HUMAN?

# FORMAT

'WHO IS MY HUMAN?' is a humorous game show contest starring and narrated by dogs. Each dog has a distinct voice (by means of a comical dubbed vocal performance) that is true to its breed, character and personality (eliciting excitement and laughs).

Two teams, comprised of three contestants each, compete for a grand cash prize. To achieve this they must guess and pair each human that enters the set with their particular dog. They must choose among the individuals that are lit up on the human panel.

In each round they'll be aided by the dogs in different ways:

- **Presentation videos:** a piece on each dog (filmed in their home and favorite settings) in which the animal describes its human and what it's like to live with him/her.

- **Clues:** videos in which a given dog sums up or reveals specific aspects of its human (personality traits, his/her bedroom, favorite song, shoe collection, etc.).

The teams must first compete in a group round and then face off in a knock-out duel. The prevailing team must succeed in the final round if it hopes to win the accumulated jackpot and an enticing final prize.

**SURPRISE, EXCITEMENT AND LOTS OF DOG-INSPIRED LAUGHS. GAME ON!**



WHO IS MY  
HUMAN?

# FORMAT

## HOST

Charismatic, engaging and witty, our host's distinct comic timing will create a lively rapport with the contestants and energize the game as it progresses. With a deep love of all things canine, he'll always provide interesting tidbits about the starring dog.

## CONTESTANTS


Two teams made up of three family members or friends compete for the cash prize. With strong communication skills, they're ready to have fun, also allowing our viewers to play alongside them and debate which human belongs to each dog.

## THE DOGS

They are the stars of the show. Spanning different breeds, the dogs possess distinct character traits and personalities. The identity of each canine is based on a personalized comedy script which is faithfully and humorously brought to life through its particular voice actor.

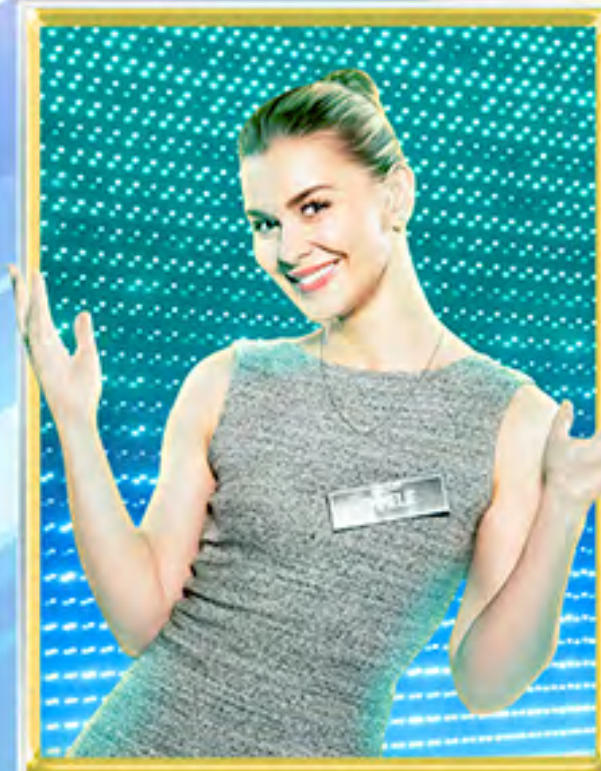
In this way, we'll be introduced to a grumpy bulldog who can hardly stand himself and is obsessed with getting braces; a snobby Dalmatian who thinks he's a human and treats his master like a pet; etc.

This also allows for some contrast and surprises. Some dogs will dispel widely held clichés about their breed: we'll meet a manicured, pink-clad poodle who's really a kleptomaniac and a bit of a scoundrel; a huge, muscular pit bull, obsessed with finding the meaning of canine life; etc.



My human teaches waltz lessons.

WHO IS MY HUMAN?



**TRAINERS**

Trainers will accompany the dogs at all times and form part of the show's staff. Professionals specialized in canine care, they will help the dogs feel safe and calm.

**THE HUMAN PANEL**

The panel is elevated and hidden from the dogs' view. Once the dog reaches its spot, the humans located on separate, numbered squares are lit up. They are not allowed to speak or gesture to the contestants.

With each dog, the humans on the panel will also change, comprising a varied group of people of different ages, backgrounds, gender and physical appearance. They will possess a very specific look that reflects their personality and can be easily differentiated by the contestants and viewers.

My human loves to take me shopping.



### PRESENTATION VIDEOS

The video's structure will adhere to reality tv show's classic character presentation pieces.

The videos will feature the dog describing its human (with a tailor-made, comical voice actor performance) as we're treated to various instances of the dog in its home, its routine, the places they go on walks and, in short, a description of what its life is like with his human.

### CLUES

Videos in which the dog reveals details regarding the habits and personality of its human. Clues that are relayed in a fun way and key for the contestants to make the right choice.

It can consist of a dog explaining things like how its human uses him to pick up women or that he/she always eats from a can, just like him; or videos in which the dog owner is showing off its firefighter's outfit, introduces us to its son playing video games or gives us a look at its horror movie action figure collection.

### CANINE LIFELINE

During the first and final rounds, contestants can use this lifeline to turn off humans on the panel, thus increasing the chances of making the right choice. As a result, the cash amount at stake is reduced.





### THE GRAND PRIZE

The maximum jackpot that contestants can win amounts to €60,000.

During the first round, each team wins more cash each time they succeed as well as each time the opposing team fails. If successful in the knock-out duel, they will also amass more cash. In the final round, the winning team will play to win the jackpot money plus a grand prize.

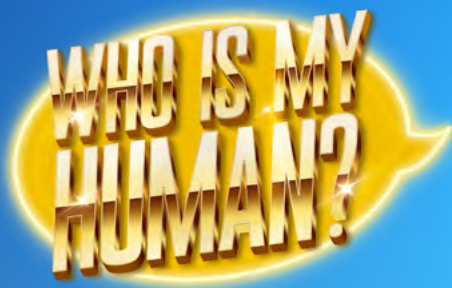
### FINAL VIDEO

A very short video in which the dog introduces its human. We see them together for the first time and hear the person talking. The laughs are guaranteed when what's being said by the dog and the human couldn't be any more at odds. For example, the snobby Dalmatian presents its human pet with flippant disdain, while his human describes his dog as a humble, outgoing dog.

This device also serves as a segway when introducing a new dog.







## MEDIACREST

We are an audiovisual production company aimed at TV operators and platforms in the national and international market. We use Big Data and experience to make a predictive selection of content investments.

Our team is made up of award-winning audiovisual production professionals with enormous experience in film, TV and digital marketing direction and production.

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Every night there is  
a party at home.