ITV Commissions Big Box, Little Box From Initial

Wednesday 25 February, 2015

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ITV's brand new commission sees consumer reviews delivered by the real experts - which means people of all ages road-testing them in the family home and offering viewers their unvarnished opinions.

Initial, part of Endemol Shine Group, to produce a new six-part primetime factual entertainment format which will take the modern phenomenon of customer reviews to the next level.

Big Box, Little Box will feature ordinary families from across the UK as they test a wide range of products available in their everyday lives. Entertaining, funny and informative, these regular households will give us a real life take on the latest items being marketed to us in the UK.

At the beginning of each show, every home will receive an exciting delivery - an assortment of boxes wrapped in brown paper, some little and some big. They could contain anything from a widescreen TV or family car to the latest shake diet or spray tan.

Over three days the families go about their lives, trying out the products and sharing no holds-barred reviews.

Big Box, Little Box is a 6 x 30 minute series commissioned for ITV by Jo Clinton-Davis, Controller of Factual and Richard Klein, Director of Factual.

Richard Klein said: "We've all struggled with that new gadget or time-saving device - not just reading the instructions and trying to get the thing to work, but sometimes just getting onto the packaging. Now you can sit back and let others read the manual for you. In an age then gadgets and devices dominate our lives more than ever, *Big Box Little Box* is a wry and warm take on how the British family copes with the modern world when it enters their living rooms.

The Executive Producer is Initial's Creative Director Mirella Breda and the Series Producer is Lucy Shepherd.

Mirella Breda, Creative Director at Initial, said: "*Big Box, Little Box* gives a funny and informative peek into people's homes as we watch them get to grips with the latest products on the market. This new format will blend consumer programming with a comedic observation documentary, capturing the humour and drama of real families grappling with modern life."

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