



BRANDED WEB SERIES CONCEPTS

(THREE TOTAL)



HOME SKILLET

CONCEPT OVERVIEW

HOME SKILLET is the story of a man -- and his kitchenware. Shot single-camera sitcom style, this 6-episode, scripted series follows the adventures of **DAVID MORALES**, a 30-something DENNY'S restaurant manager and **MICKEY**, his roommate and co-worker who just so happens to be an (always full, always steaming) 10-pound **DENNY'S SIZZLING BREAKFAST SKILLET**. Voiced by well-known comedic talent (*George Lopez, Carlos Mencia, etc.*), Mickey is one opinionate piece of metal -- which is okay since he knows what's best for David.

Together they deal with typical roommate issues ranging from arguments over who left the stove burners on, to squabbles about the proper number of eggs to use in a Denver omelet. We also catch up with David and Mickey at work to get a glimpse into the dynamic of their professional relationship. David loves his job, he's a really hard worker, and loves making both his customers and staff happy. And as for Mickey ... well, let's just say the popularity of Denny's Sizzling Breakfast Skillet has gone to his head and it is all David can do to keep his attitude in check. As you can imagine, antics ensue.

Keep in mind this is a show about a man and his skillet so the tone will be one notch above over-the-top. But we'll make sure it's accessible to everyone because at its core it's a show about friendship. David and Mickey have their squabbles but they're still best buds.

POTENTIAL EPISODE

"The Hot (Plate) Date"

David gets a date with Kerry, the hot neighbor from downstairs. He asks Mickey to take a hike for the night but where's a sizzling skillet to go on a cold, wet evening? Kerry arrives and things get out of hand in a hurry. First of all, why does this skillet have to sit between them on the couch? Second, why is this skillet filled with steaming, delicious-looking food? Third, why is David *talking* it? Mickey doesn't like the attitude on this woman at all and, after remaining silent for as long as he can, he doles out a heaping, bacon-flavored piece of his mind. You can imagine what happens next: Kerry SCREAMING from the realization that this skillet can talk, Kerry throwing wine in David's face, Kerry storming out. David and Mickey argue after she leaves just like two sitcom roommates would. The only difference is one of them is a sizzling skillet.



SKILLET THERAPY

CONCEPT OVERVIEW

Waking up is hard to do. We're so caught up in the hustle-bustle of everyday life that we don't take the time to start our mornings with the most important meal of the day -- breakfast. And without proper fuel we drag through the day surviving on coffee, donuts and whatever we can find in the work vending machine. **SKILLET THERAPY** is a scripted 6-episode comedy series that definitively highlights the pitfalls of missing breakfast.

Each episode opens with a scenario familiar to everyone: the **BUSINESSMAN** too busy for breakfast, the **MOM** racing around the house getting the kids ready for school, etc. As our subjects fall prey to the effects of skipping breakfast, events take a comedic and surreal turn before a **CELEBRITY SKILLETOLOGIST** swoops in with a **DENNY'S SIZZLING BREAKFAST SKILLET** to make the subject feel human again.

Each episode will run between sixty and ninety seconds long. Each episode will also feature a different Celebrity Skilletologist who will appeal to Denny's target demographic. The videos will be distributed across DBG's network and also live on Denny's Facebook profile where we'll encourage users to participate in the conversation, and even upload their own "comical breakfast-missing horror stories."

POTENTIAL EPISODE

"My Morning Circus"

CLOSE UP on alarm clock. 6AM. A **BUSINESSMAN** crawls out of bed and head to his refrigerator. Empty. CUT TO: The businessman at his subway stop. His stomach GROWLS like a wolverine. He nearly jumps out of his shoes as a blaring **MARIACHI BAND** materializes next to him. He gathers himself. Looks back. The band is gone. In its place is a 7-year old boy holding a toy trumpet. Two giant, sweaty **CLOWNS** suddenly materialize on either side of him. Soon he's squeezed between them like a businessman sandwich. He's about to scream when, the crowd parts, and **SOPHIA VERGARA** glides down the platform carrying a Sizzling Skillet. The businessman takes a big bite of deliciousness (from the skillet not from Vergara). Fireworks go off and we SMASH CUT to the exterior of a Denny's. The same businessman steps out of the restaurant wiping his mouth after eating delicious Sizzling Skillet. He looks 100 times better. He tosses the napkin and walks away ready to face the day.



THE WAKE UP CALL

CONCEPT OVERVIEW

This is a wakeup call to all those who shortchange the great American breakfast! It's time to listen to your stomachs and to the wisdom wafting from a **DENNY'S SIZZLING BREAKFAST SKILLET!** The best way to a person's heart is through their stomach. In unscripted, hidden camera series we'll make stomachs happy with sizzling food and laughter.

Each episode of **THE WAKE UP CALL** will take place in a different Denny's in a different part of the country. Each episode we'll employ a different **CELEBRITY PRANKSTER** to officiate the comedy stylings. Sometimes the Celebrity Prankster will be in disguise. Sometimes they'll appear as themselves. Disguised or otherwise when the Celebrity Prankster appears hilarity won't be far behind.

The pranks will all be good-natured and will vary from an impromptu, on-sight competition to (supposedly) identify Denny's new official TV spokesperson, to a frenetic parking lot omelet cook off in which the winner receives free Sizzling Skillets for an entire year. At the end of each episode the Celebrity Prankster reveals him or herself for who they really are and all the customers involved in the prank receive a free Sizzling Skillet on the house for being such good sports.

POTENTIAL EPISODE

"A Special BRAN of Breakfast"

AMERICA FERRARA strides into a Houston-area Denny's disguised as a no-nonsense 'suit' from "Denny's Central Headquarters" and announces that the restaurant will now only serve BRAN MUFFINS. The wait staff begins yanking breakfast dishes from tables -- meals half eaten or not. As the customers understandably become heated, Ferrara uses *marketing-speak* to explain Denny's decision. Just as things are about to get really dicey, Ferrara reveals who she really is and explains that this has all been a prank. Big laughs all around, and a huge round of applause when Ferrara announces free Sizzling Skillets for all!