

The concept explores the idea that E4's Thursday night comedy schedule is dangerously funny. I thought it was important to not only create a character but an environment and more importantly a brand that would tie everything together.

The character in essence, comes from expanding upon my "Bird Likes Pop" concept from the E-Stings 1st Round. I think one of the most important aspects in creating a successful ident, particularly in one that is character based, is to give people something that they aren't expecting. In my "**Warning! Contains Humour**" concept, the scene opens to a rather innocent and harmless-looking puddle of purple gel. A large contrast to the insanity witnessed at the end of the ident, as the character explodes in a fit of crazed, maniacal laughter, splattering its glass confinement with dripping purple gloopl*

Of course, in this concept **the environment** is just as important in describing the character and it has the look of an abandoned, science experiment facility. The colour palette is kept almost exclusively to purple and yellow, with the only real source of light coming from the back-lit glass containment area. The eagle-eyed viewer may spot clues on the glass and on the floor giving them an indication of the dangerous nature of the contained substance.

The early stages of a **brand identity** have been illustrated in this concept. Research was carried out into different types of visual communication, particularly warning signage. It was obvious that the contrast of yellow and black would make people associate the brand with the "**Warning! Contains Humour**" ethic. The colours also work perfectly with the E4 purple creating a simple, but hugely effective 3-colour brand identity.

The future? Because of the open-ended nature of the "**Warning! Contains Humour**" brand, there is a great amount of scope for expansion on this theme. The character itself, a forgotten experiment reanimated by E4's hilarious Thursday night comedy line-up, unable to stop itself from spontaneously combusting out of sheer gut-wrenching laughter, could be taken in a variety of different directions. Or perhaps, we could take a much more general approach to our "**Warning! Contains Humour**" theme. To keep the brand fresh, maybe our infamous shape-changing blob isn't the only dangerous piece of hilarity contained in the area, giving us the opportunity to introduce new characters, similarly confined and just as bizarre!

*Of course, this may not be the end for our globular protagonist as we could witness him 'reforming' during the first advert break (although with the Thursday Night Comedy Schedule still playing he's bound to reach a similar demise).