

**GO THE
BEAT**
agency

&

NETFLIX



JAKE **PAUL vs TYSON**

AT&T STADIUM | ARLINGTON, TX

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Introduction

This brief outlines the creative direction and deliverables for a motion graphic package designed for the highly anticipated **Jake Paul vs. Mike Tyson** boxing event. The motion design will reflect the bold, cinematic energy of the fighters while incorporating branding elements that resonate with the audience. The goal is to create engaging, visually stunning assets that enhance the event's marketing and broadcast experience.



Event Overview

Key Message:

“Witness the clash of icons in an unforgettable night of raw power and unrelenting intensity.”

The Jake Paul vs. Mike Tyson event is more than just a fight; it's a collision of generations, blending YouTube stardom with the storied legacy of boxing royalty. Inspired by the golden age of boxing—where fighters like Muhammad Ali brought ritual, respect, and grit to the sport—the visuals will evoke a sense of nostalgia. They'll transport the audience to an era when boxing was more than a sport; it was an art form, a theater of physical and emotional endurance.

The design will celebrate this old-school spirit, channeling the dimly lit rings, flickering shadows, and raw humanity that made past fights legendary. Instead of relying on cutting-edge 3D effects, the approach will embrace analog textures, grainy film overlays, and blood-red typography that feels both timeless and visceral. By fusing the nostalgic rituals of boxing's history with the intensity of today's fighters, the visuals will honor the past while amplifying the drama and charisma of the present showdown.

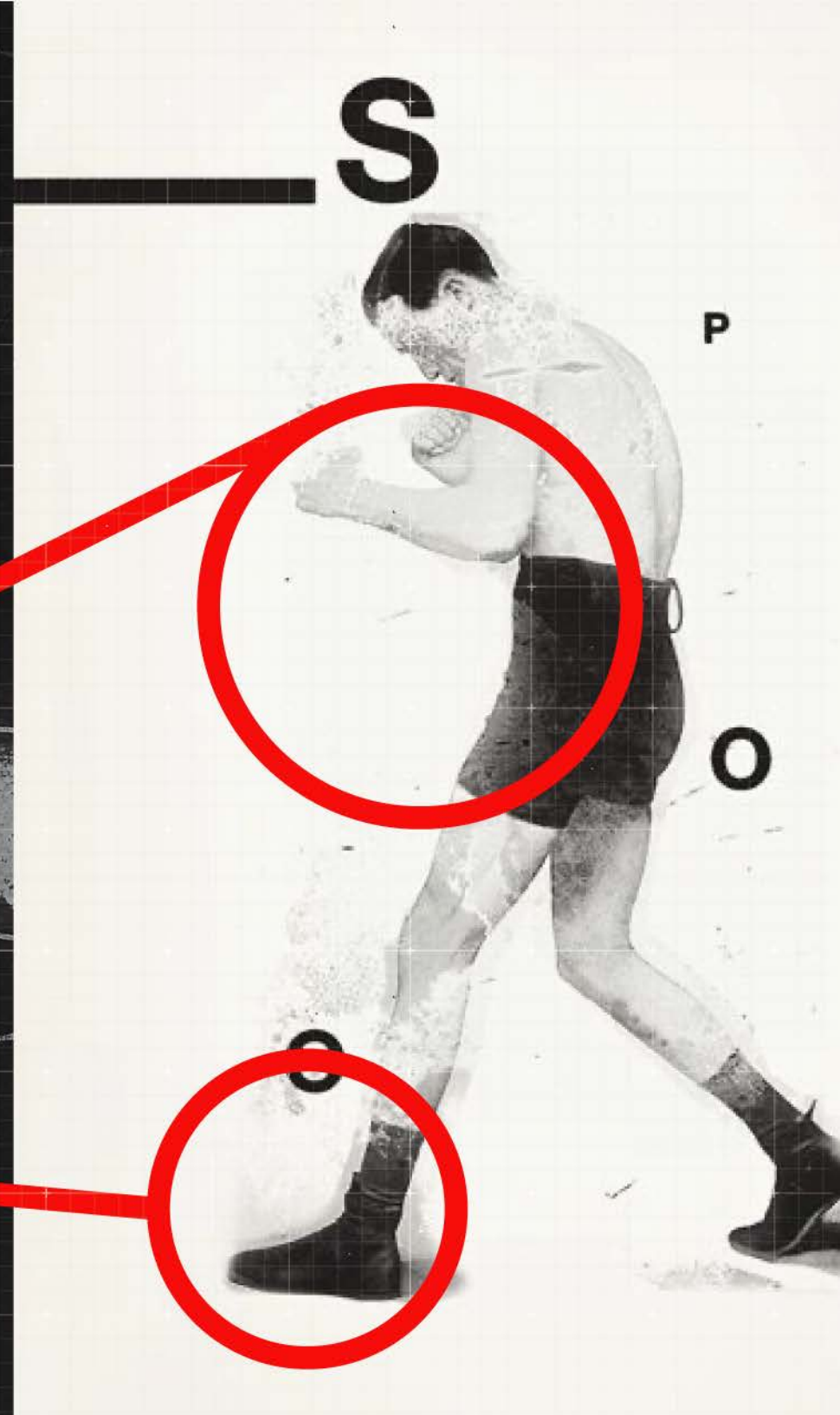
Customer Demographic

Primary audience:

18-35-year-olds,
predominantly male, with an
interest in combat sports,
pop culture, and
high-octane entertainment.

Secondary audience:

Casual sports viewers
drawn in by the celebrity
aspect of the fighters.



Tone of Voice

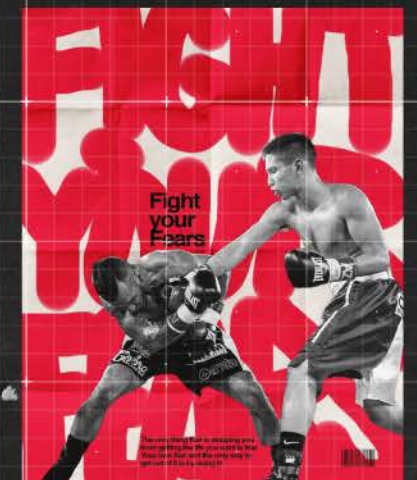
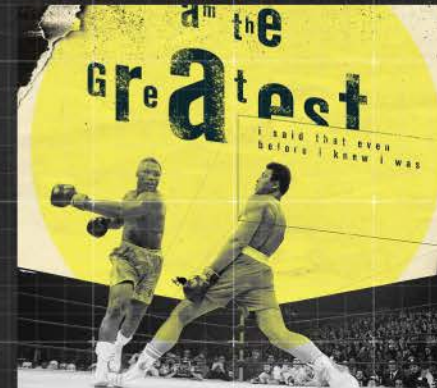
A

Cinematic, Raw, and Gritty: Inspired by the The Most Dangerous Animal intro, the design will embrace grunge textures, high-contrast elements, and dark, impactful visuals.

A

DOCUMENTARY
DANGN
EQ A

T-O-X-△-S-R-N-L-Y-E
-J-G-P-G-B-T-S-B-

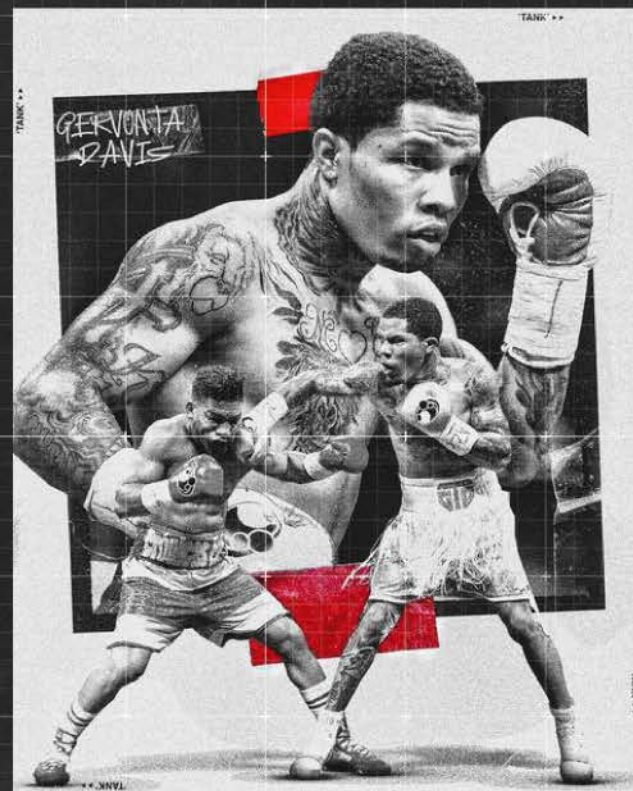


Tone of Voice

B

Bold and Provocative: Reflecting the personalities of Jake Paul and Mike Tyson, the graphics will carry a fearless attitude, combining an old-school boxing aesthetic with a modern edge.

B



See it BIG EXCLUSIVELY in this area on CLOSED CIRCUIT SCREEN THEATRE TV

ARENA
45th AND MARCEY STREETS - PHILADELPHIA, PA.

DOORS OPEN 9:15 - ALL SEATS RESERVED \$8.00 & \$6.00

TICKETS ON SALE AT: ALAMO TICKET OFFICE - KENNEDY'S 14th SOUTH 13th ST. WA 8-8550
JANNA "THE FIGHT" BEANBAGGERS - CENTRAL CITY MARKET - GLASSBORO - 609-685-1111
PRIMA TICKET SHOP - MONROE & HIGHTOWNE - 610-663-0000 - 11th & MARKET, THE MARKET

PRESENTED BY JACOB J. HANCOCK PRODUCTIONS, LLC

THE SECOND RECKONING

MONDAY evening MAY 1st

MUHAMMAD ALI vs. GEORGE CHUALO

NO HOME TV

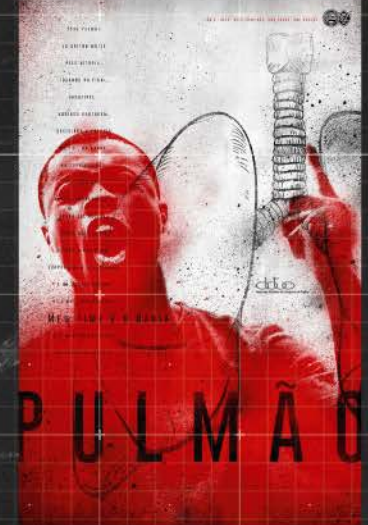
DIRECT FROM RINGSIDE PACIFIC COLISEUM VANCOUVER

Tone of Voice

C

Intense and Blood-Red: Red letters resembling blood splatters will highlight the raw intensity of boxing, emphasizing the sport's visceral nature.

C



Design Approach

Logo Intro/Outro/Bug

Animated elements and letters that build dynamically, with parts of the logo breaking apart and reassembling.

Red and black gradient animations with flickering effects.

Lower Thirds

-Bold typography with gritty textures and subtle blood-red accents.

-Smooth reveal animations with grunge transitions.

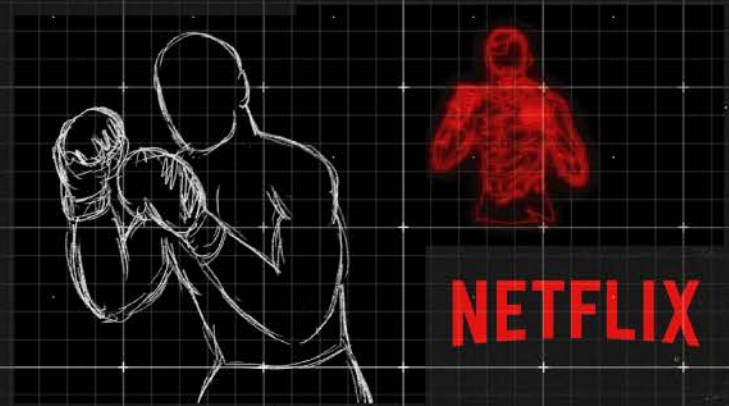
Transitions

-Dynamic glitch and rip effects to convey aggression.

-Smooth cuts to maintain flow while enhancing the tone.

A

starts with red stop motion fighters 2d animations to zoom out the red Netflix logo



B



C



Design Approach

CTA Animations

- Calls-to-action for viewers to subscribe, buy tickets, or follow the event.
- Pulsing red effects resembling blood drops with sharp movements.

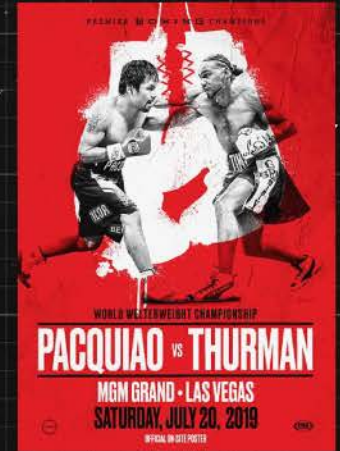
Info Cards

Highlight fighter stats and fight details with a cinematic typewriter reveal effect.
Overlay of flickering lights or scanline effects.

Animated Backgrounds

- High-energy looping backgrounds incorporating dark, smoky textures and grunge letters.
- Blood splatter effects with letters subtly in motion to add depth.
- Slow motion fighters body features

D



E



F



Design Approach Overview

Visual Inspiration

- The Most Dangerous Animal intro: Grunge textures, ripped paper overlays, dynamic type with hidden and revealed elements.
- Typography combining distressed fonts with clean sans-serif for contrasts.
- Red as a dominant highlight color, paired with black and muted greys.

Graphic Elements

- Boxer punches, blood splatters and distressed canvas textures slowed motion movements and focused the fighters.
- Ring ropes as framing devices for transitions and info cards.

Motion Style

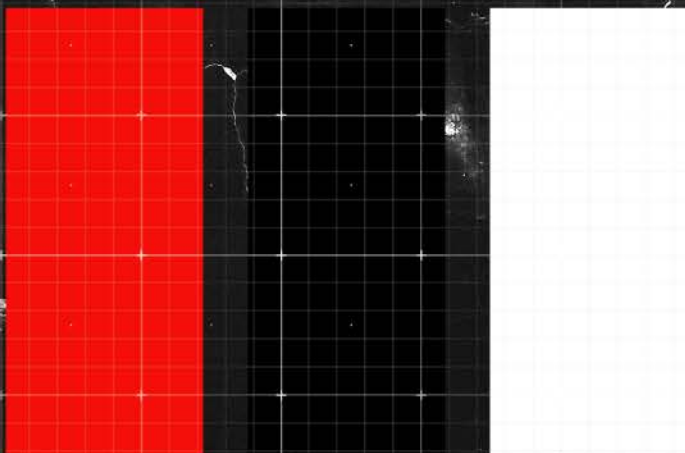
- Jittery animations with controlled chaos, like letters glitching or breaking apart.
- Seamless integration of slow and fast-paced animations to build suspense and create impact.
- Fast moved body features and solved motioned boxers with body features presents



Graphic Guidelines



Color Palette



Type Face

GOTHAM BLACK
GOTHAM BOOK

OLD ORIGINALS
HAND ORIGINALS

Motion Guidelines

Graphic Consistency: Maintain a uniform style across all elements, tying them back to the brand's tone.

Flexibility: Assets must be versatile enough for use on both broadcast and social media.

Motion

Impactful Intros: Every motion starts strong, pulling the audience in with intensity.

Subtle Textures: Gradients and textures must enhance without overpowering.

Dynamic Motion: Fast-paced animations paired with deliberate slow sections for dramatic emphasis.

*

<https://www.youtube.com/watch?v=yXWTQMoeJLs>

<https://www.youtube.com/watch?v=xBLFBYPor3w>

<https://www.youtube.com/watch?v=-DQ3Cdl08iA>

<https://www.youtube.com/watch?v=-DQ3Cdl08iA>

<https://www.youtube.com/watch?v=RuVTrOSSD-o>

https://www.youtube.com/watch?v=GUJfA_12u3o

<https://www.youtube.com/watch?v=lvTXbHLtod4>

<https://www.youtube.com/watch?v=flpgFjz-8D8>

Deliverables

1

A design brief
including client notes

2

MP4 commercial video
in 1920X1080 resolution
with 30fps

3

Mogrt files
motion design elements; logo intro,
lower thirds, transitions, and CTA
card

4

A zipped .prproj
footage, audio, and mogrts
sequences



Client Notes



Nicole Pacheco Vieira 5d

Didem, as always you are so creative and hard-working. Just by looking at the style of the Brief I could already feel what your work will be like. I liked the use of textures and the retro style of the images. Do you intend to do everything in black and white with red highlights? Or will it be in color? I've been watching Arcane on Netflix lately and the style of the series reminded me of what you want to do, as if the viewer was getting punched in the face while watching. I can't wait to see the final work!



Jukyung Park 4d

Wow, I really love your concept of presentation! It's extremely bold and eye-catching! Your plan is overall well-balanced, but incorporating a strong contrast of black and red could make the video even more striking. And also I want to recommend to you this youtube video relative to text effect. I hope it will help you.

https://www.youtube.com/watch?v=F_0FrjsgN-k

Thank you!

**GO THE
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agency

Creative Art Director Didem Tereyagoglu

