

house  hunters
INTERNATIONAL

House Hunters International

Television Show Package Rebrand

Carly Johnson | 4 October 2020

 HGTV

1 Overview

2 History & Synopsis

3 Audience Survey

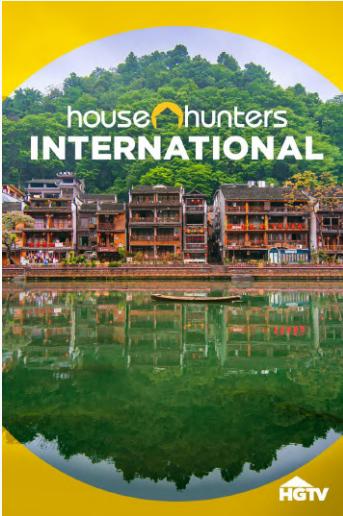
4 Network Brand Connection

5 Current Show Package

6 Rebrand Design

House Hunters International has a cohesive yet out-of-date show package and is in need of a redesign. This deck explores the history of the show, audience responses, the program's connection to the network, the current show package, and an analysis of the main title.

House Hunters International | History & Synopsis



House Hunters International is a spin-off of HGTV's popular show House Hunters. The international version premiered February 20, 2006, and both shows are currently on air with new episodes every Tuesday, Wednesday and Thursday night at 10 pm EST. House Hunters International is currently in season 161.

The reality TV show features individuals, couples, and families moving to a new country. In each episode, a local real estate agent shows the homebuyers three options to buy or rent. The episode concludes with a scene, typically several months after the decision is made, showing the homebuyer in their new home.

What parts of the show do the audience enjoy most?

1 Relatable Families and Homebuyers

2 Variety of Properties

3 Snapshot of the Area (Price, Environment, etc.)

4 Decision-Making Element

5 Before and After Move-in

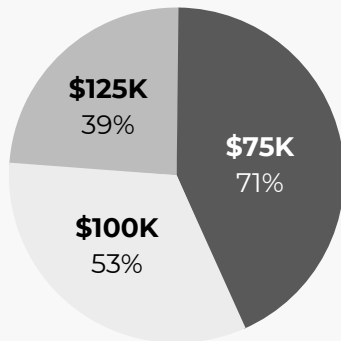


Age: 61

Gender: Female

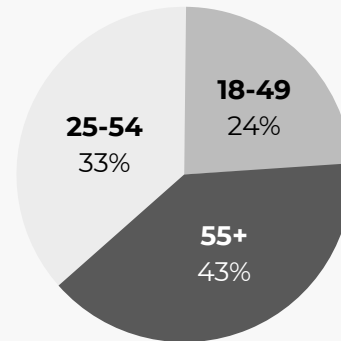
HH Income: \$88,800/year

AVG Household Income



Median: \$88.8K

AVG Age Group



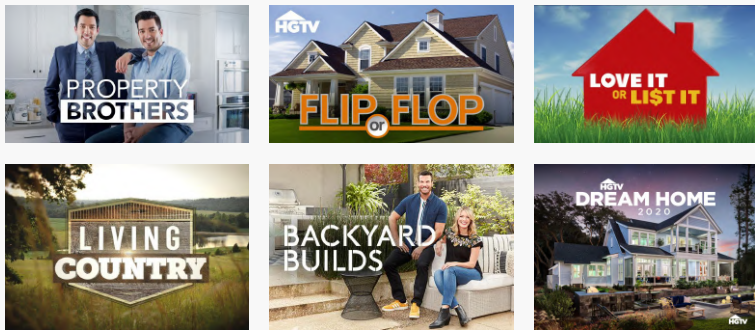
Median: 61

HGTV viewers enjoy watching the network for feel-good entertainment, and HHI provides them with an element of fantasy through imaginary travel.



House Hunters International is a perfect fit for HGTV and was ranked the #1 HGTV program in 2020 by USA Today. HGTV proudly hosts many reality-tv shows surrounding the topics of home improvement and real estate.

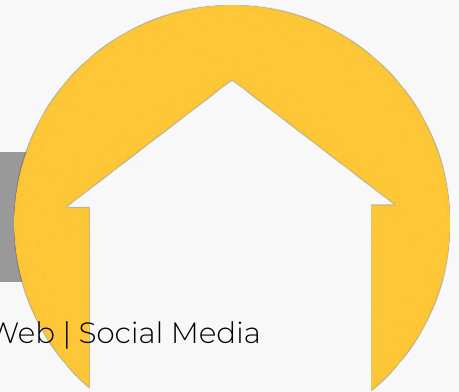
HGTV's branding is geometric, modern and clean whereas House Hunters International is a bit dated and several of the visuals within the show are highly-detailed rather than simple and modern. Additionally, HGTV relies on bold caps and bright blue whereas HHI has soft overlays and uses yellow as the program's primary color. In fact, the majority of HGTV's programs feature uppercase titles while HHI is entirely lowercase.





Current Show Package

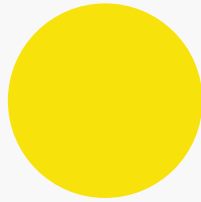
Graphic Elements | Main Title | Lower Thirds | Transitions | Credits | HGTV Web | Social Media



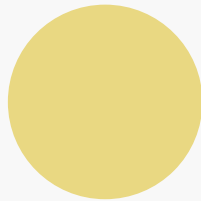
House Hunters International | Color Palette



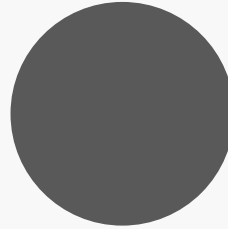
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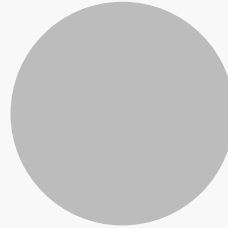
#f8e20cff



#e9d882ff



#595959ff



#bcbcbc

House Hunters International | Graphic Elements



Wishlist
Icon #1



Wishlist
Icons



Transition Device
+ Lower Thirds
Animation



Wishlist
Icon #2



House Symbol
(Gold + Grey)



Location
Symbol (Maps)

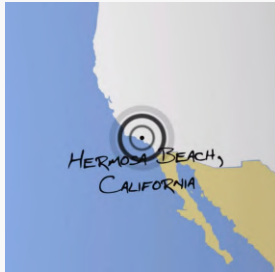


Wishlist
Icon #3



Logo/Title

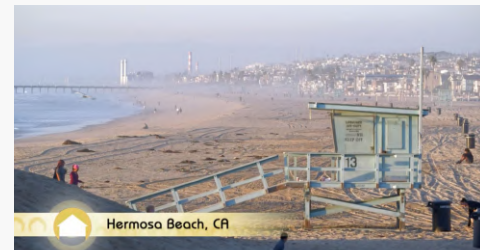
House Hunters International | Additional Graphics



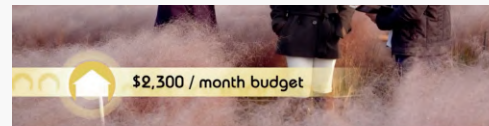
WISHLIST CHECKLIST

1	2	3
<input checked="" type="checkbox"/> New build	<input checked="" type="checkbox"/> New build	<input checked="" type="checkbox"/> New build
<input checked="" type="checkbox"/> Basement	<input checked="" type="checkbox"/> Basement	<input checked="" type="checkbox"/> Basement
<input checked="" type="checkbox"/> State College	<input checked="" type="checkbox"/> State College	<input checked="" type="checkbox"/> State College

House Hunters International | Main Title



House Hunters International | Lower Thirds

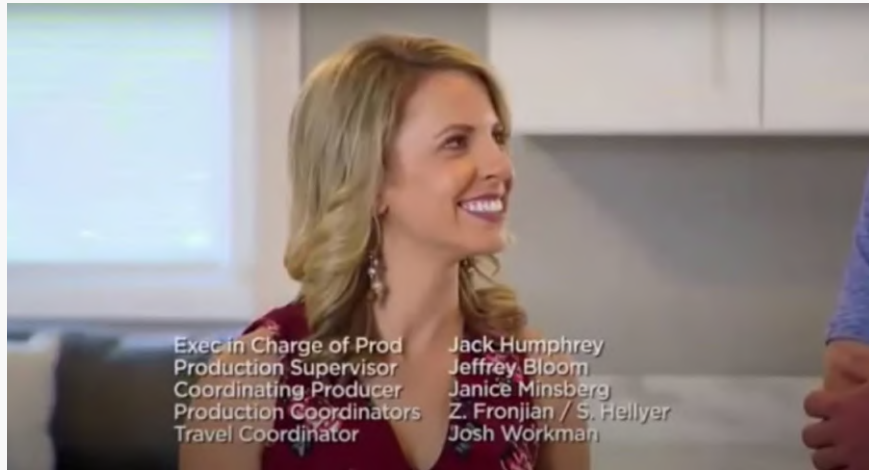


House Hunters International | Transitions



At the end of each episode, there is a transition from the decision scene to a period months later where the buyer has moved into their new residence. The transition relies on the house symbol as well as the target icon and a lower thirds time stamp.

House Hunters International | Credits



The credits are very quick and simple. In the last few seconds of an episode, solid white text with black drop shadows appear, highlighting those with roles such as production supervisor, coordinating producer, and travel coordinator.

House Hunters International | HGTV Website

The screenshot shows the top portion of the HGTV website. At the top left is the HGTV logo. To its right is a horizontal navigation menu with the following items: TRENDING, SHOWS, DESIGN, OUTDOORS, LIVING, HOW TO, and SWEEPS. Below this is a large blue banner with the 'house hunters INTERNATIONAL' logo. Underneath the logo is a secondary navigation bar with 'MAIN', 'VIDEOS', 'PHOTOS', and 'EPISODES'. Below that is a row of social media icons for Pinterest, Facebook, Twitter, and Email. The main content area features a large photograph of a cityscape at sunset. Below the photo is a 'TAKE A WORLD TOUR' button and a section titled 'House Hunting in Countries A to Z' with 26 photos. A short paragraph below that reads: 'From Australia to New Zealand, we'll take you on a journey around the world to see some of the remarkable places the people on House Hunters International have made their homes.'

This section features the article '10 Best International Views'. It includes a sub-header '10 Best International Views' with a 'SEE ALL VIDEOS' link. Below the title is a short introductory paragraph: 'Take a tour of 10 cities that come equipped with killer views.' This is followed by three small image thumbnails. Each thumbnail has a caption and a duration: '10 Best International Views 02:52', 'House Hunters International's 10 Best European Homes 03:18', and 'House Hunters International Names 10 Best Island Getaways 03:22'.

This section features the article 'Amazing International Homes'. It includes a sub-header 'Amazing International Homes' and two image thumbnails. The first thumbnail is titled 'Eclectic Exteriors' with 15 photos and a description: 'Homeowners around the world search for the perfect home for the right price.' Below it is a 'See the Spaces' link. The second thumbnail is titled 'Inviting Interiors' with 14 photos and a description: 'These fascinating spaces have a distinct culture and architectural style.' Below it is a 'See the Spaces' link.

This section features the article 'Best Of House Hunters Videos'. It includes a sub-header 'Best Of House Hunters Videos' and a row of three small image thumbnails.

This section features the article 'About the Show'. It includes a sub-header 'About the Show' and a paragraph: 'This spinoff of the wildly popular HGTV *House Hunters* globe trots from Sao Paolo to Prague. Home hunters and their real estate agents check out all sorts of architectural styles and work through the idiosyncrasies of buying real estate in other countries. In any language, home buying is an emotional experience.'

This section features the article 'Episodes'. It includes a sub-header 'Episodes' and a 'SEE EPISODE GUIDE' link. Below this are two sub-sections: 'UPCOMING' and 'RECENTLY ON TV'.

UPCOMING	RECENTLY ON TV
Season 154, Episode 13 Headfirst in Barcelona A young couple decides to move in together and find an apartment in Barcelona, Spain. They've only dated a few months and they're still learning about each other, which makes agreeing on a place quite a challenge.	TUESDAY Oct 6 11:30pm 10:30c
Season 154, Episode 13 Headfirst in Barcelona A young couple decides to move in together and find an apartment in Barcelona, Spain. They've only dated a few months and they're still learning about each other, which makes agreeing on a place quite a challenge.	WEDNESDAY Oct 7 2:30am 1:30c
Season 147, Episode 9 Taking Their Shot in London Newlyweds from Chicago met on the college basketball team and are moving to London for a job transfer. Concerned about dependence on a single income, one wants an affordable suburban	WEDNESDAY Oct 7 8pm 7c

HGTV's website highlights the show by including a gallery of the different locations featured on the program, video highlights, a synopsis, and an episode guide.

House Hunters International | Social Media

house hunters
The Results Are In!

HOUSE 1

HOUSE 2

HOUSE 3

hgtv • Follow

hgtv The Viewer's Choice votes are in and you picked House 3 for your favorite.

Will our buyers agree? Watch #HouseHunters tonight at 10|9c to find out!

2d

shafaith45 YAYYY. I LIKE # 3 HOUSE. 🥰🥰

2d 2 likes Reply

kscheck80 House 3!

2d 2 likes Reply

fonteslelia 3

1,566 likes

2 DAYS AGO

Add a comment... Post

House Hunters
28 Tweets

House Hunters
@househuntersint

House Hunters International is the top rated HGTV travel program that showcases the home buyers search for a new home or international vacation spot

Pie Town Joined June 2009

102 Following 1,429 Followers

Not followed by anyone you're following

Tweets Tweets & replies Media Likes

House Hunters @HouseHuntersInt · Aug 20, 2013
This has been working very well! <http://bit.ly/b9Coko>

House Hunters Retweeted
House Hunters Int @HNTZ655 · Feb 5, 2010
So cool! We've all really had requests from viewers about the Realtors and homes we featured in last night... <http://bit.ly/b9Coko>

House Hunters Retweeted
House Hunters Int @HNTZ655 · Jan 28, 2010
Real estate agents & homebuyers worldwide - be on TV! <http://bit.ly/b9Coko>

House Hunters International
TV Show

Send Message

Like Search

Home Photos About Community

About See All

1 People moving to different Countries

9,833 people like this

9,842 people follow this

<http://househuntersinternational.com/>

Send Message

TV Show

Create Post

Photo/Video Check in Tag Friends

House Hunters International
July 10, 2013

There will be a new episode of a couple getting a house in Europe! Will they love any of the houses they look at? Well watch it next week!

127 83 Comments 2 Shares

@hgtv's Instagram hosts interactive viewer's choice contests and announces the audience's favorite before the respective episode airs. The program no longer shares content on Twitter or Facebook; the last post on each platform was from 2013.

House Hunters International | Main Title Analysis



The main title provides a quick glimpse of the show content. The positive tone of the title is emphasized by the chosen sayings such as “Fantastico!!!” and “I love this flat!” The initial location is revealed at the end of the title in each episode, and the viewer does not see any people in the show opener. The title suggests the show explores various locations by including the silhouette of Big Ben, the Eiffel Tower, and the Leaning Tower of Pisa. The design is entirely vector with the repeating house element present in each shot. The sequence begins with the sound of a doorbell and is followed by a short, upbeat musical score that fades out as the show begins.

Although the visuals do capture diverse locations, the sequence does not highlight several of the key elements that fans enjoy. All of the homes are represented by the same icon which fails to capture the variety of the properties. Additionally, the homebuyers are not present in the sequence, and there are no images of the locations, solely silhouettes.



House Hunters International

Rebrand Design

“We take photos as a return ticket to a moment otherwise gone.”

– Katie Thurmes

House Hunters International centers around travel, fantasy, and exploration. Realtors listen to homebuyers talk about their wishlist items, and they work to fit all of those pieces into the perfect puzzle. These facets meld together as a collage, mixing one’s past experiences with their current lifestyle and their dreams for the future all into one cohesive journey immortalized as a memory.

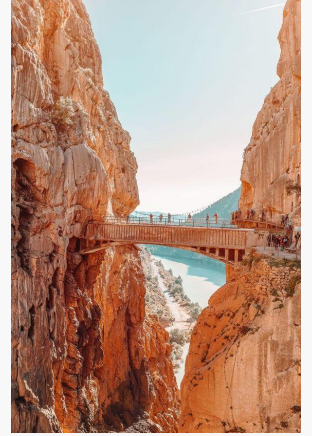
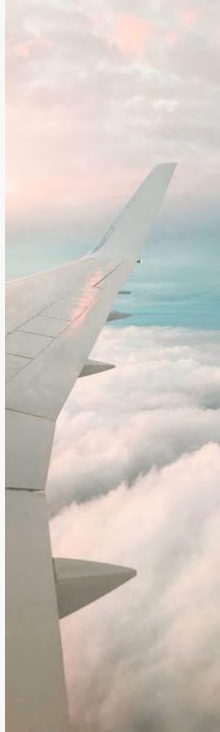
House Hunters International | Proposed Final Deliverables

- Typeface + Logo
- Color Palette
- Icons
- Main Title
- Lower Thirds (4)
- Wishlist Checklist
- Airport Advertisements (2)
- Social Media Content Posts (2)

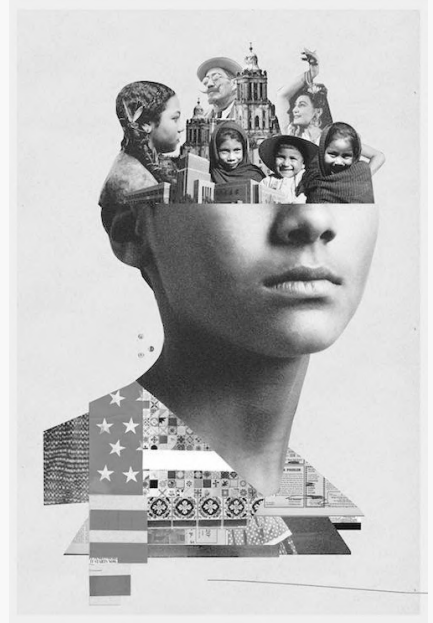
House Hunters International | Word List

- Fantasy
- Dream
- Travel
- Joy
- Happiness
- Community
- Culture
- Exploration
- Journey
- Families
- Couples
- Individuals
- Personalized
- Custom
- Unique
- Charming
- Quaint
- Grand
- Design
- Open-concept
- House
- Apartment
- Condo
- Condominium
- Time-share
- Vacation
- Business
- Commute
- Remote
- Leisure
- Recreation
- Teaching
- Education
- Knowledge
- Growth
- Identity

House Hunters International | Mood Board



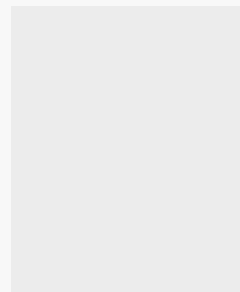
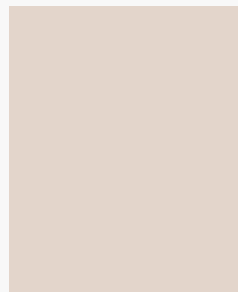
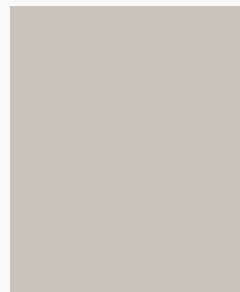
House Hunters International | Style Inspiration



House Hunters International | Logo References



House Hunters International | Color Palette + Typography



Poppins Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
WXYZabcdefghijklmnopqrstuv
wxyz1234567890!@#%^&*()
_ - += { } [] \ : " ; ' < , > . ? /

Poppins Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZabcdefghijklmnopqr
stuvwxyz1234567890!@#
%^&*() _ - += { } [] \ : " ; ' < , > . ? /

Mont ExtraLight

ABCDEFGHIJKLMNOPQRSTUVWXYZ
WXYZabcdefghijklmnopqrstuv
wxyz1234567890!@&*()-+={}[]:;'.?/

House Hunters International | Logo Designs Part 1

househunters
INTERNATIONAL

HOUSE **HUNTERS**
INTERNATIONAL

HOUSE HUNTERS
INTERNATIONAL

househunters
INTERNATIONAL

HOUSE *HUNTERS*
international

HOUSE *HUNTERS*
INTERNATIONAL

house**hunters**
INTERNATIONAL

^{INT} **HOUSEHUNTERS**

 **HOUSEHUNTERS**
INTERNATIONAL

House Hunters International | Logo Designs Part 2

house hunters
international

HOUSE HUNTERS
INTERNATIONAL

HOUSE HUNTERS
INTERNATIONAL



HOUSE HUNTERS
INTERNATIONAL

HOUSE HUNTERS
INTERNATIONAL



HOUSEHUNTERS
INTERNATIONAL

HOUSE HUNTERS
INTERNATIONAL

House Hunters International | Updated Graphic Elements



Wishlist
Icon #1



Wishlist
Icons



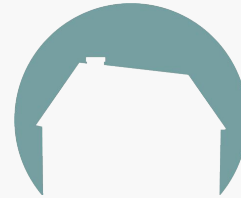
House
Icon #2



Wishlist
Icon #2



House
Icon #1



House
Icon #3



Wishlist
Icon #3

HOUSEHUNTERS
INTERNATIONAL

Logo/Title

House Hunters International | Lower Thirds Exploration



<p>SOFIAALVAREZ HOMEBUYER</p>	<p>SOFIAALVAREZ</p>	<p>HOMEBUYER SOFIAALVAREZ</p>
 <p>SOFIAALVAREZ</p>	<p>SOFIAALVAREZ HOMEBUYER</p>	<p>SOFIAALVAREZ HOMEBUYER</p>
 <p>SOFIAALVAREZ HOMEBUYER</p>	<p>SOFIAALVAREZ</p>	<p>SOFIAALVAREZ</p>

House Hunters International | Lower Thirds Exploration



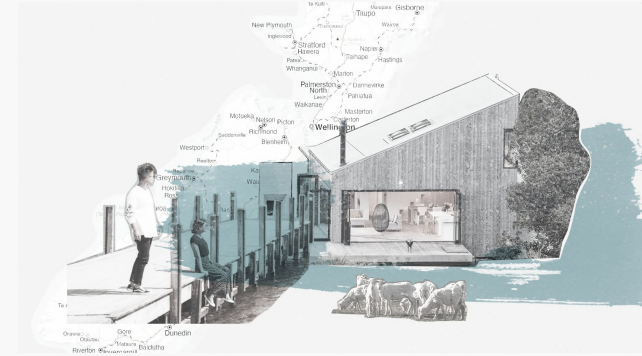
House Hunters International | Lower Thirds Style Frames



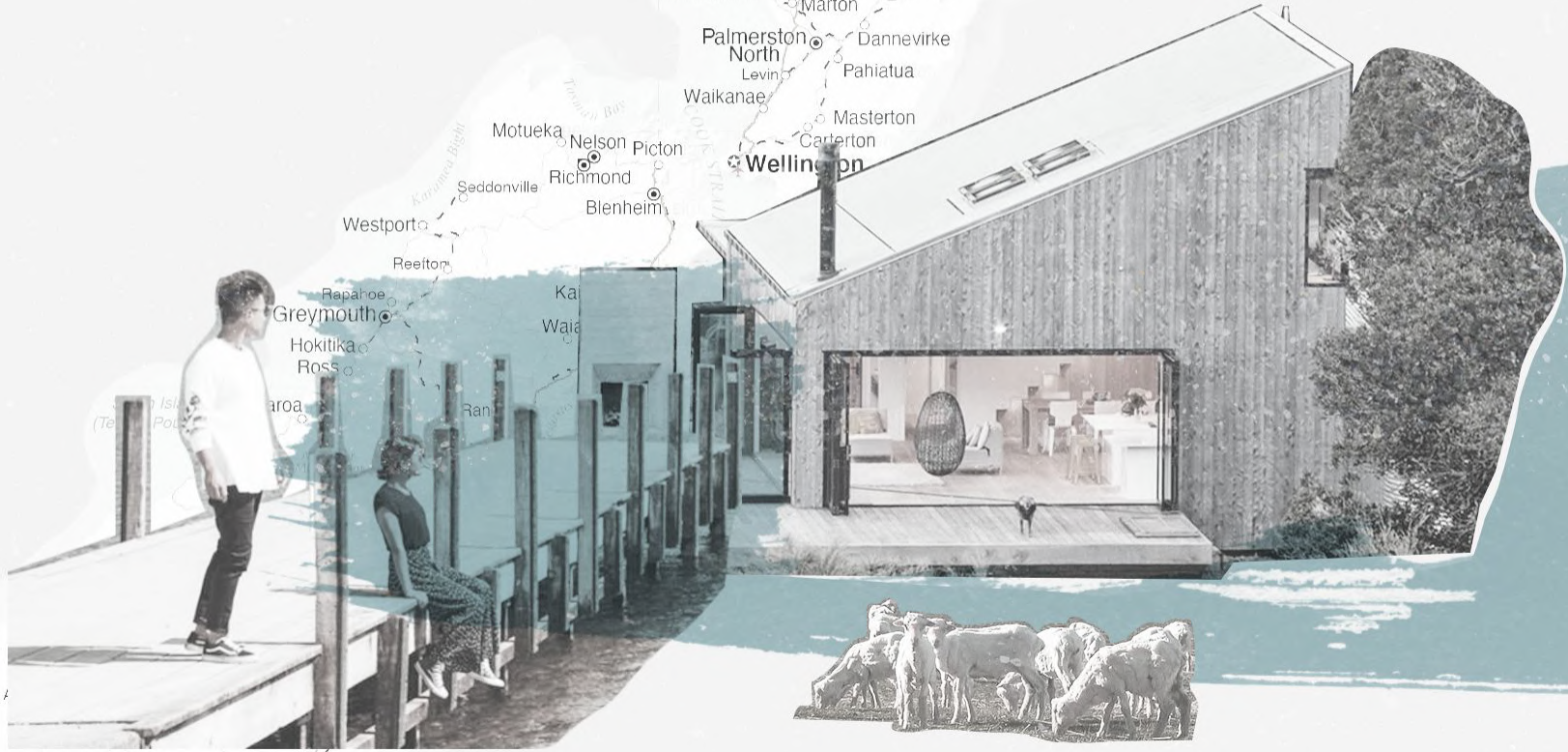
House Hunters International | Main Title: Initial Style Frames



House Hunters International | Main Title: Revised Style Frames







HOUSEHUNT

INTERNATIO



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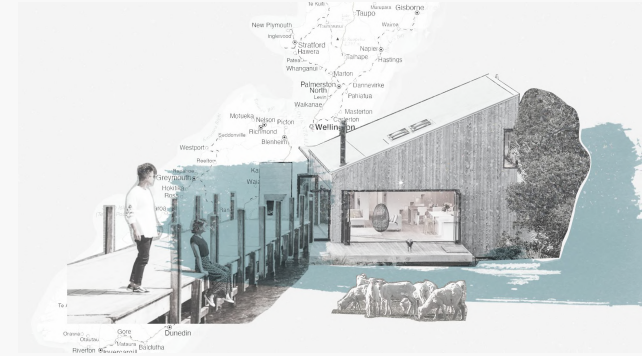
The background is a solid teal color with several white, horizontal, brushstroke-like marks scattered across it, particularly near the top and bottom edges.

HOUSEHUNTERS

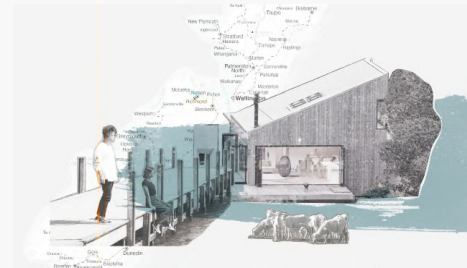
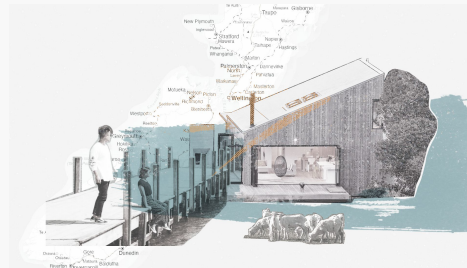
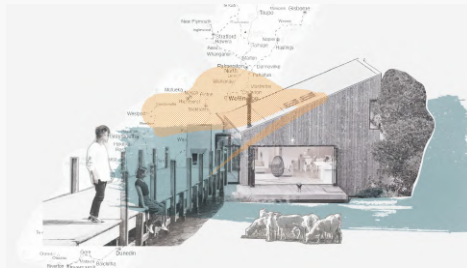
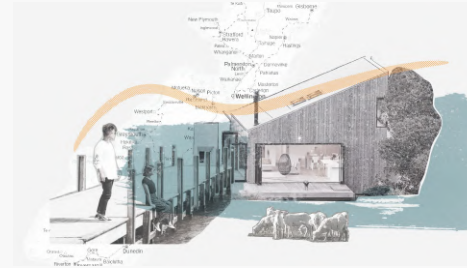
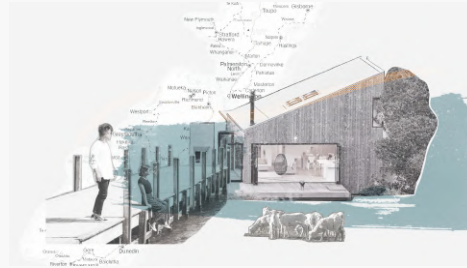
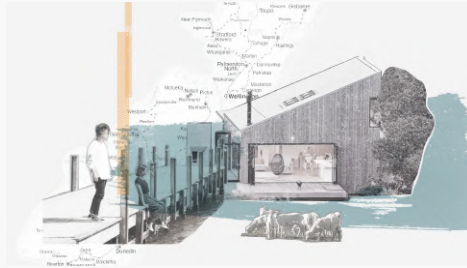
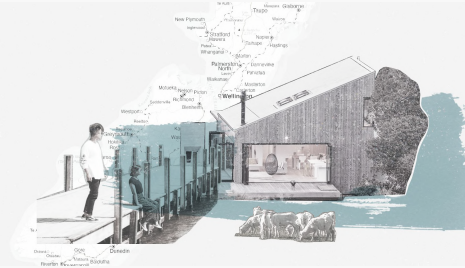
INTERNATIONAL

HOUSEHUNTERS
INTERNATIONAL

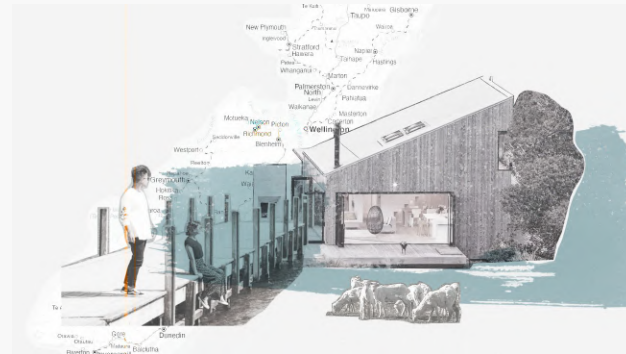
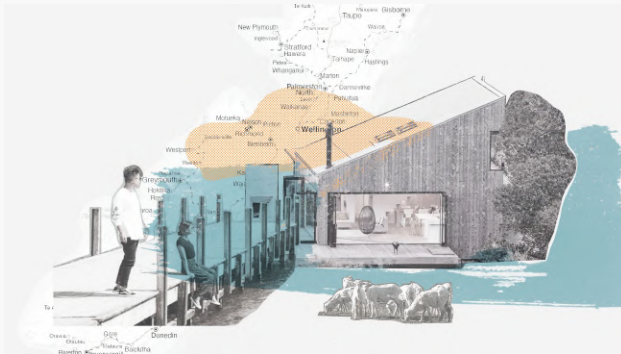
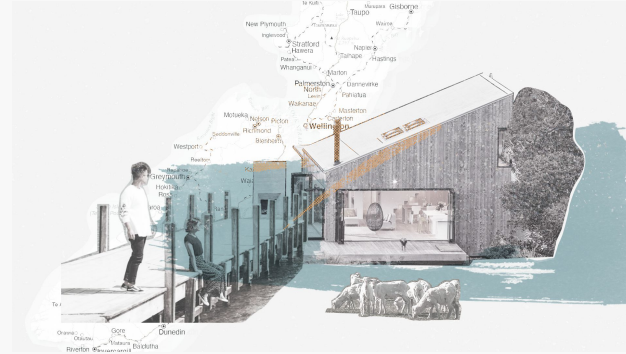
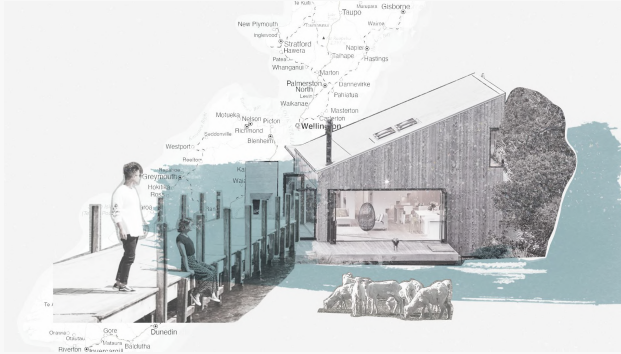
House Hunters International | Main Title: Revised Style Frames



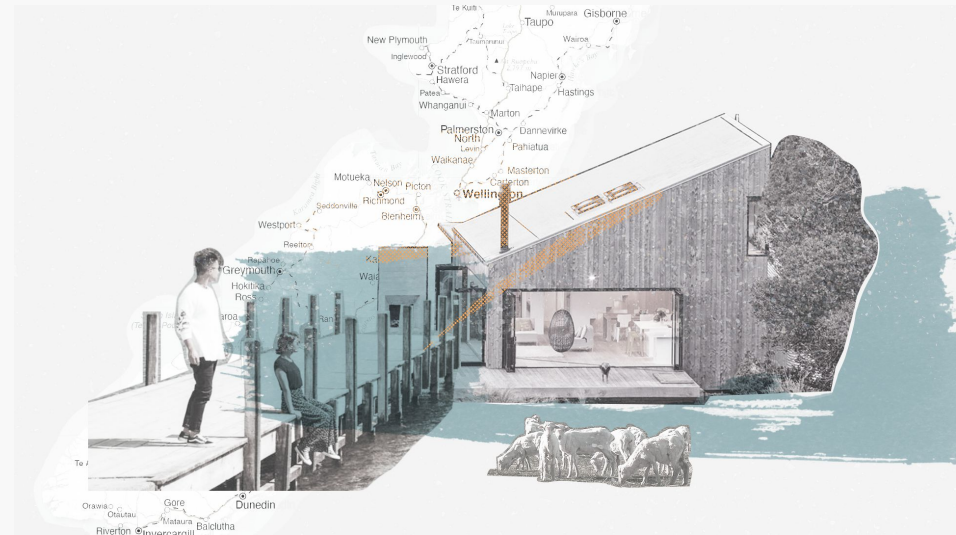
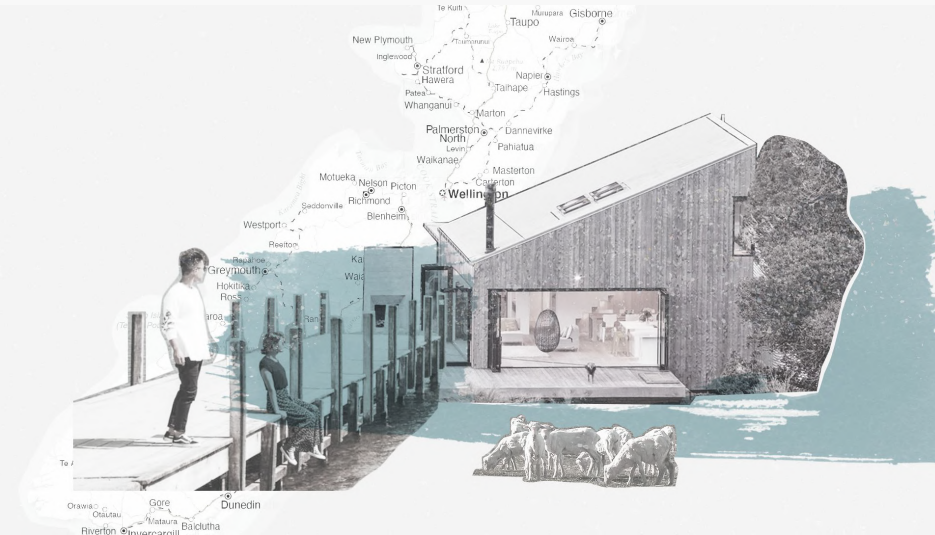
House Hunters International | Color Exploration



House Hunters International | Color Exploration



House Hunters International | Color Exploration



House Hunters International | Lower Thirds Style Frames



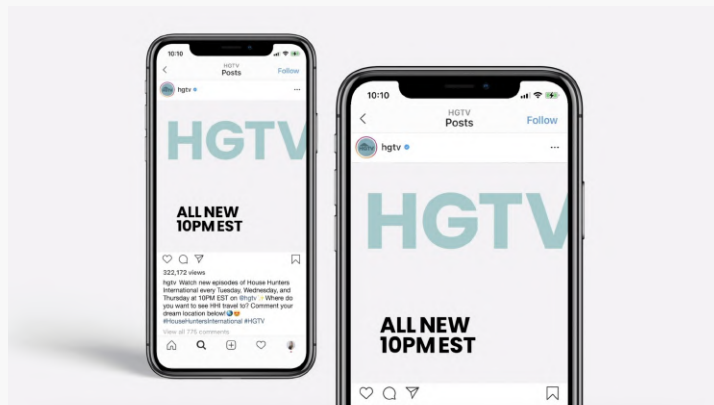
The graphic features a teal header with a house icon and the text 'WISHLIST CHECKLIST'. Below this, three columns are shown against a background of house photos. Each column has a circled number (1, 2, or 3) and a list of four criteria with checkmarks or X marks.

Item	Column 1	Column 2	Column 3
Header	1	2	3
Close to Work	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Turnkey	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Outdoor Space	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Price	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

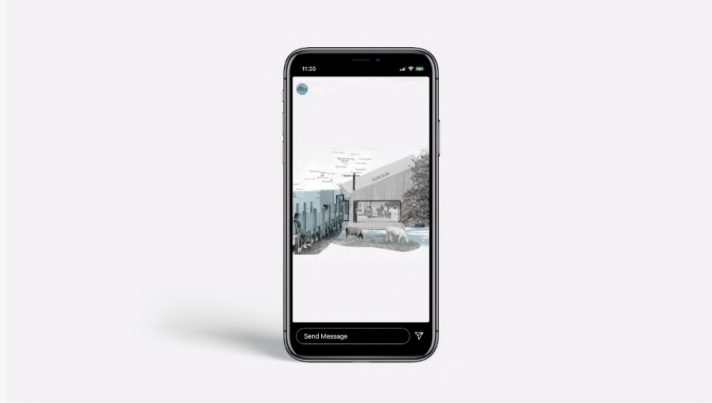
House Hunters International | Airport Advertisements Style Frames



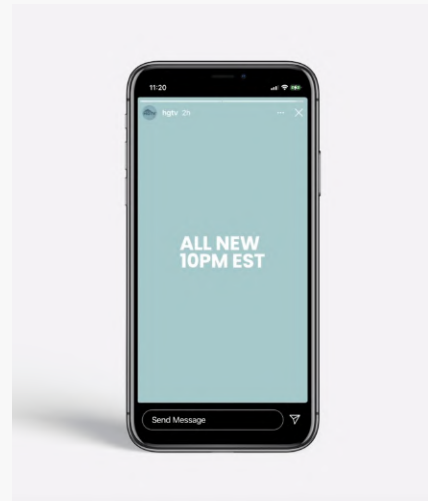
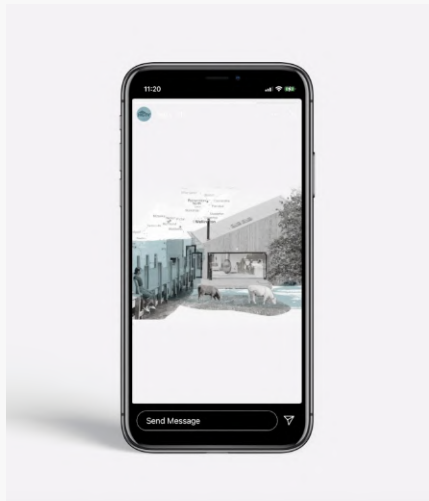
House Hunters International | IG Feed Post Style Frames



House Hunters International | IG Story Style Frames



House Hunters International | IG Story Style Frames



Thank you.

References

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<https://twitter.com/househuntersint?lang=en>

<https://www.behance.net/gallery/52518347/HGTV-Brand-Refresh>

<https://www.facebook.com/House-Hunters-International-128932138003/>

<https://www.hgtv.com/>

<https://www.instagram.com/hgtv/?hl=en>

<https://www.nationalmediaspots.com/network-demographics/HGTV.pdf>

<https://www.youtube.com/watch?v=rj7jA7hcdFw>