

# THE FAMILY ROADTRIP CHALLENGE



**TIMESLOT : PRIME TIME**

**ADVENTURE FAMILY GAME**

**26' or 52'**

4 FAMILIES

4 CRAZY MOTORHOMES

1 FULLY-EQUIPED VAN TO WIN

5 KEYS AT STAKE

ONLY ONE IS THE RIGHT KEY

1 EPIC ROAD TRIP

FUN - DISCOVERY - STRATEGY

# PITCH

The Family Road Trip Challenge is a brand new adventure game in which four families hit the road in completely offbeat motorhomes. Their journey follows in the footsteps of a van driven by celebrities, crossing some of the most breathtaking landscapes in our regions. Along the way, the families will have to complete fun but challenging tasks to identify the key that will allow them to win the fully equipped family van. There are five different colored keys in the game. Only one of them will open the door. But there's a twist: in this game, the keys can change hands at any time, making the adventure full of surprises and strategy right up to the very last second.



An offbeat road trip through the heart of our regions.

# THE HOST

For this new format, we need a super popular presenter who embodies family adventure, fun, and good humor. He or she must be a leader and empathetic, able to respond appropriately to the disappointment of the contestants' families.

The tone used in the format:  
A real driving force for the contestants, the host challenges them and ensures that the rules of the game are followed. He/she is cheerful, yet incisive and forceful. He/she refuses to get bogged down and is there to make things happen.



# CASTING

- Four families with three or four members each.
- Two adults and two children aged 8 to 12. This limit is intended to ensure a balance between the different families.
- These may be blended families or cousins, provided they are related.
- We have ensured that family structures are representative of the family models in our society. We also ensure that the motivations, functioning, and social backgrounds of the families are different to ensure that the population is represented and that the public can identify with the teams of participants.





HOW DOES IT  
WORK?

- Five different colored keys have been in play since the beginning of the adventure.
- Only one of them opens the van.
- Families will have to do everything they can to get their hands on the right key by the end of the adventure.
- How? By staying in the adventure as long as possible and collecting clues that will allow them to rule out certain colors from the five colors in play.



# FORMAT PILLARS

## THE CRAZY MOTORHOMES

Each family can choose one of four **crazy motorhomes** based on the results of the first challenge. The motorhomes are decorated both inside and out.

Each of the game's camper vans has its own identity, strengths, and weaknesses. They are characters in their own right. They are designed to provoke strong reactions from their users and are **visual markers of the game's good-natured family atmosphere**. They fall well short of the comfort and modernity of the van to be won.



## THE KEYS change hands during the challenges.

Five different colored keys are in play from the start of the adventure. Only one of them opens the van. The keys change hands at the end of each challenge.

The winners take the keys from the losers, who leave the game.



## THE CLUES

To find out which key is the right one, families go on **CLUE HUNTS** during their road trip, stopping at beautiful locations. The clues rule out the colors of certain keys ( e.g. “it’s not the yellow key”). But there won’t be clues for everyone ; only the fastest will find some. Each new clue will be added to their **investigation board**.



## The Express Advantage

“The Express Advantage.” This is a quick little challenge about camping life that allows the winning family to swap keys with the family of their choice or consult a clue from another family.

The keys can therefore change hands at any time.



## The DECISION CHALLENGE

When only two families remain in the game, four clues are up for grabs, and the viewer knows what they are. The final challenge between them is called the “decision challenge.”

It **allows the winner to make a choice**. Would they rather **keep their keys** and try to open the van to win, **or** would they rather **test the keys of the opposing family** ? If the keys they choose are not the right ones, **the van goes to the holder of the correct key**.



# REASONS TO BUY



- **VanLife is booming worldwide:** the global camper van market was worth over **\$8 billion in 2023** and is projected to **double by 2032**.
- On social media, **#vanlife has generated more than 10 billion views on TikTok** and millions of posts on Instagram. This surge proves that audiences are not only fascinated by the lifestyle but eager to follow stories of freedom, travel, and adventure on the road.
- **Commercial potential is high.**
- **Family reality TV is catchy:** We slip into the privacy of their homes on wheels. We see the participants' families inside their motorhomes preparing meals, getting ready for bed, arguing because someone is snoring, and strategizing as a family on how to keep as many keys as possible. Family life is a universal theme.
- The format is **easy to implement and affordable.**
- the format **can be adapted to each country's heritage.**