

Rewriting Fall TV

With all eyes (or a lot of eyes) on online video, it's more important than ever for TV networks to find new streams of revenue. So when we saw the roster of the new Fall TV shows (see p. 19), we were, frankly, a bit perplexed. Where is all the sponsored content and blatant product placement? Don't worry, networks, we did your job for you. We've taken the titles of a few of the new shows and re-imagined them to be a bit more brand-friendly. BY EMILY WEXLER



The Grinder

Dean is a barista at a Nespresso café where he teaches people how to use coffee pods. He's been looking for love in all the wrong places, but then signs up for a new online dating app. Will he finally find the man of his dreams?

Shades of Blue

Jennifer Lopez stars in this sexy drama about a woman trying to find the perfect pair of jeans. She thinks she's met her match in a distressed pair of Levi's. But are the jeans what they seem, or are they really hiding a dark secret?



The Romeo Section

In which section of the Metro grocery store will our bachelorette meet Mr. Right? That's the premise of this reality show, which attempts to find love among produce and packaged goods. Each week, a different "Romeo" is voted off and sent to the frozen food aisle of purgatory. When our bachelorette finally makes her decision, their wedding will be catered by none other than Metro.



Blindspot

A reality competition show brought to you by Desjardins' Ajusto app (which tracks people's driving habits) *Blindspot* pits drivers against each other to find out who is the safest on the road. But it won't be easy – surprise obstacles greet them at every turn.



Life in Pieces

This children's show features the wacky adventures of an animated group of colourful characters who live inside a bag of Reese's Pieces. When their beloved Princess Peanut Buttercup gets kidnapped by the evil Halloween bandit, they must travel through Candy Land to save her.



Containment

A game show that asks the ever-important question: how much can you really fit in a Ziploc bag? Contestants test the limit of the plastic bags, all while showing off their versatility and strength. The winner walks away with a giant Ziploc bag full of cash.

