
DUDE
ON
DUDE

LOGLINE

IN THE WORLD OF THE MALE LONELINESS EPIDEMIC,
MUTUALS IS ON A MISSION TO HELP ONE DUDE
BECAME A LITTLE LESS LONELY.

DUDE ON DUDE IS A SHOW WHERE ONE LONELY
DUDE WILL GO ON A “DUDE-DATE” TO FIND HIS
NEW BEST FRIEND.

THE HOST

SHE IS DOING THE REAL WORK

The series is propelled by a female who host who begrudgingly takcles the male loneliness epidemic herself, by pairing dudes on dates.

She introduces the men throughout each epsiode.

She also provides commentary during each DUDE DATE, which is a little negging mixed with a little love.

After introducing the the dudes to each other, she'll watch their dates behind the scenes and interject when the dudes need some help.



THE LONELY DUDE

ONE LESS LONELY GUY

Each episode, the host will introduce our LONELY DUDE of the week.

He is a normal, everyday, kind of guy who just wants more friends.

He introudces himself to the camera; with the host prompting his interests/hobbies and why he thinks he needs help making friends.

This is not the type of show that spotlights influencers. It's earnest in its' mission to help make men make new friends.



MEET THE DREAM DUDES

After the LONELY DUDE intro, The Host brings him into a sports bar where he meets 3 DREAM DUDES.

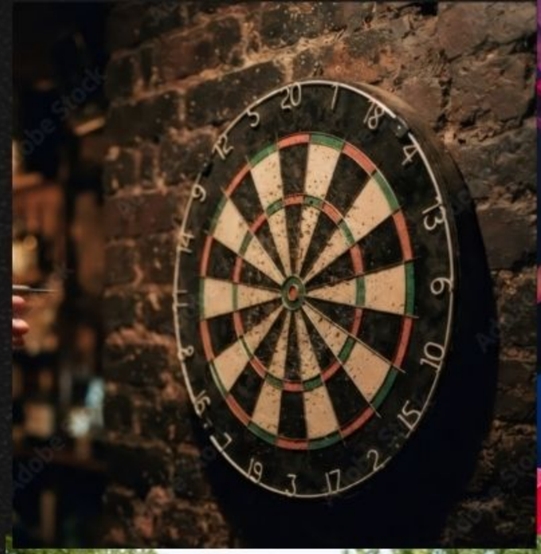
One of the DREAM DUDES will become his new best friend by the end of the day.

Each DREAM DUDE gets a graphic intro with basic information about about them.

The host explains that our LONELY DUDE will go on 3 DUDE DATES, and at the end he'll have decide who he wants to become best friends with.



3 DUDE DATES





MAY THE BEST DATE WIN

Each DUDE DATE happens within the bar.

Each pairing will play bar style games, that encourage them to get to know one another and bond on a deeper level.

After their activity, the two DUDES have 10 minutes to chat normally, with the new info they learned about the other.

The Host provides commentary for the audience, joking about how bad men are at making new friends.



DUDE DATE ACTIVITES



- PLAY A GAME OF JENGA BUT EACH BLOCK HAS A TRUTH OR DARE PROMPT ON IT
- PONG BUT EACH CUP HAS A PERSONAL QUESTION WRITTEN INSIDE OF IT
- CORN HOLE BUT EACH BEAN BAG HAS AN EMBARRASSING FACT THAT IS READ ALOUD IF THE OTHER DUDE MAKES IT IN



CONFESSIONALS

After the intro and in between the dates, we'll pull the DUDES into confessional booths to see how they felt about each date.

THE DECISON

A the end of the three dates, all the DUDES come back to the sports bar.

The Host asks the LONELY DUDE to pick who he wants to continue being friends with.

The winning DUDES get $50 to put towarsd their next bar tab.





TWO WEEK CHECK-IN

The episode ends on a graphic that shares if the DUDES actaully hung out and developed a freinship after the episode.

EPISODE LOGISTICS

CADENCE

- 1X VIDEO A WEEK

RUNTIME

- 20 MINUTES

EXPANSION

- ELABORATE/PERSONALIZED DUDE DATES

SPONSORSHIP OPPORTUNITES

- MALE-CENTRIC BRANDS