

## **HPA Judges Award for Creativity and Innovation in Postproduction**

### **Banshee Main Title Sequence**

#### **Submission #1554**

With its symbolic and constantly evolving imagery, the “Banshee” main title sequence became a distinguishing feature of the show’s aesthetic from its debut episode. Rather than utilizing static titles, each episode of “Banshee” featured a unique title sequence with subtle changes that expanded on themes and character arcs within the series. Conceived by show runner Greg Yaitanes and executed by Tin Punch Media, the “Banshee” title sequence was a key contributor to the series’ first season success as its encoded messages expanded the story and spurred significant conversation among fans through social networking.

The “Banshee” title sequence presents a series of cryptic still photographs on a tabletop. Each photo relates directly to the storyline and history of a key “Banshee” character. These images change with each episode so, as the first season progressed, the titles offered viewers clues about the direction of and motivation behind storylines. The title sequence extended the storytelling of the series into the main titles, offering hints at character back stories, reminding viewers of things they had seen before, and teasing upcoming moments they had yet to see.

As an additional bonus for the audience, the “Banshee” titles also engaged directly with the series’ website and helped astute fans solve an interactive online puzzle. The spinning safe dial featured in the sequence stops on a series of numbers that resonate within the “Banshee” story. Those numbers can then be entered on the [WelcomeToBanshee.com](http://WelcomeToBanshee.com) website to unlock “The Vault.” Inside “The Vault” is a collection of all ten title sequences from Season 1 with production notes that explain the significance of the selected images. This added content proved highly popular with fans, extending the “Banshee” experience online and expanding the world of the show and its characters.

Particularly for a series in its debut season, the “Banshee” title sequence represented an unorthodox and highly ambitious approach. While other title design houses spend the entire lead up to their first air date working on a single title sequence, Tin Punch Media developed ten sequences reflecting the content of that episode and delivering each well ahead of the air date.

This ongoing collaboration fundamentally changed the relationship between the main title company and television series. Rather than simply serving as graphic designers, the team at Tin Punch Media was fully empowered to serve as a storytelling partner collaborating with the “Banshee” creative team in unprecedented ways – reading scripts to identify key story elements and themes for each episode, engaging with crew to shoot cinemagraph elements, and maintaining steady contact with producers to anticipate long-term arcs for the series.

The title sequence is also DVR-proof as it provides fresh content for the viewer to soak in, encouraging them to watch the entire title sequence and view the show as the producers intended. The mysteries within the main title became a conversation topic among Banshee viewers who used social media to discuss the meaning of the imagery. This effectively turned the main title into a word of mouth marketing tool by actively engaging the audience.

With these multiple innovations and successful implementation by Tin Punch Media, the “Banshee” title sequence went far beyond the ordinary – its embedded mysteries both expanded the story and directly engaged the audience, adding to the series’ bold, unique identity.