

CANADIAN TIRE PWR POD

TSN CREATIVE TREATMENT

July 18, 2022



CANADIAN TIRE

TSN

CONCEPT

Canadian Tire PWR POD's versatility is unmatched, and so is our talent at TSN! The Canadian Tire PWR POD program will showcase Jack Armstrong's versatility at play-by-play. Each spot will begin with Jack calling his usual basketball games from the TSN studio. Then the system will suddenly glitch, causing him to call play-by-play for a different sport. Jack is adaptable to any situation, just like Canadian Tire's PWR POD. He will continue calling games seamlessly while showing off his epic NBA personality.

**JACK
ARMSTRONG**



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SCRIPT #1: HOCKEY

We open on a medium shot of Jack Armstrong in TSN's Studio 6. Jack is at the studio desk wearing an announcer headset. We hear the arena crowd and shoes on the court. He looks concentrated as he starts to call a basketball game play-by-play.

Jack: He drives to the basket...

We cut to a wide shot revealing a television monitor that glitches to a hockey game. Cut back to Jack. He looks confused but continues to call the play seamlessly. We hear a new crowd, plus whistles and skates on the ice.

Jack: The puck is loose... He shoots...

We cut to the play on the television monitor, and the player scores. Cut back to Jack's reaction.

Jack: He scores! HELLO!

The spot ends with the Canadian Tire Power Pod end frame.

Jack VO: Power Pod. One battery powering multiple brands. Only at Canadian Tire.



SCRIPT #2: FOOTBALL

We open on a medium shot of Jack Armstrong in TSN's Studio 6. Jack is at the studio desk wearing an announcer headset. We hear the arena crowd and shoes on the court. He looks concentrated as he starts to call a basketball game play-by-play.

Jack: He catches... Puts up the three...

We cut to a wide shot revealing a television monitor that glitches to a football game. Cut back to Jack. He looks confused but continues to call the play seamlessly. We hear whistles and a stadium crowd

Jack: Oh! It's intercepted... He runs it back.

We cut to the play on the television, and the player scores. Cut back to Jack's reaction.

Jack: Touchdown! HELLO!

The spot ends with the Canadian Tire Power Pod end frame.

Jack VO: Power Pod. One battery powering multiple brands. Only at Canadian Tire.



SCRIPT #3: SOCCER

We open on a medium shot of Jack Armstrong in TSN's Studio 6. Jack is at the studio desk wearing an announcer headset. We hear the arena crowd and shoes on the court. He looks concentrated as he starts to call a basketball game play-by-play.

Jack: He tries to get away... Down the middle...

We cut to a wide shot revealing a television monitor that glitches to a soccer game. Cut back to Jack. He looks confused but continues to call the play seamlessly. We hear a new crowd in a stadium.

Jack: A breakaway... he shoots...

We cut to the play on the television monitor, and the goalie makes a save. Cut back to Jack's reaction.

Jack: It's cleared! Get that garbage outta here!

The spot ends with the Canadian Tire Power Pod end frame.

Jack VO: Power Pod. One battery powering multiple brands. Only at Canadian Tire.



LOCATION

All three spots will be filmed in Studio 6. Knowing that we're shooting Jack tight to the desk, we plan to shoot on the right desk setup. We can customize the back display screen to be a Canadian Tire PWR POD logo.





BRAND INTEGRATION

The Canadian Tire PWR POD brand will be integrated naturally through a custom end frame. Additionally, we can customize the display screen in Studio 6 to feature a Canadian Tire PWR POD logo.





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