

**THE INSPIRATIONAL COACH CAL
TSN CREATIVE TREATMENT**



MAY 19, 2022



SPOT 1: THE INSPIRATIONAL COACH CAL (0:30)

This 30-second spot will involve the pick-up and drop-off of Coach Cal in a Kia Sorento. Cal will begin the piece by introducing himself and telling us that he's going to meet Cheryl Pounder for an interview as he stands in front of the KIA Sorento. He'll then enter the car, where we'll show multiple camera angles of the interior and subtly showcase the vehicle. Cal's bubbly and positive attitude will shine through as he chats with the driver. Cal will highlight the concept of movement and how it's inspirational to the driver. The spot will end with the Sorento pulling up to the arena, Cal exiting the vehicle, and waving goodbye to the driver.





THE INSPIRATIONAL COACH CAL – SCRIPT (0:30)

We open on a wide shot of a KIA Sorento arriving to pick up Coach Cal. We then cut to a medium shot of Cal standing with the KIA Sorento in the background as he speaks directly to the camera.

Cal: Hi! I'm Coach Cal. KIA is taking me today to meet TSN's Cheryl Pounder. We're getting ready for the Memorial Cup. Let's go!

Cal is very excited about the car and eagerly gets in. Cal sits in the back seat, looks around the car, and then begins speaking to the driver. As Cal begins an inspiring speech to the driver, we cut to different shots around the interior of the vehicle showcasing the KIA Sorento.

Cal: Hi! Nice to meet you. Thank you for driving me to the arena today! A driver is an important job, they bring the team together so they can get the W. I can tell you are a good driver and will get me there safe. Moving around all the time must be fun. You help inspire me to keep moving forward to be the best coach I can be.

We then cut to a wide shot of the KIA Sorento arriving at the arena. Then in a medium shot we see Cal exit the vehicle where he then says thank you to the driver and waves goodbye.

Cal: Thank you! Bye!

The spot ends on a KIA and Memorial Cup branded end card.



SHOOTING STYLE

We'll shoot this by placing multiple cameras throughout the interior of the vehicle which will allow us to have a variety of angles to use. The focus will be on Coach Cal, but we'll be able to naturally showcase the interior of the vehicle as we cut to different angles. Every camera angle will be critically placed to not only emphasize the luxurious interior of the vehicle but also the moving scenery outside of the windows.



BRAND INTEGRATION

The beginning of this segment will show the KIA Sorento arriving to pick up Coach Cal. We'll use this opportunity to feature as much of the exterior vehicle as possible. Upon Cal's entry and ride within the vehicle we'll naturally include highlights of the interior with selective shots as well as strategic camera angle positioning. We'll have another opportunity to further show the exterior of the vehicle when Cal gets dropped off.



SPOT 2: THE COACH CAL INTERVIEW (0:60)

Cheryl Pounder's interview with Coach Cal will take place in a hockey arena. We'll see the two of them sitting inside the hockey rink, in the bleachers, with a seat in between them. They will be facing each other and doing the interview in a casual conversational style. We'll have multiple cameras set up to naturally capture the interview and cut around the conversations between Coach Cal and Cheryl.

Our goal is to carry out the interview in a very natural manner between Cheryl and Cal to allow Coach Cal to be himself. We'll guide Coach Cal to hit on the key messaging of this campaign by working in concepts of inspiration, movement, and KIA's involvement with setting up the interview.





INTERVIEW QUESTIONS WITH COACH CAL

1. What inspired you to start coaching and making these amazing speeches?
2. You have a way of moving people, how do you do it?
3. I know you inspire others, but who inspires you?
4. How do you get ready for a big speech?
5. What do you want to be when you grow up?
6. What do you like about being a motivational speaker?
7. How much do you think it means to a team to win the Memorial Cup?
8. What does it take for a team to win the Memorial Cup?
9. Who do you think is going to win the Memorial Cup?
10. What would you say to the players to help them win the tournament?





THE COACH CAL INTERVIEW – SAMPLE SCRIPT (0:60)

We open with coach Cal and Cheryl Pounder seated in the bleachers of the ice hockey arena facing each other in a wide shot. Cheryl begins the interview by saying hello to Cal.

Cheryl: Hello Cal, It's so nice to meet you.

Cal: Nice to meet you too Cheryl.

Cheryl then begins asking her interview questions.

Question #1

Cheryl: What inspired you to start coaching and making these amazing speeches?

Cal: I love inspiring people with my speeches, to get them fired up, to get them the W no matter what they are doing. I always think positive, so even if people are having a bad day I want to be able to help them to be amazing and be a legend.



THE COACH CAL INTERVIEW – SAMPLE SCRIPT CONT'D (0:60)

Question #2

Cheryl: **You have a way of moving people. How do you do it?**

Cal: You've got to give a lot of energy and a lot of movement to get those people motivated. You have to know that your speech will be the best, and your speech will help them get the W. If you just do all of that good stuff it's easy to inspire people and make them great.

Question #3

Cheryl: **What would you say to the players to help them win the tournament?**

Cal: Everybody needs to work hard no matter what they are doing. It takes everyone working hard and moving together to get the win. To be one of the greats you have to play hard, shoot hard, pass hard, and believe you can do it. If you do all of that you will be the stuff of legends, let's go!



THE COACH CAL INTERVIEW – SAMPLE SCRIPT CONT'D (0:60)

Cheryl then wraps up the interview by saying goodbye to Cal.

Cheryl: Thank you so much for coming in today. Enjoy the Memorial Cup Playoffs.

Cal: Oh I will! Thanks for having me.

We then end with a KIA and Memorial Cup branded end card.



SHOOTING STYLE

This interview will be shot in a casual conversation style which will help get the most natural responses from Coach Cal. We'll have cameras positioned on both Cal and Cheryl in both close up and wide angles. We'll use these different angles to edit within the interview getting the best messaging and content from Coach Cal.



BRAND INTEGRATION

During interview we will include KIA provided brand merchandise if available around the bleachers. We'll also use KIA branded name fonts to introduce both Coach Cal and Cheryl Pounder. Coach Cal will continue wearing his KIA jersey from the car ride over. The end of the interview segment will feature a KIA and Memorial Cup branded end card.



Movement that inspires

