

T-Mobile Director's Treatment



To be honest, smart phones are only as brilliant as the minutes that power them. Run out of data plan, and your amazing phone quickly becomes just a real heavy thing in your pocket. So the trick is to find a fun, eye catching way to show consumers T-Mobile can deliver them all the minutes they need. Anywhere, anytime. And get a little something they didn't expect in the process. To illustrate that, you have someone our audience truly won't expect: Paki Monki.

Let me sum him up this way: he's incredibly massive. And, not at all what the audience will be anticipating. Which makes his unexpected arrival in these situations that much funnier. And brilliantly ironic. Because he's the perfect juxtaposition to what a great data plan is: fast, efficient, and invisible. Instead, he's extremely large and wears a diaper.

So there's no lack of awesome visual comedy we can play with here. And in making each situation a kind of absurdly funny and heightened world of the improbable, we'll be revealing that in the same way, T-Mobile does something other carriers can't: give you lots more, for a lot less.

THE TONE

Simple. Funny. Unforgettable.

:20 of story isn't a lot of time. But, it's more than enough for us to tell each of these stories succinctly and properly. And I do think of these as stories. Each one of them has a distinct structure: the set up, an unexpected twist and a clear resolve that doubles as a punch line.

For me, the set-up is key. Each story brings us into a trusting and familiar situation. There's no reason for the audience to question what they see. But then, we introduce trouble. In this case, very big trouble. Then, a few long few seconds of potential menace ensues. Now, our menace will turn out to be a big lovable bear. But at first, he appears to be just a very massive bear.

A few seconds of 'Paki Presence' will be all that's required to inject dramatic consequences into the moment. And then with a deft and unforeseen twist, we reveal our Paki is a lover not a fighter. And he loves giving people some extras: minutes, data, texts. If all goes according to plan, and I fully expect it to,

each of these spots will catch people off guard. But very quickly, people will find themselves laughing and, signing up for T-Mobile.

CASTING + PERFORMANCE

Real. Sincere. Then, real surprised.

In each spot we're creating a fantastic interruption of an otherwise perfectly normal moment. Now, we have to do that fairly quickly. Which means it wouldn't hurt for us to find a cast that has a bit of visual interest to them. We want people that capture the eye and hold our attention quickly. I do think it's important though, that we don't cast for obvious 'caricatures', that is, people who are somehow so clearly oddball it kind of tips our hand. Simply because, we don't want the audience right away feeling 'safe', because it's a 'comedy commercial'.

That said, I still want to find fun, somewhat quirky people that can really populate the frame with a great look. Our college kids on the bus for instance – well, they're in college, so we have some believable room to push a bit with their look and hairstyles, things like that, which makes them interesting to look at without making them seem like obvious characters. Also casting some credible secondary characters will give us some really great contrast. Maybe there is an older couple on the bus, watching everything transpire with guarded concern. Now, I've intentionally saved the best for last: Paki Monkey. Again, if I may – really massive. One of Sumo's all-time Master Champions was Akebono. He was a giant in the revered sport. Literally. 6'8". 500+lbs. I am not advocating we get somebody his size, but we do want a very large actor to play Paki. He has to have that instantly captivating physical presence that makes your jaw drop open when you first see him. What I'd love to do, is actually enhance him visually in post.

Akebono was actually Hawaiian. Point being, if we can't find a Japanese sumo, I'm sure can a Spanish or other Asian sumo with the right wrestling diaper and some slicked back, black hair – will suffice nicely and authentically enough.

What's going to be a lot of fun if playing with Paki's character. Physically imposing, he's going to turn out to be the world's largest cuddly, loveable sumo ever. No one will know that at first though. So, it will be ironically clever when we reveal he's actually this really cool, fun sumo who digs giving away free data and, crowd surfing at rock concerts.

But as much fun as we can have, it's really important that we go the extra mile and cast not just a large fella, but a truly likable one. It's not just that he's physically larger than life, he's a fun, amazing personality whose ebullience and joy wraps us up in his massive charm. Think of the NBA superstar Shaquille O'Neal – his heart and warmth are every bit the match to his size 22 feet. Paki is T-Mobile's superstar – and his engaging, infectious joy is paramount, because he's the defining voice and attitude of our client, T-Mobile.

LOOK + FEEL

Real Life. With A Video Game Twist.

Our two situations should have the familiarity of real-world locations, the visceral emotion of genuine people, and the fun, expected computer generated graphics of a video game.

HOW THEY PLAY

We're after :20 seconds of pure gold. Knowing that sometimes the scripts can adjust and change all the way up to the shoot-- and even occasionally after, here's a broad outline of how the spots can play.

BUS

**In each story, when the ERROR and TOPPED UP text appears above our characters, they rotate slowly, like in a video game when you win a 1 Up.*

We open inside a crowded city bus. A little sunlight streams through the windows, as an eclectic and varied group of people make their way across town. An elderly couple holds hands watching the scenery pass by. Various people check their cell phones. A businessman reads the stock quotes on his tablet (making him another, perfect candidate for T-Mobile extras).

A small clique of college kids takes up a few rows of seats, as everyone seems busy calling, texting or gaming, on their phones. Suddenly, a large videogame like graphic appears above one of our students, Tyler:

ERROR. And just as quickly, morphs into the large, lettered word TOPPED UP.

Frustrated, Tyler rolls his eyes as if to say 'Seriously, again?'

Suddenly, the bus slams to a stop and with a loud crash. We cut hard to the bus driver, whose hat has been thrown forward, covering his eyes. Slowly...he lifts his hat and looks through the large front windshield. We see what he does: a massive unsmiling sumo wrestler. His meaty, ham-sized hand resting comfortably in the dent of the bus's hood. We cut to the drivers POV as he turns and looks at the door. Which is instantly peeled back in a screech of metal like a flimsy sardine can lid being pulled off.

We cut to a new angle: the aisle of the bus facing towards the front. The bus dips and lurches, as the massive sumo wrestler walks up the steps turns, face of the crowd and with slow thunderous steps begins walking down the aisle. With each step, the bus lurches back and forth. He stops, just in front of our Tyler. We hear a loud PFFFFFT, as one of the bus wheels blows out. Under his arm, he's carrying a variety of 'Extra' digital data plans, 'texts', 'minutes', 'data'. He tosses one to Tyler and on cue we hear an electronic keyboard start up, followed by a full choir singing Pakkkki Moooooonki'.

Slowly, everyone else tops up their phones – and instantly, over everyone's head TOPPED UP graphics appear, slowly rotating. Paki Monki smiles. Paki Monki loves giving out his extras. Paki smiles at the old woman, who gives him a grandmotherly little smile back.

VO: - Now everyone gets something extra. In T-Mobile with every top up you can get packages of texts, minutes, or data.

Alt Endings

Paki Monki is standing outside, by the curb as: -a very small taxi pulls up.

-a man riding a tandem bike, stops next to Paki. -a rickshaw pulls up.

-a guy driving a bike-carriage pulls up.

-a guy in a smart car pulls up.

Each of these endings will provide a fun way of encouraging our audience to answer the question, 'how will Paki fit?'

CONCERT

**In each story, when the ERROR and TOPPED UP text appears above our characters, they rotate slowly, like in a video game when you win a 1 Up.*

We open on a medium wide, facing an elevated stage, in an indoor club where the rock band FACEKICK is playing. Loudly. A laser light show flashes overhead as the crowd screams and yells enthusiastically. Cut to a new angle: the young man, Evan looks around unable to find his friends. On his smart phone, we see him text 'Where r you???', and instantly, large letters appear above his head:

ERROR. The letters quickly change to TOPPED UP.

He gives a frustrated grimace, 'Oh man, c'mon....' when suddenly the sound of FACEKICK's excellent guitar solo is interrupted by the whining, shrill reverb of an amplifier, 'WRRRRRRIZZZBRRROW'. We cut to back to the stage and suddenly hear an electric keyboard supported choir singing Pakiiii Monkkki! As we see a very, very large Sumo walk onto stage.

He's so big, he accidentally knocks over the guitarist. Paki towards the edge of the stage – his heavy, massive steps THUNK each time he plants a foot. His weight causes the drum cymbal to 'tinkle' - and we see the drummer, wide-eyed, grab the cymbal to silence it. Now, its pin-drop quiet as Paki gets to the edge of the stage – and looks down at the kid. Evan, hopeful and cautious, slowly points to the Text package. And surprisingly, Paki's face melts into a wide, happy smile. He winks and throws Evan the extra's package. Suddenly, all over the dark stadium, we see TOPPED UP lights / letters pop up above people's heads.

Paki smiles and starts tossing out extra packages to everyone. It's just like a concert when the band starts throwing T-shirts into the crowd. Except T-Shirts can't give you more minutes / texts / data. And Paki can. The crowd starts cheering, and chanting his name Paki, Paki...and without warning, Paki leaps from the stage...we slow time...and watch Paki's massive body suspended above the crowd. Below him, kids are laughing, waiting to catch him. Some aren't quite as excited or optimistic and have abject looks of terror. Paki's smiling, his fat's jiggling. We cut.

LOCATIONS

Expectedly Normal. With An Unexpectedly Large Sumo.

A city bus. Our man Paki, barely able to squeeze past the seats. We'll rig it so we can shift the bus's levels as Paki walks, giving the impression his sheer weight is causing the massive vehicle to pitch and roll under his weight. And a rock concert – let's create a club setting, like the Key Club, with an elevated stage. I can crop the frame and cheat the camera so we just see the first few rows of the crowd. Sound Design and audio FX will create the sound of hundreds more people somewhere just behind those first rows, yelling wildly.

We'll use dark background and lighting with atmosphere to hide the distant crowd – and maybe create additional crowd with some CG. And we'll shoot Paki leaping from stage – and have him land on a crash mat. Then in post, composite in our excited / terrified front row fans about to catch him / get squished.

THE CHOIR

Harmonious. Electronically Supported. On Key. Mostly.

Our choir could be aided by an otherwise, low-fi Casio style keyboard. And the sound should be decidedly retro, kind of 80's electronica so it gives us a good dose of ironic humor. And the choir? Big, almost over the top. They deliver with a kind of booming, almost operatic declaration 'Pakkkkki Monkiiii'. And maybe they sing for about :01 too long so it's almost annoying. But either way, having the visual of our Ginormous Paki aided by his how choir should deliver quite a comedically charged few seconds.

DOMO ARTIGATO...

Which in honor of Paki, I really hope means 'Thank you' in Japanese. As in, thank you for asking me to come up with a few ideas for you. Everything here is really just a creative template of sorts. More than anything, I truly enjoy the collaborative interplay of bouncing ideas off each other until the very last "cut" is called.

Admittedly, I'm a huge fan of both T-Mobile and, Sumo wrestling. So you can only imagine the personal level of excitement I have about this idea, not to mention the sheer professional level of execution I promise to bring this project should you allow me the opportunity to work with Paki Monki.

Fingers crossed,