

AT&T
Director's Treatment
Spot: Watch Anywhere



INTRO

This new campaign for AT&T explores how their unlimited data plan helps every diehard college football fan see every minute, of any game. No matter where they are, or what they're doing. We have an opportunity here to make a film that's hilariously askew. Because the funny will come from watching this guy grill burgers - on the actual playing field. A giant stadium backed with thousands of screaming fans behind him going nuts, while he's focused on his tablet. And grilling burgers. What's ultimately going to make this film memorable is how unquestionably authentic and immersive we make this feel. Seamless CG set extensions will make the football action explode with realism, frenzy and on field chaos. Likewise, casting real players, mascots and cheerleaders will give this all the texture and game day hype of the Red River Rivalry we're watching go down all around him. Like the Texas RB who just got blasted out of his cleats by an Oklahoma DB. Next to our guy who's working on his Birds Of Nature water color painting. Yeah - that immersive.

CASTING + PERFORMANCE

I like the idea that our hero's a true football fan - he's us, an every-dude. Relatable, and has his own sense of personality. He's an individual - does things his own way. That's why one of his hobbies is watercolor painting. He's a little bit different, unique. But he's 100% college football fan. Point is, he's us, but not in a cliché way, he's not a comic prop. We see that because no matter what's going on around him he is totally immersed in the game. That's on the device, not next to him. So his matter-of-fact performance in light of all the absurd actions going on around him shows us he's a true fan. And a little bit of a character.

It's important that he's also focused - on the game. And everything else is incidental to him. So even well he's grilling or painting his main focus is always keeping an eye on the game. That's the whole point - AT&T literally puts him in the game regardless of where he is or what he's

doing. That will make for absurd, funny comedy. He's glued to the game, watching every play in bed. Which happens to be located on the Texas 30 yard line, they have the ball, its second and fourth and 240 lineman are crunching into each other a few feet away. Michael Pena's a good reference of a guy you feel like you could grab a beer with after work. But he has a really smart, funny take on life and delivers it with comic savvy. That's the kind of guy we want to be our frontman for this.

We definitely want to cast everyone else for authenticity. Players, cheerleaders, mascots and refs - everybody has to really know what they're doing. There's going to be lot of choreography going on and it will help tremendously if our cast can simply inhabit who they are off the field, on the field when the camera rolls. I agree there is a lot of action already going on in the scenes, and I don't want to clutter the spot with secondary characters. I would like to keep an eye out for any little opportunities however to dial this up. Could even be just a buddy wearing a game jersey and a Mexican wrestling mask, standing next to him midfield while he grills.

THE LOOK

This has to have a real cinematic look and vibe. College football is a massive event - Texas Vs. Oklahoma is one of the EPIC, anxiously anticipated games on the schedule. So we have to bring that kind of scale, excitement and sense of national importance to the spot. Which means the actual game / stadium will always remain constant. Even though his situation / outfits / actions change, the backdrop and action of the game remains vivid, in frame and always in action.

Which by extension will make the fact he's painting nature scenes on an easel during the game hysterically inappropriate. Meanwhile, we're always looking to create huge production value, use shapely lighting and keep the camera moving so its always fluidly connecting these moments. The transition shots will be really key. They're a technical move / wipe we masquerade in a comedic way: a mascot runs across frame in the foreground and we use that to wipe frame and transition to the next scene where he's grilling.

While we're transitioning him from scene to scene we'll integrate seamless CG work for crowd placement so we make this feel BIG and LOUD - like a real, packed, crazed football stadium. We'll also get a ton of comedy by placing these little set pieces in the middle of the action on the field in the actual stadium. We have a bed, grill, thanksgiving dinner table, etc which are hilariously out of place. And we'll art / prop direct so the real objects look comedically inappropriate on the field. But, each set up is realistically appropriate to how he's using it. Maybe there's a carpet under the dinner table. A side-table next to his bed. A hunk of blacktop / driveway under his grill. Everything's lit, shot and directed for maximum cinematic value. Which will wonderfully amplify the comic absurdity of him painting on an easel, watching the game on a tablet. While the Texas punter nails a gorgeous kick just behind him.

UNLIMITED FOOTBALL COMES TO YOU

We open on a guy late 20s sitting in bed, hair a little bit messy. He's looking at his phone - we hear the faint cheers of a college football game, when he realizes he's not alone, and starts speaking to us - to camera.

MAN: Only Unlimited Data with/from AT&T let's me watch live college football wherever I want.

ALT: Only the Unlimited Data plan with/from AT&T let's me watch live college football wherever I want.

Then, he flips his phone off camera - our camera pulls out and we see he's in his bed, wearing football pajamas, but his bed is at midfield of a live college football game. Let's shoot him in a bed that has a headboard so we don't see much context around him (like eternal sunshine of the spotless mind reference), that way we shoot the bed anywhere and pull out and reveal him at an entirely different, unexpected context.

He sits up in bed a little bit, just a few feet away a running back making a move across field, gets obliterated by a tackler with a WHUMP, as they fly out of frame.

Now our guy's dressed, wearing a turtleneck and a beret - he's painting a watercolor of the Arkansas mascot Tusk, who's seated on a little stool. Our guy adds a bit of red to the picture, which is surprising, artfully rendered. Next to the easel, the game is on, live.

MAN: No seriously, anywhere I want.

Suddenly the Texas mascot crosses frame, running ...

...and we now see our guy in a bright Hawaiian shirt grilling hamburgers. He's at the 40 yard line, with his bud who's wearing a stupid straw Hawaiian hat with his game jersey. The flames cackle, and flare up a little bit. Our guy stands back from the fire, holds this phone up watching the game, gives a little fist pump.

Behind him we see a punter drop back...and get crushed by tacklers.

MAN: And however I want. Did I mention it's live?

A referee runs across frame, throws a flag signaling a penalty...

We cut to our guy reclining in a lazy-boy with a TV in front of him, at about the 15 yard line. Purdue Pete, the mascot feeds our guy a nacho, as he watches the game, carefully reaching out and taking the nacho in his mouth.

MAN: That means all the tackles, touchdowns, turnovers and more. Right at my fingertips.

In the foreground, a Texas wide receiver makes an amazing catch, lands, and sprints across frame as the crowd CHEERS.

Now our guys in jeans and a button down shirt, sitting down to Thanksgiving dinner with his family. As he gnaws into a giant turkey leg, the QB scrambles out of the pocket, dodges a massive defensive end and runs past us...

We cut to our guy in a Christmas sweater that has blinking lights. He's directing his grandmother to place a huge football ornament where the star normally goes. She gives him a little puzzled look as she gestures, 'We're good, trust me...'.
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MAN: Call it a miracle.

We see a players in frame break into a scrum, as referees run over to break them up...

...and we see our guy in a tight, ill fitting cheerleading uniform as hoists a cheerleader up into a statue of liberty pose above him. She holds up a sign that says "Unlimited Data = Unlimited Football" on it. She flips the board to reveal "On Any Screen!" written on the other side.

MAN: Unlimited Data = Unlimited Football | On Any Screen!

THE EDIT + SOUND

I like the idea of the sound design including both the game day action and whatever ambients sounds / actions are happening in his situation. When he's grilling, maybe we hear the searing of the meat, the crackle and pop of the fire. Or when he's in the lazy boy, the crunch of the nacho he eats from the mascot. At Thanksgiving dinner, a plop of wet mashed potatoes as he splashes a spoonful onto his plate. But we're always aware of the CROWD. It may feel quiet as he paints a little tree on his canvas but that silence will be suddenly interrupted with a massive explosion of CHEERS from the stadium crowd. So there's always both things happening: he's in his situation, and there's a reality to that we hear and are connected to by the sound of those actions. But there's also the visceral EXPLOSION of cheers when a big play happens, the stadium goes nuts and a sea of 80,000 voices break into a game chant in unison.

THAT'S IT

...for now. Thanks again for sending this gem my way. I've always wanted to film a college football fan being hand-fed cheesy nachos by a mascot. We have a great opportunity here to make a comedically askew film. And a very real statement that AT&T's data plan is so unlimited it brings college football to you. Whether you're in bed, or painting a rural watercolor scene, enjoying thanksgiving dinner with your family, on Christmas morning...

Talk soon.