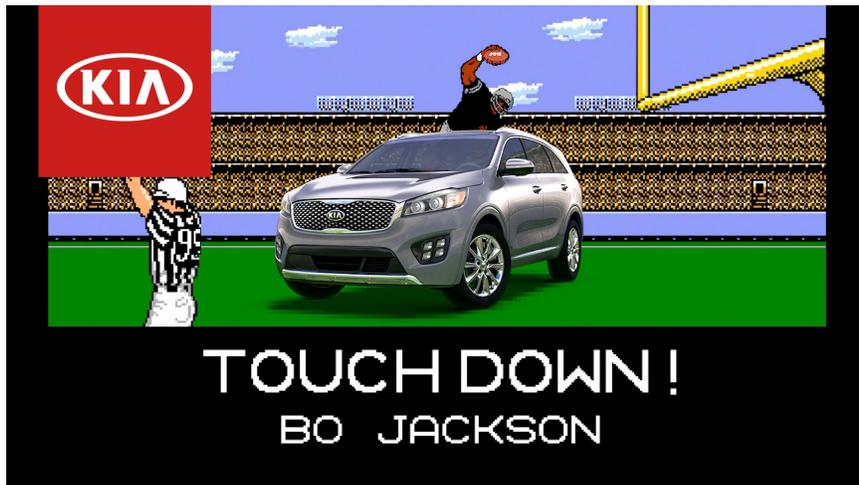


KIA / Bo Jackson  
Director's Treatment



Some things, you can always count on.  
Like Bo Jackson, first and goal, getting the ball in the backfield.  
Count it.

Or TECMO Super Bowl, the world's greatest video game ever. Count it. And KIA - smart, tech-loaded, reliable. Count it.

So what you've done here is nothing short of brilliant - combined them. A trifecta of seemingly disparate, but equally cool things fused into a single idea of pure awesome.

I love this so much I want to direct it - more than that, I want to be accountable for every single creative element including the animation FX so the final cut of this is every bit as smart and funny and just pure wonderful as you envisioned it.

This idea's utterly fun and simple. I promise to make it such a cool fusion of elements this spot lives immortal.

Like Bo, TECMO Super Bowl and - KIA.

#### TONE

If people don't stand up and start high fiving each wildly after watching these spots, we've failed. Let's not fail. Bo J, Tecmo Super Bowl and KIA - they're all time greats. We're combining them into a single reality. Just reading that sentence - should make anyone smile. The spots, should make people laugh. The reality is, we're going to mess with reality. But not in a sophisticated, make you overthink it and existentialize your life like the Matrix. In a simpler, more immediate and totally instantly gratifying way. Like watching Bo diesel past hapless defenders just like back in the day. Except he's 8 bit Tecmo Bo. And he's in a KIA. Which is also 8 bit. Then we cut inside - and it's the real Bo. In a real KIA. Watching flat-world 8 bit DB's and linemen bounce off the KIA. Because if you couldn't stop Bo in Tecmo SB then - how in the world are you going to now - when he's in his Sorento?

## CAST

Bo Jackson is not Marshawn Lynch. No offense, Beast Mode. Bo was a gentleman's gentleman, polite, soft-spoken and well mannered. A result as much as his Deep South upbringing as a chronic stutter that shut him down socially well into college. Where Bo found his voice, was on the field. So let's play with that - it's no secret that for all his athletic, once-in-a-lifetime brilliance, Bo was a humble, nice guy. But what if...8 bit Bo (and in this case, his real world counterpart) has a bit more, edge? Just a touch - like, he's cracking up in his Sorento as he jukes opposing players who slide across the Sorento's hood like greasy bacon off a hot skillet? Or seeing 8 bit Bo's awesome grocery grabbing skills and unflappable confidence in the supermarket - translate to the real world? And when he steps out of the grocery store - as live action Bo - he see's Brian Bosworth. And freight trains him without a second thought. I want to bring Bo to life - both as the 8 bit icon we know and love - and the real life Bo we know, who we're pleasantly surprised to see owning the game and life, in a way we haven't quite seen before. On and off the field. Or video game screen.

## KIA

Tecmo is a wonderful throwback. A nod to a binary 8 bit world where simple was fun and the tech was charmingly one-dimensional. The KIA Sorento is the complete opposite: modern, smart, tech-rich. And that's how I plan to cover it on film. The running footage will show off its handling prowess and we'll take every opportunity to reveal its features both inside and out. Which in itself, will create a fun and very pleasing juxtaposition to the Tecmo world.

## LOOK + FX

We're going to make our version of Tecmo Super Bowl look great: sharp, clean and hi res, hi definition. But we definitely want to keep the visual architecture of the original game absolutely familiar to people who know and love it - so we'll carbon copy our Tecmo Super Bowl with unfailing and adored, accuracy. Then, let's find additional ways we can make a nod to the 8 bit action - when we're in live action reality. In the :60 once Bo's back in the stadium - we'll cut to him behind the wheel of the Sorento, watching 8 bit players trying to tackle him. But they just bounce (harmlessly) off the KIA. Minecraft is a helpful reference here - we can build our animated 8 bit defenders so they're not totally flat characters. They'll be pixilated but have a more 2D feel. That's going to give them more 'personality', without losing the comedy of them actually being, video game characters.

I also want to look for ways to create visual analogies between our Tecmo and live action world so there's a smooth transition from game world to real world that's fun to watch. It makes sense (technically, but also to our diehard demographic) to watch Tecmo coverage from its classic birds eye view. Which conveniently lends itself to an overhead shot. When Bo turns and runs away from the offensive line - we'll track across the screen with him - and then once we get to the edge or end of the stadium (in game mode) we'll see the other section of the stadium or maybe the parking lot - as a live action shot. So basically we'll track across screen in 8-bit then find an element like the stadium wall or parking lot that's a natural, visual point of demarcation - and from that line forward (meaning camera screen L->R) render that as live action. That way we use the classic overhead / bird's eye POV as a way to give us visual continuity between 8 bit and real world.

We can create the same look / shot / transition for Super Market - stay close on Bo as he gets out of his Sorento and walks up to the grocery store. Then, cut to an overhead shot - which becomes the bird's eye game view when we cut inside the store. And watch 8 bit Bo rack up points by tossing items into his shopping cart.

“TECMO SUPER BO” (:60)

OPEN ON THE PLAYBOOK SCREEN OF THE CLASSIC 8-BIT GAME, “TECMO SUPER BOWL.” A PLAY IS CHOSEN.

CUT TO GAMEPLAY ON THE TECMO FIELD. TWO TEAMS ARE LINING UP AGAINST EACH OTHER.

SFX/MUSIC: THE CLASSIC DIGITAL TECMO SOUNDTRACK

We hear the classic game SFX: “Ready, down...hut!”. And see the ball handed off to 8 bit Bo Jackson - his character runs forwards - then stops. We’re waiting for 8BBJ to run through the line. Or go end around. But instead, his little icon turns around. And runs away from the line of scrimmage. Towards the opposite end zone.

We track across the screen with 8BBJ - as he runs off the field, through a stadium tunnel. We’re still in bird’s eye / game view - and we can see the where the stadium ends - but just past the stadium, the parking lot is rendered in real, live action.

We cut to this live action world - and see a football player in signature black jersey, running hard at camera. He stops - we pull back and he takes off his helmet. It’s Bo Jackson. The real one. He’s looking around, a little confused. Pulls out a key FOB - clicks it and hears a pleasing ‘Eeep eep’. Bo smiles - runs over and hops into his KIA Sorento.

We’re inside with Bo, behind the wheel as he maneuvers through the parking lot. Calls out to the UVO INFOTAINMENT SYSTEM:

BO: UVO, PLAY TECMO, METAL VERSION.

MUSIC: A HEAVY METAL RENDITION OF THE TECMO SUPER BOWL THEME

Amazing, rich layered sound fills the Kia - and frame. It’s killer - like the Metallica version of the Tecmo Super Bowl theme.

Apparently, Bo knows metal. Smiles, puts his helmet back on and hits the gas. We cut outside, watch the Sorento cutting through the parking lot with nimble ease. It’s weaving through the lot like it had AWD, powered by a V6, driven by a All Pro NFL running back. Yes.

We’re overhead, watching the Sorento carve up the parking lot, zigzagging, accelerating and, oddly - heading back towards the stadium. We see the Sorento below - watch it drive from the parking lot - real world - towards the 8 bit section of the stadium - frame L.

We cut inside the Sorento - and now see we’re back inside the stadium as 8 bit players from every direction run at the Sorento. Bo’s dodging, swerving and laughing. Smack talking. The music’s POUNDING. We see an 8 bit DB bounce off the Sorento comically. Another one lunges - slides harmlessly across the hood. The Sorento shimmies as 8 bit’ers from two sides WHUMP into it - and go flying into the air.

Bo slams on the brakes. Looks in the reverse cam - hits the gas. We’re watching him dodge and maneuver past 8 bit’ers at full speed in reverse. BRAKES!

Back on Bo who sees another wave of 8 bit players running at him. He laughs, throws it in drive, stamps the pedal. We cut outside - the 8 bit players see the Sorento coming at them - they stop. Then turn around and run in the opposite direction.

New angle - the Sorento driving circles around the defenders, kicking up 8 bit dust. The Sorento pulls out of the tight radius turn, towards the end zone where the Sorento and KIA logos are painted.

The Sorento crosses the goal line - we stop, hold on the Sorento in a profile shot. Then see a graphic of Bo rise up out of the sunroof - and spike the ball.

SUPER: TOUCHDOWN!

TITLE: UVO INFOTAINMENT / ALL-WHEEL DRIVE TITLE: SORENTO / MVP OF SUVs

LOGO: KIA

“TECMO SUPER MARKET” (:30)

We're on a KIA Sorento - deftly driving through town like it was powered by a responsive V6 with a HOF running back behind the wheel. We cut inside - see HOF running back Bo Jackson behind the wheel. Bo's in uniform because...because he's Bo Jackson.

We hear the THE UVO INFOTAINMENT SYSTEM SCREEN READ ALOUD A MESSAGE FROM LINDA JACKSON, BO'S WIFE:

“BO, DON'T FORGET THE GROCERIES.”

Bo gives a little fist pump, because that's the kind of guy Bo is. Family man. Up to any challenge. Especially groceries.

We cut outside, see the Sorento maneuver like Baryshnikov into the parking lot of a grocery store. Bo hops out, puts his helmet on, grabs a stray shopping cart and sprints.

We cut just outside the store where there's an old woman just walking in - Bo stops, gives her his cart. Grabs another one - we cut overhead, and see the grocery store is half real - but the back end of it is 8 bit animation.

MUSIC: A MUZAK RENDITION OF THE TECMO SUPER BOWL THEME

We cut inside the market - it's an 8 bit, “TECMO SUPER BOWL”- version, with 8 bit aisles of 8 bit shoppers buying 8 bit groceries. We see our 8 bit Bo, watch his icon out run and maneuver past 8 bit shoppers trying to run him down with their carts.

8BBJ grabs a gallon milk icon, tosses it into his cart - a little blinking 50 POINTS! lights up in the corner of the screen. We see an 8 bit little old lady smash into Bo - but harmlessly bounce off. Bo makes a gorgeous (by 8 bit animation standards) turn into the produce section. Starts racking up the points as he grabs oranges for 25 POINTS!

We cut back out to the front of the grocery store - the real life one. We see Brian Bosworth in a green and silver uniform wheeling a shopping cart towards the entrance. Never makes it.

Because real life Bo Jackson comes flying out of the store. Freight trains Boz. Because the good things in life, never change. Like Bo, Tecmo and KIA.

We cut to Sorento as the power Liftgate activates and Bo loads the groceries into the back. Bo reaches into a bag, pulls out a juicy, big pineapple. And spikes it. Pineapple everywhere. Smells like victory.

TITLE: SMART POWER LIFTGATE / SPACIOUS CABIN TITLE: SORENTO / MVP OF SUVs

LOGO: KIA

\*If we can't get Bosworth - it would work just as nicely with a stunt double in a green / silver uniform, with BOSWORTH on the back of the jersey.

I always appreciate ideas that ultimately give the viewer more, than they expect. And I consider this job a truly exciting creative challenge. The opportunity to align everything that's great about Bo Jackson, Tecmo and KIA into a single idea whose 8 bit irony and wit is pleasingly outweighed by the sheer delight of its execution.

Appreciate you thinking of me.