

Netflix
Director's Treatment
Spot: Pep Talk



Sweet effort on these everyone...

...they remind of that scene from that thing, remember? No, not Air Bud 2, Apocalypse Now. And there we have it – a real life example of how memory is subjective. And vague. And in this case, makes for great comedy. First step is we land killer talent for our leads. We need men who galvanize our attention – while substituting empty sound bites for gripping dialogue. Let's definitely craft these so they feel like scenes from movies. We need the gravitas and substance of a cinematic vibe to give the moments real dramatic weight. And we'll use anamorphic lenses – so these spots have an equally distinctive look and feel. That way, these moments and Netflix, will be unforgettable. No matter who you ask.

Tone

I'm a big fan of building subtle, real-life comedy you don't see coming. Until it's too late. At which point you're laughing. And thinking 'Huh, did not expect that...'. And even though visually, the pay-offs are literally – right in front of us – let's not tip our hand at all, or give anything away. Because what's funny here is how everyone gets on board with our coach and dad. Despite that fact they don't actually say anything of real consequence. Or, any consequence. So let's play these straight – even when they go off the rails. And bring a ton of honesty and drama to powerful, provocative dialogues. That never get delivered.

Casting + Performance

Just off the phone with Pacino – he's in as Coach. Andre Braugher and Donal Logue both want to play the dad – your call. Okay, fine. So I left them all messages. But that's the idea – we don't need those guys, but we do need solid talent who can push these moments right to the edge. And then let that intensity dissipate with equal vigor. Into thin air. The entire weight of these moments is carried squarely on the confident shoulders of men who possess unwavering confidence. And powerful, captivating delivery.

Especially when they infuse totally vague lines with the drama of Hamlet pondering his worldly purpose. But that's the front end of their performance. What will seal their speeches with

