

"DON'T GROW UP"

Client: JEEP

A Commercial Treatment

By Daniel Kelley

CONCEPT SUMMARY

As a child, a vehicle represents an exotic sense of freedom that can only exist in concept. When we are young, we hang posters of sports cars on our bedroom walls not because of the sleek clean designs, but because they are the full expression of an idea of independence that we imagine adults enjoy. This commercial is a playful look at this idea, presenting the automobile and more specifically, a Jeep, as a means by which adults can tap into this adolescent concept of freedom.

Meant to parody action figure commercials of the 1980's and 1990's this spot conveys this idea by quite simply showing adults playing as if they were children. Designed as a mini narrative this piece opens with several men driving Jeeps through carefully crafted terrain. They are dressed and acting the part of action heroes (think gijoe characters) each driving a specific jeep that reflects their individual personality. The terrain is looks as if it was built by children, again reflecting action figure commercials of the 1980's stick bridges, styrofoam snow banks, dirt hills, miniature trees. The men are; Commander, a stately military man with neatly pressed uniform. Wrangler, a burly, marlboro man type smoking a large cigar. Cherokee, a native american man in a leather vest and a pention for speaking in a cryptic philosophical tone, and Compass, a mysterious international character with an eyepatch and a pencil thin mustache. This team is on a mission to liberate a valuable jewel, stolen by the villain 4-wheel who has it stashed at his secret layer. The characters banter back and fourth (see provided video for banter references) as they face the army of minions sent by 4 wheel to thwart their attempts to reach his lair. Just as the team is about to storm 4 Wheel's compound a woman's voice calls out; Bob? the characters look around as if confused where the voice had come from. Cut to a shot of a woman standing on a back porch and she calls again, Bob, have you seen my other earring. Cut to a shot of the jewel that was just in play (this is the earring) then to to the men this time without costumes, in normal clothes, save compass who is sporting a crudely drawn mustache. They each have a model of their respective jeeps in their hands and the miniature terrain that they were just navigating is spread out around them. They look at each other sheepishly. " Fade to Black and the jeep logo pops up with the tagline "don't grow up"

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VIDEO REFERENCES (click on image to view youtube video)

