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Degree

Anyone who has had contact with the sport of basketball over the past several years knows the name Steph Curry — and for good reason. He is a transcendent athlete who has redefined his sport; a pro who has enjoyed record breaking levels of success — and none of it has happened by accident.

Each and every achievement and advance has come as the result of tireless training and a laser like focus on constantly bettering himself. That is what defines Steph Curry. He's star performer who has shown us that superhuman feats begin with simple human endeavors. It's a work ethic that refuses to settle for complacency, because no matter what he did yesterday, he knows there is always room to improve today — but only if you have the willingness, courage, and tenacity to break the mold and push the limits of training as we know it.

Those are the principals that have made him what he is, and that's what we want to concentrate on capturing in these films. We want to give the viewer a comprehensive look at the way Steph Curry has redefined the meaning of training and performance — and engage them with dynamic visuals that are amazing, inspiring, and own-able to the Degree brand. That's what this campaign and this athlete deserve, and my goal is to do everything in my power to deliver that — and more.

Working With Steph Curry

As I mentioned on our call, I've worked with Steph a number of times. He's a fantastic guy and a consummate pro. We know each other well, we've established a great rapport, and that level of trust and familiarity will go a long way toward allowing us to cover all the deliverables needed to make this campaign an overwhelming success.

Nonetheless, this is a project that has a number of different parts, but like the human body, they are all interconnected. Each different discipline has been designed to address a specific aspect of Steph's game — ultimately empowering him to redefine what's possible for himself and the sport. That's the basic story we want to tell, and Steph is our single greatest asset in doing that. He's the driving force behind these films and we want to make sure that we do everything humanly and technically possible to maximize his time and performance.

Capturing the physical part of seeing him go through these training exercises is just a matter of getting great coverage of him do what he's comfortable and fully capable of doing. That will come from using a mix of different angles, perspectives, focal lengths

and film speeds to bring these training moments a look that is as compellingly cinematic as it is unquestionably real.

We'll want that same level of authenticity to come from his spoken lines, and in order to make the VO and the lines he delivers to camera feel completely natural and conversational, we can create a list of questions and prompts that he can respond to. It's a very simple technique that works well with non-actors. Rather than have him just deliver lines or read from a teleprompter, this will help him speak in a way that feels more like a one-on-one conversation — and that personal connection to his training and the audience is critical to the message we want to deliver.

The Logistics

The fact that we'll be shooting this at The Ultimate Field House certainly helps. Since it's the gym of his choice, he'll be much more likely to feel like he's in a comfortable place where he can work in the way he wants. In addition to that the location is also big enough to offer us the physical space needed to shoot all these different disciplines separately, without having to do a company move.

Basically, the best way to approach this would be to stage each different component for the TVC and 360 VR in a room or workout area of its own. This would enable us to carousel through each situation in a way that maximizes our time. I'll also plan to construct a sound booth inside the Field House, which will allow us to record Steph's lines on location during the time we have to work with him.

The deprivation tank might be the only exception to this. But, as we discussed, (depending on scheduling and Steph's availability) there is the possibility of shooting him getting into and/or out of the tank at that location on a later date.

In terms of post production, I would work with Picture Farm, which is a post house that I've used for numerous *ESPN* projects. We have a great relationship, they do fantastic work, and I'm absolutely confident that they can provide us with the finishing touches that will make these films visually and viscerally engaging.

Redefine Possible

Curry's approach to training is so unique that it needs its own terminology, and we want to bring that same feeling of innovative and own-able distinctiveness to the film. That will come from taking an approach that balances a rich and cinematic look, with intimately detailed imagery that has an almost documentary-like authenticity. That's not to say that it should be gritty or raw. It's more about offering the audience something that feels like an honest and privileged look behind the doors of a Steph Curry training session. Nothing about it should feel staged or contrived. At no time will it feel as if it is being performed for the benefit of the camera. Instead, we want to awe the viewer with

sequences that are truly unlike anything they've seen before. After all, this is Steph Curry redefining himself and his game — so nothing less will do.

I also see this as having a powerfully moving editorial tempo that builds steadily with every advancing moment and frame. We could open on a dynamic close up of Steph catching his breath. The camera pushes in to capture sweat dripping from his face as he lifts his head and stares directly into the lens. But this isn't a man who remains stationary for long. An instant after introducing him, we can set the story into motion by having him move toward camera or leap suddenly to the side.

From this moment on we begin to move through all these different disciplines that help him redefine *Focus, Recovery, Grit, Range, and Confidence*. In this dynamic visual montage we'll see him working through the light drill, practicing in the paint, spinning, stretching, etc. Depending on the nature of the discipline itself, I'll design angles, and camera moves that capture the action from a mix of the most compelling and interesting perspectives.

We'll take advantage of naturalistic light, dramatic shadows, punctuations of slow motion and/or ramped speed changes, and nuances of handheld photography, to dial up the intensity of the moments, while simultaneously offer the the viewer the feeling of being immersed in the action.

This will be supported by a broad range of detailed (B-roll) footage that will provide you with a wealth of editorial material. We'll capture the human element by seeing portrait-like closeups of Steph's hands, eyes, feet, and face. This will be counterbalanced by detailed shots of all the different equipment and apparatuses used during his training exercises. As a way of reinforcing branding, I'll also make sure to integrate Degree greys, golds, blues, and reds organically into the wardrobe, equipment, and art direction.

The final piece of this cinematic puzzle will be to capture the percussive beats of feet pounding the floor, basketballs bouncing rhythmically against hardwood, breaths being taken, weights being lifted, ropes being worked — all as part of an organic symphony of sound that redefines the meaning of the musical score.

The 360

The take-away that we want to create with this film is to give the viewer the feeling of what it's like to actually be on the court with Steph Curry. To achieve this, we'll need to work in a dedicated space that provides us with the ability to position the Multi Cam Ball rig. It's a technology that I've worked with before, and I have the right team in place to ensure that this is executed in best way possible. After that, this really just comes down to running Steph through a variety of different moves that can be used to create a very cool and totally immersive VR experience.

Summing Up...

This is a project that is diverse, multilayered, and full of technical and logistical demands that will need to be balanced, and organized. Put simply, it's exactly the kind of filmmaking challenge that I love to take on. It's full of amazing photographic opportunities. It offers us a chance to bring Degree a look and feel that it can own. And it all centers around the physical talents and determination of Steph Curry — a one-of-a-kind sports figure that is dynamic, charismatic, and impossible not to watch.

That's a combination of elements that I would love to be a part of, and hopefully the information included here will act as the beginning of an ongoing conversation that will help us bring all these deliverables to life.

Thanks again for thinking of me, and I look forward to speaking with you further.