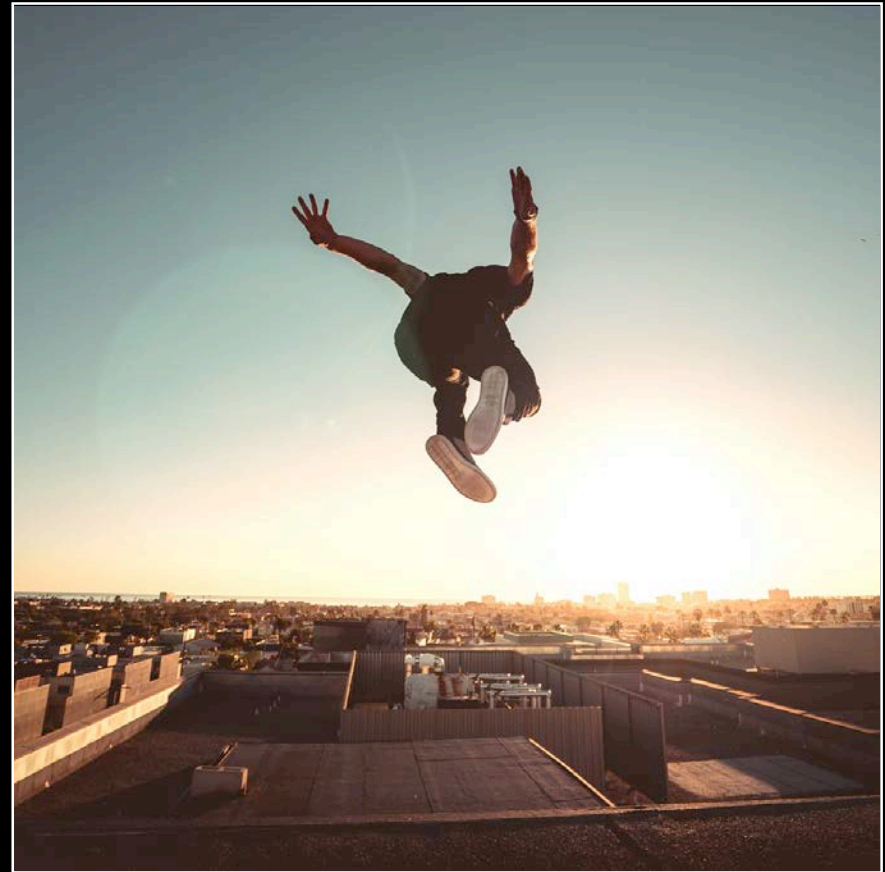
A person with long hair, wearing a dark t-shirt and a dark cap, is sitting on a ledge. They are looking out over a cityscape at sunset. The sun is low on the horizon, creating a warm, golden glow and lens flare effects. The city buildings are silhouetted against the bright sky. The overall mood is serene and contemplative.

JESSE LA FLAIR
acer **SPIN 5**
TREATMENT

INTRODUCTION & **DIRECTION**

"BEAUTY AND MOVEMENT FUELED BY PASSION"

- ▶ IN LIFE IT IS IMPORTANT TO FIND THE THINGS THAT DRIVE US. MY PASSION FOR PARKOUR IS DRIVEN BY MY LOVE FOR DISCOVERY AND MOVEMENT. IT IS THE REASON I CAN'T WAIT TO GET OUT OF BED IN THE MORNING AND THE SAME REASON I'M EXHAUSTED ENOUGH TO HAVE EARNED MY SLEEP AT NIGHT.
- ▶ WITH THE SPIN 5's ABILITY TO STAY CHARGED ALL DAY AND TRANSFORM INTO AN ON THE GO TABLET, I WILL BE CREATING A SUNRISE TO SUNSET PIECE SHOWING HOW I CAN USE THE ACER SPIN 5 TO DISCOVER INCREDIBLE FREERUNNING LOCATIONS ALL AROUND LOS ANGELES.



DETAILED **APPROACH**

- ▶ MY APPROACH TO THE CREATIVE PRODUCTION IS KNOWING THE STORY THAT IS BEING TOLD AND CAPTURING THE LEAD CHARACTERS THAT ARE TELLING IT. BUT IN MOST INSTANCES THE CHARACTERS ARE NOT JUST PEOPLE. THEY ARE THE SUN, THE LOCATIONS, THE EMOTION AND THE PRODUCT.
- ▶ I WILL INCORPORATE THE PRODUCT AS THE KEY TO UNLOCKING LOCATIONS AND HELPING OUR HERO THROUGHOUT HIS JOURNEY.
- ▶ THE PRODUCTION STYLE IS AN EMOTIONALLY SMOOTH, HEAVY SLOW MO BASED BEAUTY PIECE SET TO AN UPLIFTING SOUNDTRACK.
- ▶ THIS FILM WILL COMMUNICATE TO THE AUDIENCE THROUGH A 3RD PERSON STORYTELLING NARRATIVE.
- ▶ SYDNEY OLSON (CURRENTLY RANKED THE #1 PRO FEMALE FREERUNNER IN THE WORLD) WILL BE JOINING THE CAST AS THE FRIEND OF JESSE LA FLAIR IN THIS SPOT.



PRODUCT INTEGRATION

- ▶ THE PRODUCT WILL BE FEATURED MULTIPLE TIMES THROUGHOUT THE SPOT INCLUDING A DIRECT REFERENCE TO IT BEING FULLY CHARGED RIGHT AT THE TOP OF THE COMMERCIAL.
- ▶ KEY SELLING POINTS WILL BE HIGHLIGHTED AS...
 - ✓ 10HRS OF BATTERY – THIS IS THE MAIN STORY BEING TOLD. THE COMPUTER WILL BE FULL CHARGED, GET UNPLUGGED AND THEN BE USED SUNRISE TO SUNSET AND STILL HAVE CHARGE
 - ✓ COMPUTER AND TABLET IN 1 – THIS IS ESTABLISHED RIGHT AT THE TOP OF THE COMMERCIAL AND THEN REFERENCED THROUGHOUT THE SPOT AS IT IS USED TO FIND NEW PLACE TO FLIP AND CLIMB.
 - ✓ TOUCH SCREEN- WE WILL SEE THIS WHEN JESSE USES THE TOUCH SCREEN FEATURE TO ZOOM IN TO MAP IMAGES.
- ▶ VIDEO DESCRIPTION EXAMPLE:
 - ✧ ON MY EVERYDAY ADVENTURES I NEED A COMPUTER THAT CAN KEEP UP AND ADAPT TO MY NEEDS. THAT'S WHY I USE @ACERGLOBAL'S #ACERSPIN5 WITH UP 10HRS OF BATTERY LIFE AND ACER'S PATENTED 360 DUAL-TORQUE HING THAT GIVES ME 4 USAGE MODES, AND THE FLEXIBILITY TO WORK OR PLAY ANYWHERE.
 - ✧ #SPINMETOLIFE #LAFLAIRINTHEAIR #AD #ACER



PRODUCTION PROCESS **IN DETAIL**

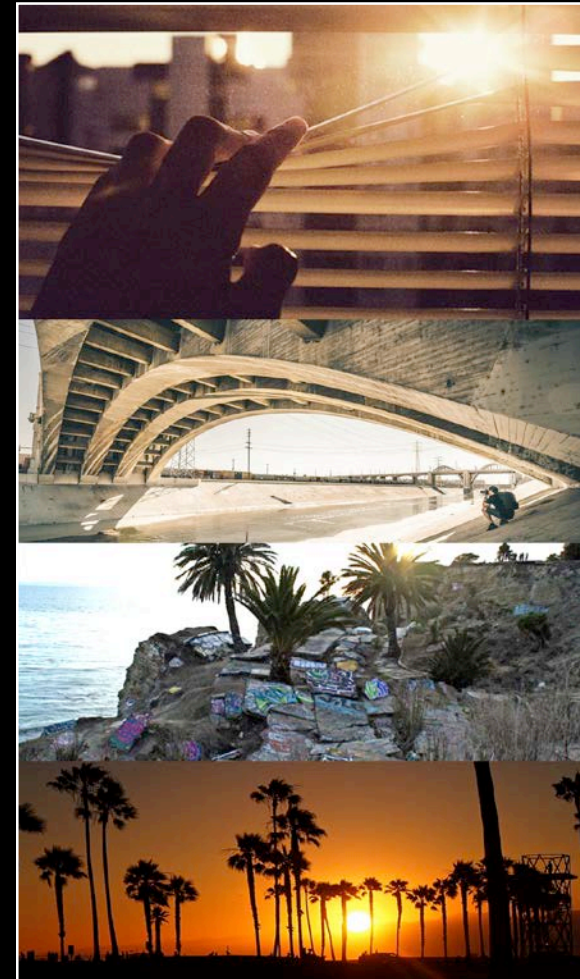
▶ THE STORY WILL BE TOLD IN 4 PHYSICAL LOCATIONS

- INTERIOR HOUSE
- SECRET SPOT UNDER BRIDGE
- SUNKEN CITY
- VENICE BEACH

▶ EQUIPMENT BEING USED

- CINEMA BUILT RED EPIC WITH DRAGON SENSOR (A CAM)
- RED RAVEN (B CAM)
- LIGHTING PACKAGE
- STEADY CAM
- SLIDER
- CINIMA LENS PACKAGE
- ZOOM MIC

▶ WARDROBE WILL BE FREERUNNER CHIC (CLEAN BUT STYLISH) WITH NO VISIBLE LOGOS



SHOT LIST / **STORYBOARD** INTRO

:03 OPEN UP ON SUN LIGHT PEEKING THROUGH THE BLINDS (SLIGHT PUSH IN WITH DUST PARTICLES)

:03 MACRO OF EYES OPENING WITH SUNLIGHT HITTING (SLIGHT SMILE VISIBLE ONLY BY CHEEKS LIFTING)

:01 TIGHT SHOT ON SPIN 5 OPENING UP (FIRST LOGO SHOT)

:02 TIGHT ON SCREEN WITH A MESSAGE THAT SAYS “ I FOUND A NEW SPOT MEET ME HERE.”

:03 MEDIUM SHOT AS JESSE OPENS A MAP IMAGE AND LOOKS IT OVER WITH A SMALL SMILE AND A NOD.
THEN WE EXPERIENCE A SERIES OF FAST CUTS WITH SOUND DESIGN TO HELP ANIMATE A BIT...

<:01 SHOT OF BATTERY FULLY CHARGED – “DING”

<:01 SHOT OF CHARGER GETTING PULLED OUT – “PLOOP”

<:01 JESSE SPINS THE MONITOR INTO A TABLET – “WOOSH CLICK”

:02 WIDE SHOT AS HE GRABS THE SPIN 5 AND PUTS HIS BACKPACK OVER ONE SHOULDER AND WIPES INTO FRAME

:05 WIPE BACK IN AS JESSE STEPS INTO AN OTS SHOT AND ZOOMS INTO THE MAP (OR IMAGE) WITH THE TOUCH SCREEN FEATURE AND THEN CONTINUES TO WALK TOWARD AN INCREDIBLE URBAN LANDSCAPE.

:03 CUT TO JESSE MEETING UP WITH SYDNEY OLSON. THEY EXCHANGE A HANDSHAKE AS LIGHT POOLS IN CREATING A FLARE ON THE LENS.

:03 MEDIUM SHOT AS THE JESSE PUTS THE SPIN 5 INTO ONE OF ITS COOL USAGE MODES AND SETS IT DOWN TO GO EXPLORE. (SYDNEY IS ALREADY STRETCHING IN THE BACKGROUND OUT OF FOCUS) AS JESSE WALKS AWAY HE WILL WALK OUT OF FOCUS.

SHOT LIST / **STORYBOARD** ACTION & ENDING

:09 THE MUSIC KICKS IN AND THE MOVEMENT STARTS - A MIXTURE OF HIGH SPEED AND SLOW MO TRICKS FLASH ACROSS THE SCREEN.

:02 MEDIUM SHOT OF TABLET AS JESSE ZOOMS IN TO A NEW LOCATION SPINS IT CLOSED AND WE RACK OUT TO A SEA OF BROKEN CONCRETE PERCHED ON A CLIFF NEAR THE OCEAN.

:02 JESSE AND SYDNEY RUN DOWN TOWARD THE NEW SPOT

:08 MORE MIND BLOWING TRICKS AND FRIENDLY CAMARADERIE SUCH AS HIGH FIVES AND SMILES AS THEY LAND TRICKS

:03 TIME LAPSE AS THE CLOUDS RUSH BY AND SUN STARTS TO DROP.

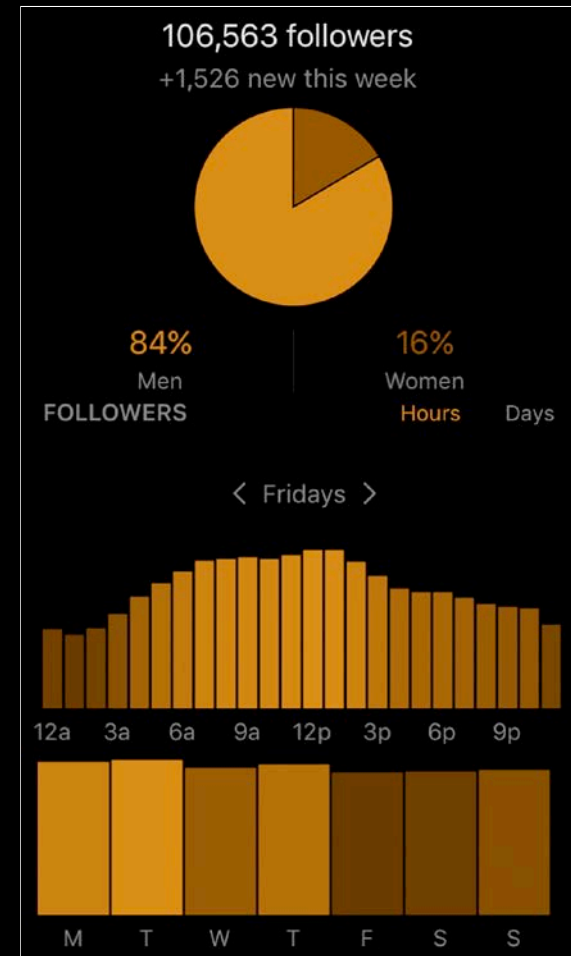
:03 CUT TO SYDNEY HOLDING THE TABLET, LOOKING UP AND POINTING TO THE FAMOUS GRAFFITI WALLS AT VENICE BEACH.

:07 SLO MOTION RACK FOCUS FROM EPIC SILHOUTTED TRICK INTO A PERFECTLY LIT PRODUCT SHOT OF THE ACER SPIN 5 SCREEN STILL GLOWING.

:02 JESSE RUNS OVER AND SHUTS THE SCREEN. AS THE SCREEN SHUTS WE CUT TO BLACK.

LAUNCH APPROACH

- ▶ UNDERSTANDING YOUR AUDIENCE AND KNOWING WHEN TO POST IS ONE OF THE MOST IMPORTANT PARTS ABOUT GETTING YOUR CONTENT SEEN AND SHARED.
- ▶ AS THE LANDSCAPE OF MY FOLLOWERS ACTIVITY CHART IS ALWAYS CHANGING AND CAN DEPEND ON FACTORS SUCH AS HOLIDAYS AND SUCH I LIKE TO REVIEW IT AND ADJUST WEEKLY.
- ▶ EVEN THOUGH THIS IS A MULTI PLATFORM CAMPAIGN I WOULD STILL ADVISE LAUNCHING EVERYTHING AT THE SAME TIME. IT IS NOT ONLY EASIER TO SHARE AND INTERACT WITH CONTENT NATIVELY BUT EACH PLATFORM ITSELF WILL PERFORM BETTER WITH NATIVE CONTENT.



THANK YOU
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