



MELISSA GALLOP PRODUCTION
FALL 2019



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My one and only ♥

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ADVERTISING DEPARTMENT

CREATIVE > BRIEF

CLIENT: Lego

DATE:

MARKETING PROBLEM TO SOLVE OR OPPORTUNITY TO EXPLOIT

Use SWOT (Strengths, Weaknesses, Opportunities, Threats) to help discern these. What is the current market situation? Who is the competition? What are the current barriers to overcome? (NOTE: "Creating awareness" is NOT a marketing problem.)

Strengths: many faceted, combinations are endless, form of creative expression, tie ups with movie franchises, multiple themes, attention to detail

Weaknesses: expensive toy, initial outlay is expensive, taste of customers – they either love it or hate it

Opportunities: research shows that using imagination when younger encourages kids to use it later in age

Threats: cheaper substitutes, but they are lower quality plastic

THE TARGET AUDIENCE

Whom are we engaging and what do we know about them? Parents, they want their kids to have advantages in every aspect (education, career, etc.)

Nickname: (Give your target a "handle" that personifies it.) "The Build-A-Bricks"

Demographics: Middle class parents that have jobs and live in urban areas near good schools

Psychographics: (How does the target feel and act? What does the target believe?)

parents who are trying to help their kids find the niche to be successful whether its legos for their imagination or music for math, they want the better lives for their kids in education, etc.

CORE MESSAGE

State simply and succinctly the one, single, solitary, most important, unique benefit that the target should know. Is this a functional benefit or an emotional one? What's in it for the target? What bonds can we create?

Using your imagination at a young age inspires you to continue using your creative genius for your entire life. And Legos are that toy that inspires you to use your imagination. Also Legos have never changed since they were created so it can be passed down generations.

SUPPORT

Why should the target believe it? What features / attributes differentiate our brand from the competition? Prove what you say. Research has shown that when you use your imagination, it encourages it to use it more throughout your life. If you don't use it, you lose it.

CALL TO ACTION

What do we want the target audience to do? (Note: "Buy" is NOT a call to action.)

Educate the parent that if you set your imagination as a child, you'll be setting it in motion for life.

EXECUTIONAL MANDATORIES

Branding/signoff elements (logo, tagline, colors, fonts, product shot, etc.), website URLs, 800 #s, legal, functional features, etc.

Lego logo with tagline such as "Imagination is the beginning of creation." Set the creative genius in motion. Don't lose your creativeness. The power of imagination.

Client - Lego
Title - "Imagination"
Length - 1:00
Date - 10-6-19
Writer - Melissa Gallop

VIDEO

Wide shot of rocket taking off in a clear sky with a contrail of smoke and flames.

Cut to full shot of a futuristic-looking astronaut walking away from the camera. Background showcases the same rocket from the previous shot passing a foreign moon close to the planet's atmosphere to show the viewers this astronaut is on an unknown world.

Cut to wide shot of astronaut walking along the edge of a dune on the foreign planet's rocky surface.

Cut to full shot of the astronaut walking towards the camera with the sun peeking behind him, creating a lens flare.

Cut to wide shot of the astronaut overlooking the planet's vast surface of rocks and canyons with several moons shown in close proximity to the planet's atmosphere.
He watches as a shooting star flies across the sky.

Cut to close up hero shot of the astronaut's face in the helmet, looking past the camera awing his surroundings.

Match cut to a close up hero shot of a Lego astronaut's face in a similar outfit to that of the astronaut in the previous shot. There's a child's hand playing with a Mars rover in the background.

Cut to full shot of a child playing with his Lego astronaut on a dune-like surface made of Legos surrounded by a shuttle rocket and Mars rover in his space-themed bedroom.

Cut to full shot of the Lego astronaut figure in the hands of the child acting as if the astronaut is walking on the surface; recreating the shots we previously saw of the real astronaut.

Cut to close up of the child placing the Lego astronaut figure on top of his nightstand. Then the child runs off screen, with the camera still focusing on the Lego astronaut figure with the Mars Explorers Wanted poster in the background.

Cut to match cut of the real astronaut footage again, where the astronaut overlooks the planet's surface on the edge of a cliff; just like the child imagined it with the Lego figure on the edge of his nightstand.

Cut to the Lego logo on a white background when the tagline, "the power of imagination" fades onto the screen.

AUDIO

Shuttle rocket bursting through the atmosphere.

Instrumental music begins with faint sounds of the rocket still taking off through the atmosphere.

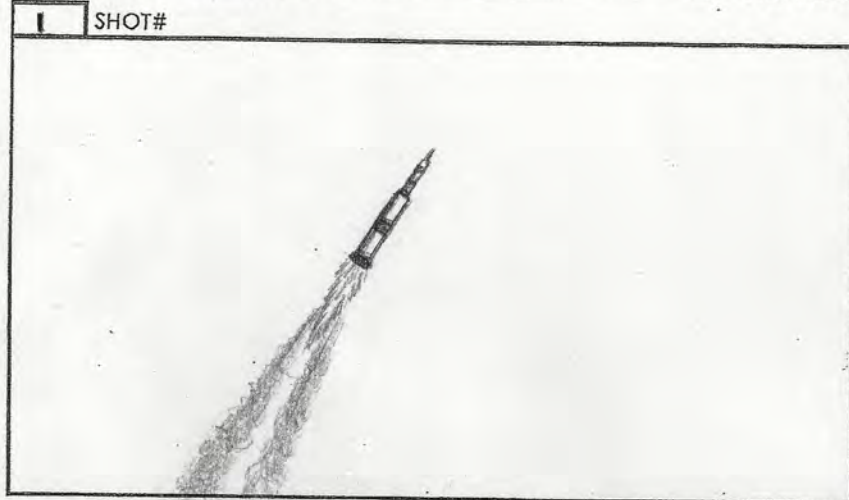
Instrumental music continues to the end.

Sounds of Lego Mars rover wheels rolling on carpet.
Instrumental music restarts from the beginning with a higher tone to enhance the idea that the previous shots we saw were what this kid was doing in his imagination.

Child makes sound effects while he's playing with the astronaut. There's also sounds of the plastic clicking together from the Lego surface and the Lego figure as he's playing.

VO: "David, dinner's ready" (kid runs off screen making faint footsteps as he runs)

Instrumental music fades.

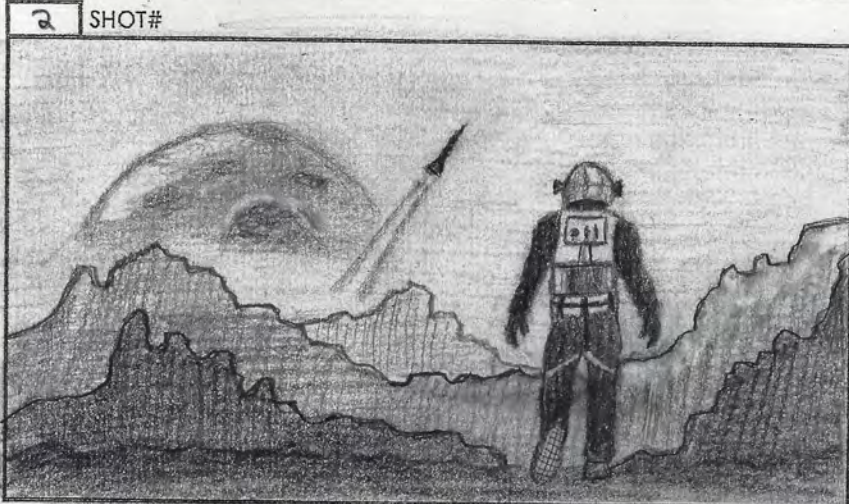


ACTION
WIDE SHOT OF ROCKET
TAKING OFF IN A CLEAR
SKY W/ CONTRAIL OF
SMOKE + FLAMES

DIALOGUE

FX
ROCKET TAKING OFF

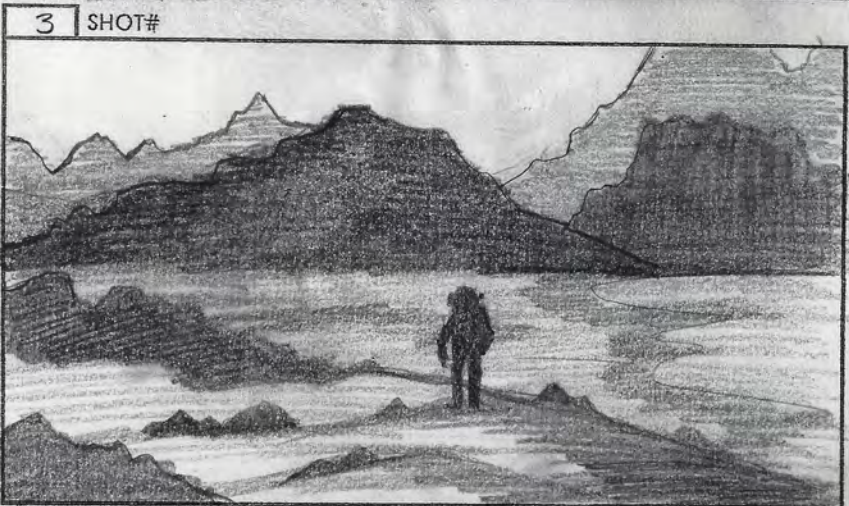
INSTRUMENTAL MUSIC
THROUGHOUT SPOT



ACTION
FULL SHOT OF ASTRONAUT
WALKING AWAY FROM
CAMERA.

DIALOGUE

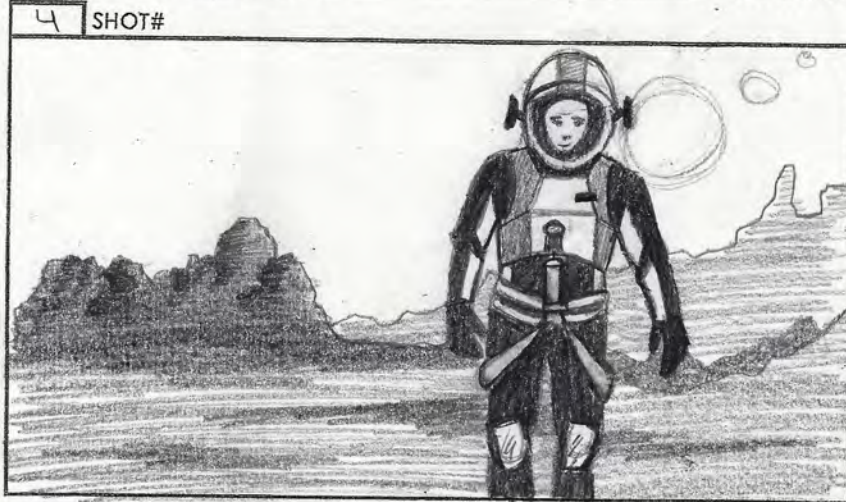
FX
DISTANT ROCKET TAKING
OFF
MUSIC



ACTION
WIDE SHOT OF ASTRONAUT
WALKING ALONG EDGE
OF A DUNE

DIALOGUE

FX
MUSIC

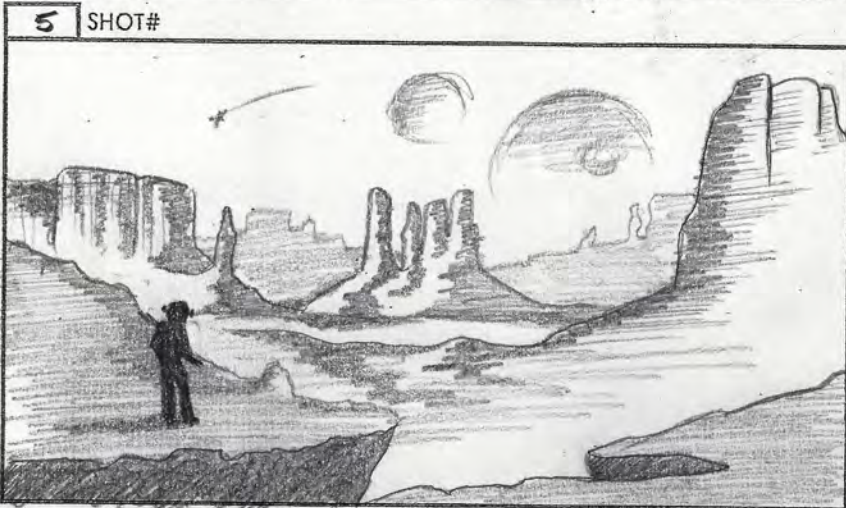


ACTION
FULL SHOT OF ASTRONAUT
WALKING TOWARDS CAMERA
W/ SUN PEERING BEHIND HIM

DIALOGUE

FX

MUSIC —



ACTION
WIDE SHOT OF ASTRONAUT
OVERLOOKING PLANET'S
VAST SURFACE OF ROCKS +
CANYONS - SEES SHOOTING STAR

DIALOGUE

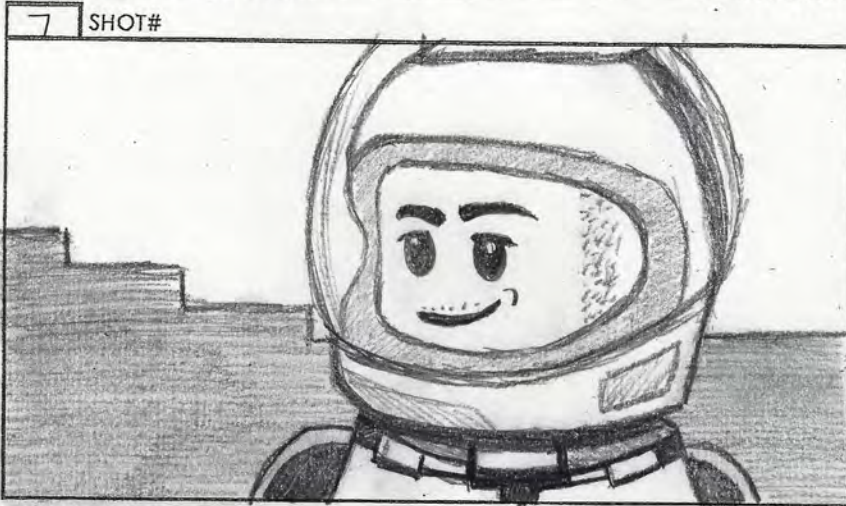
FX
MUSIC —



ACTION
CLOSE UP OF ASTRONAUT'S
FACE, CREATING A HERO
SHOT. ASTRONAUT LOOKS
PAST CAMERA

DIALOGUE

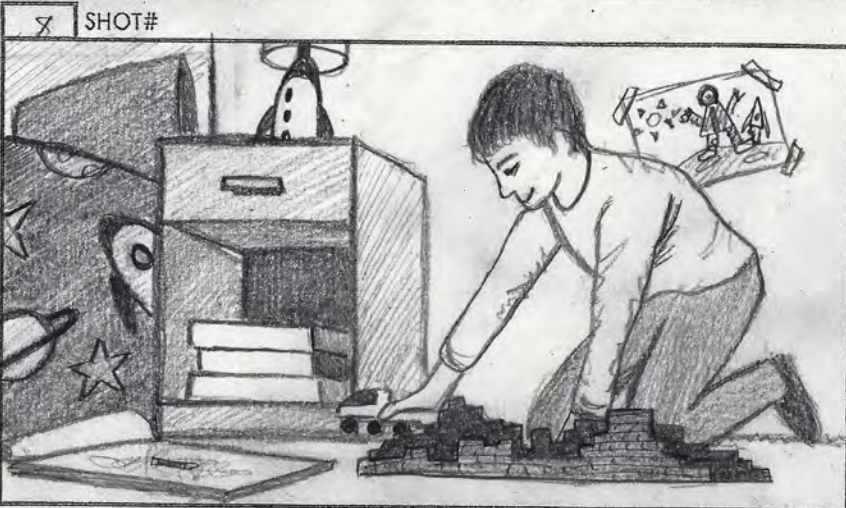
FX
MUSIC —



ACTION
MATCH CUT TO CLOSE UP
SHOT OF LEGO ASTRONAUT'S
FACE

DIALOGUE

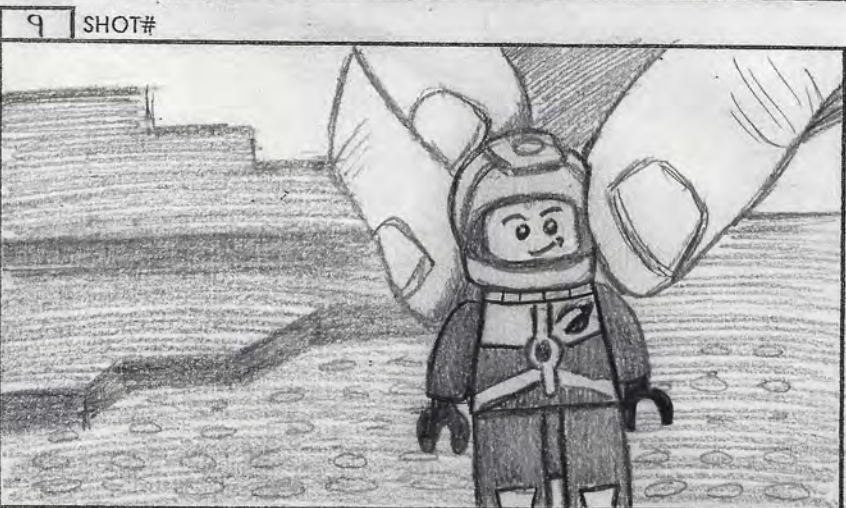
FX
MUSIC —



ACTION
FULL SHOT OF CHILD
PLAYING W/ HIS LEGO
ASTRONAUT IN SPACE-
THEMED ROOM

DIALOGUE

FX
MUSIC —
LEGO SOUNDS



ACTION
FULL SHOT OF LEGO
ASTRONAUT FIGURE, IN
HANDS OF CHILD

DIALOGUE

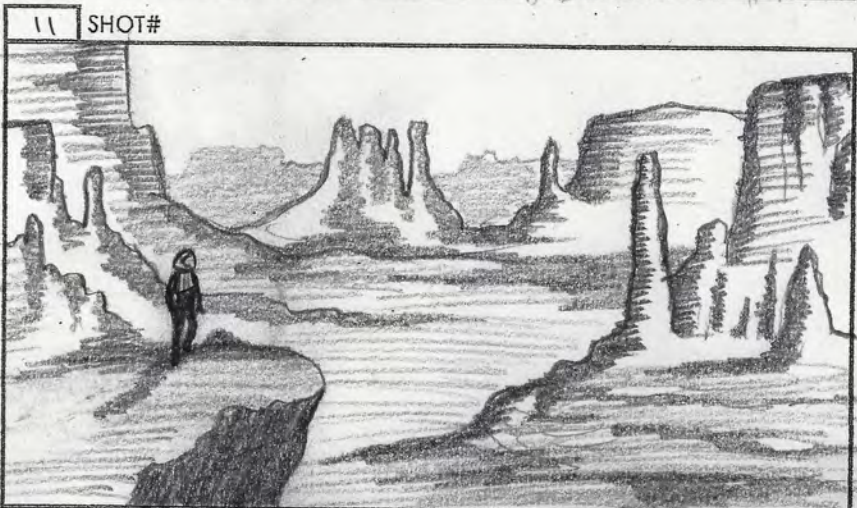
FX
MUSIC —
LEGO SOUNDS



ACTION
MEDIUM CLOSE UP OF
CHILD PLACING LEGO
FIGURE ON TOP OF
NIGHTSTAND

DIALOGUE
THEN CHILD RUNS OFF SCREEN
WHEN HE HEARS
VO: "DAVID, DINNER'S
READY"

FX
MUSIC —



ACTION
MATCH CUT TO REAL
ASTRONAUT AGAIN;
WIDE SHOT OF ASTRONAUT
OVERLOOKING SURFACE

DIALOGUE
—

FX
MUSIC —



ACTION
LEGO LOGO WITH
TAGLINE

DIALOGUE
—

FX
MUSIC —

LEGO “IMAGINATION” SPOT: SHOT LIST

(cinematic, slow-motion style shots)

Coal Mine Canyon, Arizona:

- on-location footage of the sky (ideally clear sky to appear like foreign planet)
- full shot of astronaut walking away from the camera with open space of the sky in the background
- wide shot of astronaut walking along edge of a dune on the foreign planet’s surface
- full shot of astronaut walking towards the camera with the sun peeking behind him, creating a lens flare
- wide shot of astronaut overlooking the planet’s vast surface of rocks and canyons with open space of the sky in the background
- close up hero shot of the astronaut’s face in the helmet, looking past the camera awing his surroundings
- drone shot of astronaut walking along edge of a dune on the foreign planet’s surface
- drone shot of astronaut looking away from camera on a cliff, admiring his surroundings
- various drone and detail shots of the surroundings in Arizona (with no vegetation)
- medium close up shots of astronaut leaving footprint on the rocky surface
- full shot of astronaut sitting on a rock
- full shot of the astronaut’s shadow as a silhouette on rocky surface
- footage of drone flying through canyons
- any other awesome shots we see and want to do!!!

David’s Condo // Clinton Township, Michigan:

- match cut to a close up hero shot of a Lego astronaut’s face in a similar outfit to that of the astronaut in the previous shot. Hayden’s hand is in frame playing with a Mars rover in the background (out of focus)
- full shot of Hayden playing with his Lego astronaut on a dune-like surface made of Legos surrounded by a shuttle rocket and Mars rover in his space-themed bedroom
- full shot of Lego astronaut figure in the hands Hayden acting as if the astronaut is walking on the surface; recreating the shots we previously saw of the real astronaut.
- close up of the child placing the Lego astronaut figure on top of his nightstand; then Hayden runs off screen, with the camera still focusing on the Lego astronaut figure with the Mars Explorers Wanted poster in the background
- medium close ups of Hayden’s face smiling while playing

LOCATION: COAL MINE CANYON, ARIZONA



LOCATION: DAVID'S CONDO // LIVING ROOM



BACK-UP LOCATION: BUECHEL'S HOUSE // LIVING ROOM





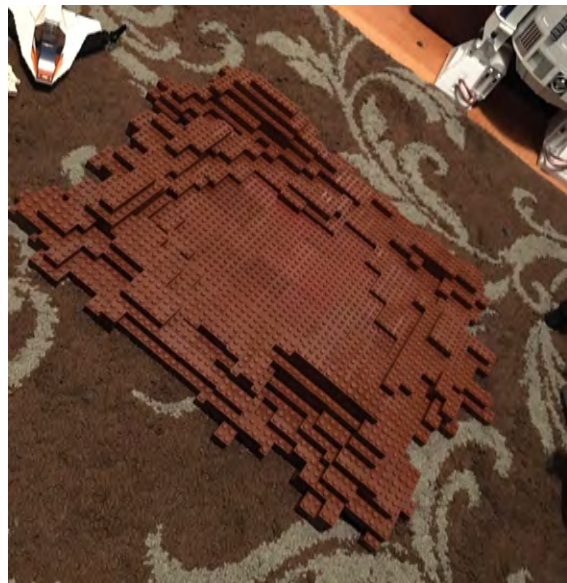
LEGOMARS ROVER SET



LEGO MINI SPACE SHUTTLE



CUSTOM LEGO ASTRONAUT



CUSTOM LEGO PLANET SURFACE



Benjamin Walls

**Role: Adult Astronaut
Professional Hiker
Lives in Phoenix, Arizona**



Hayden Buechel

**Role: Child Playing Legos
Loves Lego
My best friend Alex + Jeni
Buechel's awesome son**

WARDROBE: ADULT ASTRONAUT



HOMEMADE ASTRONAUT COSTUME

WARDROBE: CHILD PLAYING WITH LEGO



PLAIN WHITE T-SHIRT



REGULAR FIT JEANS



PLAIN WHITE OR BLACK SOCKS



Lumix GH5

Main camera for footage in Michigan and Arizona*



Macro Probe Lens

Venus Laowa 24mm f/14
2X Macro Probe Lens

Use for macro shot of
Lego minifigure's head



Mavic Pro Drone

DJI Mavic Pro Drone
with Gimbal-Mounted
4K Camera*

*(bring extra batteries and hard drive)

October 2019

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2	3 FINAL STORYBOARDS DUE	4	5
6	7	8	9	10 FINAL PRODUCTION BOOKS DUE	11	12 PRE-PRODUCTION MEETING WITH DP
13	14	15	16	17	18	19 FILM ALL GREEN SCREEN SHOTS FOR B+N SPOTS
20 FILM ALL GREEN SCREEN SHOTS FOR B+N SPOTS	21	22	23	24 FILM REMAINING SCENES FOR B+N	25 THE CONTRACT FILMING DAY	26 THE CONTRACT FILMING DAY
27	28 EDITING ALL SPOTS	29	30	31		

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November 2019

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
3	4	5	6 FLY TO ARIZONA + DRIVE TO FILM LOCATION	7 FILMING DAY IN ARIZONA	8 FLY BACK HOME TO MICHIGAN	9
10 EDITING	11	12	13	14	15	16 PURELL FILMING
17 EDITING	18	19	20	21 FINAL PRESENTATIONS	22	23
24	25	26 FINAL PRESENTATIONS	27	28 NO CLASS - THANKSGIVING DAY	29	30

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■ LEGO
 ■ PURELL
 ■ BARNES + NOBLE
 ■ ALL SPOTS



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