

LYNX

MAN
VS
ASTE

Y 20

CAPITALIZE ON THE FEELING

Man's not hot

GREAT GUNS

CASSANDRA BROOKSBANK

AN INTRODUCTION



WAY OUT

LET'S GET WET

THANK YOU SO MUCH FOR INVITING ME TO PITCH ON SUCH A WILD COMMERCIAL! I ABSOLUTELY FLIPPED WHEN I READ THIS SCRIPT. THIS IS THE STUFF I LIVE FOR: IRREVERENT COMEDY, HYPERREALISTIC ACTION, A FUN AND POPPY STYLE, AND AN OPPORTUNITY TO GET CREATIVE IN THE EDIT. IT'S BONKERS IN THE BEST WAY AND I CAN RELATE!

WE'VE ALL HAD THOSE MOMENTS WHEN YOUR BODY BETRAYS YOU: LOSING YOUR VOICE ON THAT IMPORTANT CALL. HAVING TO GO TO THE BATHROOM WHEN YOU'RE STUCK IN TRAFFIC. AND WORST OF ALL, SWEATING UNCONTROLLABLY JUST WHEN YOU NEED TO STAY COOL. WHEN THE WATER WORKS START... THEY SPIRAL. THE MORE YOU TRY TO FIX THE SITUATION, THE WORSE IT GETS! IT'S A DOMINO EFFECT THAT LEADS STRAIGHT TO HELL. BUT LUCKY FOR US, LYNX IS ON THE JOB.

WHAT I LOVE ABOUT THIS SPOT IS IT TAKES THESE MOMENTS AND PUSHES THEM TO INFINITY. WE'VE ALL *FELT* LIKE A HUMAN FOUNTAIN. IN THIS CASE, OUR HERO IS LITERALLY SPURTING GEYSERS. SUBTLETY AIN'T FOR US, FOLKS! WE SAY WHAT WE NEED TO SAY, AND WE SAY IT WITH A SPLASH! PUSHING THESE VERY REAL FEELINGS INTO THE SURREAL IS WHAT MAKES THIS SPOT MEMORABLE. AUDIENCES WILL REMEMBER US THE NEXT TIME THEY MAKE IT RAIN, AND LUCKY FOR THEM, LYNX IS ONLY A SHORT TRAIN RIDE AWAY.





the story

THIS IS WHAT HAPPENS WHEN YOU FORGET TO PUT LYNX BODY SPRAY ON IN THE MORNING!

IN ORDER TO GIVE YOU A BETTER IDEA OF HOW I WOULD SHOOT *MAN'S NOT HOT*, THE FOLLOWING IS A SCRIPT BREAKDOWN OF WHAT I SEE HAPPENING ON-SCREEN AND THE FEELINGS IT WILL CONVEY. I WANT TO EMPHASIZE THAT I UNDERSTAND THIS IS A :20 SPOT AND THAT WE'RE FITTING A LOT INTO A VERY SMALL AMOUNT OF TIME. THESE ARE VERY FAST PACED CUTS, ESPECIALLY WHEN WE GET INTO THE MAIN STORYLINE OF THE WATER BURSTING THROUGH THE JACKET. THINGS LIKE THE EXTREME CLOSE UPS OF WATER RIPPING THROUGH THE FABRIC OR WHIP PANS TO PASSENGERS BEING HIT WITH SWEAT WILL ONLY BE ON SCREEN FOR A FEW FRAMES, BUT IT WILL REALLY ADD TO THE CONTEXT OF WHAT'S HAPPENING. I ALSO WANTED TO GIVE THE CREATIVES OPTIONS!

LET'S GET INTO IT!

MIND THE GAP



THE DOORS SLIDE OPEN ON A SUBWAY TO REVEAL— RUSH HOUR! TO SAY THIS STATION IS “FULL” IS AN UNDERSTATEMENT. IT’S THE TYPE OF COMMUTE THAT MAKES YOU HATE PUBLIC TRANSIT. PEOPLE PUSH AND SHOVE, JOSTLING FOR POSITION— IF YOU LOOK CAREFULLY, YOU MIGHT SEE A MIME, A MASCOT AND A DUDE WITH A TUBA IN THE BACKGROUND. JUST YOUR AVERAGE TUESDAY ON THE TUBE, EH?

AGAINST THIS THROG, OUR EYE LANDS ON A MAN IN A **BRIGHT ORANGE PUFFA JACKET** COMING TOWARD US AND PUSHING HIS WAY INSIDE. HE’S GOT A FRIENDLY FACE, COOL SNEAKS... BUT HE’S HAD A ROUGH DAY. HE’S WEIGHED DOWN BY SEVERAL BAGS AND HUSTLES TO GET INSIDE. ALL HE WANTS IN THIS CRUEL WORLD IS TO GET HOME AND CRASH.

WE TRACK TOWARD OUR DUDE AS HE SHUFFLES DOWN THE AISLE, SQUEEZING THROUGH COMMUTERS AND THE TOKEN WEIRDOS THAT SOMEHOW ALWAYS FIND THEMSELVES ON *HIS TRAIN*. THE TRAIN IS NEW AND MODERN— A COOL DESIGN AT ODDS WITH STRESSFUL ATMOSPHERE. HE PASSES A NUN, A GUY ON CRUTCHES WITH A BROKEN LEG, A STUDENT ENGROSSED ON A LAPTOP TRYING TO FINISH THAT FINAL PAPER, A RICH LADY WITH A DOG, SOME TICKTOCKERS FILMING A MAKEUP TUTORIAL, AND A DRAG QUEEN. HE SQUEEZES INTO THE ONLY OPEN SEAT AVAILABLE AS THE TRAIN TAKES OFF.

JUST HIS LUCK, IT’S BETWEEN THE GERMAPHOBE AND THE KISSING TEENAGERS— *YIKES.*

NOW, INSIDE THE TRAIN, WE'RE GOING TO PUT THIS POOR GUY IN A PRESSURE COOKER.
WE'RE BUILDING TENSION, INCREASING THE CLAUSTROPHOBIA AND STRESS ON THIS TRAIN FROM HELL.

WHAT'S THE FORECAST? HUMID. CONDENSATION DRIPS DOWN WINDOWS THAT ARE FOGGED.
FROM THE LOOK OF THE PASSENGERS' CLOTHING, IT'S THAT TIME OF YEAR WHERE IT'S COLD OUTSIDE, BUT HOT AS BALLS INSIDE. OUR DUDE IS *TOASTY*. THE
SOUND OF THE TRAIN INCREASES IN PITCH, A RISING SOUND BUILDING THE TENSION. WE'RE IN A CLOSE UP ON A LONG LENS, PUSHING IN AND ROTATING A BIT
DUTCH AS HE SHUFFLES UNCOMFORTABLY AGAINST THE MOVEMENT OF THE TRAIN, TRYING TO AIR OUT HIS COLLAR. SWEAT DRIPS DOWN HIS FOREHEAD.
WE CUT TO THE FRONT WHEN SUDDENLY, HIS JACKET STARTS EXPANDING, WEIGHED DOWN BY THE POOLS OF SWEAT DRIPPING FROM UNDER HIS ARMS. WE PULL
BACK AS THE JACKET EXPANDS. TALK ABOUT A FASHION EMERGENCY! THE PERSPIRATION IS TRAPPED INSIDE HIS WATERPROOF JACKET AND HAS NOWHERE TO GO!
THE CHIHUAHUA STARTS BARKING. OUR HERO PANICS, STRUGGLING TO KEEP HIS JACKET CONTAINED, BUT IT'S GROWING FAST AND STARTS BULGING UP AGAINST
THE OTHER PASSENGERS WHO NOTICE SOMETHING HAS GONE SERIOUSLY, *SERIOUSLY* WRONG.





OUR DUDE IS MORTIFIED. HE FRANTICALLY TRIES TO COMPRESS THE JACKET BACK DOWN, PUSHING HIS ARMS AGAINST THE SIDES. UNFORTUNATELY THIS HAS THE OPPOSITE EFFECT... THE JACKET STARTS SELF-DESTRUCTING. *RIP. TEAR.* WE HEAR THE GROAN OF THE FABRIC AND THE STRAIN OF SEAMS BREAKING. OUR HERO'S EYES GO WIDE... KAPOWIE!

THE PRESSURE CAUSES THE JACKET TO EXPLODE, BLOWING OFF A BUTTON WITH A GEYSER OF PERSPIRATION. *SPLASH!* THE STREAM HITS THE GERMAPHOBE WHO FREAKS. THE BEAUTIFUL DRAG QUEEN ACROSS THE AISLE WATCHES THIS GO DOWN. SHE'S APPROPRIATELY HORRIFIED. *SASHAY AWAYYYY!!!!*

BACK WITH OUR HERO IN A LOSING BATTLE TRYING TO PLUG HIS HOLES. *SNAP! CRACKLE! POP!* THE JACKET SPRINGS 3 MORE LEAKS. WE *WHIP PAN* WITH THE STREAM TO SEE SWEAT SHOWERING DOWN ON THE STUDENT FINISHING UP HIS FINAL PAPER ON THE LAPTOP. THE COMPUTER FRIES! *WHIP LEFT.* IT'S RAINING DOWN ON THE TICKTOCKERS. THEY AIN'T LOOKIN SO CUTE... *WHIP RIGHT—SPLASH!* A GUSH HITS CRUTCHES GUY. HE GOES DOWN. *HOPE HE DIDN'T BREAK THAT OTHER LEG...* OUR BOY IS NOW A HUMAN FOUNTAIN, SHOWERING EVERYTHING AND EVERYONE. PASSENGERS PANIC, TAKING COVER.

CUT TO: THE ONE MAN UNFAZED. FOR THE PURPOSES OF THIS PITCH, LET'S IMAGINE BIG SHAQ IS ALSO ON THE TRAIN (IF HE'S THE INFLUENCER LYNX BRINGS IN LATER, THAT WOULD MAKE MY SWEATY DAY). FOR THE BARGAIN VERSION, THINK OF A SUPER FLY, SWAGGY MC. THIS IS THE ASPIRATIONAL VERSION OF OUR MAIN CHARACTER. HE'S A GRIME IN A TRACK SUIT, BASEBALL CAP, AND OF COURSE... A PUFFER JACKET. BUT THIS GUY IS COOL AS ICE. WHY? HE HOLDS OUT HIS SECRET WEAPON: LYNX BODY SPRAY. OUR HERO TAKES THE DEODORANT. A COOL SPOTLIGHT HITS THE PACK. HE UNZIPS AND REACHES INSIDE HIS JACKET. WE CRASH ZOOM, FOLLOWING HIS HAND AND GO INTO XRAY VISION, TUNNELING THROUGH THE FABRIC. WE'RE IN A BLACK VOID, FEELING LIKE WE'RE LITERALLY INSIDE THE JACKET. IN CLOSE UP, WE SEE THE LYNX DEODORANT APPLIED. THE SWEAT STOPS. THE WATER LEVELS DROP. WE HEAR THE SOUND OF A FAUCET TURN OFF. WE MIGHT USE COLORED GELS FOR HIGHLIGHTS, JUST TO ADD SOME STYLE. IT MIGHT EVEN BE COOL TO HAVE OVERLAYS OF INFORMATION THAT DEMONSTRATE THE SWEAT GLANDS STOPPING THEIR DOWNPOUR, LIKE A WEATHER FORECAST SAYING "DRY!" ANYWAY, WE ZOOM BACK OUT AS OUR GUY SHEDS HIS JACKET, SOMEHOW LOOKING EXTRAORDINARILY DRY AND COOL UNDERNEATH.





THE COLOR TEMPERATURE OF THE LIGHTING SHIFTS A BIT COOLER AND WE HAVE A *HINT* OF SLOW MOTION AND A BIT OF A BREEZE AS OUR HERO TOSSES HIS HAIR AND DROPS THE JACKET TO THE SIDE (THIS WHOLE SPOT IS ABOUT EXAGGERATING HOW YOU FEEL, AND NOW HE'S FEELING SEXY SO LET'S GIVE HIM A WIND MACHINE). THANKS TO LYNX, OUR BOY IS NOW THE MOST ATTRACTIVE MAN ON THIS TRAIN. EVERYONE AROUND HIM TAKES IN HIS MANLY MUSK, INHALING DEEP AND NODDING IN APPRECIATION. THE NUN GIGGLES, BLUSHING, AND THE OLD LADY'S CHIHUAHUA HUMPS HIS LEG. LYNX HAS HIM COVERED.

*SUPER/VO: KEEP YOUR SWEAT TO YOURSELF.
SMELL ICONIC WITH 72 HOURS OF SWEAT PROTECTION. LYNX ANTIPERSPIRANT.*

OUR MAN SMILES AT THE CAMERA AS THE LOGOS FLY ON SCREEN.

THE GAP



EXAMPLE SHOT LIST!

FOR YOU NERVOUS NANCIES WONDERING "BUT HOW CAN WE FIT ALL THIS GREAT STUFF INTO 20 SECONDS?!", HERE IS AN EXAMPLE SHOT LIST. KEEPING IN MIND THAT MOST 20 SECOND ADS HAVE AROUND 15-20 SHOTS, BELOW IS A BREAKDOWN OF HOW I SEE THIS PLAYING OUT.

- MEDIUM FRONTAL PUSHING IN AT OUR HERO AS HE BOARDS THE TRAIN AND LEAVES FRAME
- WIDE TRACKING TOWARD OUR HERO DOWN THE AISLE AS HE FINDS HIS SEAT AND WALKS BY PASSENGERS
- MEDIUM FRONTAL, PUSH IN AS OUR HERO SITS DOWN
- CLOSE UP PUSHING IN AND ROTATING DUTCH AS OUR HERO STARTS TO SWEAT
- MEDIUM TRACK BACK TO WIDE FRONTAL AS JACKET STARTS TO EXPAND, FILLING WITH SWEAT. HERO TRIES TO HOLD IT DOWN.
- SERIES OF XCUS WHERE WATER BURSTS THROUGH THE JACKET (BUTTON POPS OFF, WATER SPURTS THROUGH TEARS IN SEAMS, ETC.)
- LOW ANGLE CLOSEUP OF OUR HERO PANICKING, TRYING TO PLUG THE HOLES WHICH KEEP BURSTING
- CU A SPURT OF SWEAT HITS THE GERMAPHOBE
- REACTION SHOT OF THE DRAG QUEEN
- WHIP PAN RIGHT AS SWEAT SPLASHES PASSENGER WITH LAPTOP
- WHIP PAN LEFT AS SWEAT TAKES DOWN THE GUY ON CRUTCHES
- CLOSE UP PASSENGER HOLDING OUT A CAN OF LYNX, WHICH OUR HERO GRABS
- XCU PRODUCT SHOT. CLOSE UP LYNX IN PASSENGER'S HAND
- MEDIUM AND CRASH ZOOM IN AS OUR HERO STICKS THE DEODORANT INSIDE HIS JACKET
- XCU HERO SHOT OF THE MAN APPLYING DEODORANT IN A BLACK VOID (OUR INSIDE THE JACKET SHOT)
- MEDIUM CLOSEUP OF THE MAN TAKING OFF HIS JACKET AND LOOKING DRY. HE TUSSELES HIS HAIR IN SLOW MOTION AND LOOKS FLY.
- CLOSEUP OF THE NUN CHECKING HIM OUT AND INHALING HIS SCENT
- WIDE CONFIDENT HERO (NOW DRY AND IN A T-SHIRT) HOLDING THE RAIL AND SURROUNDED BY ADMIRING PASSENGERS WHILE A CHIHUAHUA HUMPS HIS LEG.





THE CAST

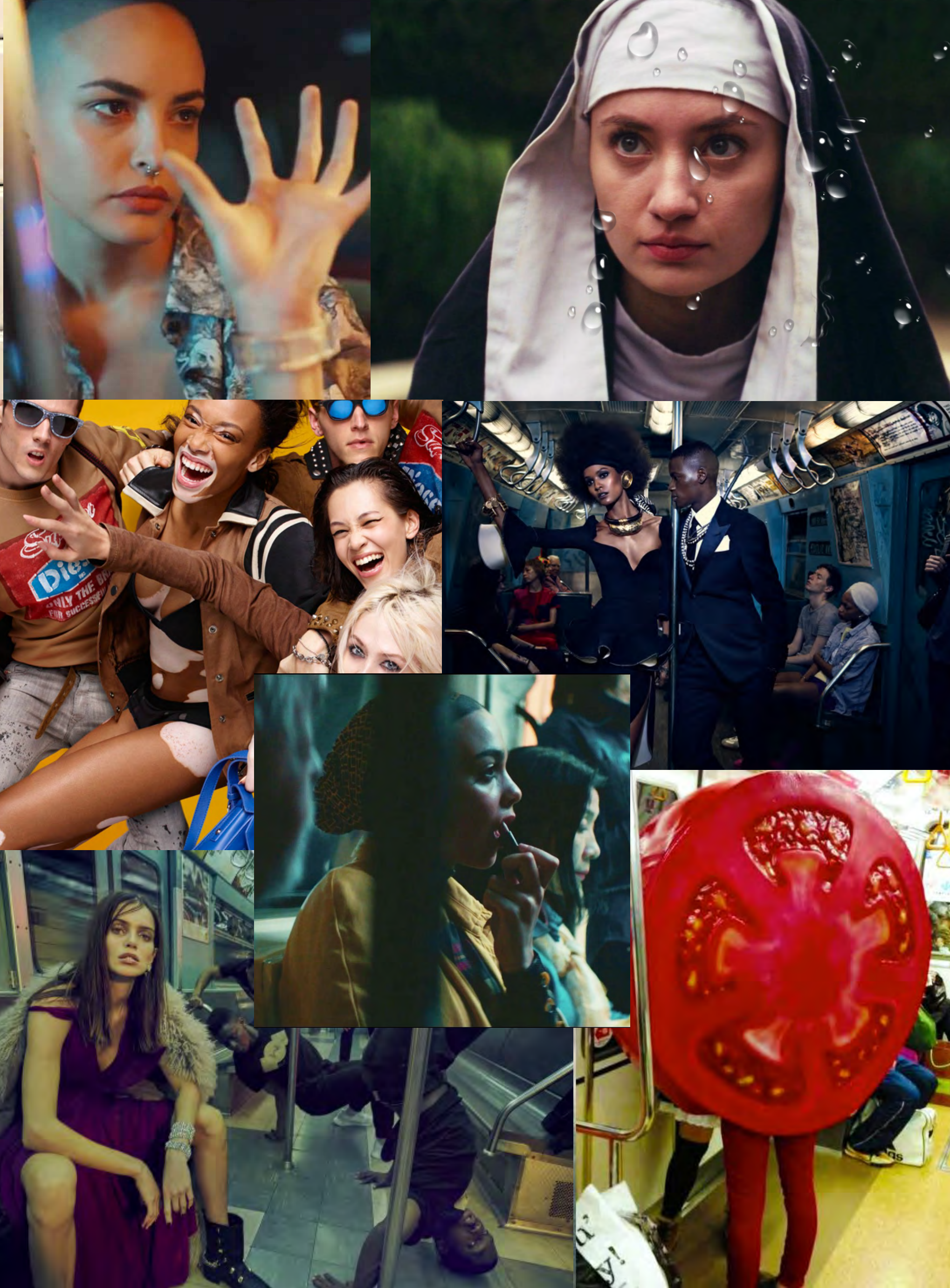
OUR HERO

OUR DUDE FILLS OUT THE “EVERYMAN” ROLE. HE’S OUR WINDOW INTO THIS SWEATY SITUATION-- WE AREN’T JUST WATCHING THIS GO DOWN. WE’RE EMPATHIZING WITH HIM. HE’S NOT GOOFY. WHILE THE SITUATION HAPPENING TO HIM IS ABSOLUTELY INSANE, HE PLAYS IT STRAIGHT AND REACTS JUST LIKE ANY OF US WOULD REACT IF OUR JACKET SUDDENLY STARTED FILLING UP WITH SWEAT. AT FIRST HE TRIES TO IGNORE IT, THEN WHEN THE PROBLEM BECOMES TOO BIG TO IGNORE, HE TRIES TO DO EVERYTHING IN HIS POWER TO TURN OFF THE WATER WORKS. HE’S EMBARRASSED AND BY THE TIME HIS JACKET TURNS INTO THE TREVI FOUNTAIN, HE’S DOWNRIGHT PANICKING. THIS IS THE KEY TO THE SPOT. WE WANT AUDIENCES TO RELATE TO OUR HERO-- THEY CAN TOTALLY SEE THEMSELVES IN THIS SAME SITUATION AND WILL STAMPEDE TO THE STORE FOR SOME LYNX.

WHAT DOES HE LOOK LIKE? IT’S VERY IMPORTANT HE HAS A “SMILEY FACE” AND A GOOD-NATURED ENERGY THAT MAKES HIM IMMEDIATELY LIKABLE. HE’S ATTRACTIVE, BUT HE’S NOT A MODEL, COOL BUT NOT TOO COOL. WE WANT TO BE HIM, BUT HE DOESN’T SEEM LIKE HE LEADS AN UNATTAINABLE LIFE. WE WANT TO GET THE FEELING THAT HE WOULDN’T ROCK THE BOAT AND DOESN’T LIKE CAUSING A SCENE... THIS WATERLOGGED JACKET IS HIS WORST NIGHTMARE. HE’S ALSO GOT A COOL SENSE OF STYLE WITHOUT TRYING TOO HARD. HIS JACKET IS TRENDY AND IT’S IN A FLASHY COLOR. HE’S GOT A COOL HAIRCUT, SOME STYLISH SNEAKERS, BUT HE’S NOT OVER THE TOP ABOUT IT. HE’S YOUNG, FUN, AND VERY GEN Z.

I THINK HIS BACKGROUND IS MADE UP OF MULTIPLE ETHNICITIES, CULTURES AND EXPERIENCES. ACTORS LIKE JORGE LENDEBORG JR., JOHN BOYEGA, JUSTICE SMITH, TYLER POSEY, CHARLES MELTON, DEV PATEL, ANTHONY RAMOS, TOM HOLLAND, OR JOE KEERY WOULD ALL BE A GOOD FIT. ALSO, OUR ACTOR ABSOLUTELY MUST HAVE GOOD COMIC TIMING. HE PLAYS THE STRAIGHT MAN, BUT HE HAS TO KNOW HOW TO REACT TO THIS SITUATION IN A WAY THAT’S ENTERTAINING. A SKILL WITH IMPROV WOULD BE A BIG PLUS! HE HAS TO BE ABLE TO REACT TO THE TSUNAMI COMING OUT OF HIS JACKET AND INTERACT WITH THE PASSENGERS HE’S UPSETTING. THIS IS THE GUY THAT SELLS THIS CONCEPT AND MAKES IT LAND.





THE PASSENGERS

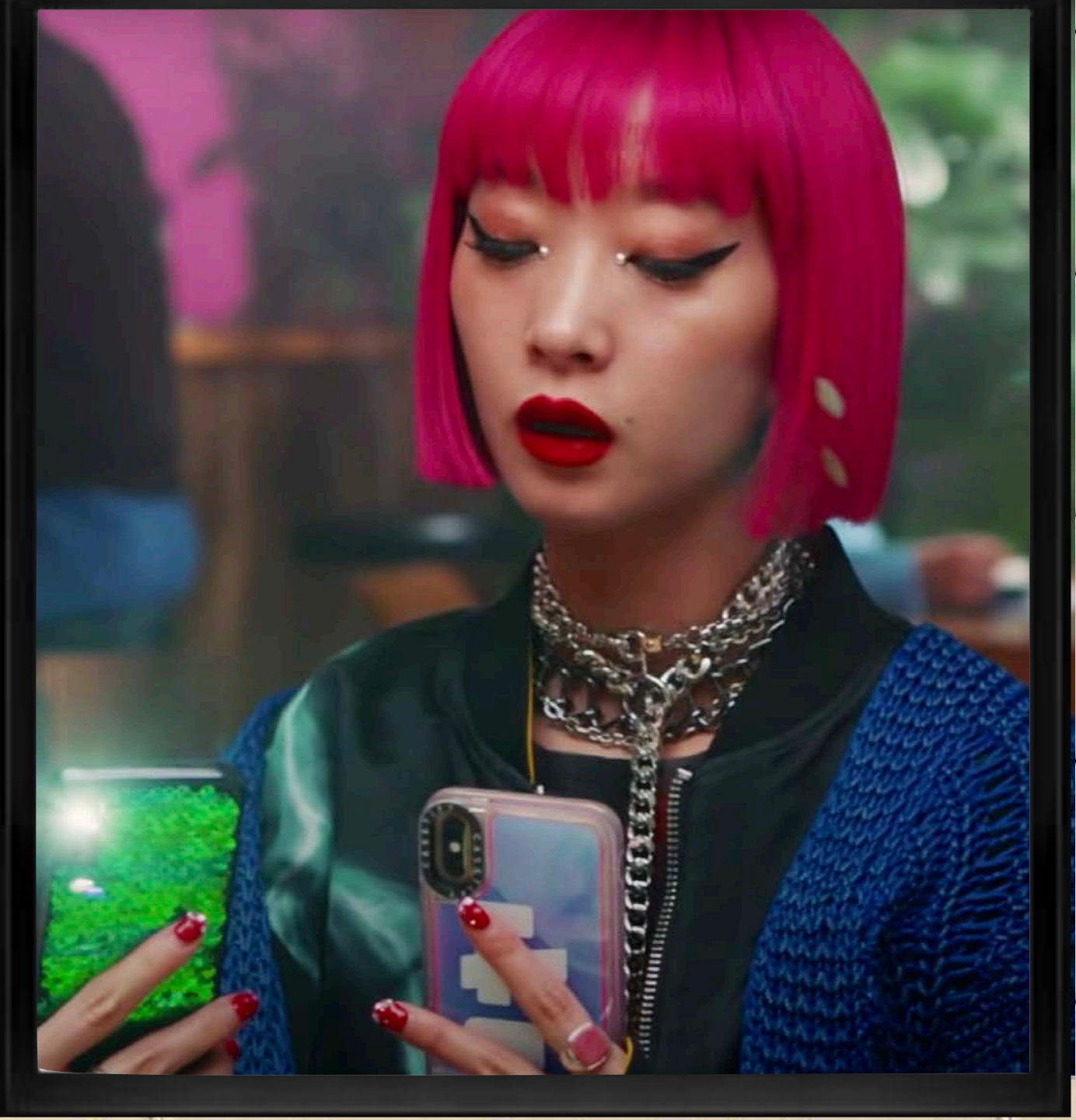
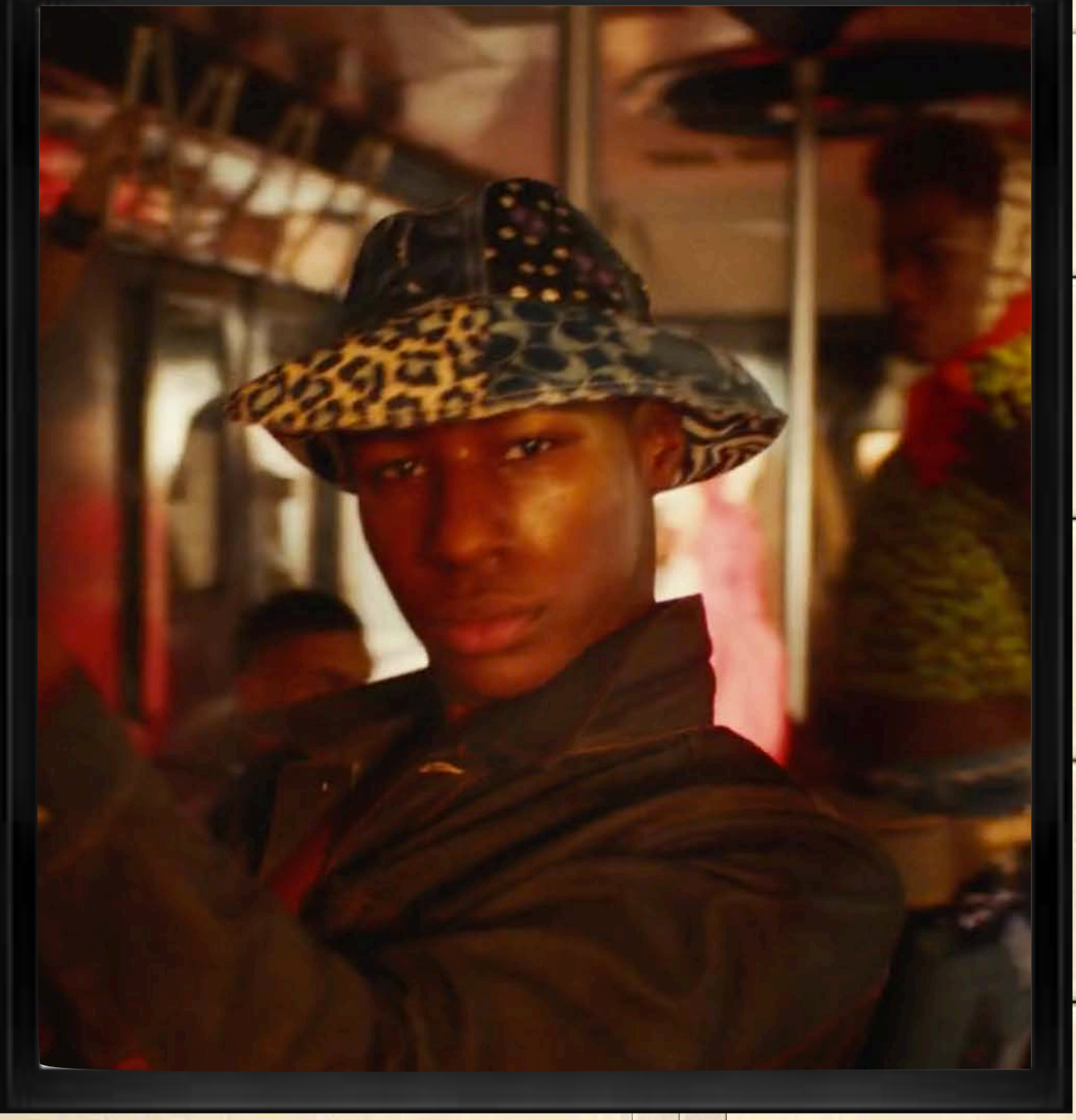
THIS IS NOT A CLOWN CAR. IT'S IMPORTANT TO KEEP IN MIND THAT THE JACKET IS THE WEIRDEST THING ON THIS TRAIN. THE HUMOR COMES FROM EVERYONE REACTING TO IT, NOT FROM THE CHARACTERS THEMSELVES. IF EVERYTHING IS OVER THE TOP, THEN NOTHING IS.

NOW, THAT'S NOT TO SAY OUR CHARACTERS DON'T HAVE PERSONALITY, BECAUSE THEY ABSOLUTELY DO! I DON'T KNOW ABOUT YOU, BUT IN REALITY THERE ARE SOME REAL WACK JOBS ON EVERY SUBWAY I'VE EVER BEEN ON. THE KEY IS THAT EVERYONE ON THIS TRAIN COULD ACTUALLY BE FOUND IN REAL LIFE. WE ALSO WANT TO PICK THE PEOPLE WHO WOULD BE BOTH UNEXPECTED AND COMICAL IF SHOWERED WITH SWEAT.

FIRST OFF, THE DEMOGRAPHIC OF OUR TRAIN IS 70% GEN Z. LET'S MAKE THIS A CURRENT AND MODERN SWATH OF PASSENGERS. WE WANT THEM RACIALLY, CULTURALLY AND GENDER DIVERSE— MAYBE ONE OF THE GUYS HAS HIS NAILS PAINTED, ANOTHER GIRL MIGHT BE IN TRENDY CLOTHING, BUT WEARING A HIJAB. NONE OF THESE CULTURAL SIGNIFIERS ARE PLAYED FOR COMEDY, BUT RATHER TO REFLECT THE COMMUNITY WE LIVE IN.

FOR THE COMEDY, THE CHARACTERS WE HIGHLIGHT SHOULD BE CHARACTERS THAT WOULD REACT MOST POORLY IF THIS HAPPENED TO THEM IN REAL LIFE...AN ARTIST HOLDING A PAPER MACHÉ SCULPTURE THAT CAN'T GET WET. A GERMAPHOBE. A WOMAN HEADING TO A HOT DATE WHO JUST FINISHED HER MAKEUP. AN INJURED PATIENT WEARING A CAST. A COLLEGE STUDENT OR BUSINESS MAN FINISHING UP THEIR FINAL PAPER ON A LAPTOP (AND NO THEY DIDN'T SAVE). A MAN WEARING SUEDE! SOMEONE HOLDING CLEAN DRY CLEANING. A LADY WITH A PAINTING. A MUSICIAN HOLDING AN INSTRUMENT OR A BEATBOXER WITH A STEREO. A MIME IN FACE PAINT. TWO TEENAGERS MAKING OUT. SOMEONE TAKING A BITE OF A DELICIOUS PIECE OF PIZZA... EXTRA POINTS IF THESE PEOPLE KIND OF DESERVE IT *(I MEAN WHO HASN'T WANTED TO SUPER SOAK THE MARIACHI BAND ON THE F TRAIN, AMMIRITE?)*

I ALSO WANT OUR PASSENGERS TO BE NEW CHARACTERS, NOT THE SAME STOCK CHARACTERS THAT GET USED OVER AND OVER AGAIN. A LOT OF COMEDY GOLD COMES FROM THE UNEXPECTED. FOR EXAMPLE, THE CHARACTER WHO'S GROSSED OUT BY ALL OF THESE AND JUDGING IS NOT THE TOKEN MEAN GIRL, BUT RATHER A TRENDY DRAG QUEEN. MAYBE THE NUN IS IN HER 20S, NOT 80 YEARS OLD. THE PEOPLE I PUT IN THE WRITE UP ARE JUST A STARTING PLACE. I'M EXCITED TO COLLABORATE WITH YOU TO FIND THE BEST PEOPLE TO MAKE THIS LAUGH OUT LOUD HILARIOUS.



THE PUFFA JACKET

SO THIS ALL SOUNDS FUN, BUT LET'S TALK ABOUT THE ELEPHANT IN THE ROOM, SHALL WE? HOW THE *F@*#!* ARE WE GOING TO CREATE THIS JACKET?!

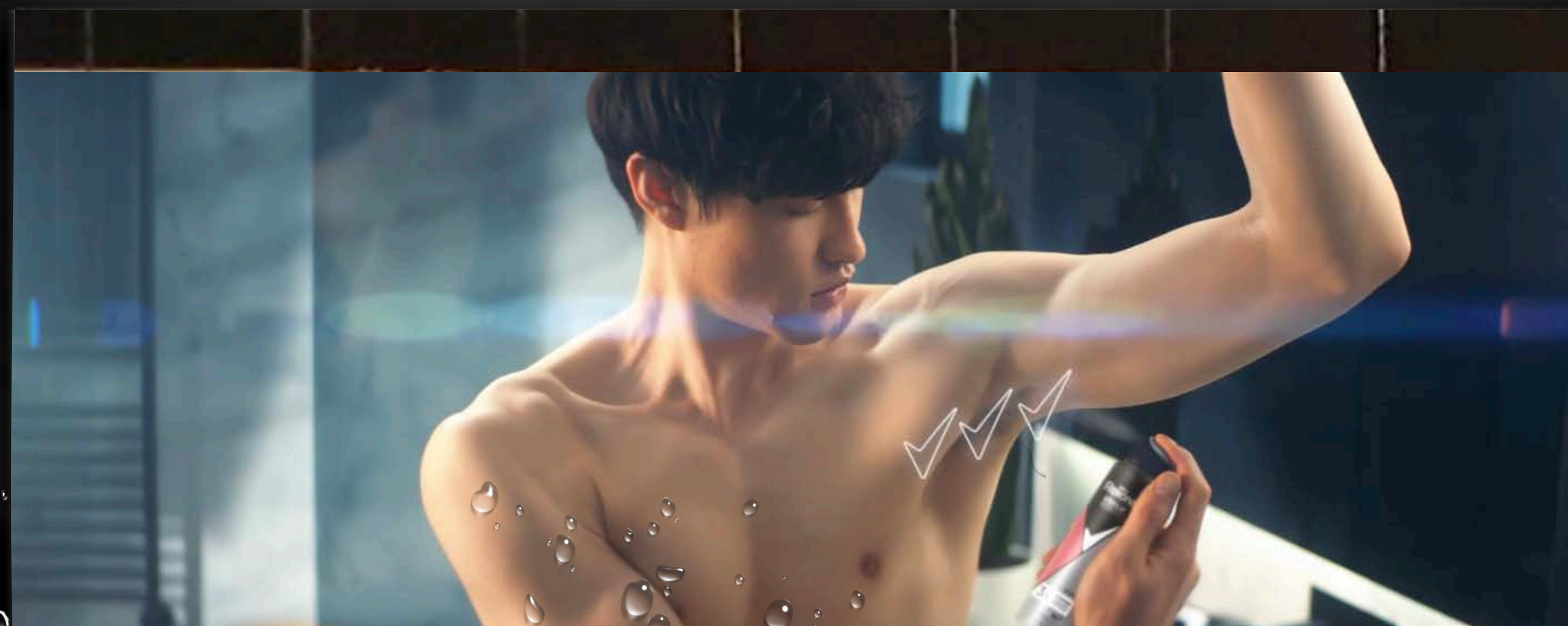
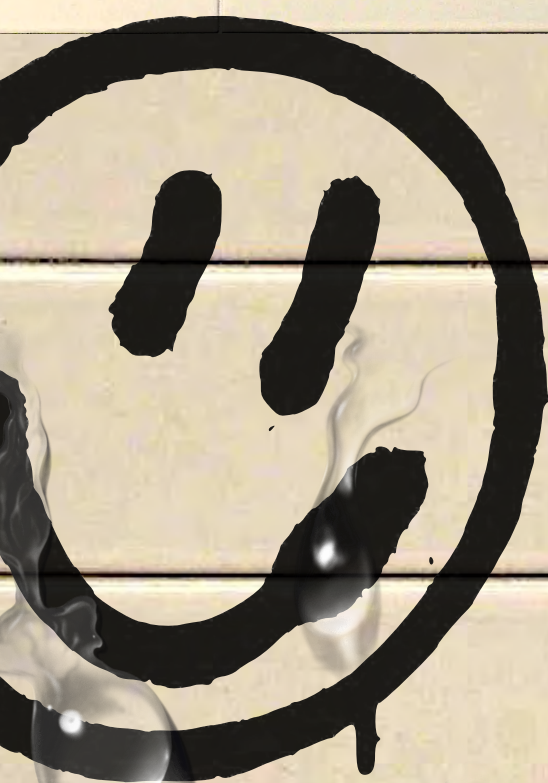
RIGHT OFF THE BAT, I'D SUGGEST WE WANT TO DO THIS PRACTICALLY AS MUCH AS POSSIBLE (AND AUGMENT WITH POST TO GET THE BIGGEST BANG FOR OUR BUCK). CREATING A REAL JACKET THAT TRAPS AND SPURTS ACTUAL WATER IS GOING TO SELL THE CONCEPT SO MUCH BETTER, NOT TO MENTION THE PERFORMANCES WILL BE BETTER. PRETENDING TO BE HIT WITH SWEAT AND ACTUALLY BE SHOWERED WITH IT ARE TWO VERY DIFFERENT THINGS.

SO, WITH THAT IN MIND, HOW DO WE DO IT?! THE KEY FOR ME IS KEEPING THE PHYSICS IN MIND. WE WANT THIS JACKET TO LOOK LIKE IT'S FILLING WITH LIQUID AND NOT AIR. THERE'S WEIGHT TO WATER, AND IT WOULD MOVE MORE LIKE A WATER BED THAN A HOT AIR BALLOON. WE ALSO NEED TO KEEP IN MIND THE MATERIAL. THIS JACKET NEEDS TO BE MADE OF A WATERPROOF, VINYL MATERIAL THAT WOULD TRAP WATER. IT CAN'T BE A FABRIC THAT WOULD ABSORB IT. WE'D PROBABLY MAKE 2 OR 3 DIFFERENT VERSIONS OF THE SAME JACKET, TOO, ALL WITH DIFFERENT FUNCTIONS SO WE CAN SEE THE JACKET CHANGE OVER THE COURSE OF THE SPOT. OUR FIRST JACKET WOULD BE NORMAL, THE 2ND WOULD BE DESIGNED TO START EXPANDING AND THE 3RD IS THE ONE THAT SPURTS WATER.

I'VE SPOKEN WITH SOME SPECIAL EFFECTS TEAMS AND THEIR THOUGHTS ARE THAT WE'D HAVE HOSES GOING TO EACH COMPARTMENT OF THE JACKET. WE'D START WITH AIR, BUT DESIGN THE JACKET SO IT FILLS UP "BOTTOM HEAVY," THE WAY ACTUAL WATER WOULD BEHAVE. AS IT GETS MORE FULL, POCKETS OF THE JACKET WOULD BE FILLED WITH LITTLE BEADS THAT WOULD MIMIC THE PHYSICS OF WATER AND "SLOSH", BUT BE MORE CONTROLLABLE. FINALLY, WE'D HAVE HOSES IN PLACE TO SPURT OUT OF THE JACKET FOR THE CLIMAX WHEN THIS JACKET SELF DESTRUCTS.

ALSO, STORYBOARDING AND TESTS ARE ABSOLUTELY ESSENTIAL. WE NEED TO KNOW EXACTLY WHAT'S HAPPENING IN EVERY SHOT SO WE CAN BUILD THE JACKET TO FULFILL ALL OUR NEEDS.



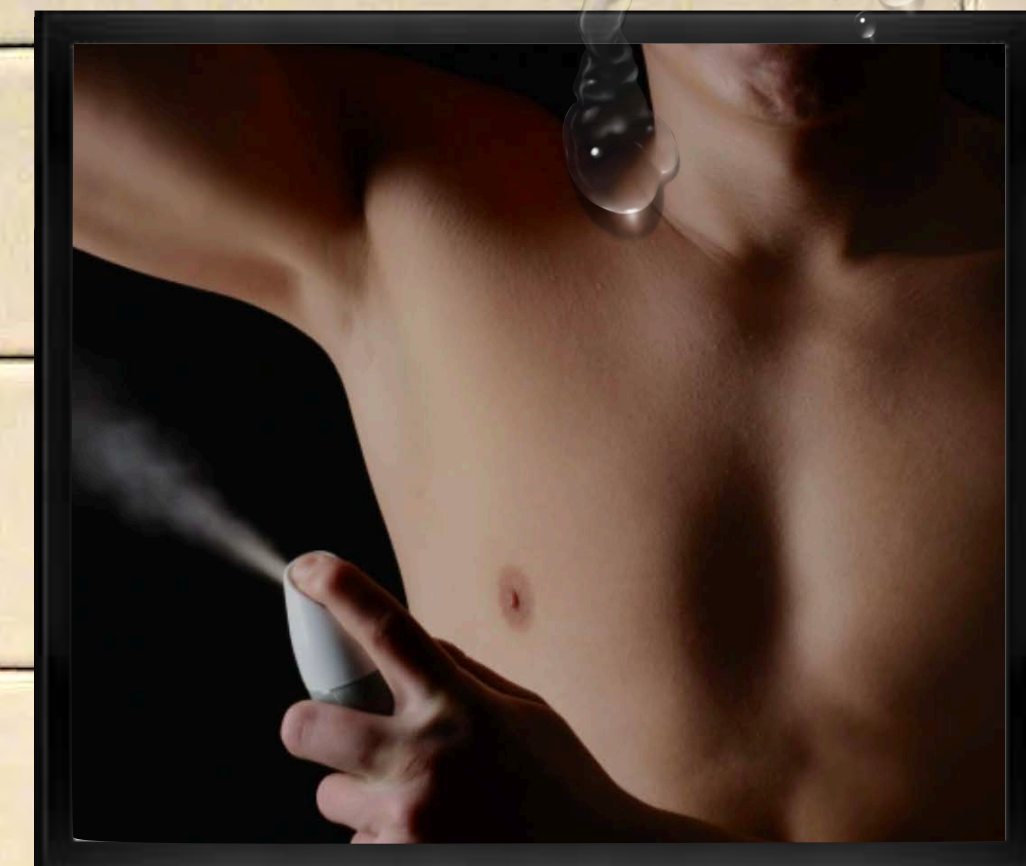
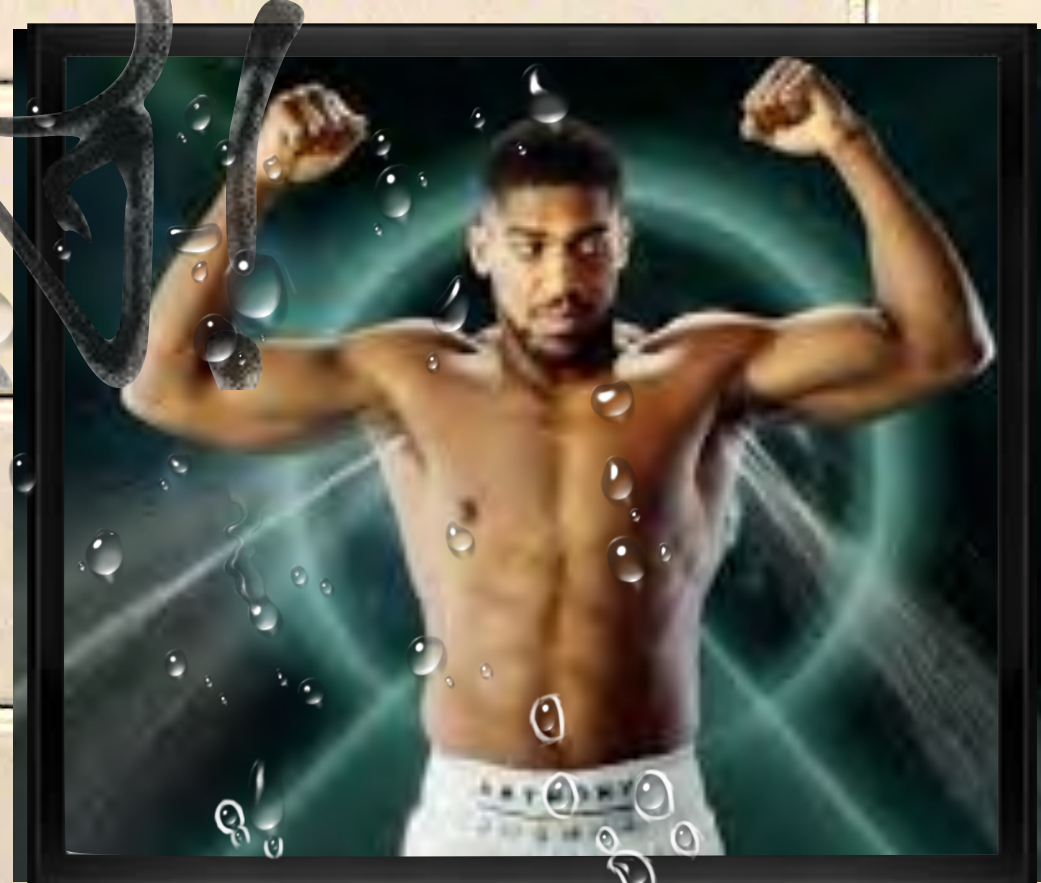


THE REAL STAR

LET'S SPEND SOME TIME TALKING ABOUT THE REAL HERO SHOT— AKA THE PART OF THE SPOT WHERE OUR GUY APPLIES LYNX DEODORANT. THE LOOK AND FEEL IN THIS SCENE NEEDS TO BE DIFFERENT FROM THE REST OF OUR FILM. THIS IS THE MOMENT THAT STANDS OUT AS CALM, CLEAN, AND COLLECTED; THE SHIFT TO CALM IN A CLAUSTROPHOBIC UNDERGROUND HURRICANE. IT'S IMPORTANT THAT WE MAKE IT CLEAR THAT LYNX ENABLES HIM WITHSTAND WHATEVER HEAT LIFE THROWS AT HIM. THE KEY TO DOING THAT IS IN OUR CINEMATOGRAPHY AND SOUND. WE'LL USE SMOOTHER MOTION, GENTLE SOUND DESIGN, AND SOFTER LIGHTING.

FIRST, IN THE SHOT WHERE THE MAN GIVES OUR PROTAGONIST THE DEODORANT, OUR CAMERA IS STABLE. IT'S NO LONGER WHIPPING AROUND OR SHAKING WITH THE CHAOS OF THE SWEAT STORM WE JUST WITNESSED. I'D ALSO WANT TO SHIFT THE COLOR TEMPERATURE COOLER— LYNX LITERALLY LOWERS THE TEMPERATURE OF THE VISUALS. IT WOULD WORK ESPECIALLY WELL IF WHEN THE LYNX IS PLACED INTO OUR MAN'S HAND, WE HIT IT WITH A COOL SPOTLIGHT. THEN WE WILL MUTE THE SOUND OF CACOPHONY AND CHAOS AND *WHOOSH* INTO THE JACKET. THIS IS NOTABLE FOR ITS SIMPLICITY IN CONTRAST TO THE NOISE OF THE TRAIN. WE MIGHT HEAR THE LONE SOUND OF A FAUCET TURNING OFF, MAKING IT THE DEODORANT THAT TURNED OFF THE WATER WORKS.

AS OUR HERO REACHES INSIDE HIS JACKET, WE'LL CRASH ZOOM THROUGH THE FABRIC OF THE JACKET TO "X RAY" VISION WHERE WE SEE OUR HERO APPLY THE DEODORANT. I'D SUGGEST SHOOTING THIS BIT IN A VOID. WE'LL USE CONTRASTY BEAUTY LIGHTING WITH SOME COLORED GEL HIGHLIGHTS AND EVERYTHING WILL BE CLEAN AND EDITORIAL STYLE. WE ALSO SHOULD SHOOT 2 VERSIONS OF THE PRODUCT SHOTS WITH A HOSE ATTACHED UNDER THE ARM FOR THE SWEAT AND SHOOT IT CLEAN (AKA DRY) TO HAVE THE OPTION OF DOING THE WATER WORKS IN POST SINCE THIS IS SO IMPORTANT. WE MIGHT ADD OVERLAYS OF THE JACKET AND ESPECIALLY "SWEAT LEVEL/ BODY TEMPERATURE" GRAPHICS TO REALLY COMMUNICATE TO THE AUDIENCE THAT THE LYNX DEODORANT IS WHAT CAUSED OUR GUY TO STOP SWEATING.





tone + style

IN THE WORLD OF *MAN'S NOT HOT*, HYPERBOLE BECOMES REALITY. THIS IS A NIGHTMARE COME TO LIFE!

WE'RE TAKING THE FEELING OF SWEATING THROUGH YOUR CLOTHES, JACKING IT UP ON STEROIDS AND TAKING IT OUT INTO THE REAL WORLD. THIS SPOT ISN'T AFRAID TO GO BIG! THINK OF THIS AS A HILARIOUS DISASTER MOVIE. THE JACKET MIGHT BE SURREAL, BUT THE PEOPLE REACTING TO IT ARE REAL. WE WANT TO WATCH WHAT WOULD UNFOLD IF THIS REALLY WENT DOWN ON THE TUBE! TONALLY, THIS IS TONGUE IN CHEEK. THINK OF IT AS POP ART! CHAOS MAY BE UNFOLDING, BUT THERE'S A WRY SMILE TO THE WAY IT ALL UNFOLDS. VISUALLY, THIS ALSO LOOKS LIKE A WORLD WE'D WANT TO HANG OUT IN. THE TRAIN IS CLEAN AND HAS A COOL DESIGN. THE PASSENGERS LOOK INTERESTING. IT'S FUN AND POPPY. BRIGHT COLORS, EXAGGERATED SITUATIONS, AND IRREVERENT HUMOR WITH A BIT OF AN EDGE WILL MAKE THIS REALLY STAND OUT.

cinematography

WITH SUCH AN INSANE CONCEPT, WE'RE RELYING ON OUR CINEMATOGRAPHY TO BUILD THE WORLD. THERE'S A VISUAL CLAUSTROPHOBIA RUNNING THROUGH THE COURSE OF THE SPOT. I WANT TO SHOOT ON LONG LENSES, COMpressING THE SPACE. WE SHOULD ALSO HAVE FOREGROUND ELEMENTS IN NEARLY EVERY SHOT, FEELING A PIECE OF THE CROWD AROUND OUR HERO. THIS SUBWAY IS SUFFOCATING. IT MIGHT BE NICE TO FOG UP THE WINDOWS AND HAVE A LAYER OF STEAM IN THE SET SO WE SEE THE HUMIDITY IN THE AIR. ALSO, USING ANAMORPHICS WILL SHOW OFF THE WIDTH OF THIS JACKET AND REALLY GIVE US THE LANDSCAPE TO PLAY WITH ALL THE CHAOS CAUSED BY THIS MONSOON OF SWEAT.

I ALSO WANT A KINETIC ENERGY IN THE SHOTS. A LITTLE CAMERA SHAKE THROUGHOUT WILL HELP US SELL THE MOVEMENT OF THE TRAIN. AS WATER STARTS TO FLY, I WANT OUR CAMERA TO MOVE. WHIP PANS, PUSH INS AND CRASH ZOOMS WILL SERVE US WELL. THE BIGGER AND MORE EXPLOSIVE THE JACKET GETS, THE MORE CRAZY OUR CAMERA. WE STOP THE MOVEMENT WHEN THE PASSENGER HANDS OUR GUY THE CAN OF LYNX. VISUAL ENERGY IN THE SHOTS MIRRORS THE LACK OF CONTROL OF OUR PROTAGONIST. AFTER HE SPRAYS ON THE DEODORANT, SUDDENLY OUR SHOTS ARE STABLE. LYNX GIVES US BACK THAT SENSE OF CALM. THE SAME GOES WITH OUR COLOR PALETTE. I WANT THE COLOR TEMPERATURE TO SHIFT WARMER AND WARMER AS OUR PROTAGONISTS GETS HOTTER. WE TURN UP THE HEAT WITH THE COLOR UNTIL THE DEODORANT SHOT. AFTER THIS, WE SHIFT COOLER SO WE CAN FEEL THE HEAT DISSIPATE THANKS TO LYNX!

AFTER HE PUTS ON THE DEODORANT, MAYBE WE UTILIZE A HINT OF SLOW-MO AND WIND MACHINE HERE JUST TO GIVE A LITTLE DRAMA. THE HAIR TOSS AND JACKET DROP FEEL SEXY— AGAIN, THE KEY TO THIS IS EXAGGERATING HOW WE'D FEEL IN THIS SITUATION. SIMILAR TO HOW OUR SWEAT FILLED JACKET EMBODIES HOW YOU'D FEEL SWEATING THROUGH YOUR CLOTHES, WE CAN ADD A BIT OF EXAGGERATION TO OUR SHOTS AFTER HE CLEANS UP.

ALSO, BEING ON A SUBWAY GIVES US THE OPPORTUNITY TO UTILIZE A BIT OF "STYLE" WITH THE LIGHTING. INTEGRATING SOME NEON OR FLUORESCENT BARS WHERE IT MAKES SENSE COULD ADD A COOL FACTOR TO THE NATURAL DESIGN OF THE TRAIN. SIMILARLY, WE WANT TO FEEL THE MOVEMENT OF THE TRAIN IN THE LIGHTING— COLORED FLASHES THAT MIMIC THE TRAVELING OF A TRAIN WILL BOTH HELP OUR STYLE AND GIVE US A SENSE OF ACCELERATION AND SPEED. IT MIGHT BE COOL IF THESE FLASHES INCREASE IN PACE AS WE MOVE ALONG, HELPING US BUILD UP THE TENSION AS THIS JACKET GETS MORE AND MORE WATERLOGGED. WITH THESE LITTLE FLOURISHES, THOUGH, IT'S IMPORTANT TO REMEMBER THEY'RE MORE EXAGGERATING OUR NATURAL ENVIRONMENT. IT SHOULD BE STYLE BUILT ON TOP OF WHAT WOULD ALREADY BE THERE, NOT EXCESS STYLE IF THAT MAKES SENSE... THE LIGHTING FLASHES WOULD BE COMING FROM THE WINDOWS IN REAL LIFE. OURS JUST HAPPEN TO LOOK A LITTLE COOLER.





design

THIS SPOT EXISTS IN ITS OWN WORLD. WE'RE GOING TO GO FOR OUR OWN "COOL VERSION" OF A SUBWAY THAT COULD BE ANYWHERE, BUT IS INSPIRED BY THE BRITISH UNDERGROUND. IT'S JUST A LITTLE TRENDIER THAN WHAT YOU'D FIND IN MOST MAJOR CITIES. TASTEFUL GRAFFITI, MAYBE SOME NEON BARS, FUNKY FABRIC ON THE SEATS... IF GEN Z DESIGNED PUBLIC TRANSIT, IT WOULD LOOK LIKE THIS. DESPITE THE CHAOS ABOUT TO UNFOLD, THE VISUAL DESIGN OF THE ACTUAL SUBWAY IS CLEAN AND POPPY.

I ALSO WANT TO KEEP IN MIND THE COLOR SCHEME. IF ORANGE IS THE COLOR OF OUR JACKET, WE WANT TO MAKE SURE NONE OF THE OTHER CHARACTERS ARE DRESSED IN IT SO IT REALLY STANDS OUT. ALSO, WE'D WANT TO INCORPORATE THAT COLOR SCHEME IN THE DESIGN OF THE TRAIN— MAYBE GIVING IT ORANGE BARS AND BLUE SEATS TO COMPLEMENT THE JACKET. EVERYTHING SHOULD DRAW OUR EYES TO IT. IT'S THE SHOW STOPPER.

WE ALSO WANT TO PAY ATTENTION TO THE LITTLE DETAILS. SIGNAGE ON THE TRAIN SHOULDN'T BE OBVIOUS, BUT ON CLOSER EXAMINATION IT'S FUNNY. MAYBE THERE ARE EVEN SOME LYNX ADVERTS IN THE BACKGROUND. THE CLOTHING OF MOST OF OUR PASSENGERS IS TRENDY AND COOL— SOME HAVE TATS AND PIERCINGS. I WANT EACH PERSON FEATURED ON THIS TRAIN TO HAVE A PERSONALTY SIGNALLED BY THEIR CLOTHING. FOR EXAMPLE THE GERMAPHOBE IS IN GLOVES AND A MASK. THE LADY WITH THE DOG MIGHT HAVE MATCHING SWEATERS. NOTHING IS DISTRACTING FROM THE SURREAL JACKET RAINING DOWN ON US, BUT IT JUST ADDS SOME TEXTURE AND GIVES US AN IDEA OF THE CHARACTERS RATHER THAN "EXTRA #1."



edit + vfx

WE'RE GOING TO CREATE A LANDSCAPE FOR YOUR MIND. I WANT TO DO A PRESSURE BUILD—SLOWLY INCREASING THE STRESS TOWARD OUR HERO'S BOILING POINT. WE START OUT SLOW, AND AS THE RIDE GETS CRAZIER AND THE JACKET GETS BIGGER, THE CUTTING CUTS FASTER! WE CAN ALSO PLAY WITH SPEED RAMPS TO ADD HUMOR AND A SENSE OF SPECTACLE TO WHAT'S HAPPENING ON SCREEN. RAMPING AS THE WATER FLIES THEN SLOWING AT THE MOMENT OF THE HIT WILL REALLY CATCH THE DRAMA OF THESE POOR PASSENGERS BEING PELTED.

WITH VFX, MY APPROACH IS TO AUGMENT WHAT WE GET PRACTICALLY ON SET. THIS WAY WE'RE REALLY ABLE TO PUSH AND POLISH THE VISUALS. ADDING EXCESS SPRAY, SMOKE, FOG, DEBRIS, AND CAMERA SHAKE WILL ADD TO THE CHAOS AND MAKE THIS MORE EXCITING. WE ALSO WANT TO USE VFX TO HELP US, PERHAPS PAINTING OUT WATER TUBES ON THE JACKET OR UNDER THE ARM TO CREATE THE SWEAT. WE MIGHT ADD MOVING BACKGROUNDS TO THE SUBWAY WINDOWS TOO, ETC. WITH THE APPLICATION SHOT, WE'RE GOING TO TAKE IT AWAY WITH POST, GOING THROUGH THE FABRIC OF THE JACKET TO "X RAY" VISION WHERE WE SEE OUR HERO APPLY THE DEODORANT. I'D SUGGEST SHOOTING THIS BIT IN A VOID OR EVEN ON GREENSCREEN. WE WANT TO HAVE OPTIONS SINCE THIS SHOT IS SO IMPORTANT.

sound + music

SOUND WILL BE AN ESSENTIAL TO BUILDING THE TENSION. FROM THE SECOND OUR MAN APPEARS ON SCREEN, WE'RE GOING TO PUT HIM IN A PRESSURE COOKER, BUILDING THE CLAUSTROPHOBIA AND ANXIETY IN THE ENVIRONMENT UNTIL HE LITERALLY SWEATS RIGHT THROUGH HIS CLOTHES. WE'RE USING SOUND TO TURN UP THE TEMPERATURE, MAYBE CREATING A MONTAGE WITH THE NATURALLY STRESSFUL SOUNDS OF A PACKED TRAIN. THE TRAIN GETS LOUDER AND MORE STRIDENT AS WE GO ALONG, AND WE MIGHT EVEN ADD ADDITIONAL RISERS INTO THE MIX SUCH AS A TEA KETTLE BOILING.

I ALSO WANT TO HEAR THE SOUNDS OF OUR HERO'S ANXIETY— HIS HEART BEATING AND HIS BREATH INCREASING AS HE GETS HOTTER. WE WANT TO HEAR THE SOUNDS OF THE JACKET STRAINING AND GROANING TO RETAIN THE WATER. WHEN ALL HELL BREAKS LOOSE, I WANT TO HEAR THE SWEAT GUSHING, SLOSHING AROUND AND SPLASHING DRAMATICALLY, ALONG WITH THE SOUNDS OF PEOPLE SCREAMING AND YELLING IN PANIC. OUR SOUND DESIGN IS GOING TO ADD TO THE DRAMA AND MAKE THIS EVEN MORE INTENSE. IT BUILDS AND BUILDS AND BUILDS UNTIL... *WHOOSH*. ON THE DEODORANT SHOT, WE CUT OUT THE SOUND, MUFFLING IT AS SOON AS OUR BRO HANDS IT TO THE HERO. CUTTING OUT MOST OF THE SOUND HERE WILL ADD A SENSE OF CALM TO THE LYNX DEODARANT, FURTHER EMPHASIZING ITS EFFECTIVENESS. WE MIGHT EVEN HEAR A GENTLE BREEZE AS HE TAKES OFF THE JACKET, EMPHASIZING JUST HOW COOL AND DRY HE IS.

AS FAR AS MUSIC, TO START, WE WANT A LOW RHYTHMIC TRACK THAT INCREASES IN PACE LIKE A TICKING CLOCK. IDEALLY, IT'S SOMETHING THAT WILL ALLOW US TO BUILD SOUND DESIGN ON TOP OF IT. AFTER OUR HERO USES THE DEODORANT, I SEE US CUTTING IN A HIPHOP INSPIRED TRACK THAT ENDS THE SPOT WITH SOME SEX APPEAL JUST LIKE OUR LEADING MAN.



DIRECTOR'S PROCESS

I'M ONE OF THOSE DIRECTORS WHO LIVES FOR PRE-PRODUCTION.

I WAS SO EXCITED TO SEE YOUR BADASS ANIMATIC BECAUSE STORYBOARDING IS MY *JAM*. I LOVE MAPPING OUT EVERY FRAME AHEAD OF TIME AND GOING BACK AND FORTH WITH THE CREATIVES TO TRADE IDEAS. ANIMATICS, MOOD BOARDS, AND REFERENCES PLAY A BIG PART. REHEARSING WHEN POSSIBLE IS GREAT! ON THIS SHOOT ESPECIALLY, SPECIAL EFFECTS TESTS WILL BE ESSENTIAL! NO ONE IS SURPRISED WHEN THEY VIEW THE FINAL CUT AND EVERYONE IS EXCITED BY THE DAILIES.

THIS WHOLE PROCESS SHOULD BE FUN AND COLLABORATIVE! I LOVE GOING BACK AND FORTH ON ELEMENTS TO PUSH THE SCRIPT TO BE AS AWESOME AS POSSIBLE. ON THE SCOUT, I GO THROUGH EVERY SHOT WITH THE DEPARTMENT HEADS AND "PRE-SHOOT" THE MOVIE ON A DSLR SO THAT WE CAN CLARIFY ANY QUESTIONS AHEAD OF TIME AND TOGETHER SEE HOW WE CAN MAKE IT BETTER. THAT WAY, WHEN WE ARE EXECUTING ON THE DAY, WE ALREADY KNOW WHAT WE ARE DOING AND WE CAN BE VERY EFFICIENT.

ADDITIONALLY, I HAVE A VERY STRONG BACKGROUND IN POST-PRODUCTION AND HAVE EDITED QUITE A BIT. I SHOOT FOR THE EDIT. THINKING AHEAD ABOUT HOW THIS WILL CUT AND HOW THE VFX WILL FACTOR IN WILL HELP US GREATLY WHEN WE GET TO PUTTING IT ALL TOGETHER. I EVEN LIKE TO EDIT THE STORYBOARDS TOGETHER AHEAD OF TIME SO WE HAVE AN IDEA ABOUT TIMING AND CAN ADJUST THE SHOTS ACCORDINGLY BEFORE WE SHOOT.

DON'T BE BORING!





thank you!

I MEANT WHAT I SAID AT THE TOP, I REALLY APPRECIATE THE OPPORTUNITY TO PITCH ON SUCH AN INSANE COMMERCIAL. THIS IS ONE OF THOSE IDEAS THAT I WOULD BE JEALOUS WATCHING IF IT WASN'T SHOT BY ME. THIS SCRIPT COMBINES EVERYTHING I LOVE IN A PROJECT — THIS SENSE OF HUMOR AND SURREAL STYLE ARE WHAT I LIVE FOR CREATIVELY.

I WOULD ABSOLUTELY LOVE TO COLLABORATE WITH YOU ON PUSHING THIS TO THE NEXT LEVEL, TO GET IT TO THE POINT WHERE PEOPLE ARE SHARING IT ON SOCIAL MEDIA BECAUSE IT'S SUCH A WILD SHOWCASE OF A GREAT PRODUCT. I REALLY ENJOYED TALKING TO THE TEAM ON OUR CALL, AND WHILE WE WERE JUST SPITBALLING, I FELT LIKE WE WERE A PERFECT MATCH IN BOTH TASTE AND PERSONALITY. I WANT THE OPPORTUNITY TO WORK TOGETHER. I WANT TO NAIL THIS FOR LYNX BECAUSE THIS IS THE DEFINITION OF *"MY KINDA SHIT."*

AXE/ LYNX HAVE CREATED MY FAVORITE COMMERCIALS OF ALL TIME. SPOTS LIKE *ANGELS WILL FALL*, *MAKE LOVE NOT WAR*, AND *GETTING DRESSED* ARE SOME OF THE REASONS I STARTED DIRECTING COMMERCIALS IN THE FIRST PLACE. I'M ABSOLUTELY FLOORED TO BE INCLUDED IN THIS NEXT ITERATION OF LYNX CAMPAIGNS. TO BE ABLE TO TAKE THE BATON AND REIMAGINE THE LYNX BRAND FOR THIS GENERATION, WHILE STAYING TRUE TO THE HUMOR AND QUALITY THAT CAME BEFORE, IT'S A TOTAL BLAST!

I'M LOOKING FORWARD TO YOUR THOUGHTS AND CAN'T WAIT TO GET WET! IT'S FOR LYNX AFTER ALL.

-CASSIE



THE END