

THE PEN IS MIGHTIER

Ironically enough, in the “iworld” in which we live, where we can customize everything from our tennis shoes, to our phone screens, our Millennial lifestyles often tend to mirror each other.

The fact that all phones are “smart” is a given. What Samsung’s Note 7 adds to the mix is creativity. With the Note 7’s pen and multitude of new functions, we have a chance to express our singular individuality and literally break away from the pack.

The boards themselves are quite straightforward. They open representing Millennials all engaging in similar behavior. Their actions are all quite familiar to us. In modern times, whether you’ve ever entered a yoga studio or not, you know what downward dog or Warrior I are. We then see couples dressed up as iconic Game of Thrones characters all watching the show with rapt attention.

As we discussed on the call, we want to go in a bright, engaging direction. We absolutely don’t want the piece to feel dark, or as a dystopian critique on society. In order to mitigate this, I would inject subtly humorous moments that would initiate a sense of wry amusement in our audience. I believe that our 60 to :90 time frame allows ample space for such lightheartedness.

Take for example the yoga studio. It would be great to see a small degree of interaction in our yogis. Do two friends exchange a smile as they shift from Warrior I to Warrior II? Or, let’s not have everyone in the studio executing the poses perfectly. Is there one guy who is struggling to maintain plank? Is he trying to impress someone in the class? This is definitely not a slickly choreographed, synchro-yoga scene. Rather it is an army of individuals all having a shared, universal experience.

Of course, as we shift away from coverage to the wide overhead GG work, we will get a sense of the massive scale of an entire generation determined to never miss yoga class.

In my storytelling section, you will find that I have woven in these sorts of humorous touches. Take for example where I have shifted the Game of Thrones section from a series of couples watching the season finale to an actual convention. Of course, please see these proposed alternatives as more options, meant to further stimulate our creative interchange.

As we advance through the film, we come to see that the Note 7’s pen and other features not only recognizes but also allow us to access a more creative, “non-conforming” side of ourselves. Whether the phone recognizes our own unique retina, or inspires a spontaneous gif, like creativity itself, the Note 7 has limitless potential. Ultimately, it is up to the Samsung user to determine its and their singular destiny.

STORYTELLING

In a loud, clear, yet calming voice we hear, *"You're doing great..."*

We open close on a pair of flawlessly manicured hands being clasped together in a yoga prayer pose. Widening out slightly we see that our yogi's expression is a combination of a grimace and a self-deprecating smile. Apparently our practitioner does not have as much inner peace as her hands would indicate. Pulling back even more, we see that she is silently struggling to maintain tree pose, with her right foot pressed up against her left knee.

Yes, it's a dawn yoga class, and Alison, our yogi would much rather be performing a more casual sun salutation on her balcony sipping coffee. Rather, she like the other dozen -- no sorry three hundred yoga students that fill our frame as we view now have a bird's eye view of the studio -- is determined to achieve mental relaxation while lowering her BMI.

From our high angle, we see the entire class moving, with a varying degrees of skill, through range of asanas.

VO: We make the same moves.

As we shift from the yoga studio, at edges of our ears we hear whispers of names that have become all too familiar to us.

Sotto: There's Tyrion Lannister, and that's Arya Stark. Wait, I thought he died. Can they do that?

A dusty, bare, but delicate feminine foot wearing a medieval anklet steps into frame. Even from our low vantage point we can see that this woman is walking within a bustling crowd.

The well-travelled foot belongs to our Kalisi, Daenerys Targaryen. She wears out of period nerdy glasses and a smartphone as she walks elegantly through the bustling crowd. But wait, there goes another Kalisi, and another, and another. Kalisi, Kalisi and Kalisi, all suddenly converge in the middle of this Game of Thrones convention. The tree women laugh at the coincidence. Their accompanying dragons however, are not amused. Apparently at the Game of Thrones convention there can be only one dragon.

The rest must die.

VO: Catch the same fever.

A pair of hands almost awkwardly adjusts themselves on rubbery textured BMX handlebars. Widening out we see a cool, or almost too cool looking hipster with a beard, sporting a well-tailored, neo-military style jacket.

From a wide angle, our lens pans left from our first rider, Alex to take in a row of thirty riders all moving in tandem. Though so similar they are each a bit different. Some beards are just coming in, where others are at just the right length for a good pensive, reflective rub. Some wear murses (male purses), backpacks, others messenger bags.

Our lens seems to pivot around a now quite popular man bun as it tilts up to take in the full, almost Tour de France-like pack of hipster BMX riders.

VO: March to the same beat.

ALT: MANGA GIRLS

A cascade of reddish-purple hair swings around, and we find Mika an incredibly cute Japanese girl putting the finishing touches on her eye makeup. Those huge saucer-like eyes take one last look in the mirror. From her expression, we can sense that she's wondering weather she looks just vulnerable enough.

Just next to her, her best friend adjusts the seam of her stocking. The two give each other nods of approval, as part-superhero, part-nymph, they are now ready to join the platoon of the Manga girls that await them, filling the Tokyo sidewalk.

As our lens cranes up, we come to understand that hair color truly has no limits.

VO: March to the same beat.

The steamy mist clears as a smartphone camera steadies itself over a piping, hot bowl of ramen. In a rapid-fire series of match cuts, we snap another image of udon, then spaghetti, then vermicelli.

As we begin to wonder when the infinite range of noodle dishes will stop bombarding us, ***click!*** we cut to Joe, a young man dressed in a bright peacock blue outfit exits a revolving door. Just behind him, we get a hint of another man dressed in the exact same blue outfit, entering the revolving door.

He steps out into the sunshine, and we see that everyone in the street is in the same blue garb.

Click!

As we shift into repeatable MOCO, Joe proceeds down the street, but now, he and everyone else is wearing an orange outfit.

Click! Click! Click!

With every successive mouse click, the color of the human wave's clothing changes, like a rainbow in motion. Joe also becomes progressively less significant in frame, as we realize, that he, like the rest of humanity does all their shopping on-line.

Proposed VO: Follow the same fashion trends.

Suddenly, in sharp contrast, we go close on the Note 7's pen. On a macro lens, it activates the center of our frame.

VO: But there are those who choose to make their mark.

With an amused smile, Eugene draws a series of gifs on Snapchat photos. He personalizes each shot to match the personality of the subject.

VO: With an opinion.

At the baggage carousel at Kuala Lumpur International, everyone is engrossed in their phones, all competing for the quickest Uber ride. Kenji has spotted an attractive traveller from the Philippines. They make a quick eye contact, and we can sense a budding chemistry between them. Normally shy, he really would like to meet her. A stroke of genius occurs to him. An artist, he quickly sketches her smiling, dimpled face on his Note 7.

A moment later he helps her lift her bag from the carousel, and surprises her by showing his impromptu artwork.

VO: A prized moment.

From overhead we find a dozen gray-black umbrellas crowded around a bus stop. As if suddenly inspired, Xiaosong lowers her umbrella, and quickly writes a note on the waterproof screen to her boyfriend in Thailand.

"I miss you most when it's raining."

She lifts her face to almost breathe in the fresh spring drops.

VO: An expression.

A cyclist takes a moment to check his messages. He lifts his sunglasses and we go close on the locked phone screen. He lifts it to his eyes for the Note 7's signature retina scan. The phone immediately unlocks.

VO: An intuition.

We go close on a strong male hand writing a quick note to thanks to a colleague.

VO: Because we can choose to be defined by what we do.

An instant later we cut to a Note 7 pen in midway out of its sleeve.

VO: Or by what we don't.

We cut inside a Tokyo subway car at late evening. It is filled with businessmen in dark colored suits, all weary from long hours at the office.

Our lens finds the Note 7, waiting for us expectantly in the hands of a young man, James. He is dressed far more casually than the other businessmen. We can imagine that he decided to go his own way and form a start-up with some university friends.

VO: The choice is yours...

Close on the phone again, we see that James' Note 7 pen is half withdrawn from the sleeve. In this moment of cinematic ambiguity we are not sure what James' next move will be.

VO: and yours alone...

The metro car enters a tunnel and the lights stutter off. A moment later, we find James again, his face mysteriously illuminated by the Samsung Note 7's glow. He gives a surreal smile to camera, as though sharing a secret with us.

He fully extracts the Note 7's pen...

***SUPER: So what's your move?
#make your mark.***

We close on the pack shot, with the Samsung Note 7 and its pen elegantly controlling the frame.

***TAG: Galaxy Note 7
The smartphone that thinks big.
Click here to #make your mark.***

CASTING & WARDROBE

Given that we don't have scripted dialogue, we have to be sure to cast an ensemble whose facial expressions and body language can convey volumes. Our Pan-Asian cast must have the sort of everyday attractiveness that you would find in any urban area where people are very conscious about their looks. Even better, they should be the type who are very conscious of not appearing to be conscious of their looks.

These are all Millennial types who came of age with the internet as part of their understanding of the world around them. Communication has always been instant, and we need to get the sense that their lives are fast-paced.

In terms of their wardrobe, it should be simplistic and never draw away from our theme of a single individual who chooses to break away from the pack.

LOOK & FEEL

As we discussed on the call, the styling should be future-immediate. We're talking perhaps just over a decade or so into the future. It would be modern with hints of futurism, but still highly relatable. In essence, if the future were aspirational in and of itself, our production design should reflect that.

Let's talk about each set having a hint of things to come in the future. Are the yoga mats made of a recyclable material? Perhaps the train car is much more sleek than we would expect. It could be more bullet train than everyday metro car.

CINEMATOGRAPHY

This film requires a delicate balance of stark graphical wide shots that communicate the vastness of the shared social movements at play, with the more intimate imagery.

When we are in the micro worlds of individual players I would utilize what I like to call “docu-cinematic” shooting. This is a lightly handheld, subjective lensing which brings us into direct contact with the subject. We feel as though we are right beside them in the yoga class. We get a sense that we too are winding our way through the Game of Thrones convention.

As we shift into the macro world, we would upscale both our shots and the technology we use. I envision taking full advantage of the options of repeatable camera heads and motion control to capture all the work that will be done in post, CG.

LOCATIONS & LOGISTICS

Clearly, we have some fairly large sets involved here, and we also have to take into account pieces of equipment like motion control rigs and cranes. All that being said, wherever possible, I like to use as authentic locations as possible. Real locations have a sense of being “lived in” and gently worn that is almost impossible to replicate with even the best production designer.

The locations we ultimately select should tell us volumes about our players and the situations. Our ultimate goal would be to source spaces that both are visually appealing and ring true.

MUSIC & SOUND & EDIT

The music will really set the tone for the film, working elegantly in tandem with the voice over. For our opening, the more conformist sequences the music should have a repetitive theme. As we move into showcasing the phone, our music should be a fusion of the upbeat, yet mysterious. Ultimately, it should crescendo as we enter the untested, unknown world of the metro tunnel.

Our edit should start as a slow burn that builds up speed with time. When in the yoga studio, our cutting tempo will be slow and languid, as though the music too were going from pose to pose.

By the time we arrive at the smartphone shots of the various noodle dishes however, our pace would be almost frantic and we match cut from pasta to ramen, etc. As we open up to the phone, our editing pace would become almost seductive and romantic, as we invite the viewers to make their own distinctive mark.

THANK YOU

I have really enjoyed getting these initial ideas on paper. Even as I write this conclusion, more thoughts are coming into my head as to how, working collaboratively we could truly make this film sparkle.

Please let's reconnect soon to discuss the project in further detail.

Warm Regards,