



**AdAsia - Value Campaign**

"Mother's Day TV - Family Photo"

"Graduation TV - Family Photo"

## **"OVERVIEW"**

Homemade cards, freshly cut flowers, and breakfast served in bed are all wonderfully thoughtful gifts to present to mom on Mother's Day. But if you really want to honor and make her happy, give her something she can cherish forever. In Verizon's "Mother's Day Family Photo" and "Graduation Family Photo", a family does exactly that. They gather at a photographer's studio with the intention of creating the perfect gift to present to their beloved mother—a professionally shot family photograph, one that she can proudly display in the family room and show off to all her friends in the community. But when the photographer tips them off to an incredible Verizon deal, her Mother's Day gift and her son's graduation day present, are about to get even more memorable.



**KONK** CHRIS KOCH



### **"WHAT'S THE STORY?"**

In "Mother's Day Family Photo", an Asian family of four is at a PHOTOGRAPHER'S studio getting ready for their family photograph to be taken. MOM, excited and happy, holds a lovely bouquet of carnations while primping and touching up her face. As they wait for the PHOTOGRAPHER, MOM adjusts her teenaged SON and DAUGHTER'S hair and clothes. The teens fidget and fuss slightly, but are genuinely happy to be there and do this for their mother. We learn from the PHOTOGRAPHER, who looks at the family through the camera's viewfinder, that the family is having this picture taken as a Mother's Day gift. Familiar with the importance of giving mom a perfect gift for Mother's Day, the PHOTOGRAPHER shares that he thinks a family photo is a great idea. In fact, he gave his own mother a Droid Razr, from which she can take lots of family photos.

## **“WHAT’S THE STORY?” cont’d**

Also, she can video chat on Skype with her grandchildren. And the Verizon deal was unbelievable—he bought one and got a second one free for his wife! Without realizing it, he has given the family a better idea, so when he turns around from having adjusted the lights, they are gone. The family is now in a very cool, high-tech Verizon store, holding a new Razr, and Skyping with their grandmother. We cut to the demo, which gives further details about Verizon’s terrific value and deal. Back to MOM, who is very happy as she holds a Verizon bag and pulls out her new 4G smartphone. She gives the SALESCLERK a “would you mind?” kind of look and hands him the Razr. She poses with her family, who are beaming, and the SALESCLERK takes their family photo. Thanks to Verizon, this has turned out to be the best Mother’s Day gift ever—MOM is overjoyed.



**KONK** CHRIS KOCH



### **“WHAT’S THE STORY?” cont’d**

In “Graduation Family Photo”, the same Asian family (wearing different wardrobe, the son in particular now wears a cap and gown), assemble at a PHOTOGRAPHER’S studio to have their family photograph taken before the SON graduates high school and leaves for college. As in the “Mother’s Day” spot, the PHOTOGRAPHER adjusts the camera and looks at the family through the viewfinder. He comments on how handsome the SON is. Filled with pride, MOM smiles at her SON and adjusts his cap. The PHOTOGRAPHER shares that he too has a son that is graduating from high school and gave him a Droid Razr as a graduation gift. With his new 4G smartphone, father and son will be able to stay connected by video chatting on Skype.



### **“WHAT’S THE STORY?” cont’d**

MOM and DAD smile at each other, indicating they like the sound of this. Without realizing it, the PHOTOGRAPHER has given them a better gift idea. When he turns around from having adjusted the lights, they are gone. The family is now in a very cool, high-tech Verizon store, holding a new Razr, and Skyping with their grandmother. We cut to the demo, which gives further details about Verizon’s terrific value and deal. Back to the the family surrounding the SON, who holds a Verizon bag, takes out his new 4G smartphone, and gives it to the SALESCLERK to take a photo. Everyone is very happy as the SALESCLERK takes the family photo.

## **“WHO’S IN THESE SPOTS?”**

Casting is very important and we will put out a wide net to ensure we find the right talent for the job. As is always my preference, the talent we hire should look real and feel believable in their roles, be able to deliver dialogue in a natural and conversational way, plus have a great sense of comedic and improvisational timing.

We will have the same cast for both spots: Asian MOM (mid to late 40s), Asian DAD (late 40s to early 50s), Asian DAUGHTER (15-16), Asian, SON (17-18), a male SALES CLERK (mid 20s to early 30s), Asian PHOTOGRAPHER (mid to late 40s), and Asian GRANDMOTHER (70s). We will use various extras as additional customers and salespeople in the Verizon store.

## **“WHERE ARE WE?”**

We will shoot on the existing Verizon store set at an LA studio. The Verizon store will be treated as if it is a major star in the story because in actuality, it really is. We will choose the most appropriate place in the store to shoot our set-up, ensuring that it shows off the store’s great colors and high-tech vibe. Viewers watching at home will get the sense that this family is having lots of fun in a place they will want to visit. A second area will be created that looks and feels like a real photographer’s studio, replete with photographer’s lights, scrims, screens, backdrops, camera, and tripod.

## **"HOW IS THIS DONE?"**

To ensure the spots can accommodate English, Mandarin, Cantonese, and Korean versions, it is important to cheat the PHOTOGRAPHER'S lips away from camera when he delivers his lines. We will achieve this by selecting angles where we see the side and back of his head only, and never front on. In addition, we want to make sure that although we will be utilizing the same family for both spots, they look and feel like it is a different time. Everyone's hair and wardrobe will be different and we will also change the color palette, props, and backdrop of the PHOTOGRAPHER'S studio, further creating the illusion that it is a different time.



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## **“HOW IS THIS DONE?” cont’d**

In addition to covering the boards, we will let the actors explore their improvisational skills by coming up with some fresh and funny bits during the casting process and on the shoot day.

We will have fun finding comedic buttons directly from the family’s behavior as they prepare to have their photo taken in the Verizon store. More specifically, MOM can be really fussy about how the kids look: fixing their hair, smoothing out their clothes, adjusting their posture. These actions will almost exactly match how she was previously fussing with them in the beginning of the spot at the PHOTOGRAPHER’S studio. There are rich, comedic moments that can be found in behavioral repetition and we will explore as many of these as time allows.

We could also shoot a button where the family surrounds the SALESCLERK who is showing them their photo on the smartphone. Maybe MOM and DAD have never seen a photo presented like this before, so they are absolutely delighted by oohing and ahing.

## **“WHAT IS THE MAIN ATTRACTION?”**

With all the fun going on between the family and the PHOTOGRAPHER, it is easy to think of them as the main attractions, but we will never lose sight of the fact that in these spots, the Verizon store and the Verizon network and all their incredible deals, features and value are the main attraction. Our DP has tremendous experience in shooting both comedic performances and beauty shots of products, so both will be given great attention.



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## **"IN CLOSING"**

I know we will achieve authentic performances, as evidenced from my experience working in episodic television and broadcast commercials. But I also understand that communicating an effective Verizon value message is just as important as the performances that support it. Our job is to not only produce terrific spots that will strike a cord with viewers, but to continue to make Verizon a highly desirable brand.

Thanks so much for considering my team and me for your terrific spots. We really appreciate the opportunity and hope we can collaborate on creating great work of which we can all be proud.