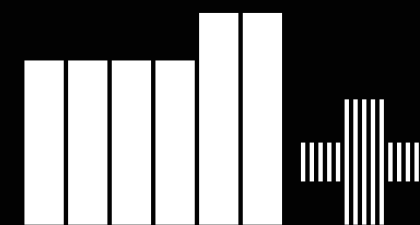


# MR. ENERGIZER AGENT TV

WIP TREATMENT – 3/2/18

Robert Sethi



LONDON | NEW YORK | LOS ANGELES | CHICAGO



# INTRO

Hello, I'm really excited to dive into this great character again! We had such a good time bringing him to life in our previous animation exploration and print campaign; honing in his personality and the level of his boundless energy. It would be an honor to usher Mr. Energizer into the live-action world.

What we learned during our character exploration process and through our motion tests, will without a doubt make for a smart and seamless production. I feel that together, with our same level of collaboration, we can showcase the hilarious, earnest, likable, and relatable Mr. Energizer.



# CINEMATOGRAPHY

We'll approach this film as we would any high-end cinematic production. Hiring on a DP with a team skilled in the world of miniatures and skewing our production plan accordingly is a great place to start. While this film will take place in two unique worlds, the world of Mr. E's scale, and the world of regular scale, we'll blend the two seamlessly, so they feel absolutely cohesive. This approach worked great in our early animation tests and was showcased brilliantly in 'Ant-Man' and 'Downsizing.'

By using macro photography, Mr. E's scenes will feel just as big as full-scale scenes as he interacts with objects built specifically for his size. Through deliberate framing and cinematography, we will strengthen both his performance and his personality.



## CINEMATOGRAPHY CONTINUED...

Viewing the world from his perspective removes the 'uncanny valley' phenomenon of a too large and unrealistically sized battery, and instead lets his charm and charisma shine through. He's a positive guy no matter the size and is extremely likable. Even though he's always moving, we still want to just hang out and watch this guy. Keeping the background of his world soft, with a shallow depth-of-field, will keep the audience focused solely on him and his boisterous, fun-loving persona.

Another advantage of shooting him at a realistic scale— relative to real batteries, is that it gives us more opportunities to feature great shots of Mr. E and the Max Plus product at the same time. With both hero character and hero product taking up the same amount of visual real-estate.



# EDITING

The comedy of this spot will not only come from Mr. E's actions and the reaction of the director and agent but through the clever use of editing. Getting the timing and pacing of these moments right is a critical comedic component. During our storyboarding and previs phase we will iron out how many back and forth moments we want to feature and how long to hold on each. Generally speaking, anywhere from 8-12 shots should work great for a 20 sec commercial.

Based on the current script, establishing the narrative, followed by a short montage feels right, but let's push the creative envelope as much as possible during our previs phase.



# CASTING

Finding talent who instantly embody the role of director and agent is important for a quick read. Most audiences are familiar with what 'Behind The Scenes' look like, so that familiarity will go a long way. Even still we want to make sure that each cast member fits their role perfectly, and that sentiment also applies to extraneous characters on the periphery. The director, with his pulled down low baseball hat and his fair but firm energy, will play perfectly off our overly confident Agent who almost lives vicariously through his clients, their excellence is his own.

Mr. Energizer, of course, needs no introduction, we are all familiar with his undeniable charm and endless amounts of energy.



# PRODUCTION DESIGN

While our actual shooting location will be the perfect backdrop for our spot, we will, of course, be creating the look we need for camera. To make sure it feels authentic we'll add very subtle background dressing and extras where needed to round out the mood. This could be a fake video village with clients, light stands, camera carts, and a craft service table.

During our print campaign, we added some fun, size appropriate props for Mr. E to interact with. We've added a few prop specific options into the script, and started a running list of key props that might help us further develop the character. What type of activities does Mr. Energizer like to engage in?



# SCRIPT

WE OPEN ON A PEDESTAL WITH MR. ENERGIZER BOUNCING LITHELY AROUND A PACK OF ENERGIZER MAX PLUS BATTERIES. HE POINTS TO THE BATTERIES, AS IF THEY ARE A PRIZE ON A GAME SHOW. OFF-SCREEN, WE HEAR THE EARNEST VOICE OF THE DIRECTOR.

**DIRECTOR:**       *Okay, great energy, love the energy—*

MR. ENERGIZER TAKE A COUPLE STEPS FORWARD LISTENING INTENTLY TO THE DIRECTOR. A SMALL BOOM MIC POPS INTO THE CORNER OF THE FRAME. WE CUT TO MR. ENERGIZER'S OTS AND VIEW THE DIRECTOR FROM HIS MINIATURE PERSPECTIVE. THE DIRECTOR STANDING BEHIND THE MONITORS IS SLIGHTLY OUT OF FOCUS. WE NEVER DISTINCTLY SEE HIM DELIVER THE LINES, BUT CAN ABSOLUTELY FEEL HIS DIRECTORIAL ENERGY.

**DIRECTOR:**       *on my cue, stop, and show us a '#1'. Aaaand action!*

IN A TIGHT SHOT MR. ENERGIZER GIVES A '#1' GESTURE WHILE DOING A ONE HANDED HANDSTAND PUSHUP. A LITTLE SURPRISED BY MR. ENERGIZER'S INTERPRETATION OF THE DIRECTION, THE DIRECTOR REITERATES WITH A HINT OF FRUSTRATION COMING THROUGH.

**DIRECTOR:**       *Cut! Just the #1. Roll!*

ROLLING AGAIN IN THE PACKSHOT SETUP MR. ENERGIZER DOES THE 80'S HIP-HOP DANCE MOVE 'THE RUNNING MAN' WHILE HOLDING UP THE '#1'. THE DIRECTOR EVEN MORE FRUSTRATED CALLS OUT.

**DIRECTOR:**       *Cut!*



WE CATCH THE TAIL END OF THE CAMERA SLATE ON TAKE NUMBER 63. MR. ENERGIZER STRUTS AROUND WHILE USING AN OLD FASHIONED PADDLE BALL PADDLE. HOLDING UP THE '#1' NEXT TO THE BALL BOUNCING RAPIDLY OFF THE PADDLE. HE SMILES. THE DIRECTOR IS AT HIS WITS END.

**DIRECTOR:**       *Cut!*

FROM BEHIND THE MONITORS WE SEE THE SILHOUETTES OF THE DIRECTOR SITTING IN THE 'DIRECTOR'S' CHAIR AND AN AGENT STANDING NEXT TO HIM IN A SLICK SUIT. ON THE MONITORS IN THE BACKGROUND MR. ENERGIZER DODGES A MAKEUP PERSON'S POWDER BRUSH IN WHAT HE THINKS IS A FUN GAME OF TAG. DARTING AROUND THE FRAME AS HE HAPPILY FLASHES THE '#1' TO CAMERA. THE DIRECTOR DOES HIS BEST TO REMAIN DIPLOMATIC, STAYING POSITIVE THROUGH HIS FRUSTRATION.

**DIRECTOR:**       *He IS gonna stop, right?!*

**AGENT:**         *My client never stops. He's Mr. Energizer.*

THE DIRECTOR THINKS FOR A BEAT AND WALKS OFF.

**DIRECTOR:**       *Oookay, cue the logo!*

THE STUDIO BELL RINGS, AND WE CUT TO A MAX PLUS PACK SHOT. THE SCENE NOW LOOKS LIKE A FINISHED COMMERCIAL. MR. ENERGIZER SEEMS TO HAVE FINALLY TAKEN THE DIRECTION AS HE HOLD A '#1" UP TO CAMERA. ZOOMING OUT WE REVEAL MR. ENERGIZER RUNNING IN A FULL SPRINT ON A TINY TREADMILL.

HE WINKS TO CAMERA AND WE CUE THE VOICE OVER:

**VO:**             *New Energizer Max Plus. Our #1 Longest Lasting Alkaline*

## SCRIPT – \*ALT. ENDING

ON THE MONITORS MR. ENERGIZER DODGES A MAKEUP PERSON'S POWDER BRUSH IN WHAT HE THINKS IS A FUN GAME OF TAG. DARTING AROUND THE FRAME AS HE HAPPILY FLASHES THE '#1' TO CAMERA. THE DIRECTOR DOES HIS BEST TO REMAIN DIPLOMATIC BUT HIS FRUSTRATION HAS REACHED ITS BREAKING POINT.

**DIRECTOR:** *He IS gonna stop right?*

**AGENT:** *He's Mr. Energizer, he never stops.*

*THE DIRECTOR LOSES IT. TOSSING HIS SCRIPT IN THE AIR AND STORMING OFF.*

**DIRECTOR:** *Oookay! Cue the logo!*

THE STUDIO BELL RINGS, AND WE CUT TO A MAX PLUS PACK SHOT. THE SCENE NOW LOOKS LIKE A FINISHED COMMERCIAL. MR. ENERGIZER RUNS THROUGH FRAME HOLDING UP THE '#1' AND WINKS. WE HEAR THE VOICE OVER:

**VO:** *New Energizer Max Plus. Our #1 Longest Lasting Alkaline*

# SCRIPT CONSIDERATIONS

While we took a few small liberties with your script, we will fine-tune the narrative together and land on the right amount of back and forths during storyboarding and previs. A concept like this needs to build appropriately, so the payoff is big.

Mr. E is such a great character we couldn't help ourselves and came up with a few more fun gags to explore. These not only add funny moments for Mr. Energizer but play up his fun-loving and vibrant personality.

- Maybe he takes a small Mr. Energizer sized kale smoothie from a human-sized craft service tray?
  - Rides around on a small one wheel hoverboard with headphones on while juggling? He's got skills.
  - Uses a kettlebell with one arm and sends a text message with another.
  - Circles the battery pack on a Unicycle.
  - Bounces around on a pogo stick.
  - Flips a 'large' tire.
  - Juggles a soccer ball with his feet.
  - Does complicated Yo-Yo stunts.
  - Signs merchandise/autographs with both hands while balancing on a medicine ball.
  - Whips Battle Ropes like they're nothing.

# SCRIPT CONSIDERATIONS CONTINUED...

Trying a variety of Director reads and physical reactions on our shoot day will also give us more options to build up their relationship. These lines could work into the montage and take the place of a simple “cut!”

**DIRECTOR:**           *Just the “#1” ...just the “#1”!*  
**DIRECTOR:**           *This isn't that complicated..*  
**DIRECTOR:**           *Stand still!*  
**DIRECTOR:**           *I should've stuck to theatre...*  
**DIRECTOR:**           *Why are you doing this!?*  
**DIRECTOR:**           *Now... hold up your hand...*  
**DIRECTOR:**           *STOP MOVING!*  
**DIRECTOR:**           *Take six hundred..*  
**DIRECTOR:**           *I can be here all day!*  
**DIRECTOR:**           *Follow me!*  
**DIRECTOR:**           *Do what I do!*  
**DIRECTOR:**           *Is this the stunt double?*  
**DIRECTOR:**           *That's a wrap!*  
**DIRECTOR:**           *Can we fix it in post?*

# STORYBOARD



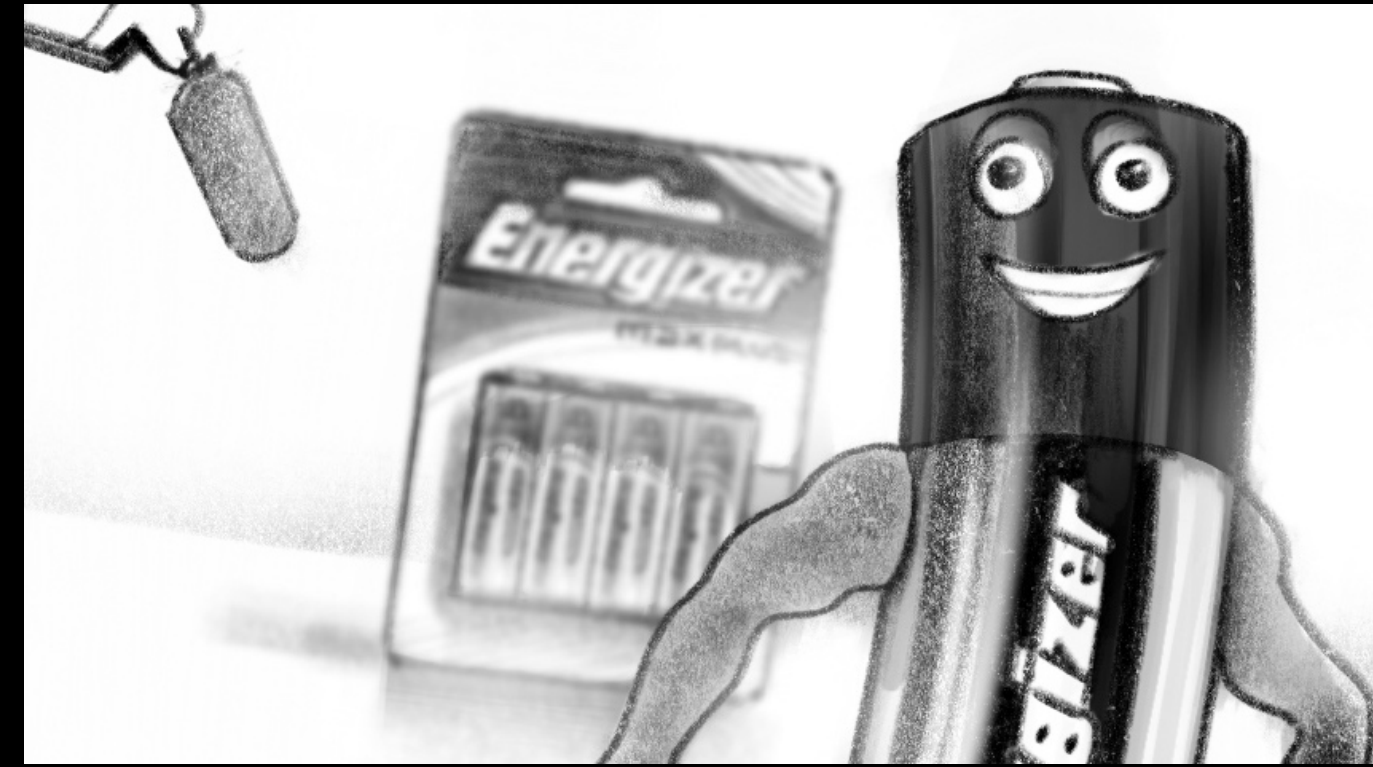
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**DIRECTOR:** Cut! Just the #1. Roll!



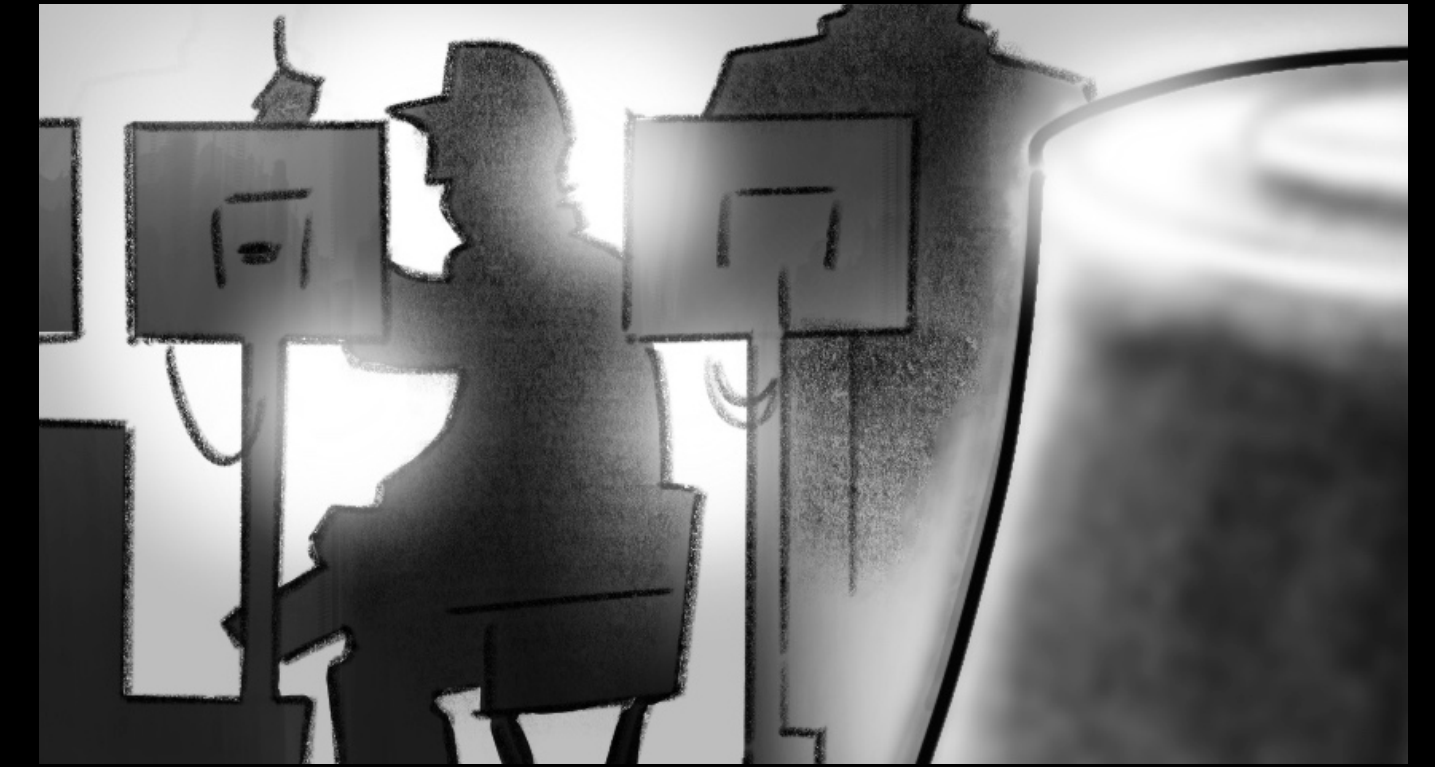
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**DIRECTOR:** Love the energy—



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**DIRECTOR:** Cut!



WE CUT TO MR. ENERGIZER'S OTS AND VIEW THE DIRECTOR FROM HIS MINIATURE PERSPECTIVE.

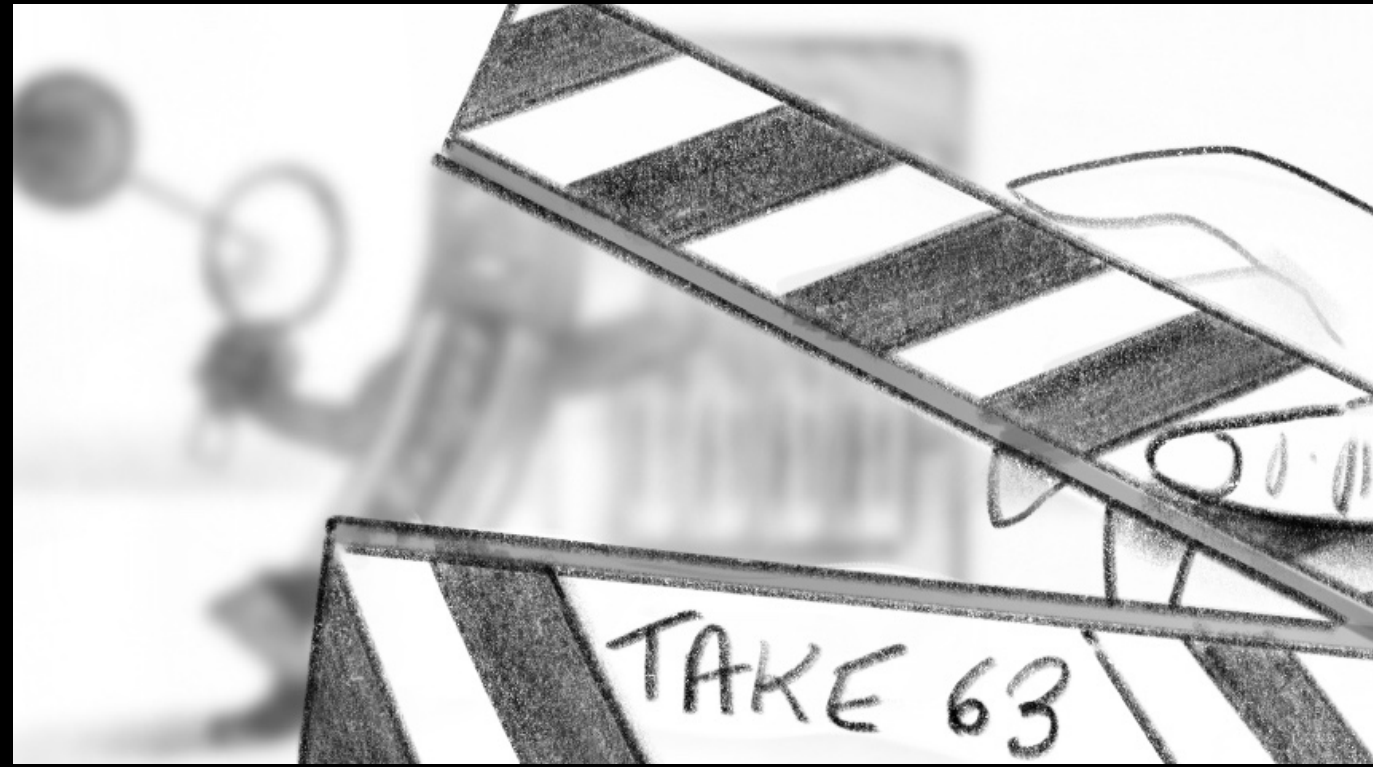
**DIRECTOR:** on my cue, stop, and show us a '#1'. Aaaaand action!



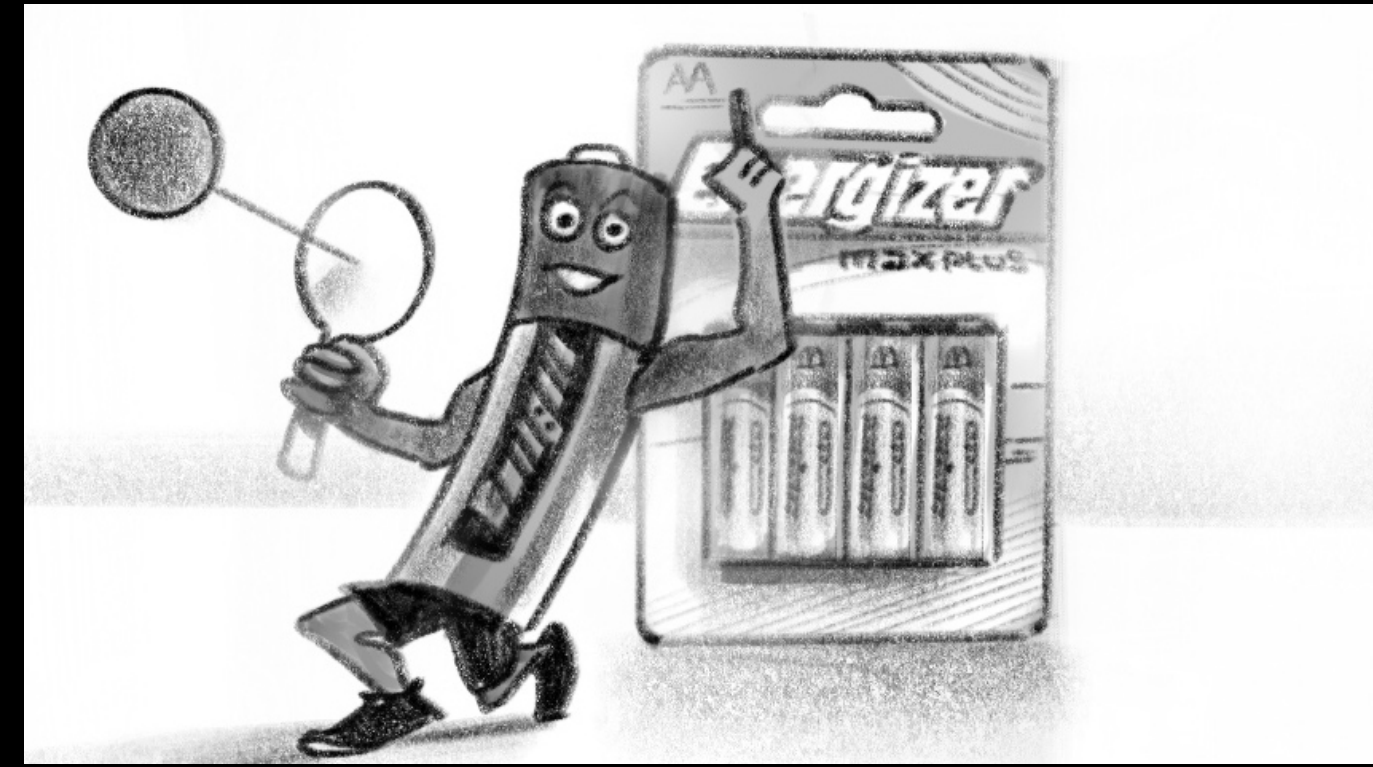
THE DIRECTOR, EVEN MORE FRUSTRATED, CALLS OUT.

**DIRECTOR:** Cut! #1!!

# STORYBOARD

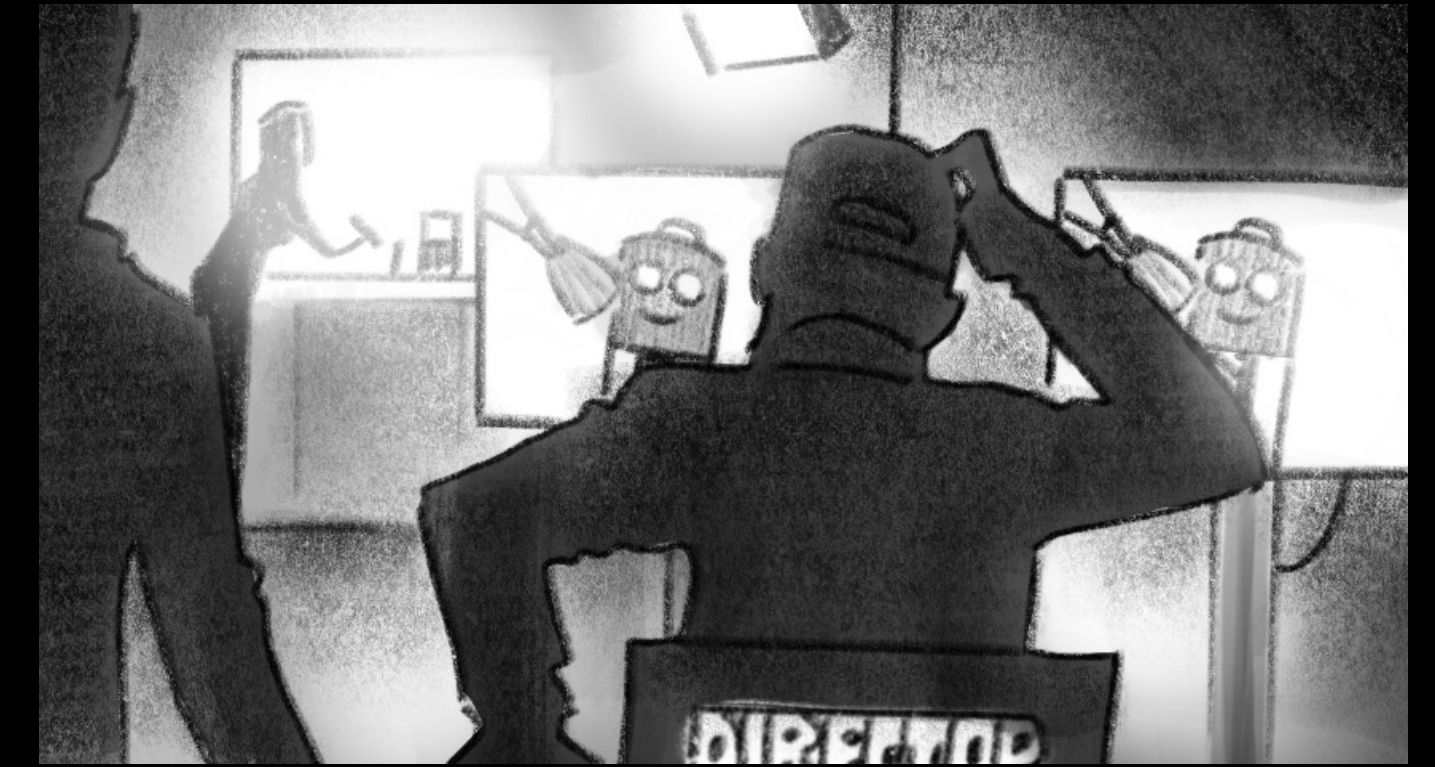


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MR. ENERGIZER STRUTS AROUND WHILE USING AN OLD FASHIONED PADDLE BALL PADDLE. HOLDING UP THE '#1' NEXT TO THE BALL BOUNCING RAPIDLY OFF THE PADDLE. HE SMILES.

**DIRECTOR:** *Cut!*



FROM BEHIND THE MONITORS WE SEE THE SILHOUETTES OF THE DIRECTOR SITTING IN THE 'DIRECTOR'S' CHAIR AND AN AGENT STANDING NEXT TO HIM IN A SLICK SUIT.

**DIRECTOR:** *He IS gonna stop, right?!*

**AGENT:** *My client never stops. He's Mr. Energizer.*



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THE DIRECTOR THINKS FOR A BEAT AND WALKS OFF.



**DIRECTOR:** *Oookay, cue the logo!*

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ZOOMING OUT WE REVEAL MR. ENERGIZER RUNNING IN A FULL SPRINT ON A TINY TREADMILL.

HE WINKS TO CAMERA AND WE CUE THE VOICE OVER:

**VO:** *New Energizer Max Plus. Our #1 Longest Lasting Alkaline*

## STORYBOARD – \*ALT ENDING



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**DIRECTOR:** *He IS gonna stop, right?!*

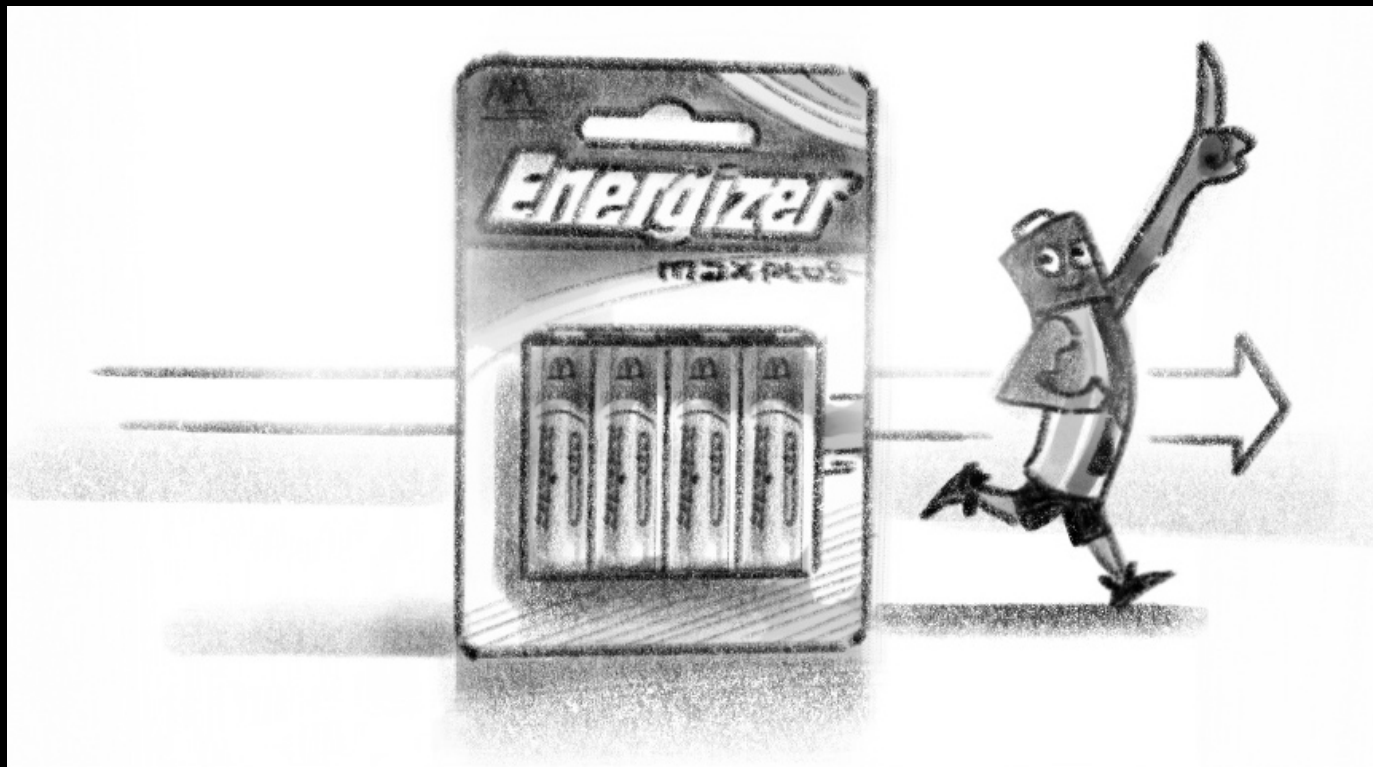
**AGENT:** *My client never stops. He's Mr. Energizer.*



THE DIRECTOR LOSES IT. TOSSING HIS SCRIPT IN THE AIR AND STORMING OFF.



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MR. ENERGIZER RUNS THROUGH FRAME HOLDING UP THE '#1' AND WINKS. WE HEAR THE VOICE OVER:

**VO:** *New Energizer Max Plus. Our #1 Longest Lasting Alkaline*

# MOTION AND FRAMING TEST

To continue to explore the size we did a few quick test to see how the relationship between mr Energizers size and the battery pack works. For us the test show that the smaller size really strengthen the narrative and works really well. Looking forward talking to you more about.

VIEW

VIEW

VIEW



THERE ARE MANY CREATIVE CHOICES TO CONSIDER FOR THIS PROJECT, AND I LOOK FORWARD TO WORKING WITH YOU ONCE AGAIN TO FIND THE BEST SOLUTIONS. WITH A CHARACTER LIKE MR. ENERGIZER AS OUR GUIDE, WE WILL ALSO KEEP THE CONVERSATION MOVING AND THE BALL ROLLING.

CHEERS,

ROBERT SETHI & THE MILL+ TEAM



# THANK YOU

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