



NERF TREATMENT

By

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CreativeDrive

LOOK AND FEEL

We are hailing a new era in the awesome Nerf experience with a brand and product film campaign that transcends how Nerf has been portrayed to date.

Aspiration and innovation is at the heart of our campaign. Taking our battles to exceptional locations in which highly experienced older looking kids will be seen battling with Nerf blasters in expertly and agile ways.

We'll achieve a strong sense of competition through carefully-crafted environments, sound design, and camera work that captures the essence of our characters' reactions.

Our aim is to engage our audience's imagination and enthusiasm with suspenseful storytelling and thrilling action-packed cinematic sequences in never seen before battlegrounds.



LOOK AND FEEL

Throughout the film we will highlight key blaster features by amplifying them with brilliant and unexpected cinematic effects.

It is through these methods that we will demonstrate the advanced performance and original innovation behind each Nerf product.

These pivotal moments in the film will add an impressive layer of sensation and humour to the Nerf experience with oversized giant whistling Mega darts and Mega blasters and speeded up sequences to emphasize the awesome performance of the Rival blaster and turning a corner into an unexpected Zombie film set and straight back to the Nerf battle for Zombie.

Amazing unexpected moments that will grab our audience's attention and make this Nerf campaign exceptionally entertaining and memorable.



LOCATIONS

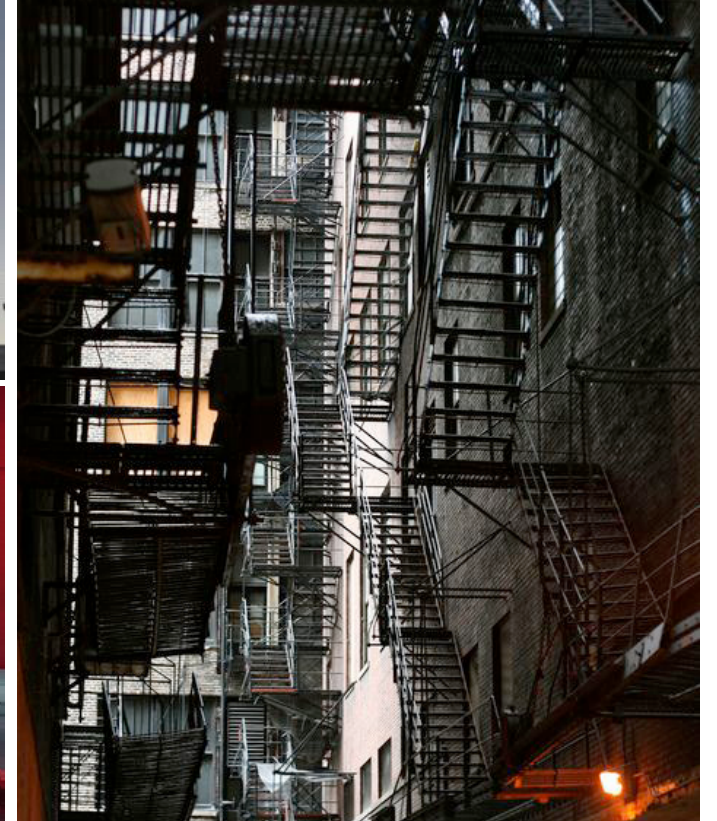


LOCATIONS

We will search for incredible locations that inherently lend themselves to unleashing the greatest ever Nerf battles. These could be improbable locations such as an abandoned fairground reclaimed by the desert, a vintage car cemetery or a decaying angular concrete urban cityscape. They will all be uninhabited spaces that could be reclaimed for the purposes of staging the most awesome Nerf battles.



URBAN location



DESERT location



GAME PLAY

The goal is to demonstrate Nerfs instinctive and addictive fun in the most aspirational and engaging way imaginable. Aspirational by capturing cinematic action footage of highly skilled and expertly older players battling in never seen before locations and engaging by ensuring our films are believable and feel possible to our audience.

The films need to demonstrate the fantastic capability and range of Nerf blasters without showing darts directly striking players. There are so many great Nerf games to be played but for the purposes of our campaign we propose to set the game play in a ‘Team Elimination’ scenario.



GAME PLAY

'Team Elimination' is one of the most popular - if not the most popular - forms of Nerf battles. This is a standard combat match, where players must simply tag out the opposing team and take them down before they are taken down themselves. The last team to have any remaining players wins the match.

We are only ever focusing on fantastic game action and success. Each player featured is always a winner and still in play. We will simply end our story pitching two final players in intense battle and forced back into hiding having faced each other and both run out of ammo. This leaves the game open ended and the outcome positive.





FINALE

For our final scene we end with the two players on their backs, out of breath from running and laying low. They are laughing really hard clearly showing they are having a lot of fun.

We see them each using this down time to reload their various blasters, they turn to each other and say:

It's Nerf or Nothin'

The shot then pulls back into a big aerial shot, we clearly see the enemy is rapidly moving in groups from all sides and the battle is about to get epic.





MUSIC

Music plays a crucial role in this campaign. We will use the same track for all films with possibly some subtle remixes for the different product films.

Overall the music will drive the action in each film. It will build with the tension and suspense and unleash its powerful breaks and beats as the Nerf competition grows and reaches its final climax.



SOUND EFFECTS

The most common sound that can be heard when people are in a Nerf battle is laughing.

I sat through a recent teenage Nerf battle that spontaneously unfolded in my house. The sounds that came from the game were unique to Nerf battles: Silence interspersed with bursts of loud laughter. Every time a dart hits its mark and or a player is caught in cross fire there is loud laughter.

Mixing this laughter and enjoyment into the films will inject added reality to the overall experience.

CAMERA

Our cameras will capture unfolding battle footage in high quality cinematic images. We want our Nerf experience to feel like a Hollywood movie sequence in which players are engaged in the best innovative Nerf battles ever seen on film.

Some camera work will be observational shots seeing the action from a distance as the game plays out. These shots will allow us to establish the different locations and offer a perspective of the 'Team Elimination' game at play. We will capture the game from both teams' points of view so that we really feel the competition, suspense and energy of the game.





CAMERA

We will use a drone to vary camera perspective give us a dynamic birds eye view of team movement, competition and play.

Some camera work will be much more intimate and up close bringing our audience right into the action as a player's point of view or a blasters point of view or a dart in flight POV for a bit of fun and a very near miss.

Steadycam or Gimble rigs will allow us to run with the action and move around the terrain to always stay in the game and clearly see the performace capacity of each product.

CAMERA

The idea is to inject a genuine sense of intense experience into the films. The harrowing beach landing opening sequence in 'Saving Private Ryan' is made so much more engaging because we cut from a US soldiers point of view under intense fire to a German soldier's point of view openly shooting on to a wide-angle view of the beach and then back to a detail in the thick of the action. The sequence looks extremely cinematic and feels extremely real, we will strive to convey similar intensity and excitement.

We will play with frame rates to amplify special moments, slow motion will allow us to clearly see the giant Mega dart flying overhead or the awesome fire power of the Rival blaster in the thick of action.

We will speed up the camera work to instantly travel through a location (think the whistling arrow in Guardians of the Galaxy) by doing this are showing each products performance at its best.

We may use night vision to reveal a dark space that seems empty but is in fact absolutely crammed full of hidden players ready to pounce out.



A young man with dark hair, wearing a grey long-sleeved shirt and a dark tactical vest, is looking off to the right. He is standing in a forest with sunlight filtering through the trees, creating a warm, golden glow. The background is filled with out-of-focus trees and sunlight.

LIGHT

All locations and scenes are to be shot by day.

No night shots. We will work with natural day light and use additional lights where required to accentuate contrast and shapes.

Some locations will naturally offer indoor spaces that we will deliberately keep dark and moody to create intrigue and easy hiding places for our players to vanish into.



CASTING

CASTING





WARDROBE

Our featured cast and extras will all wear similar street wear attire. Loose dark coloured black or dark grey tracksuit bottoms and hoodies.

We will inject some panels of bright primary colours, reds, oranges, blues, and greens with sneakers and T's to liven up the overall looks and introduce some of the Nerf brand colours to our cast.

No clothes brands will be visible.

Overall our players will look suitably dressed for playing out an intense and exceptional Nerf battle. All cast will be seen wearing protective eyewear.

WARDROBE





PROPS & SET DESIGN

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All cast will be equipped with the latest Nerf blasters. Our featured cast will be given specific Nerf blasters for promotion.

Once we have chosen our locations, we will be able to determine if there is any set building to be done, any cleaning up or additional props needed to furnish the space.

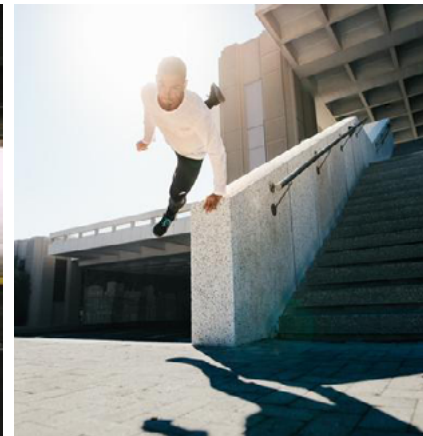
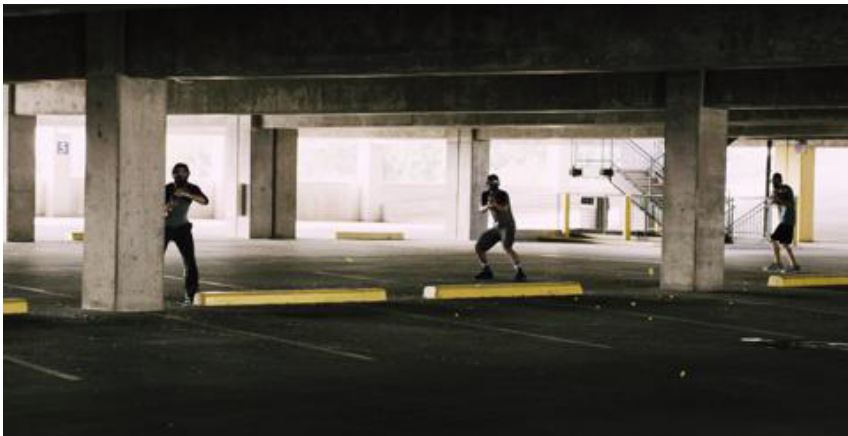
We will create special zombie spaces within one of the location for our zombie scene.



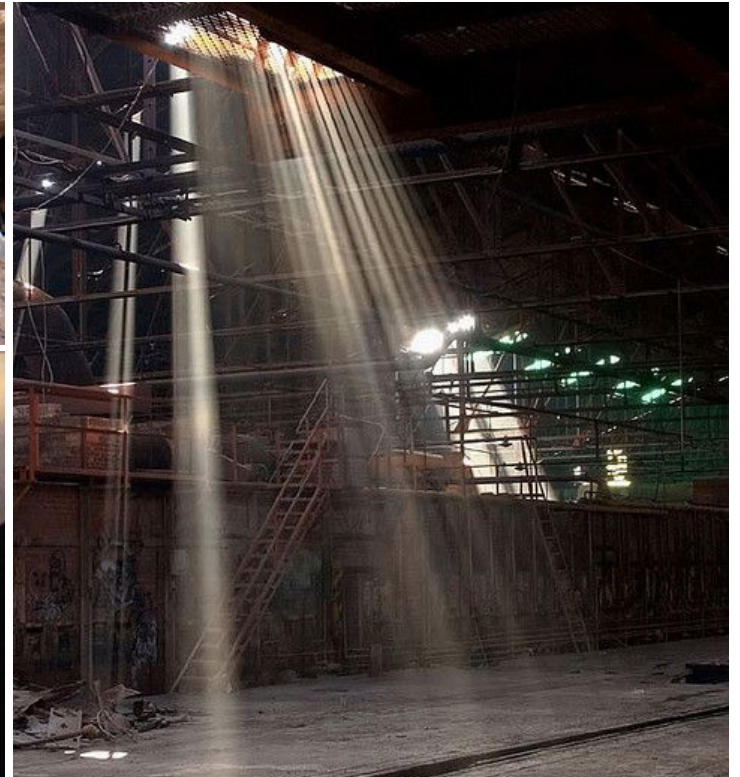
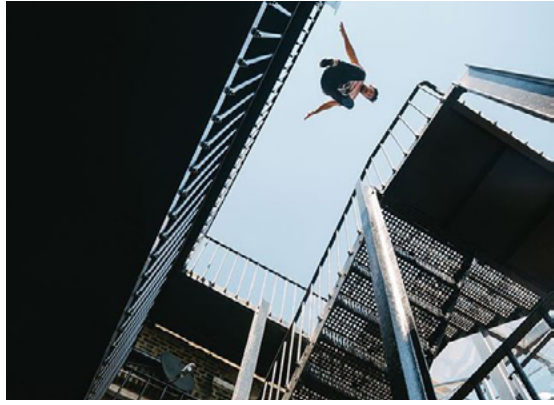
RIVAL



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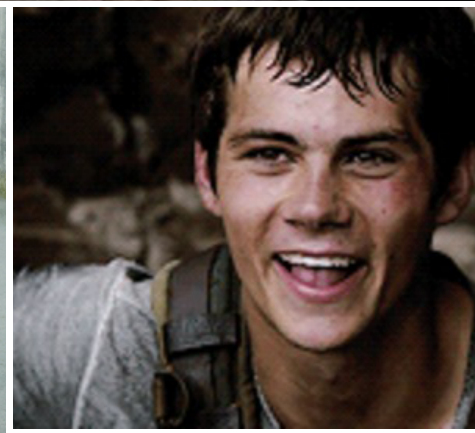
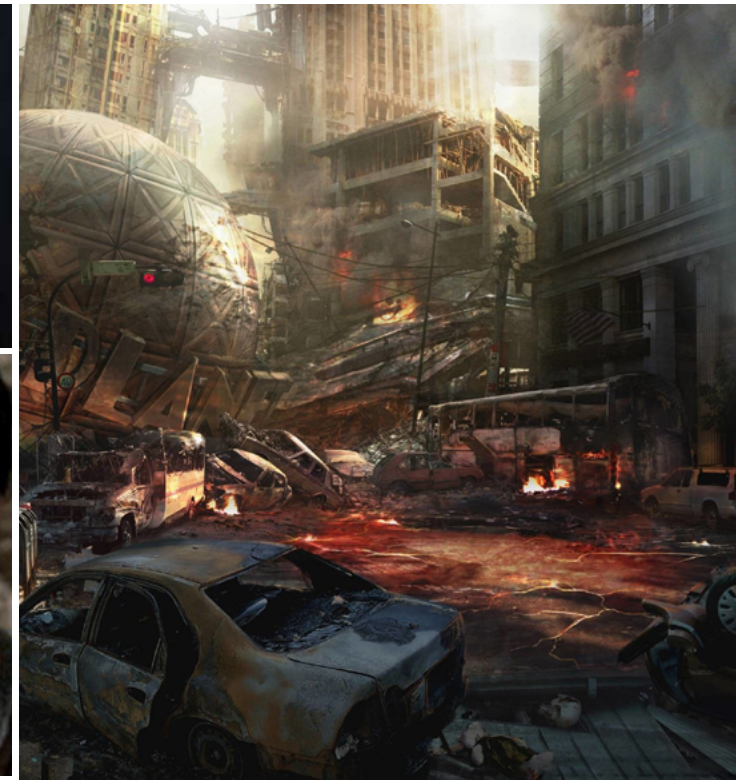
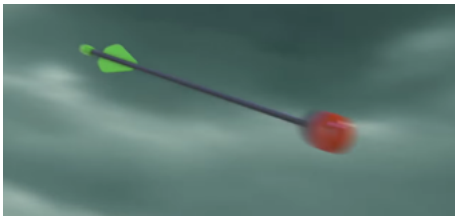
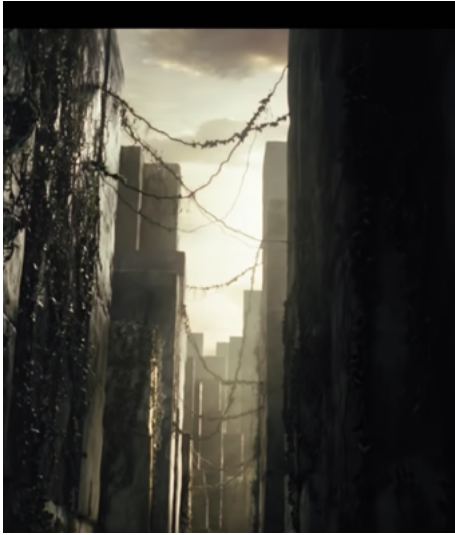
ELITE TITAN



ELITE ZOMBIE



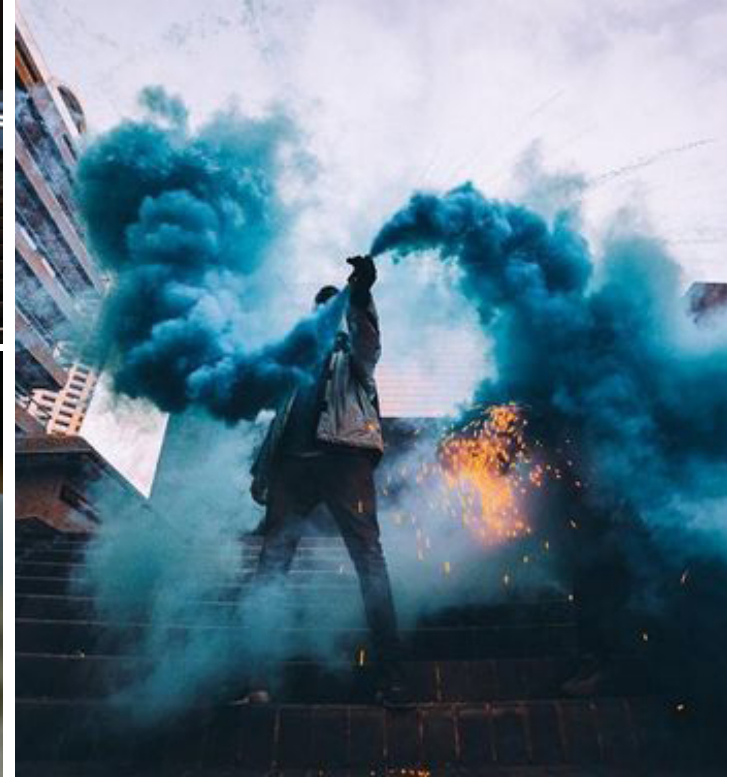
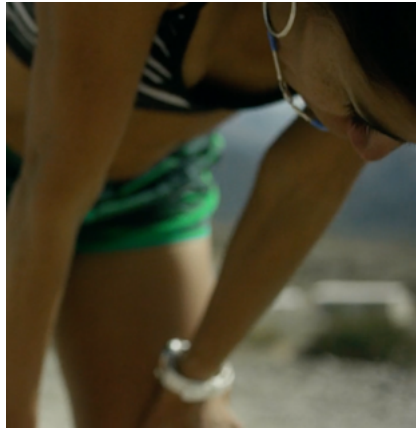
ZOMBIE



NERF ELITE



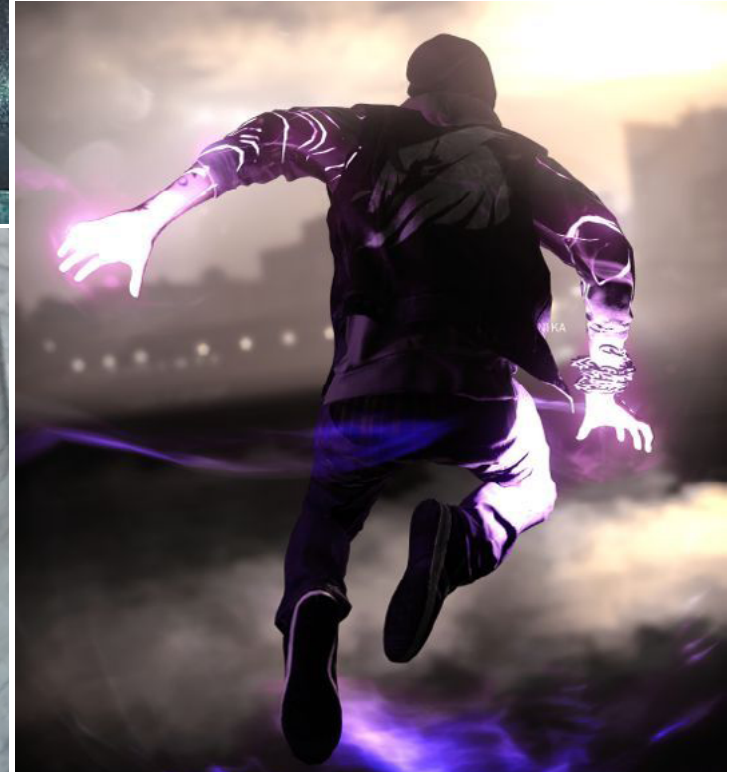
NERF ELITE



NERF MEGA



Frequent Use of Slow Motion.



PRODUCT SPECIFIC



Shot of kid holding up a Rival blaster and firing a single shot.



Sped up shot “dart POV” travelling through location to reach other team



Shot of other kid climbing the wall by running straight up (parkour style)



Shot of kid nodding in response and leaping up to blast a volley of darts with Elite Titan blaster.



Ultra slow motion shot of kid looking panicked as a wall of darts travels towards him filling the entire frame.



Freeze frame of kids face and hundreds of darts filling the frame and moving ultra slow.

ELITE ZOMBIE | Scene 3



Shot of teen face and body receding into dark shadow space to hide.



Wide shot of dark space looking empty, switch to Night Cam heat camera shot to reveal the room a packed full of zombies.



Shot of kid running out of dark space screaming with Elite blaster in hand.

ZOMBIE | Scene 4



Shot of teen firing volley of darts from Zombie blaster as he slides down an oblique concrete ledge.



Shot of darts hitting dusty ground and whipping up dust clouds



Shot of completely different location Zombie film set. Same kids suddenly slide in to scene from behind a wall. They pause for a nano second and run back behind the wall as fast as they can to get away.



Shot of teen leaping over wall and doing acrobatic somersault in the air (smoke).



Detail shot of cartridge popping out and new one being slotted straight in



Shot of teen running and jumping/ disappearing down pothole



Shot of players acrobatically somersaulting back into smoke cover.



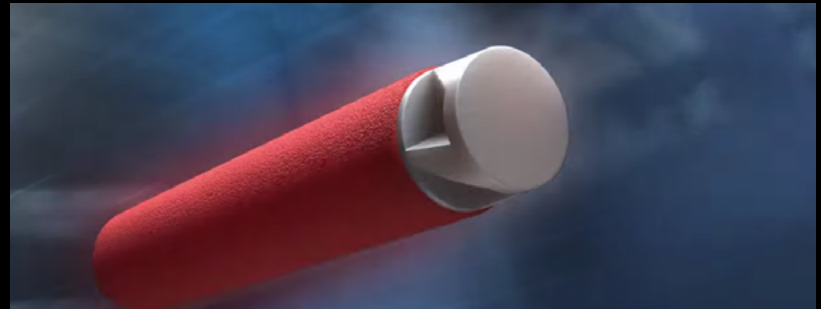
MEGA | Scene 6



Shot of teens in a line firing at opponent with Mega blasters.



Super slow motion shot of Matrix kid looking straight at camera and raises eyebrows as giant dart whistles past players head.



The size of The dart in camera make the player look tiny.



Opponent leans back Matrix style avoiding the darts.



Opponent leans back Matrix style avoiding the darts.

POTENTIAL MIAMI LOCATIONS



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NERF