State Farm®

'NFL'

Treatment by JJ Adler

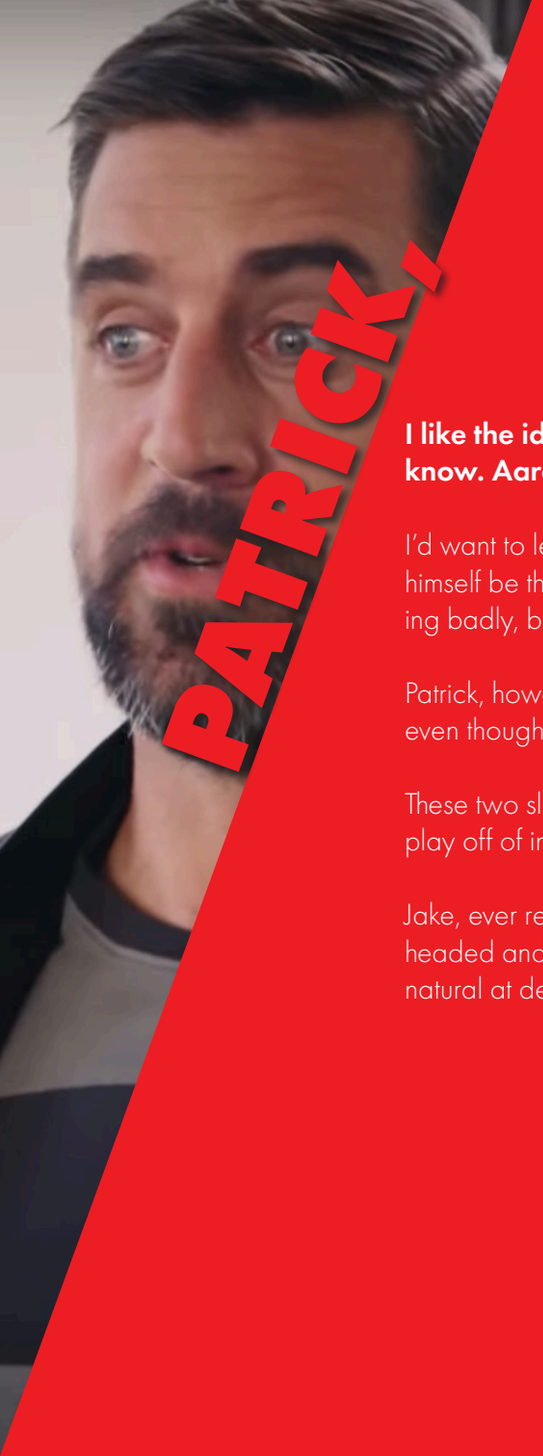
HELLO!

It's hard to find out that the sweet nothings your guy whispered in your ear are the very same sweet nothings he's been whispering all over town. Into any ear within ear shot. No one likes to be two timed, much less "everyone" timed.

But that's exactly where Patrick and Aaron find themselves in this new round of State Farm spots.

Jake has done them wrong (in their minds only). And they'll stop at nothing to track him down and make him answer for his disloyalty.

By the time this new slate of spots are through, however, Patrick and Aaron will finally understand something we've known all along: a great deal from State Farm's might make you feel like a VIP. But you don't actually have to be one in order to get it.



PATRICK,

AARON

I like the idea of leaning into exaggerated personas for Patrick and Aaron. Patrick comes across as super cool, stylish, and in-the-know. Aaron comes across as smart, laid back, and effortlessly charming. Like he could get away with anything.

I'd want to lean into these surface impressions of these two and use them for comedy. Patrick is quick and sharp in his fake little ruses. While Aaron lets himself be the butt of the joke a little bit in his. Aaron will sing badly in the Guitar spot, but in a rakishly charming way... Aaron the person knows he's singing badly, but he's doing it for fun. Aaron the State Farm character doesn't know his singing is bad.

Patrick, however, is almost cooler in his sneakerhead ruse than the real Patrick. Confident and fast talking. He manages to be a little intimidating to Jake even though his costume is so transparently awful.

These two slightly different energies from the guys just amps up their natural vibes, is a fun source for comedic angles, and gives a nice contrast for them to play off of in the Topgolf spot.

Jake, ever reliable, remains the straight man through all of this. He never loses his cool, lets himself get riled up, or becomes sarcastic. He's always level headed and handles every situation, no matter how crazy, with total professionalism and kindness. This doesn't mean he's a pushover either. He's just a natural at dealing with people. And that includes dealing with people who are pretending to be other people.

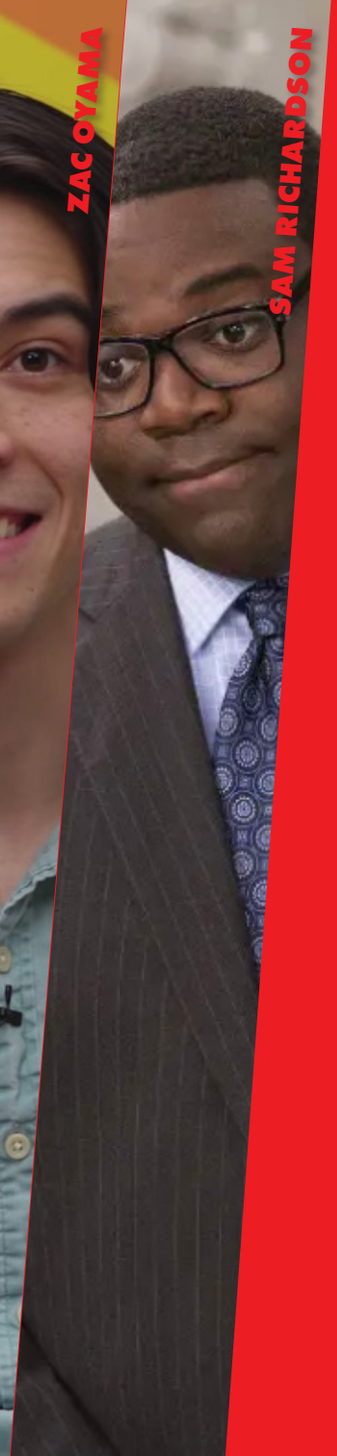
& JAKE

I had a great time getting to work with Patrick Mahomes a few weeks ago. He was so nice, unassuming, and super open to direction. From what I observed of his acting abilities, I think he's more than ready to stretch a bit further comedically

So I'd be really excited to help him pull off these two mini "characters" he's dressing up as. And to help him and Aaron with their dual confrontation when they finally put all their accusations to Jake at the Topgolf.

Aaron comes across as very easy going and comfortable on camera. At ease being himself. Being goofy or silly. And overall pretty seasoned when it comes to being in front of the camera. I'd be so excited to pull some really silly and surprising little bits from him.

Of course Jake is great and knows exactly who his character is already. I'd want to keep him familiar and accessible and encourage him to add some layers of what's happening just beneath the surface, despite his very professional behavior and responses to these two nutty dudes who keep popping up in costume.

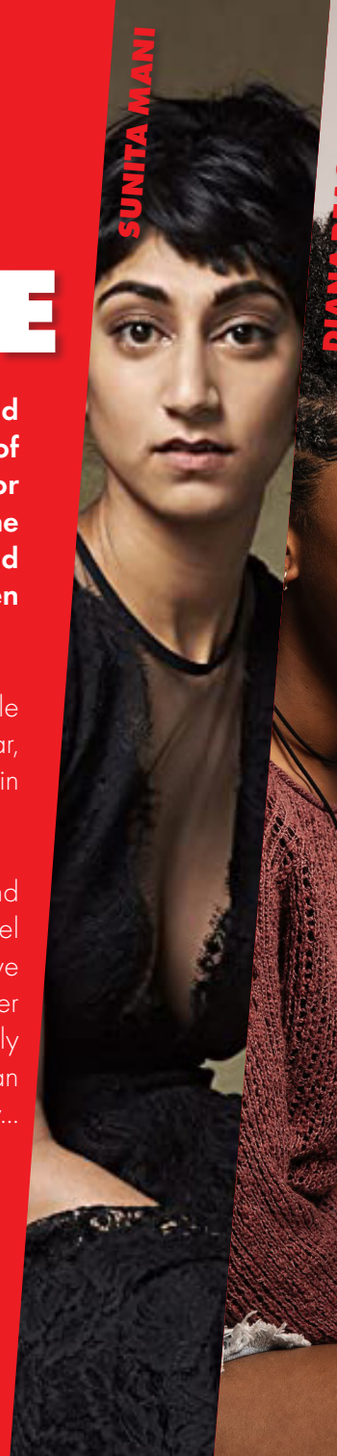


EVERYONE ELSE

I think it's great that the additional characters are going to help add diversity and female vibes. We'll cast young people -- a category of people who may not think they can afford State Farm. And I'd aim for people with serious comedy chops too. People who can add to the shoot day, play around with Kevin and off Aaron and Patrick, and offer us funny builds and throwaway gestures, reactions, and even lines.

In the Game Show spot and the Driving Range Employee, I'd aim for people along the lines of funny ladies along the lines of Sunita Mani, Rekha Shankar, Poppy Liu, or Diona Reasonover. Edgar might be played by a hilarious dude in the vein of Ify Nwadiwe, Zac Oyama, or with the vibe of a Sam Richardson.

For our Gym Goers, I'd want to do some awesome real people casting and find acrobatic hand walkers, ripped weightlifters, and fabulous bodybuilders who feel a bit new, unique, or somehow just a bit different from anything similar we've seen before. For example, for Shreddy Betty I'm picturing a female bodybuilder who presents as ripped to the power of 10, but still quite femenine with carefully coiffed hair, a super stylish outfit, and a perfect makeup job. And Hand-Stan is an incredibly tall bean pole, his feet far above Jake's head when he handstands by...



COSTUME / WARDROBE

Patrick and Aaron go "shallow-undercover" to try and trip Jake up. But the bits just backfire when they learn that Jake is not ashamed at all for giving "their" rates out all over town: the rates are for everyone!

I see the disguises coming together to look like the athletes put in very little effort with their costumes. Like how a lazy 10-year-old might throw together a look: the viewer will get that these are supposed to be disguises. But no one will be fooled for a second. Least of all Jake.

I imagine most of what they choose to wear in these spots feel like it was pulled from their own closets. But it should also feel like they went out and slapped on one extra ill fitting thing. Like a crappy flannel or a generic looking t-shirt that says "trainer". Then, they added an accessory like a slouchy beanie or upside down visor or a poorly faked ID badge to make their whole look fit a "type" or telegraph who they're supposed to be. Last but not least, they added details to "sell" the whole thing. Like an obviously fake soul patch or goatee, maybe a shaved head bald cap, or lensless glasses. Or graying hair.

There was some chat about whether or not Aaron should be in disguise as the game show host. Logically, he should be in costume in order to parallel Patrick's gym spot. But the truth is that regular people don't host shows like Jeopardy in the first palace. So I think we can get away with just making the host clearly be Aaron Rodgers as opposed to some generic host character... That said, I could see it working the other way as well. Adding gray hair to him and a fake mustache might just be a little extra fun.

Jake will rock various casual versions of red on the top, khaki on the bottom. You guys have solved this wardrobe problem in a million smart ways in the past and we'll continue to do that here too. For example, even at the gym we can pull off the look. With a red athletic, sweat wicking sort of top and camel-colored joggers.

CAMERA STYLE

I want the film to look premium, but not heavy handed. It should feel like we stumbled into visually interesting places and happened to capture everything with gorgeous lenses, in well composed frames, and with really amazing natural light. Even though, behind the scenes we'll have calibrated everything for the aesthetic.

The goal is to sneak in the beauty: gorgeously composed wides show off the spaces, but only in moments when cutting wide serves the comedy or punches up a reveal, etc. Beautifully lensed closes show off hilarious comedic performances first and foremost.

As you've done in the past, I imagine we'll be pretty traditional with our shooting style. we're not imposing style for style's sake: comedy comes first. It's an observational style where camera movement is motivated only by blocking and / or in service of enhancing a specific funny beat, reveal, or joke.

LOCATION

Across the board we want spaces that photograph well. That offer lots of natural light (or enables us to plausibly create the look of natural light) and have photogenic architecture or bones to play with.

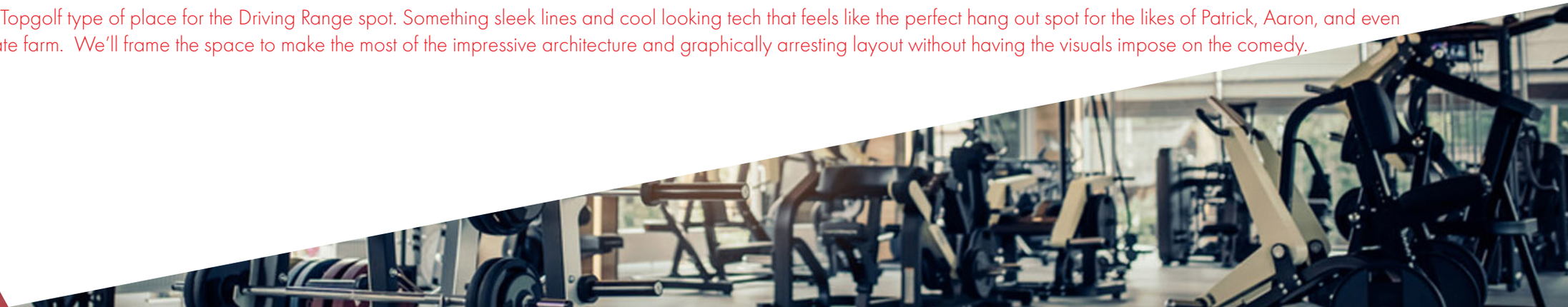
For the Guitar spot, we'll find a cool, visually interesting location but one your average amateur musician would shop in. The space should have depth and different pockets/areas we can dress to cover extra bits and pieces of content. The store should also have an interesting area in the middle of the space that we can use to create our dramatic transition to Aaron's ballad. And space on the walls or with dressing for us to add plenty of touches of State Farm red.

The Sneaker Shop is a Foot Locker type place. Neat and orderly, but accessible (not too high tech looking) with a big colorful wall of shoes and simple, but clean and graphic design. We will fill the space with generic sneakers and maybe some Adidas, too, if we get the green light.

For the Gameshow spot, we'll find a great existing set we can modify, or we'll build our own cool new game show set. With lots of pops of State Farm red built right in. The design of the space should call up modern (but long running) game shows. Nothing retro or old fashioned. And we'll make sure the space is lit and shot exactly like a real game show. Complete with overly dramatic lighting transitions that build tension and pay off exciting wins.

I picture a gym that has a clear visual look to it (that happens to be full of State Farm red). It's not quite a Planet Fitness, but it feels consumer friendly and not like some stinky, musty crossfit warehouse. It's got treadmills for the average gym goer and a major weights section for the gym rats. It's not the sort of state of the art gym you'd expect to find Patrick Mahomes in. But it's perfect for his undercover 'everyman' trainer.

We'll find a Topgolf type of place for the Driving Range spot. Something sleek lines and cool looking tech that feels like the perfect hang out spot for the likes of Patrick, Aaron, and even Jake from state farm. We'll frame the space to make the most of the impressive architecture and graphically arresting layout without having the visuals impose on the comedy.



THE SPOTS

With all this in mind, here are some takes on how the spots might play out...

Open on JAKE FROM STATE FARM browsing guitars in a music store. He hears a voice and looks up-

AARON: Jake From State Farm, I didn't know you shred.

We swish pan to reveal: AARON RODGERS casually strumming a guitar while leaning on a stool in the center of the store. He's in a weak disguise with a terrible soul patch and slouchy beanie. Black, messy bangs hang in his face, all emo.

JAKE: ...Aaron?

AARON: The name's Blaze...

He tosses his fake bags.

AARON: ...just a struggling artist trying to find my sound.

He does an INSANE riff for good measure. Just to show off..

Jake nods like "riiiight."

Then Aaron says casually, like it's an afterthought-

AARON: I did hear you're giving out that Rodgers Rate to uh...regular guys? Like myself?

Jake decides to play along: his face is deadpan, totally not buying it. But his tone is sincere.

JAKE: Well Blaze. State Farm has rates that fit anyone's budget... even struggling artists like you.

AARON: Is that so...

Aaron puts his other hand over his heart like it's breaking as the lights dim, a spotlight comes, and a mic falls from the ceiling.

Jake watches all this like he's gonna keep his cool, even though he clearly just entered a cookoo clock. Then he looks down and we cut wider to see: rolling in at his ankles.

Cut to Aaron, draped in moody fog and backlight. He speaks into the mic and stares squarely at Jake from under his shaggy bangs-

AARON: This one goes out to an ex-friend who took my special rate [hand over heart] and just gave it away.

He makes a gesture like throwing change in a bucket. Careless.

Then plays a moody Emo version of the State Farm mnemonic.

CUT TO END CARD

JAKE: For Surprisingly Great Rates that fit any budget, Like a good neighbor, State Farm is there.

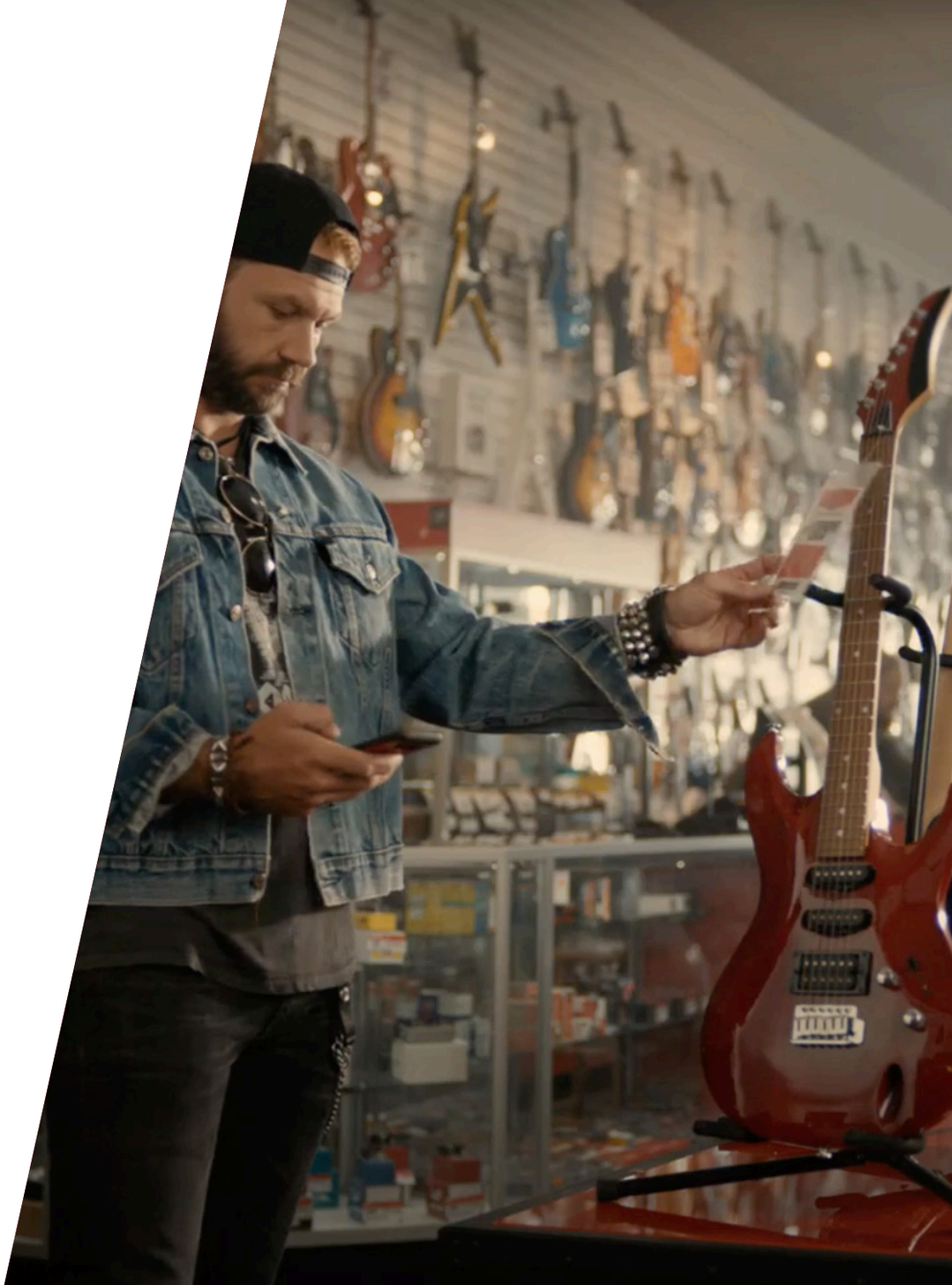
Sync idea:

Aaron plays an Emo version of the State Farm mnemonic but then plays a few new bars right after. His lyric delivery is rushed and jammed together amateurishly. But he sings with a lot of faux-angst. Jake listens to the song with a long-suffering but still professional expression.

AARON: Like a good neighbor, Jake from State Farm is there.
But must he be there for EV-ERY-ONE?
I always thought it was me that he CARE-
...ed about. But for Jake I was not Eee-nuff fun.

Here the track gets insanely intense and rocking. Far from the State Farm mnemonic in melody.

AARON: Oh Jake from State Farm! Did I do you harm? How can you just give my rate away?
Oh Jake from State Farm! I know I have charm! How can you let the others else pay-
The same?



As me...
A super talented stranger
with a goatee....

Another song idea: in the tone of a love song...

AARON: Jake...my sweet sweet Jake...
With shirt of red and pants so khaki...
Is there a chance...you have some cake?
Or any other...type of snackie?

He stops playing.

AARON: Seriously I'm starving dude. Got anything?

AMPED

SNEAKERHEAD:30

An employee ambles into frame (back of his head/shoulder) and addresses Jake-

PATRICK: Jake from State Farm, what's good?

Jake turns and takes a split second before he recognizes something is off-

JAKE: ...Patrick Mahomes?

Cut to reveal: this employee is Patrick in a bad disguise. He wears an upside down visor, lensless glasses, and a poorly made lanyard ID.

PATRICK: Ha! I get that all the time. No, I'm just your typical sneakerhead. Working here for the employee discount.

He holds up his ID to show it off. It has a pic of him cut out of a sports page and his name hand written in as "Patrizio M. Homes."

PATRICK: Speaking of discounts...

He leans in real close-

PATRICK: ...word on the street is you're giving regular guys like me the Patrick Price? Sounds fughazi though...

Jake nods. Now he gets what this is all about.

JAKE: Actually, Patrizio, State Farm has rates that fit anyone's budget... even a typical sneakerhead.

Patrick leans back looking crestfallen. He shakes his head in disbelief.

PATRICK: Wooooooowwww.

PATRICK: You know, red's really not your color bro.

Jake is stunned.

PATRICK: Someone had to say it.

CUT TO END CARD

Potential sync direction...

PATRICK: Those are sweet but we don't have 'em in your size.

JAKE: Well I can wear anything from a 9 and a-

PATRICK: They're all my sneakers. This whole store is fake.

Jake lets this compute. Patrick pokes his fingers through his lensless glasses to hammer the idea home.

JAKE: (off the fake store/ whole idea) Elaborate.

He points to the fake store name sign - it says "Kicks With MaHomies"

PATRICK: Good font choice, no?

Jake nods.

OR:

Off the fake sign.

PATRICK: I got really into logo design over lockdown.

JAKE: (genuinely impressed) It's convincing!

OR:

PATRICK: Didn't you wonder why some of these are worn in?

JAKE: I thought it was like a retro 90's grunge look or something.

Patrick goes long with a shoe. Fires it off. Jake catches it. Or doesn't.
Patrick gathers up

EXIT
PACKER
ENGINEERED TO THE EXACT SPECIFICATIONS OF THE GREEN

GAME SHOW:30

Open on AARON RODGERS dressed as a generic game show host on a gameshow.

Three people at podiums stand with buzzers – one of them is JAKE from State Farm.

AARON: OK, final question.

Tense in-game audio cue as we cut to the question.

AARON VO: Who's offered the Rodgers Rate?

Game show style tension builds as Aaron winks and straightens his tie expecting to hear his name -

AARON: (to himself) Softball question-

DING! And now a pressure filled audio cue as we reveal:

Jake's handwriting appears below his podium.

AARON: Jake from State Farm wrote, "Literally anyone."

The crowd makes an "awwwww" sound-

AARON: Sorry Ja-

But the lights and sound effects ding on indicating this is the right answer. The crowd's reaction shifts accordingly. But Aaron is baffled.

JAKE: Actually, we offer great rates that fit anyone's budget–

The crowd applauds. Aaron gives Jake the stink eye as he backs up to Jessica-

DING!

AARON: Next contestant! Jessica, you wrote:

Pressure inducing audio cue plays...

AARON: "Me!" That's too bad because-

Lights ding to signal the correct answer again. Jessica cheers and hugs Jake with glee. The crowd goes wild.

AARON: What?

Panicked, Aaron tries to move it along...

AARON: Wait, quiet!

Audience quiets down.

AARON: Because Edgar says: "Also me, I-o-l" which can't be-

Lights ding to signal the correct answer again. Aaron throws up his hands in frustration.

AARON: C'mon! (Dripping with sarcasm) Next you'll want me to believe everyone gets great rates!

Lights ding their biggest ding ever, to signal the best answer. To hammer it home, confetti and balloons drop and theme music fades up (it's a game show style version of the State Farm mnemonic).

PATRICK: You've got to be kidding me!

The camera pans around the stage with Jake and the other two contestants jumping up and down in the confetti like they've just won the lottery. The screens beneath them flash with their exciting "prize:" Great Rates With State Farm!

Patrick throws his host cards in frustration.

END CARD/JINGLE: For Surprisingly Great Rates that fit any budget, Like a good neighbor, State Farm is there.
Sync idea:
Jessica or Edgar ask for Jake's autograph as host-who's-clearly-NFL-Superstar-QB -Aaron-Rodgers looks on, sulking.
OR:
Aaron argues with a show producer during a commercial break:
AARON: (keeping his voice down while looking over at Jake) it's just...people will think it's rigged! Every question is about State Farm!
He narrows his eyes at Jake who is over at the other side of the stage, innocuously making friendly conversation with the other two contestants.
AARON: Look at that. So smug.

MATCH GAME
1 B
CARD FACTS
THAT'S WHAT
$50
$26,500
REELZ CHANNEL
TV ABOUT MOVIES.

Open on JAKE from State Farm at the gym putting work in on the squat rack. A fitness trainer holding a notebook in front of his face counts out the reps when BYRON, a ridiculously swole man sitting down to curl 90s right beside them notices Jake.

BYRON: Jake from State Farm! Thanks for the great rate, man.

Jake smiles and is about to reply when-

His fitness trainer lowers the notebook that had been blocking his face to reveal it's a cooly disguised PATRICK MAHOMES. Maybe he has a fake bald cap on and his sweatband hides the seam-

PATRICK: Bicep Byron gets the Patrick Price?! Thought only Mahomes got that.

Jake raises an eyebrow, realizing-

JAKE: Patrick? Is that -

Before he can call Patrick out, a shredded woman behind him calls out. We rack focus to her doing overhead snatches as she shouts:

BETTY: Thanks for the killer rate, Jake!

Rack focus back to Jake, getting more worried he's offended Patrick-

Cut to Patrick.

PATRICK (shocked): Shreddy Betty?!

Jake tries to calm Patrick down.

JAKE: Look, State Farm has great rates that fit anyone's budget.

PATRICK: Even Hand-Stan?

n doing a handstand "walks" over to Jake upside down.

STAN: Thanks again, Jake! Up top.

Jake fist bumps Hand-Stan's foot.

Cut to Patrick suddenly clutching a gallon of chocolate pudding. He walks off.

PATRICK: I'm gonna have to work out... these feelings!

JAKE: (in a tone like "please! don't") Awwww..Puddin Patrick....

Patrick skulks off, like a moody teen.

Some Sync ideas:

PATRICK: You know what we call YOU?

Jake braces for a dig.

PATRICK: (drops the tension and just says with quiet admiration) Jacked Jake (Truly looking for tips) Man, like what do you eat?

(Or his nickname could be "Jacked From State Farm").

OR:
Patrick offers Jake the pudding (or ice cream).
JAKE: "Nah, man, keepin' it tight."
PATRICK: (defensive) Yeah, we've allllll noticed Jake!

Open on JAKE from State Farm taking an impressive swing at a Topgolf-style driving range. He bends to pick up another ball when some legs enter frame and hears...

PATRICK: Jake from State Farm, we gotta talk.

He stands up to see Patrick and Aaron standing there, dressed for the driving range, but arms crossed defensively.

AARON: Turns out you guys give everyone great rates... not just us.

JAKE: Yep...

PATRICK: Well, then why've you been calling it the Patrick Price this whole time?

JAKE: I've literally never called it that.

Patrick and Aaron look at each other like "do you believe this guy!?"

AARON: Well, you call it the Rodgers Rate. Which is a pretty inaccurate name since Denise gets it, too.

Pan to include Denise, a driving range employee dropping off another bucket of golf balls. She looks concerned and mouths to Jake "do you need help?"

Jake shakes his head and makes a hand motion like "nah, this is nothing."

He turns back to the guys and pats them on their shoulders.

JAKE: Guys. We offer great rates that fit anyone's budget... you all get them.

Patrick and Aaron take this in for a moment and then relax. Friends again. Patrick makes himself at home, taking Jake's spot, ready to hit a ball.

PATRICK: You shoulda just said that, dude!

JAKE: I did-

Aaron gives Jake a playful noogie.

AARON: But we forgive you.

Jake can't help but take a deep breath and smile.

JAKE: Ok, that's enough.

He politely pulls away.

END CARD/JINGLE: For Surprisingly Great Rates that fit any budget, Like a good neighbor, State Farm is there.

Sync idea:
PATRICK: You know instead of calling it the Patrick Price or the Rogers Rate-

JAKE: never did that-

PATRICK: ...you should call it something catchy like the "literally anyone" rate.

JAKE: Hm.

AARON: Or the "don't even need to be pro athlete" rate.

JAKE: A little specific, but-

PATRICK: Oh! I got it....

Everyone waits.

PATRICK: the "you're not special no matter what Jake tells you" rate.

Aaron congratulates him on the perfect pitch. Jake smiles tensely...

Open close on Patrick Mahomes, eyes closed, at total peace, bathed in sunrise glow. Cut wider to reveal: he's holding a complicated pose in a beautiful outdoor setting. Maybe overlooking the ocean.

We hear-

PATRICK (VO): So if I was a level 2 yoga instructor hosting company retreats, I'd still get the Patrick Price?

Cut back to reality with Patrick standing behind Jake in the checkout line at the grocery store.

JAKE: Yep. State Farm has rates that fit anyone's budget. Are you super into yoga?

PATRICK: No, I'm into company retreats. Free breakfasts and trust falls! What more could a guy want!? Jake looks at him like he's nuts.

OR:

JAKE: Yep. State Farm has rates that fit anyone's budget. Why would you want to teach at company retreats?

PATRICK: Free hotel points.

Jake nods like "makes sense."

'DOG WALKER'

Open on a daydream of AARON RODGERS as a dog walker, walking 10 Corgis that are all leashed to his waist band.

AARON: So if I was a professional dog walker...I could still get the Rodger's Rate?

Cut back to reality with Aaron standing next to Jake at Topgolf.

JAKE: Yeah man, State Farm has rates that fit anyone's budget. Why Corgis?

AARON: Have you ever tried to walk 10 Great Danes?

OR:
AARON: Cuz they're so funny looking!!

He starts laughing uncontrollably. To the point Jake doesn't know what to do with him.

AARON: (out of breath from laughing) have you seen their tiny legs? So tiny! And their wiggly butts? OMG!

END CARD/JINGLE: Like a good neighbor, State Farm is there.

THANK YOU

Thanks for sending these boards my way! I'd love to be the one to help you guys expand Patrick and Aaron's mischievous characters in the State Farm creative universe. And to help Jake get it through their heads while State Farm's rates may feel VIP, they're for literally everyone.

Talk soon-
JJ adler