

ROCKET

Homes

Dream House



TRAKTOR

HELLO HIGH DIVERS!

Thank you for the scripts. You have outdone yourself (and others) and we are upstanding with downtown awe. The scripts are smart, sassy and, in the best of ways, just a little bit silly.

In short: we love it!

The trick is always keeping the idea CHARMING and CRYSTAL CLEAR as we land the product points with perfect Barbie-esque poise and panache. The films should be CLEAR not CLUTTERED. RICH but not CHAOTIC. Barbie is an iconic brand, let's play with it wisely. Every scene should be INVENTIVE, INTIMATE and heart-warming. We will chuckle. We will care. We will "OWN" primetime with this prime piece of television real-estate. Let's be premium in our pantaloons and ever eager in our endeavours.

3,2,1... *Lift off!*

SETTING THE TONE

These are **IRREVERENT** but not **rocking on your dime** – it is a genuine “cut through the clutter” product. The emphasis is that adults get their proverbial knickers in a twist with mortgages and real estate. This scenario heightens it to an **UNFORGETTABLE, UNMISSABLE** level. We are in the world of **SATIRE**... brimming with its own goodness (gracious). The overall tone is... **TREMENDOUS FUN**. Tremendous fun that just happens to be set in a world we all know very well – the Barbie Dream house – which just happens to be populated by an awesome array of ‘A’ List talent.

It’s unique. It’s fresh. It’s HILARIOUS.

It will look **WONDERFUL** of course – with imaginative touches and technical wizardry aplenty – but **NOT** at the expense of seeing how simple it is to get your own dream house via Rocket Mortgages. Easy peasy! The mortgage / finance genre often looks cheap. But we say a giant **“NO”** to that – a mortgage is one of the biggest decisions we ever make. With Annie Murphy as our guide, a strong cast of top-notch performers and some witty banter and repartee to boot, this will be comedic, crafted and considered. Cause and Effect. Cheekiness and Charm. Wit and Warmth. **Rocket-powered lift off!**



✦ ONE GREAT IDEA ✦

The DREAM HOUSE is the connection. The perfect metaphor. PLAYFUL of course, but with GRAVITAS too. It's a BIG, ENERGETIC gesture that shows Rocket Mortgage "GETS" you. And now they're gonna entertain you too! There's a lot of cool stuff at play – a VERY fun, talented presenter (we are huge Schitt's fans), a fabulous visual world, a veritable feast of in-jokes and shenanigans. But THE most important thing is to FULLY CONNECT with people who are in the process of buying a house/getting a mortgage. We must FEEL the types of people the dolls / miniatures represent. Buying a house IS stressful. Fact. Rocket Homes take away that stress. Fact. They also "get" the pitfalls and help you avoid them. BIG FACT! Barbie's Dreamhouse is not safe. It's up for grubby grabs from disreputable rogues. Somebody must do something about this... and somebody will.... **Rocket Homes.**



✦ TWO DIRECTIONS ✦

We can OF COURSE make both routes work – but marginally prefer the Tiny People version. It is cuter and avoids the notion of kids being involved in the “selling” part of the spot. It also has that immediate SIT UP and TAKE NOTICE quality (all important in the Big Game break). Best of all, it will also be very funny to see tiny versions of famous people, chatting with Barbie. That already sounds funny... This is a LUXURY PROBLEM! They are both good, both full of classy comedy beats. This is how we'll weaponize every moment of these:



**METHODOLOGY
IN THE**

MADNESS

ROUTE 1:

It's comedy on three levels!

The spokesperson. ANNIE MURPHY. Great! She brings an edge while still being approachable. She will play all the voices of the offending dolls - kinda taking over the space to make her point. Annie is the Master of Ceremonies. A twisted puppet-master who hijacks a Barbie commercial and makes it a Rocket commercial. Her intentions are good, but the outcome for the kids' Barbies is less good as Annie gangs up on them using the specific, annoying personas from real-estate and property. Sold separately!

This approach takes the onus away from seeing the kids directly - just an initial establishing shot, then they are arms only, so we spend more time down there in amongst the dolls (like typical Barbie spots). We DO see the little brother playing with Skeletor as we need his reaction to the shenanigans. Each time we cut to the dolls being controlled by Annie, they are in new, despicable, real-estate postures.

The kids' dolls are backing away or looking VERY confused (the kids turn them around to face each other, that kind of thing). We occasionally hear the kids with bemused, "What game is this?". The dolls' expressions remain blank, but we'll have a couple of different heads so they can change expression (in the cut, not during the shot - this part will be SUPER-FUNNY).

The whole thing becomes a PILE ON. Layers and layers added to up the ante and the entertainment - even the singers are joining in! Cut these kids a break already Annie!

ROUTE 2:

We will oscillate between People World (the house is a toy) to Barbie World (the house is a house).

✦

The dolls will be made into our characters. Not animated, but subtly puppeteered (how many p's and t's and e's??). In Barbie ads, the dolls move ever so slightly (rod removal) to show their “functionality” – and we will do the same. We will only glimpse Annie's face “in the distance” when we are “down there” and her giving her spiel when we are “up here”. So, we have the dolls in the space and then the rest of the cast are mini-people who are trying to muscle in on the Dream house. But Rocket is ready to save the day. Phew!

We will shoot plates with a small sensor size to make a much larger depth of field and then shoot our humans on green screen and / or an oversized set-built background. It's the EXACT same approach as 'THE BORROWERS' and 'THE HOBBIT' – without the big feet.



LOOK

&

STYLE





This will look great! PREMIUM, FILMIC and full of FRESH and FLUID cinematography. An abundance of filmic finesse is a MUST because off-beat humor like this is MUCH more humorous when it looks beautiful. PREMIUM PRODUCTION VALUES and laugh-out-loud-funny is a mix the audience never expect. Strange but true!

The aesthetic nods towards the Barbie advertising genre, but with a trained eye for filmic FLOURISH and FABULOSITY. It will be vivid and vibrant, always upbeat. Exactly as if we are right there in the heart of the Dream house. We'll create stunning imagery that shows the fittings and fixtures in each space to maximum effect – just like a normal realtor ad – but shot with high-key movie lighting and every tool in our mighty bag of tricks – up-close

and personal handheld, track and dolly for wides and establishing shots, mixed with fluid Steadicam to take us around our cast and dolls. All shot on our trusty ARRI LF at 4K, giving us a beautifully crisp and contemporary look. It's important the scenes are PLANNED and VISUALLY CONSIDERED at every juncture as it should always feel EFFORTLESS and fun to watch.

We'll craft this to the nth degree (possibly more!) with a cinematographer with a delightfully unpronounceable name and FAR more awards than is reasonable or responsible.



BUILDING ESCALATION

This is a premium place where anything can happen (and often does!). Where Paul Giamatti and Zac Efron lives cheek-by-jowl with He-Man. There will be an unmistakable sense of ESCALATION throughout. Each new scene will build on the last, the drama and comedy increasing and growing. We keep mining the gold in UNEXPECTED ways. Just when you thought you'd seen it all, there's more. (And repeat.)

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orchard




CAS

T I N G



When it comes to the kids, we want diversity across the spectrum. Not so much Hasbro kids, but real ones, perfectly imperfect. Gap-toothed, all colors, genders, sizes – this is the clue that all is not as it seems – it is subtle, but it is there! The important thing is instant likability. We want to root for the kids and their dolls against the naughty ne'er-do-wells from real-estate and property.

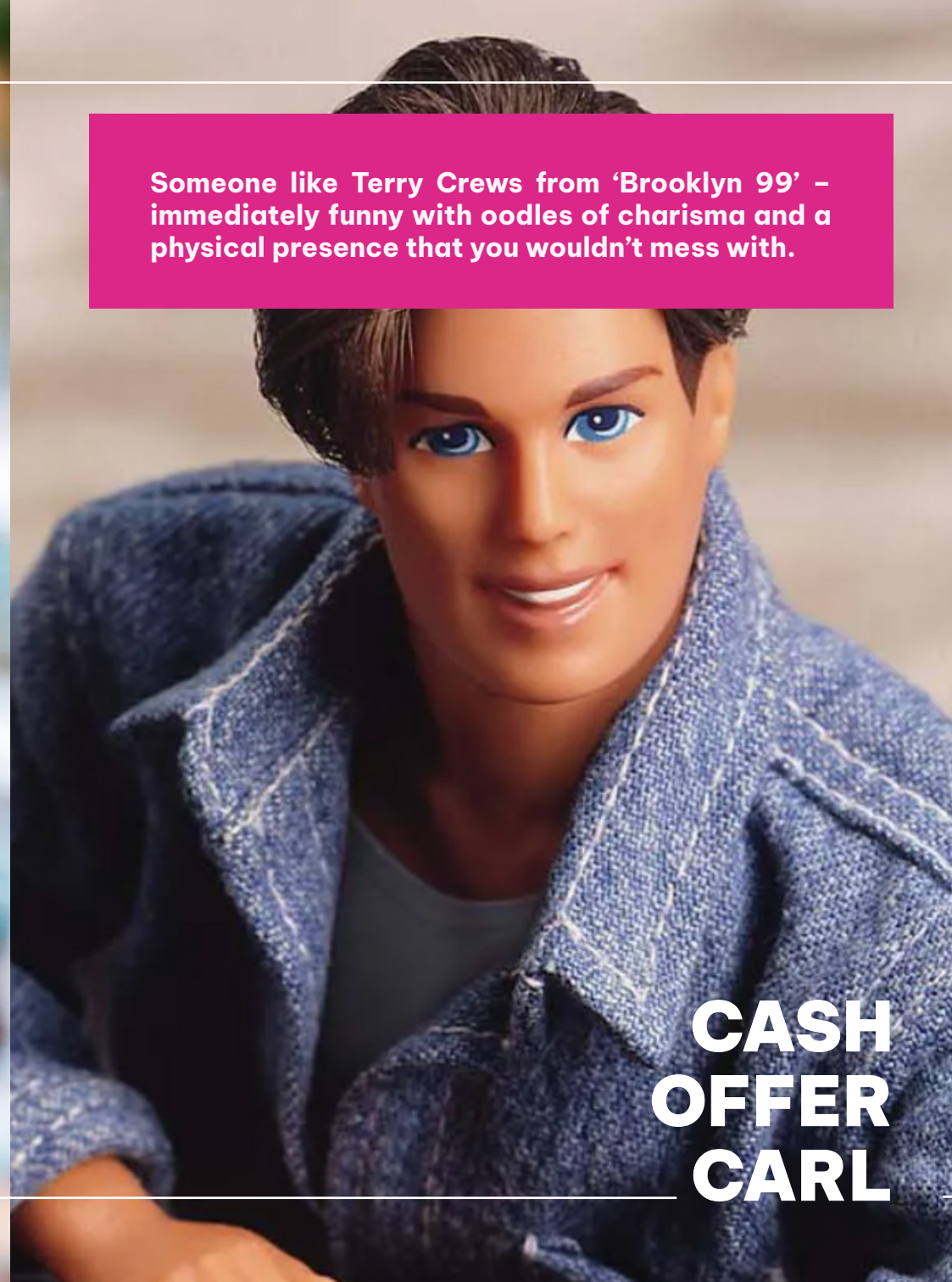
Our property and real estate baddies can be characterful, slightly larger than life figures. NOT caricatures as such, but a quick read who can lean  _____ into the villainy with aplomb.

BETTER OFFER BETTY



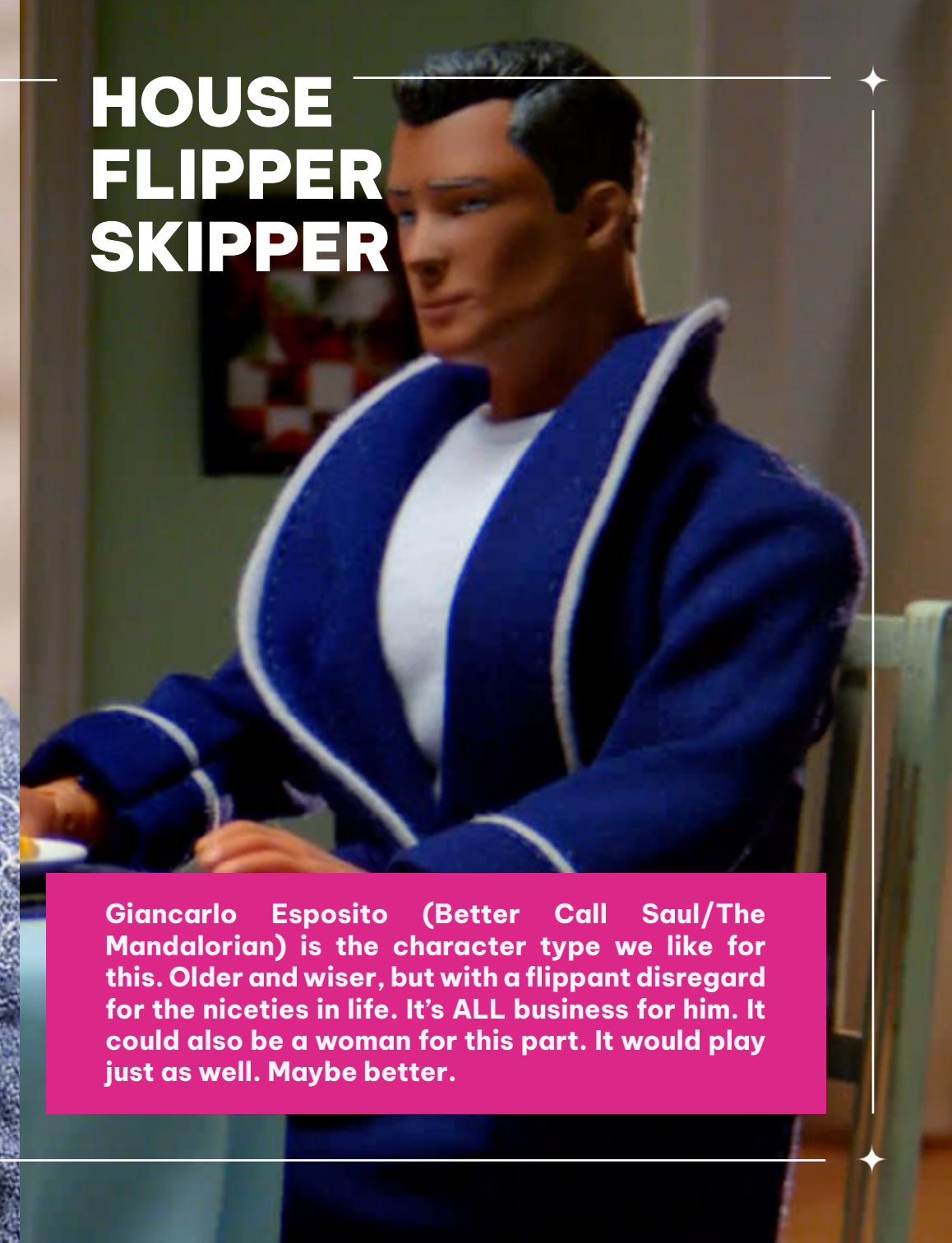
We love the idea of a Drew Barrymore type from 'Santa Clarita Diet' – smiley but pushy and FOCUSED on the deal. Maybe aged about 35 – 45.

Someone like Terry Crews from 'Brooklyn 99' – immediately funny with oodles of charisma and a physical presence that you wouldn't mess with.



CASH OFFER CARL

HOUSE FLIPPER SKIPPER



Giancarlo Esposito (Better Call Saul/The Mandalorian) is the character type we like for this. Older and wiser, but with a flippant disregard for the niceties in life. It's ALL business for him. It could also be a woman for this part. It would play just as well. Maybe better.



We know these lists are subject to change (x17), but our approach is always the same. Having worked with quite a few 'Names' in our time... of various blood sugar levels... we know that getting that NATURAL BANTER and GLOWING WARMTH from every take depends on making them 100% comfortable and relaxed. It's essential the shoot does not feel like a contractual obligation. We will orchestrate their time on set, so it feels unhurried and conducive to MERRIMENT and INVENTIVENESS. Quality bagels, spicy wings and coffee with marvellous milk art also work wonders. Oh, and great tunes always playing from a fantastic speaker. No requests!



DIALOGUE

After we have what is scripted in the “can” (technically the hard drive), we’ll build in some space so the cast can ad-lib and off-the-cuff a little (especially Annie as she has the most material to play with). It should feel fresh and in-the-moment. We often find that these unrehearsed moments provide some real comedy gold, because even though we will be armed with a sack-full of witty nuggets, it should never feel ‘written’, but like a REACTION to what is going on, delivered from WITHIN the scene, if that makes sense. It does! Good. The cast will be Emmy Award standard so this will be a breeze. And amazing to watch!

Barbie Land

FO' REAL





This is an art director's dream. We fully intend to build a perfectly realised Barbie Dream house in miniature and parts of it full-sized (for the Tiny People version). The key is making the spaces feel GENUINE - with layers of TEXTURE and DELICIOUS DETAILING that brings it all to life. It may not be real, but we will believe that it is! Everything that is mentioned - roof deck, pool, and a DJ Booth, etc, will all be part of it. We want some of this to be cutaway reveals like when you flick through a property online - but the stills are "live", just like "Police Squad" (REFS) it is knowing and fun and in keeping with realtor tropes - it also saves screen time in getting us to those spaces. The Dream house in Route 1 will be on a set and we will break everything down into sections so that it's easy to move our camera around the spaces - it MUST be the real Dream house to land the metaphor and get the audience nodding along. **All genders welcome.**

STORIES

What you have written is great! and if we had to shoot tomorrow, we'd be in a good place (probably Los Angeles), but because we are curious and eager, we couldn't help ourselves to expand a little, test the idea and add some more thoughts and ideas to the mix. It's just the start of a creative Ping Pong, _____ that we'd like to have together with you.

Please see this is a **RED PONG** to your PING. Your serve.

A doll with voluminous red hair and blue eyes is the central focus, holding a blue cloth on a clothesline. The background is a blurred suburban neighborhood with houses and other people, suggesting a competitive real estate market.

DREAMHOUSE: 60

(Competitive Market)

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We open on a fairly typical Barbie commercial with girls and boys playing with Barbies and the Dream House. *The shot is wide, warm and welcoming, some kids around the Dream house are playing nicely.*

Annie Murphy enters as the spokesperson - *she walks in, smiles warmly and gets down to kid height - ready to play, or so we think.*

ANNIE: The new Barbie Dream House has everything she's ever wanted!

We cut around to tight shots of the dream house - *just like a realtor's film, maybe the dolls are bring held in position "livin' their best life".*

ANNIE (enthusiastic): A roof deck, a pool, and a DJ Booth!

MUSIC UP: *Barbie's ready for fun!*

ANNIE: But what's this? Better Offer Betty wants to buy the dream house, too!

Another kid shows up with a 'Better Offer Betty' doll holding a tiny offer letter. *We see Annie's hand putting Better Offer Betty' into position - right "in the face" of the other dolls - WOAHA Aggressive... not Passive! The hand is outstretched with an envelope ready to go. Maybe the tiny envelope is covered with a \$\$\$\$\$\$ pattern.*

BARBIE KID: Betty who?

BARBIE KID2: What is this game?

ANNIE: And oh no - there's also interest from Cash Offer Carl and House Flipper Skipper.

Two more kids enter with dolls. Cash Offer Carl has a tiny suitcase of cash and House Flipper Skipper has a tiny sledgehammer.

Annie props BETTER OFFER BETTY against the wall - arm outstretched with the envelop in (maybe she drops it as if in shock at the new arrivals' appearance. In come CASH OFFER CARL and HOUSE FLIPPER SKIPPER, one in each of Annie's hands. The kids back up their dolls.

ANNIE IMPERSONATES CASH OFFER CARL: All cash, baby.

ANNIE IMPERSONATES HOUSE FLIPPER SKIPPER: Let's tear it to the studs!

MUSIC UP: *Oh no Barbie just might lose
Whatever will you dooooo?*

ANNIE: It's a super competitive market. But Barbie can buy with confidence with a Verified Partner Agent from Rocket Homes and a Verified Approval with her financials backed Rocket Mortgage.

We go in tight on Barbie's face.

BARBIE KID: Awesome!

ALL THE KIDS: *YAAAAAAAAAYYYYYYYY!*

ANNIE IMPERSONATES SKIPPER KID: Aw man. House Flipper Skipper wanted to smash something...

With a very small movement the HOUSE FLIPPER SKIPPER doll tries to punch the glass of a kitchen dresser. But it's plastic of course, so nothing happens.

Annie drops the dolls and they fall over clumsily.

We cut to see Annie looking at the app - her point is made.

ANNIE: (looking at the Rocket Homes app) **Hey! I found a fixer-upper castle on Rocket Homes!**

We reveal she's talking about He-Man's Castle Greyskull nearby.

We contra zoom to the Castle for added DRAMA.

BOY WITH HE-MAN: It has really good bones, but bad neighbors.

We reveal a boy with a Skeleton Doll next to He-Man.

SKELETOR KID: (evil Skeleton laugh) **Mwahahaha!**

The He-Man looks at the kid as if seeing him properly for the first time... "Like, wtf, dude?"

We cut to the end mnemonic with app demo.

ANNIE VO: Get your dream house with Rocket Homes, together with Rocket Mortgage. When you want to find and finance all in one place, Rocket Can.

END MNEMONIC: When you're ready to find and finance, Rocket Can.

We cut to a button. We see the Girl with Barbie playing with a Boy with Mover Ken Dolls. He's moving Barbie into the Dream House.

Maybe it's Annie with the Mover Ken Doll - she's feeling bad about the "takeover" and is trying to do something nice.

Her doll has a skyscraper of tiny boxes in his plastic arms.

BOY WITH KEN/ANNIE: Err... How many boxes do you have?

A man in a blue polo shirt is in the foreground, holding a microphone and gesturing with his other hand. In the background, several other men in similar blue shirts are also holding microphones and gesturing, standing in front of a row of houses with gabled roofs. The scene is set outdoors under a bright sky with clouds.

✦ DREAMHOUSE: 60 ✦

(Tiny People)

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We go close on Barbie. Her face has changed (literally) and she look sad.

BARBIE KID: I... I don't understand...

We reveal a doll-sized real estate agent - Verified Agent Val - next to the plastic Barbie doll. She explains to the kid.

VERIFIED AGENT VAL: Hey - Verified Agent Val here. Look, it's a super competitive housing market. But all you house-thirsty people can back off. Barbie used Rocket Homes to get a verified agent - me - schedule a home tour, and she used Rocket Mortgage to get a Verified Approval and land the deal. It's done-zo.

Cash Offer Carl speaks to the inanimate plastic Barbie Doll.

Maybe he has already gone up the stairs and shouts down while leaning over the balcony - cheeky!

CASH OFFER CARL: I'll give you 10k cash right now to pull your deal.

A tiny bundle of money lands right next to her from above. The Barbie just sits silently, stone-faced.

BETTER OFFER BETTY: Tough negotiator.

PAUL GIAMATTI: (looking at Rocket Homes on his phone) **Hey! I found a cozy fixer-upper castle on Rocket Homes just around the corner.**

We reveal he's talking about He-Man's Castle Greyskull nearby.

We see a picture on the phone but it is "live". There's a boy minding his own business, playing with He-Man, totally taken off guard as Paul Giamatti walks into frame. He looks tiny... wtf?!

HE-MAN BOY: Wait, what's happening?

VO: Compete with confidence with Rocket Homes, together with Rocket Mortgage. When you're ready to find and finance your dream home, Rocket Can.

END MNEMONIC: When you're ready to find and finance, Rocket Can.

We cut to a button. We see a doll-sized Zac Efron moving Barbie's boxes into the Dream House.

ZAC: Ugh, so many boxes. A little help, He-Man?
We cut to He-Man, stone-faced, unmoving.

ZAC: Really? Nothing?





✦ TRAILER ✦

TRAILER

We see Barbie on set, behind the scenes, bumping into ANNIE MURPHY. Maybe we open on Annie, she is in front of the hair and make up mirror.

ANNIE: Hey Barbie! I'm so excited to be in this Rocket Homes commercial with you for the big game! You're a true legend.

Pull wider and see that Barbie is sitting in the next chair.

BARBIE: I'm excited, too. But, why is your trailer so much bigger than mine?

We cut to a wide to reveal that Annie has a pretty normal trailer - let's exaggerate it a little, it makes it much funnier. But Barbie's trailer next to it is, of course, Barbie-sized and about a foot tall.

ANNIE: Ummm, I don't know. I mean proportionally it's probably the same size, right? Plus, yours comes with a pool and a campfire.

BARBIE: Good point! Wanna do smores later?

ANNIE: Obvs... / facial?

END CARD: Look for Rocket Homes on the Big Game. 2/13/2021.



JOBS



JOBS

We see Barbie on set with Annie, speaking to camera. It's all set up very seriously, like a junket that stars do before a movie.

ANNIE: Hey everyone - I'll be starring in a Rocket Homes commercial this Sunday with the one and only Barbie. (to Barbie) Have you ever been in a Big Game commercial before, Barbie?

BARBIE: No, I don't think I have.

ANNIE: Well, this must be very ~~excit-~~

BARBIE: (interrupting) But I have been a doctor, lawyer, hairdresser, firefighter, police officer, Mountie, astronaut, rock star, rap star, rock climber, bee keeper, interior designer, paleontologist, marine biologist, fashion designer, architect, ballet dancer, disco dancer, ballroom dancer, ice dancer, gymnast, dentist, paramedic, paratrooper, Army medic, Air Force pilot, geologist, boxer, race car driver, and President...

ANNIE: Oh, ok. Cool. That's...a lot....

Or maybe Annie says nothing and rolls her eyes a little - after all SHE is the star right?

BARBIE: (through the end titles) Also a banker, cat burglar, news reporter, chicken farmer...

END CARD: Look for Rocket Homes on the Big Game. 2/13/2021.

A close-up photograph of Barbie and Ken dolls sitting in a toy car. Barbie is on the right, wearing a pink top and a pink earring, looking forward. Ken is on the left, wearing a blue and white striped sweater, looking slightly to the right. The text "BIG GAME BARBIE" is overlaid in the center in a bold, white, sans-serif font, with small white sparkles on either side.

✦ **BIG GAME BARBIE** ✦

BIG GAME BARBIE

We open on what feels like a Barbie commercial for a new Barbie, wearing a football jersey.

ANNIE VO: Introducing Big Game Barbie! She's making her Big Game debut with Rocket Homes and has everything she needs to party!

We see tiny toy Barbie accessories in tight shots around her tiny living room.

ANNIE VO: She comes with 7-layer dip!

A cake her friend made, that's supposed to be shaped like a football, but looks more like a brown basketball!

And a 6-inch TV screen! Whoaaaaaa! Massive!

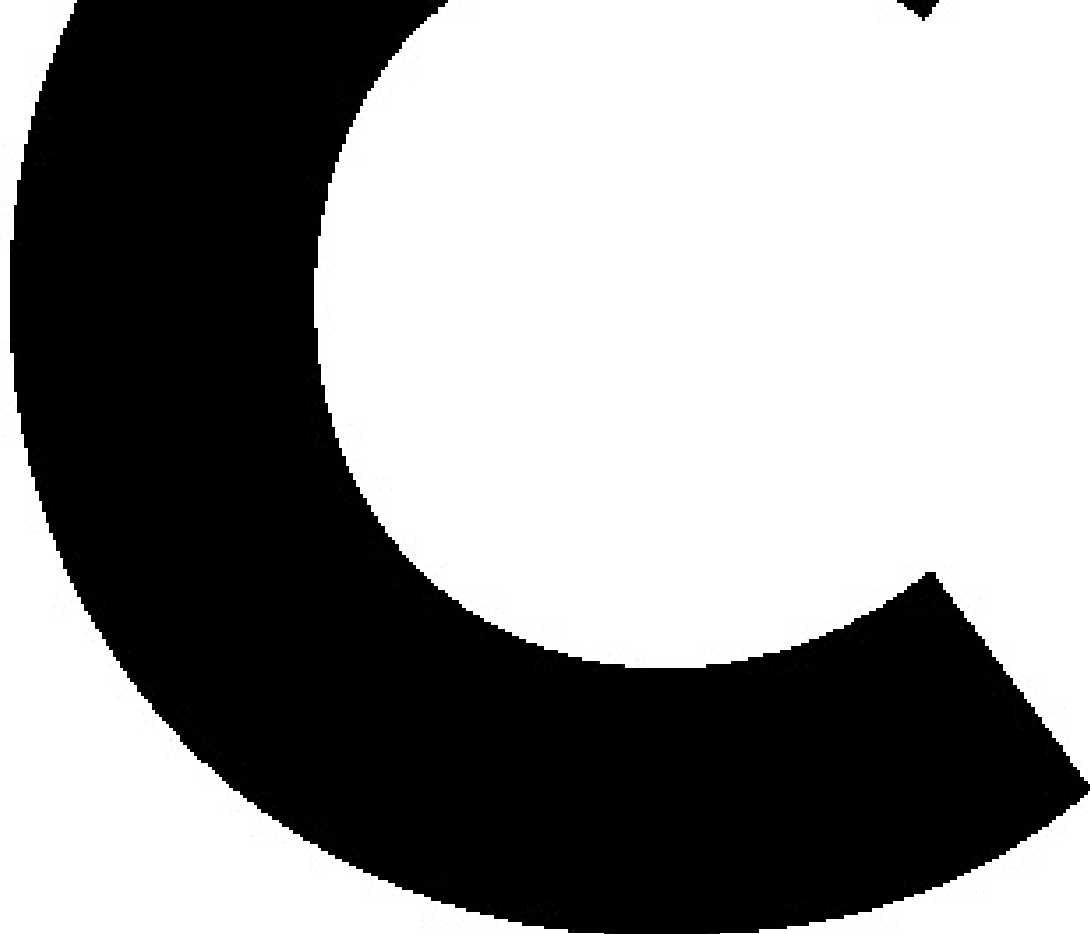
Barbie is ready for kickoff!

SUPER: See Barbie make her big game debut.

END CARD: Look for Rocket Homes on the Big Game. 2/13/2021.

BRANDING

There's a nice opportunity to bring the Rocket Homes brand palette into the visual world, just to give everything a gentle (or not!) semiotic nudge in the ribs. It's a really nice way to connect the brand to the film, so that as the logo comes up everything feels 'tied up' and smart. Never too corporate (we had to spell check that), but just enough to blush in all the right places.



HOW IT WILL SOUND

We make it sound like the band are **REACTING** to what Annie is saying, as if they are watching the action play out. We'll lean heavily into the Barbie advertising genre and elevate it to meet the entertainment needs of a far older, far bigger, BBQ sauce fingered audience. Quirkily does it! Adding SFX to proceedings will give that extra layer of wit and interest as we pull the audience into the moment.

The fight in Ant Man is a genius-level way of heightening the comedy of size and scale.



It's early days (and indeed, the early hours), but the spots will really come to life with the music track. There's a lot of dialogue and it's crucial we hear every word, so we need to make sure our singing Barbie track isn't too "busy". Let's hit the studio and make a funny, on-point song that encapsulates the childlike simplicity of the concept. Cheeky! But not the Cheeky Girls. We LOVE this stuff.

Here's one we made earlier:



A detailed LEGO Technic set of the Traktor Towers in Venice. The structure is built primarily from green Technic bricks, forming two tall, cylindrical towers with a central archway. The towers are decorated with yellow and grey Technic pieces. In the center archway, there is a small brown door with a black shield and two crossed swords mounted above it. A Traktor minifigure, a character with a yellow head and a red and white striped shirt, stands in the doorway holding a white sword. The background is a dark, textured blue.

FURTHERMORE...

This is just a summary of our initial burst of thoughts and notions, following our call. There is a **HUGE** amount to love here and more (or less) where this came from. The next step is to talk about which way in we want to go specifically, then to delve deeper into all the fun details that will make every second of this rewarding, endlessly re-watchable, and **RIOTOUSLY ENTERTAINING**. We are literally humming with excitement. This is an unmissable opportunity to create a world-famous spot and that's something we **LOVE** to do.

We look forward to discussing all this, and more (or less), with you as soon as is humanly possible. Or sooner.
Much love,

TRAKTOR

TRAKTOR TOWERS, VENICE