Mering Carson

NFL: run

CONVEYORLAND

Radium

NFL: "SUPER BOWL RUN"

Concept - **Conveyorland**

In a further development of the runner-on-treadmill idea, we follow our athlete through a complex world where he is exposed to the elements and a variety of training exercises, disguised as "real-life" scenarios. This world is no 2D flat space, but a truly remarkable, multi-belted set in which each belt contains a different season and/or locale. And importantly, we don't want to make it subtle. Football after all, is not subtle, and being a Super Bowl spot, we want to make sure the visuals and dynamism are such that the viewer is brought immediately into our world.

The main "triggers" for him changing from belt to belt would be obstacles in his path, be it construction equipment on the streets or paparazzi during the draft, we want to make sure the spot feels as real, albeit in a surreal way, as possible. Dynamic camera moves help the story along.

We start by tracking our player running over a seemingly normal-looking city escape. We slowly orbit behind him when we realize something is not as normal as we thought... not even 100 yards ahead of him the world literally ends, with the buildings coming "around the bend" so to speak. Bam! The secret is out. Some obstacle pops up in the street, forcing our hero to side-step it and land on the next belt over. Trees and a winter landscape looms. We follow him running through a very cold place; snow blasts his face as faraway mountains slowly move by. As he runs parallel to the tree line, a bear (or other appropriate mascot) comes around the bend, and as our athlete avoids it and does a flip on his back he lands on the next belt over where he is suddenly surrounded by photographers and fans: The Draft. He slows down enough to get a few photos for the morning papers and to try his new jersey. We cut to him taking off again as a row of tires on the floor force him to do a quick step. He avoids a couple of 300 lbs defense players, a goal post wipes frame and we are now running with him as he enters a game, now in full gear. In the background we see the remaining pieces of the stadium rotate into place.

An interesting alternative ending would be a quick shot to show what we've been running through all along: a wide shot with the multi-belt world in all its magnificence.

We flash to the NFL logo.

Ra
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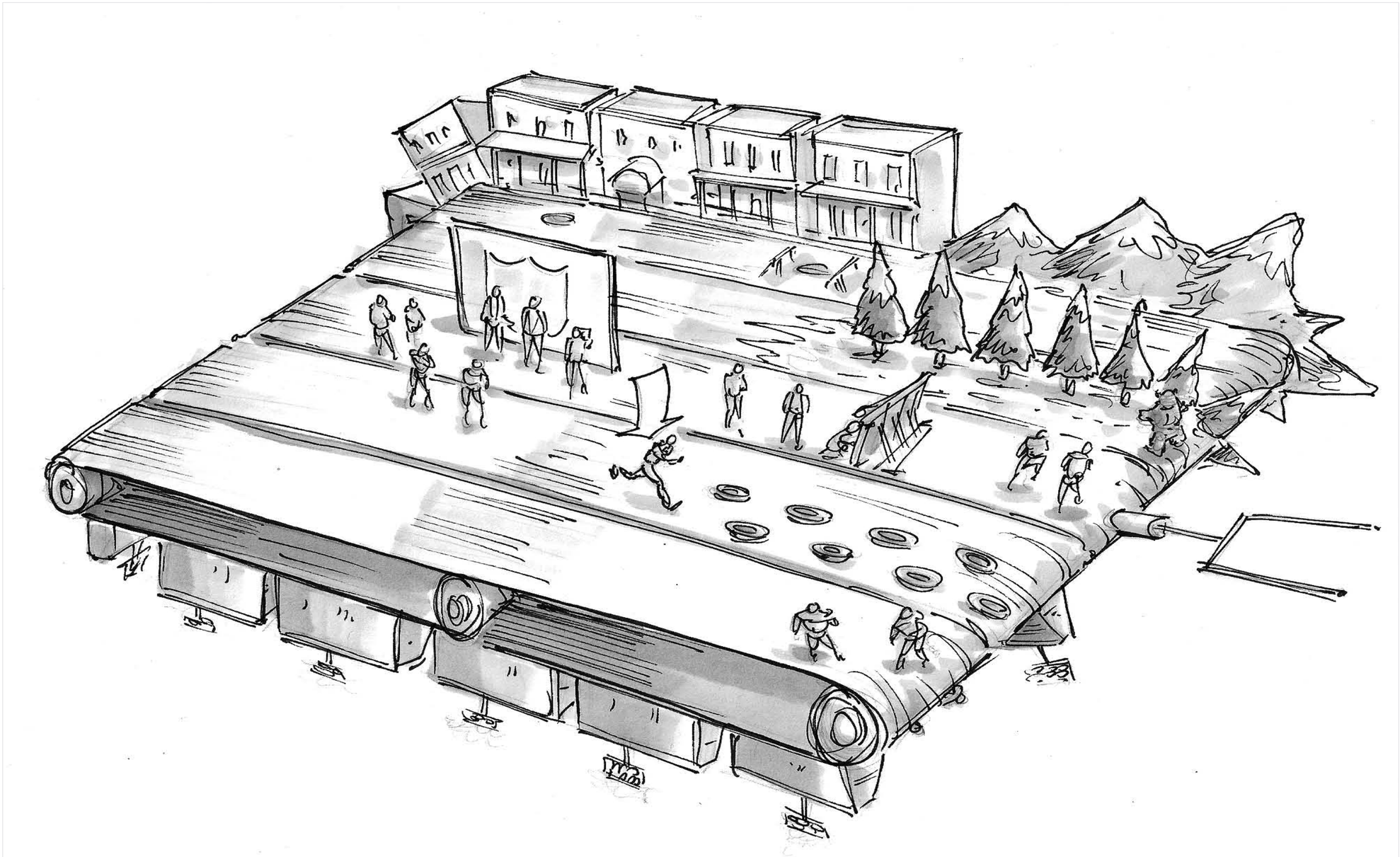

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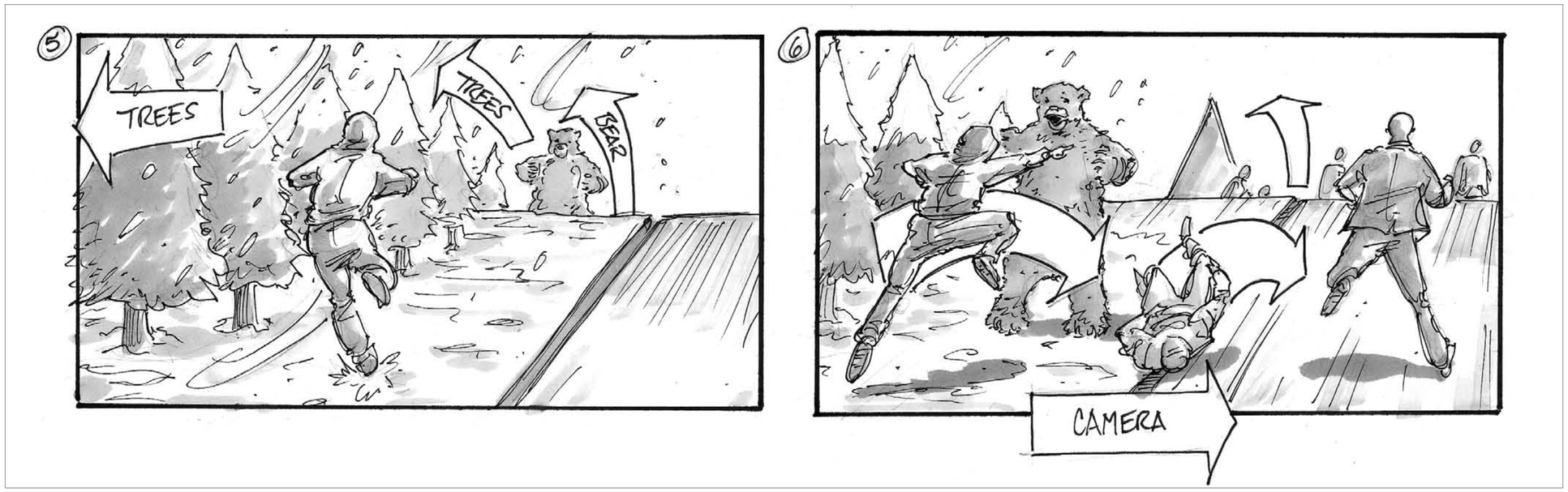

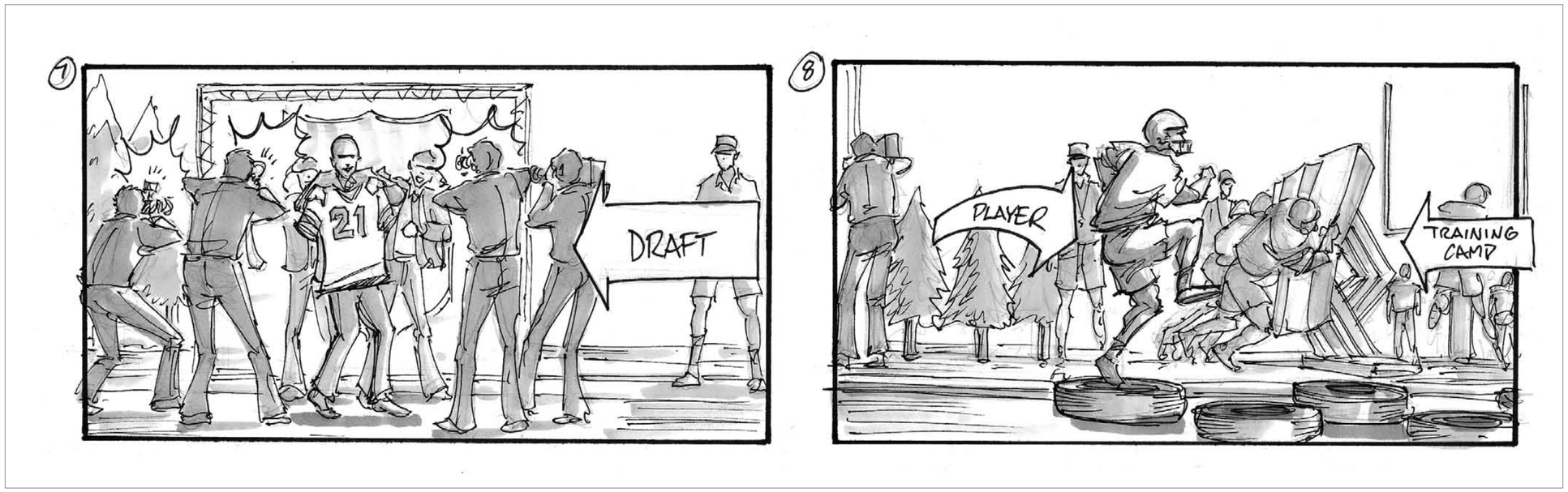

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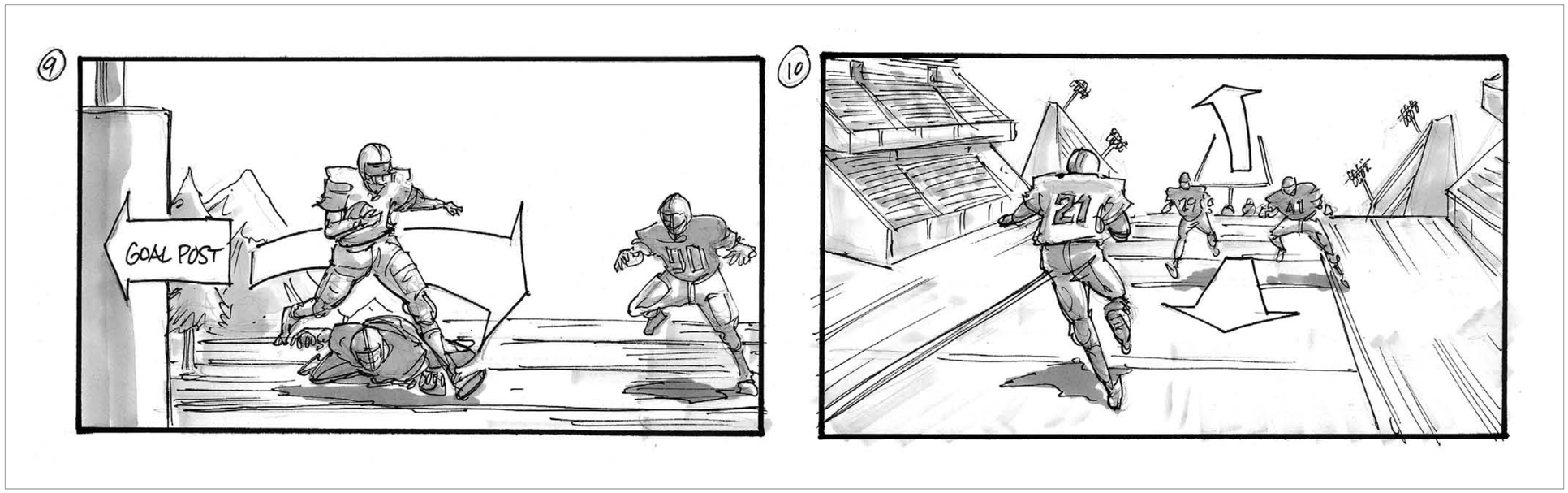
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