



UPROAR!

Candyland & Rubik's 360

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Candyland "Seeds of Imagination"

When I was a kid, growing up in Argentina, my mom used to take me to a place called "City of Children", and what I remember the most was the fact that everything was "kid-scale". The place was big, but it had small buildings, small cars, a small park. And that made it incredibly magical. Here was an entire city built for me!

So what is it that makes a place magical in the eyes of a child? What gets them excited and happy? I believe it is the possibility to see the impossible, to play in a land of fantasy; to reach out and live a life that is not their day-to-day.

Well, I may be trying to channel my young self or my sons there, but this is a fantastic spot, and that is what we are going after.

This will be a story seen through our youngling's eyes. He will lead Mom to Candyland and show her the way. This will be his world after all and we intend to create it both with a child's imagination in mind and with a nod to surrealism and the inevitable adult that will make the decision to spend dollars in it.

The live action will be airy and modern, without a lot of clutter to distract us from the magic. Our mom and kid playfully sitting on a clean yard to start, and as they drop the shiny treasure on the ground, a vine with unwrapping candy-flowers starts to manifest in front of our awestruck child. It will have flowers made up of candy canes and glistening lollipops to water our kid's mouth in excitement. We cut to his look of wonder as a big wide smile opens up. "Lets go mom, I want to show you something!"

With a combination of skillfully shot green screen elements, and gorgeous matte paintings and CGI, we'll create the Candyland universe to which our family travels. The clouds will be swirly, the giant lollipop oasis will cast a shade on our travelers and the colorful path will lead to a magic castle in the distance, surrounded by enormous cup cakes. Follow the rainbow road!

Our game play footage will be equally beautiful. Game shots run the danger of being a bit dull sometimes, but we intend them to be as captivating as the Candyland sequence. I envision a fluffy white carpet on an airy and bright room. Some color furniture in the background gives us a sense of space without intruding; a modern room for our mom and boy to happily enjoy their game and show us how to do it.

After the boy wins this round, we'll cut once again to our Candyland universe and follow them as, this time, get closer and closer to the magical castle.

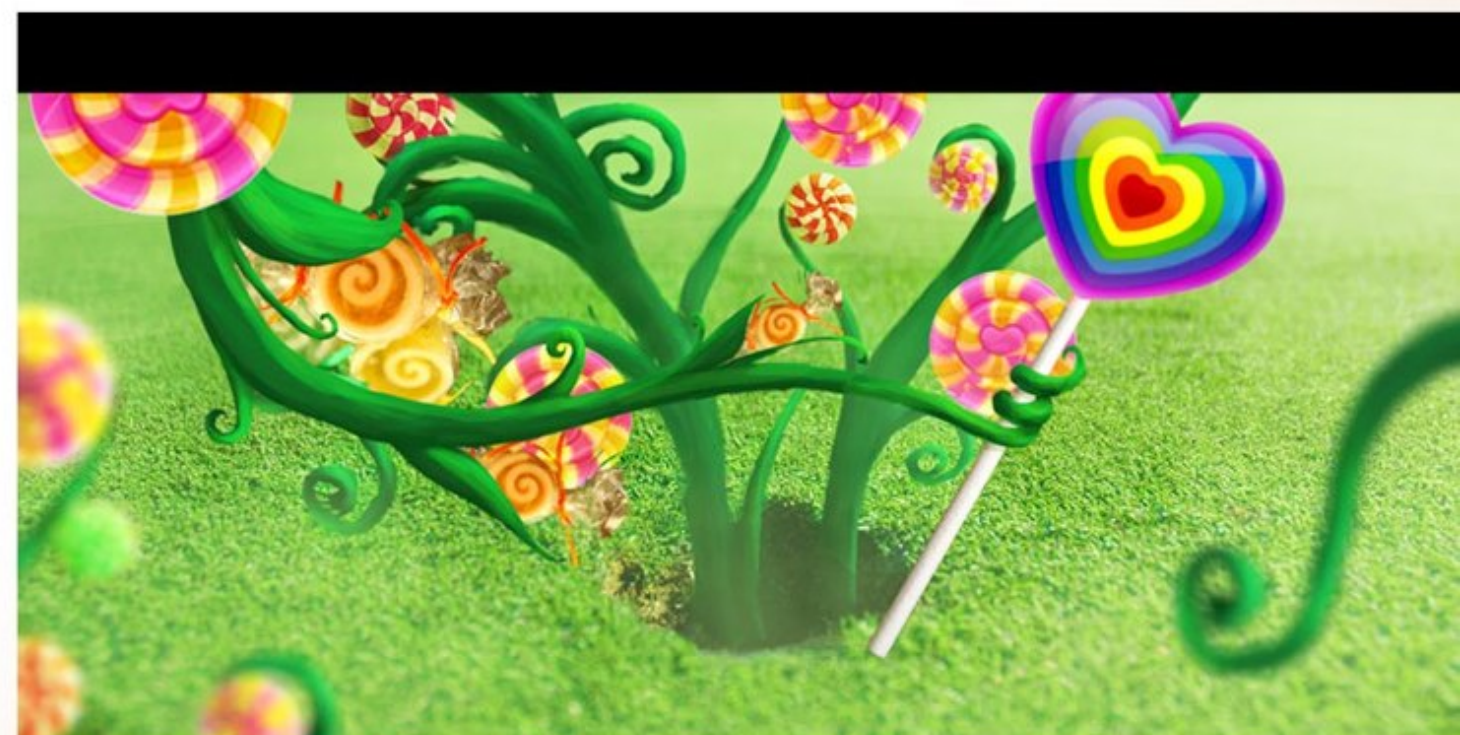
Beautiful and magical.



Frame 1



Frame 2



Frame 3





UPROAR!: Candyland & Rubik's 360

Rubik's 360 :15

There's something wonderfully odd about this spot. For anyone familiar with both the original Rubik's Cube and any video game from the last 20 years, obsession is definitely part of the allure. And what better way to portray that obsession than by submerging our hero in an alternate world? He is so lost in the intricacies of the 360 that his world literally gets ripped from its hinges and thrown into turmoil.

It's a totally absorbing experience.

He is not oblivious however, he just does not seem to mind. His only thoughts are with his 360 and the devilishly intricate puzzle he is trying to solve. He walks out of his suburban home, already rapt in his 360. We cut to the sidewalk and suddenly the entire world beyond goes upside down. We follow him as he contorts his body in unison with the little sphere moving carefully through the maze. The world follows. Cut to a close-up of the 360 with a CGI insert to showing once again the little sphere turning around a corner. The world once again follows...

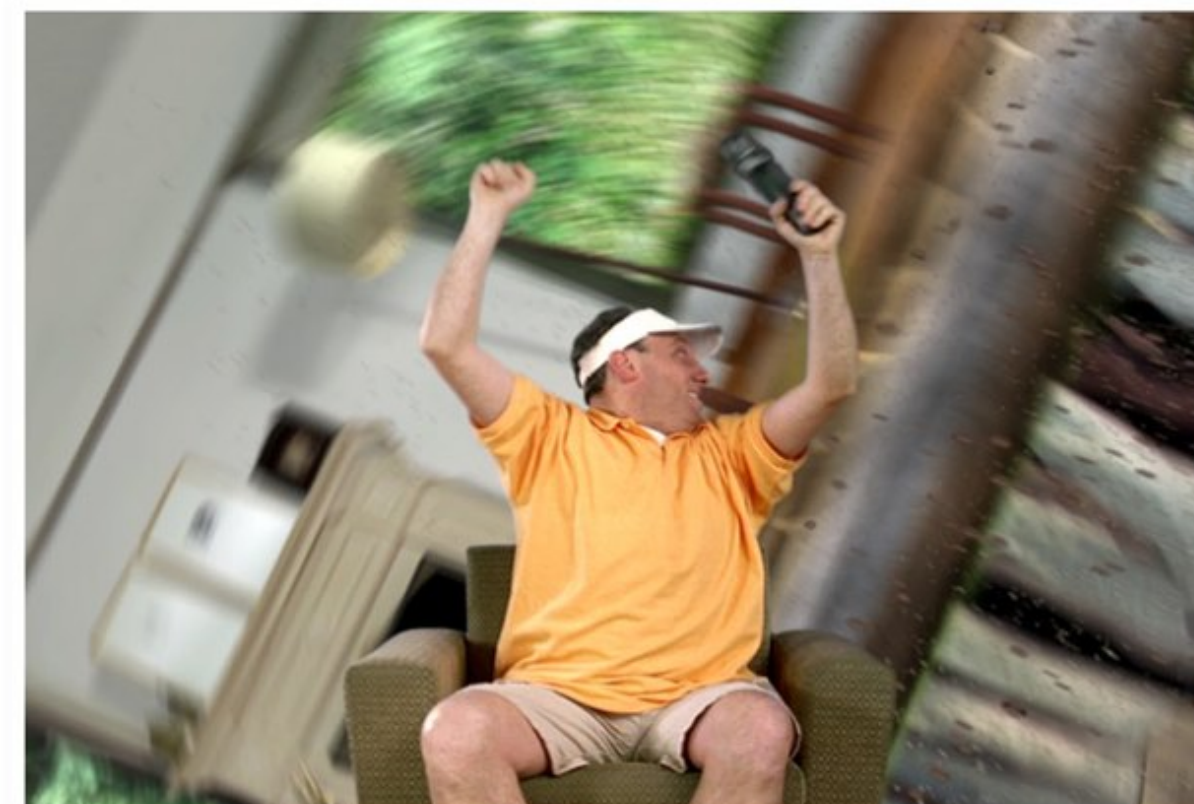
He is absolutely consumed. So consumed in fact, that he ends up knee-deep on a fountain. Only then his attention veers outwards and realizes what just happened. Someone walks by and looks at him funny, and he can only smile and shrug, as if to say "yeah, I do this every day!"

We'd like to bring a surreal take to the spot by shooting our hero on location and trying as much as possible to capture the effects in camera. Let me explain. By utilizing green-screen live action, and rotating camera background plates combined with stylish CGI elements, we will create an incredible visual tour-de-force. What's important is to make sure the VFX are integral to the story but do not overwhelm it. It is, after all, a spot about an experience our hero is having, so I think it's paramount to strike a balance.

Furthermore, by carefully previsualizing every shot prior to live action shooting, we'll reach two goals: getting overall timing for the :15 as well as making sure every "t" is crossed given our limited resources.

We look forward to working with you bringing these wonderfully captivating concepts to life.

Aladino Debert
Director, Radium Inc.



These are reference frames for a transforming world, achieved in a similar fashion to what we are proposing for Rubik's 360.