



MERING CARSON

NFL NETWORK: CONVEYORLAND & QUADRANTS

4.3.09



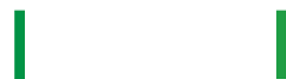


NFL Media spots are in essence about the delivery systems by which fans can access information about teams, games, etc. Be it a mobile phone, NFL Networks or NFL.com, information is always available for the picking and more importantly, it allows the fans to participate in a way the mere watching of a game cannot provide. So how can the "journey" be defined by the device that delivers it? How can we portray the fact that the devices are portals through which the fans become part of the NFL world?

With those thoughts in mind, and happily recognizing the fact that we all liked two of the original ideas we developed for the Super Bowl spots (Conveyorland and Quadrants), we propose modifying some of the concepts while maintaining the core visual impact of the spots.

We are delighted to work with you as a team, and we look forward to helping you develop these ideas.

Aladino Debert
Director



Conveyorland

We are proposing two variants on a redevelopment of Conveyorland. One (#1) is for "NFL general market", the other (#2) is bringing the concepts of NFL Media into the story.

Let me explain further.

1. In this version we follow one or more athletes through the crazy multi-belted world of Conveyorland as they train to play against the likeliest teams they would encounter on the season. For the purpose of this pitch we chose the Cowboys, Steelers and Buffalo Bills, but obviously we can pick and choose any number of teams.

What's most important is that they are instantly recognizable as "themes". The reason for this is that each belt on the fantasy world is essentially a specific team's "theme park". So the Dallas Cowboys' belt is built as an Old West town, replete with wagons, horses and saloons. But this is not walk in the park. The belt also comes replete with opposing players that test our athlete's fitness and strength.

The Pittsburgh Steelers' world is a hellish training camp with enormous vats of molten metal and searing heat. The Buffalo Bills have a stampede of buffaloes as defense... the opportunities are endless.

What's important is to convey the idea that NFL players train as hard as they play, if not harder, and Conveyorland is the fantasy world that allows them to be the best of the best.

2. The NFL Media version of this spot puts a twist on the concept of a training camp. The idea is that there's so much information available to fans via their device of choice (phone, TV, web), that they can transport themselves to the same training camp their favorite players train on: Conveyorland.

The interesting thing about this is the idea (further developed on Quadrants) of a single story viewed from different angles. So we can explore multiple fans entering this fantasy world as they access information about the NFL.



NFL Network: Quadrants

Quadrants

Last time we explored this concept we followed our runner/player through his training routine, while we showed the idea of time passing and seasons by dividing the frame into four dynamically animated sections, each of which shows a different season of the year.

This time around we want to utilize the quadrants to convey the multiple ways in which fans can access information through their device of choice.

Quentin Tarantino's now-classic Pulp Fiction was the benchmark for showing multiple points of view on a single story. In a similar vein (but I assure you, less violent!) we'd like to use this design to follow four friends as they each access NFL-related data about two games (four teams).

The idea is to show recognizable moments on each game viewed from a different angle (a dynamic band on the screen). As the game progresses, and two teams win and eventually face each other in one single game, the four stories get intertwined and become one, as our fans all celebrate their team's win.

This concept is full of potential and we'll be glad to further develop it with your team.

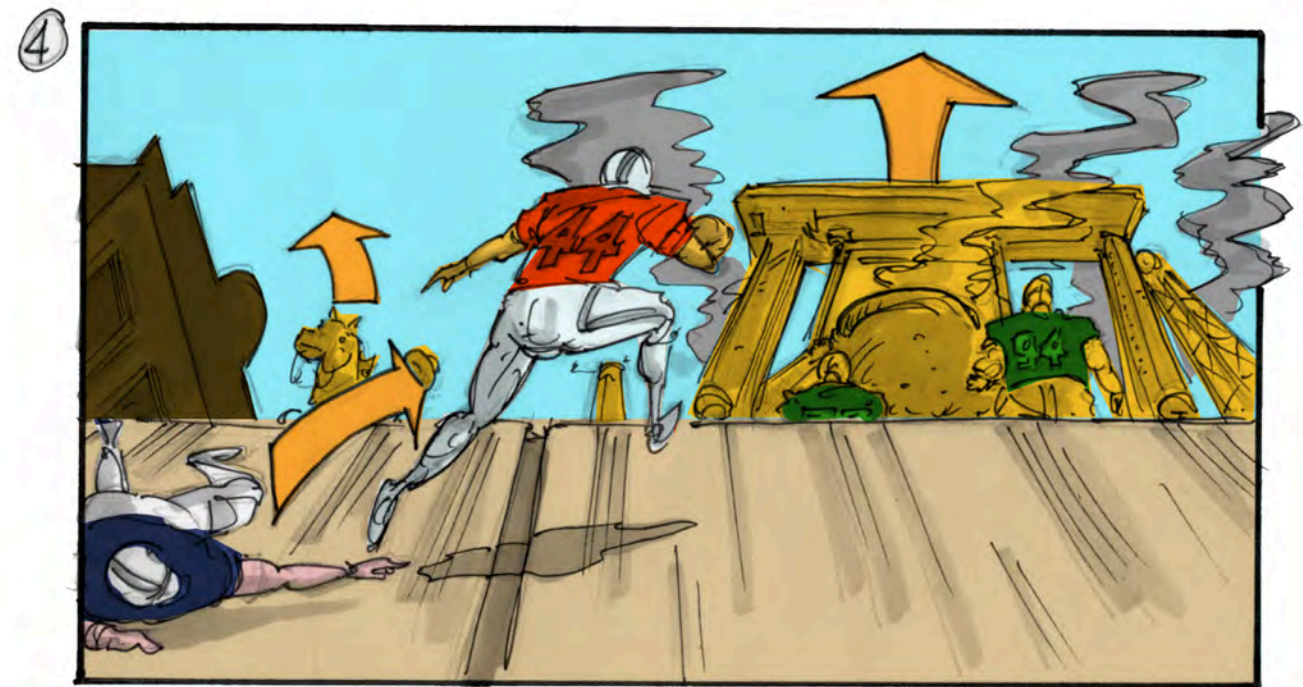


Conveyorland: General

NFL RUN - CONVEYORLAND CONCEPT ONE PAGE ONE



NFL RUN - CONVEYORLAND CONCEPT ONE PAGE TWO

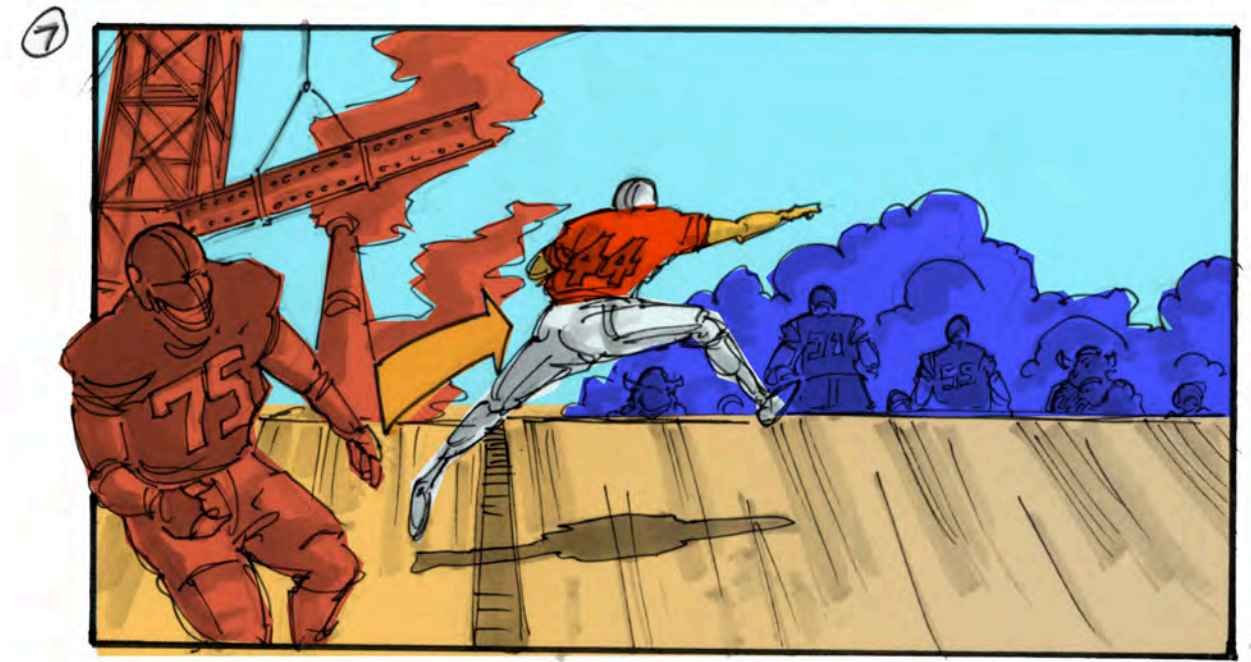


Conveyorland: Genral

NFL RUN - CONVEYORLAND CONCEPT ONE PAGE THREE

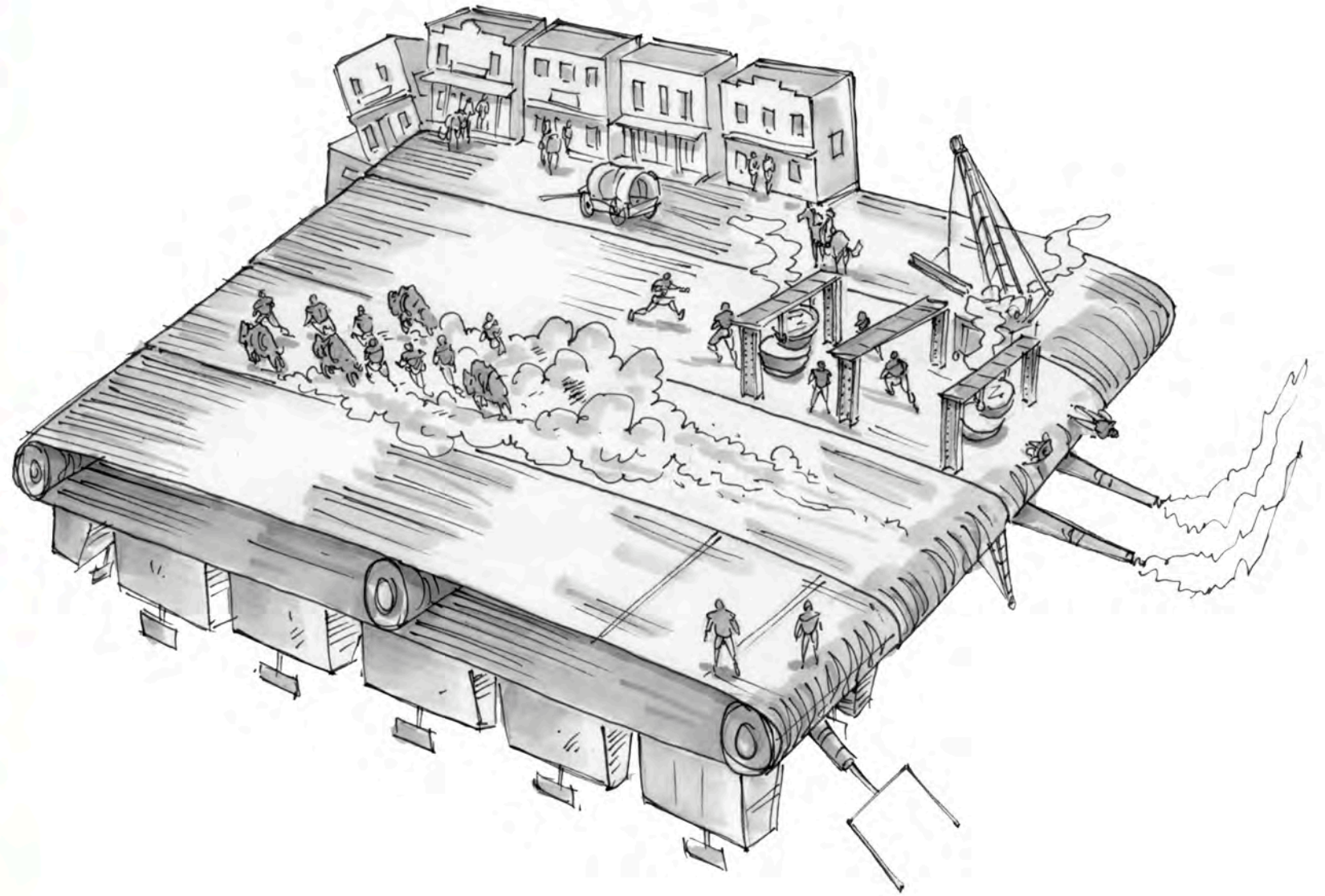
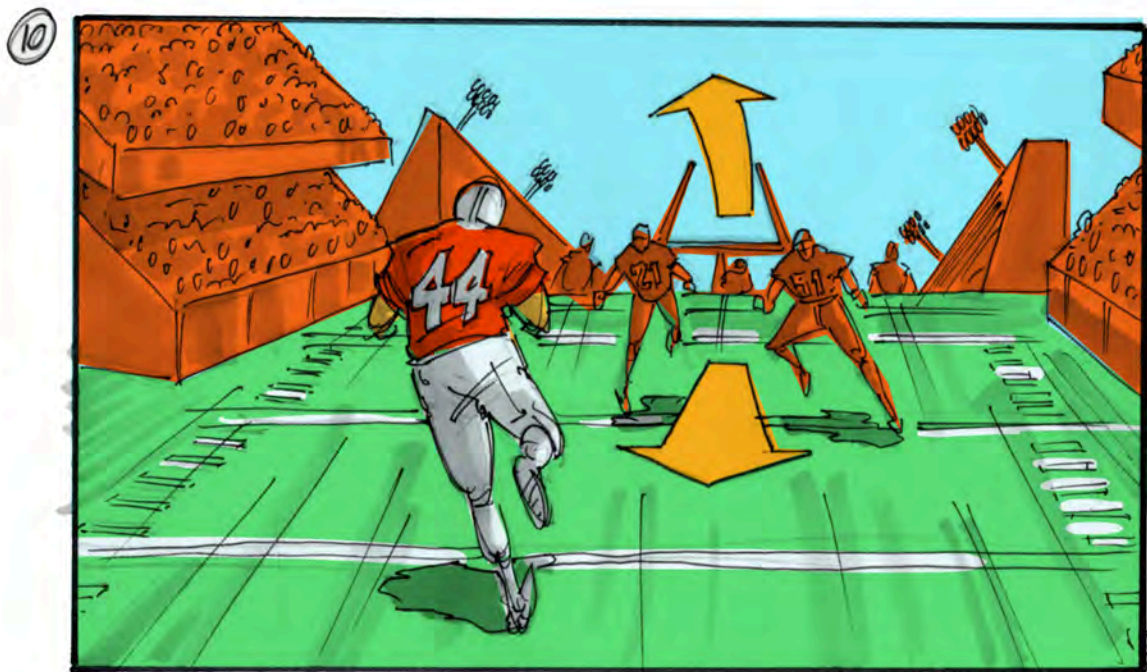
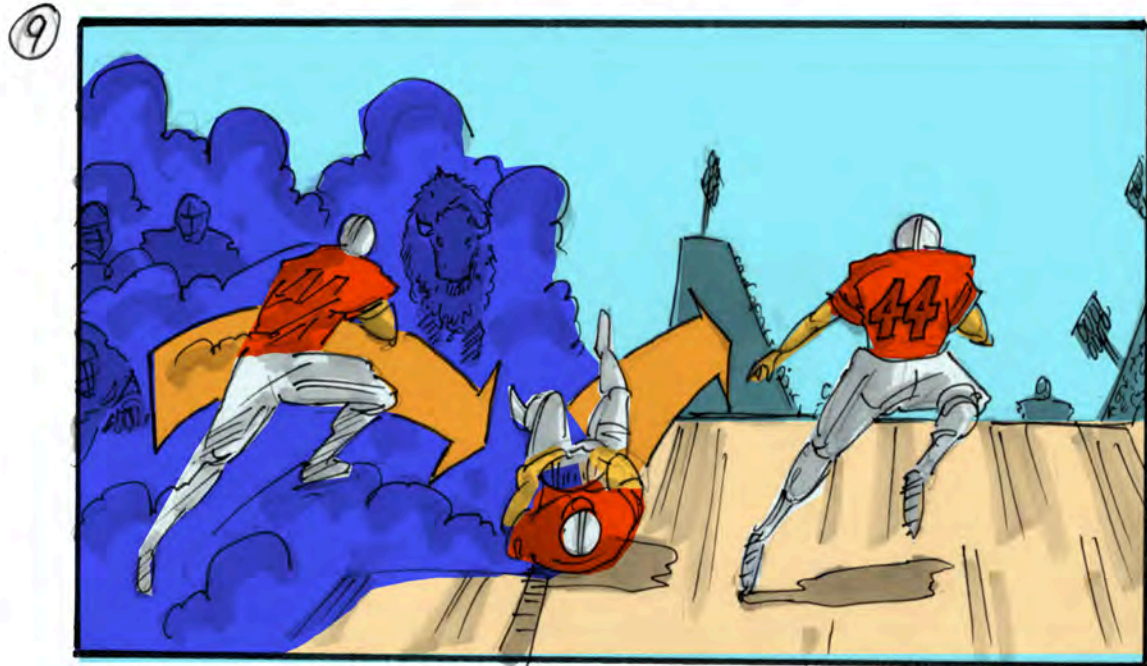


NFL RUN - CONVEYORLAND CONCEPT ONE PAGE FOUR



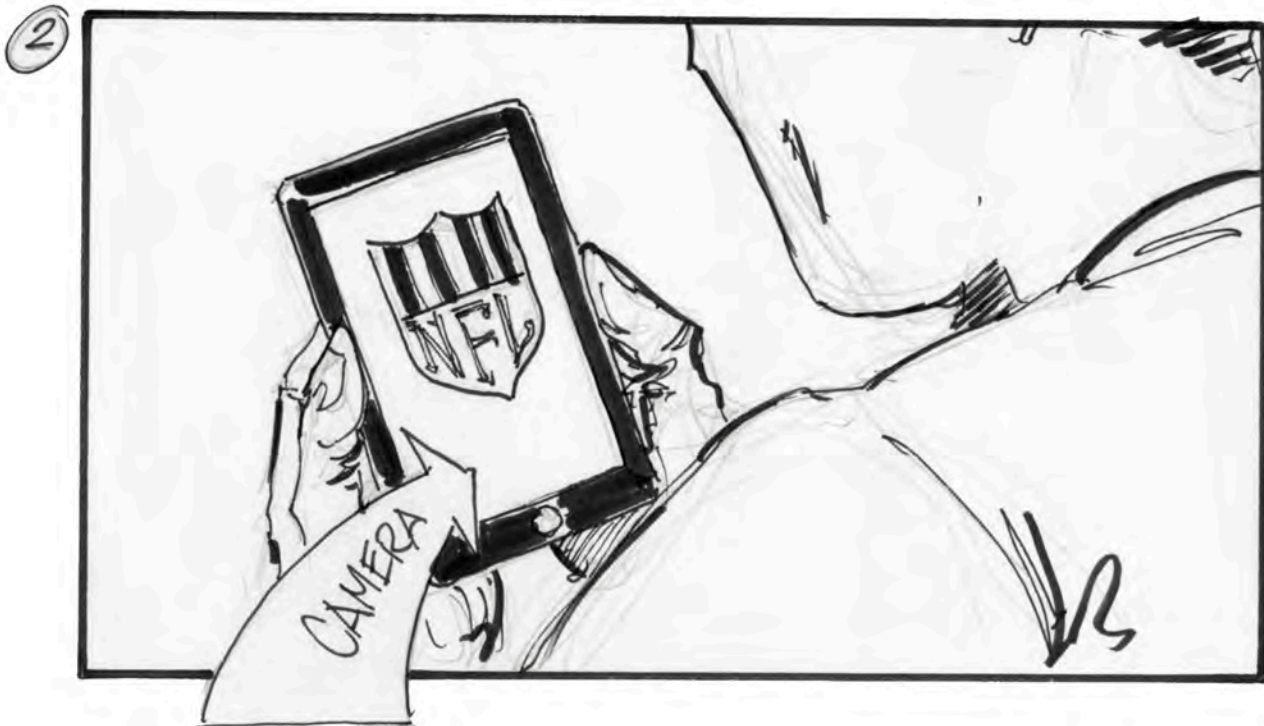
Conveyorland: General

NFL RUN- CONVEYORLAND CONCEPT ONE PAGE FIVE

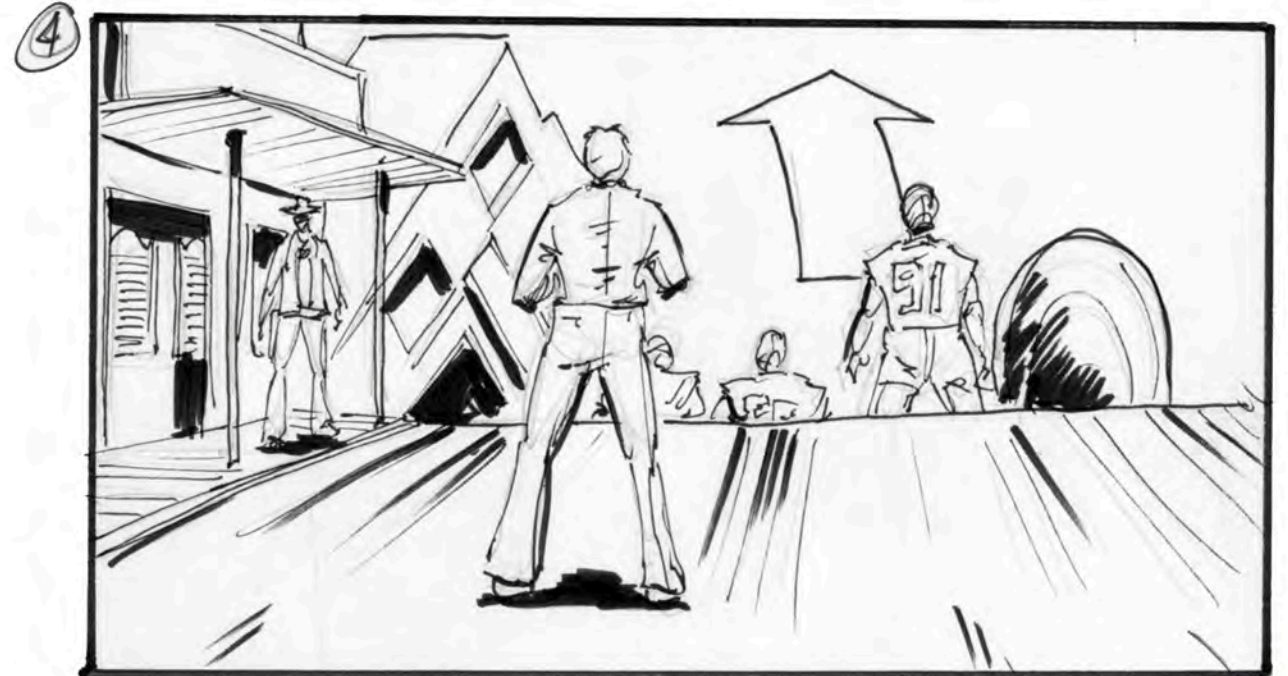
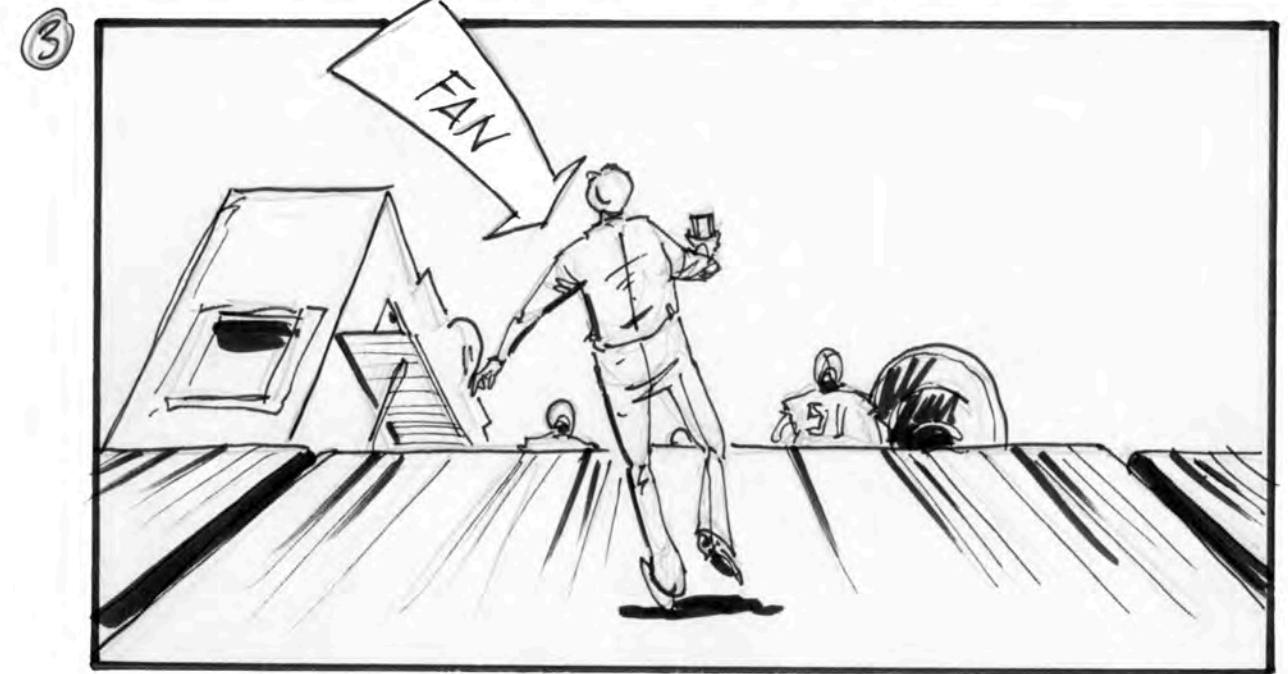


Conveyorland: Media

NFL RUN - CONVEYORLAND CONCEPT TWO PAGE ONE

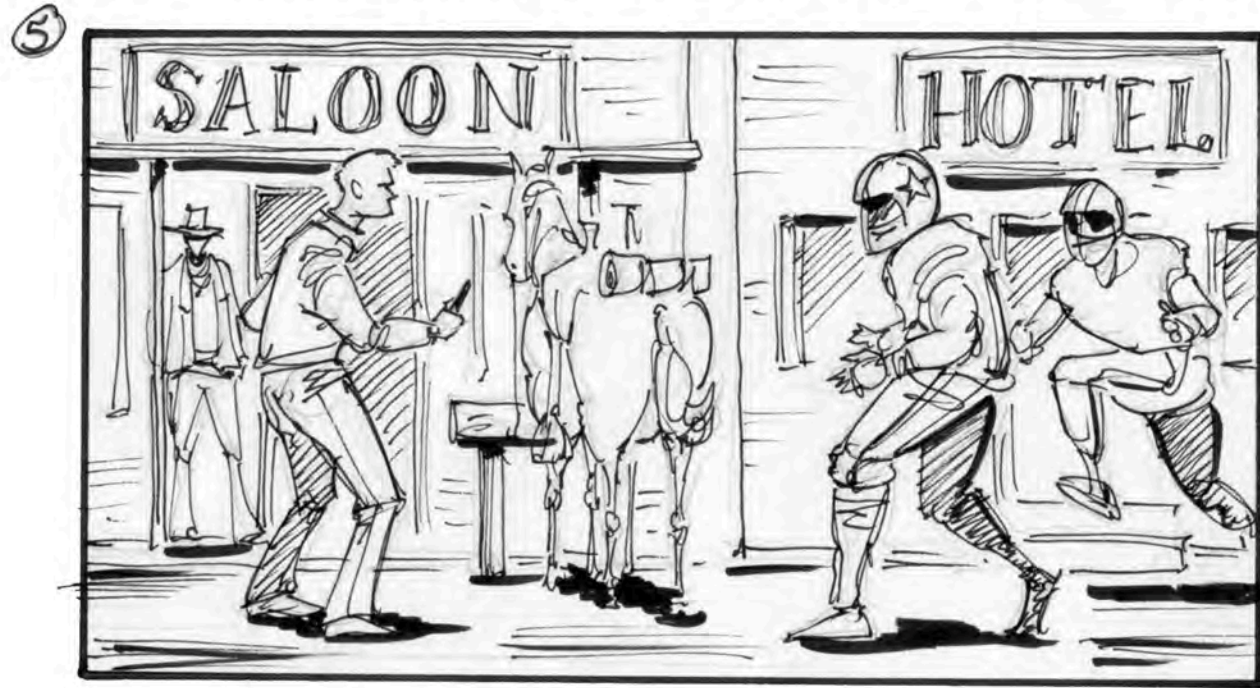


NFL RUN - CONVEYORLAND CONCEPT TWO PAGE TWO

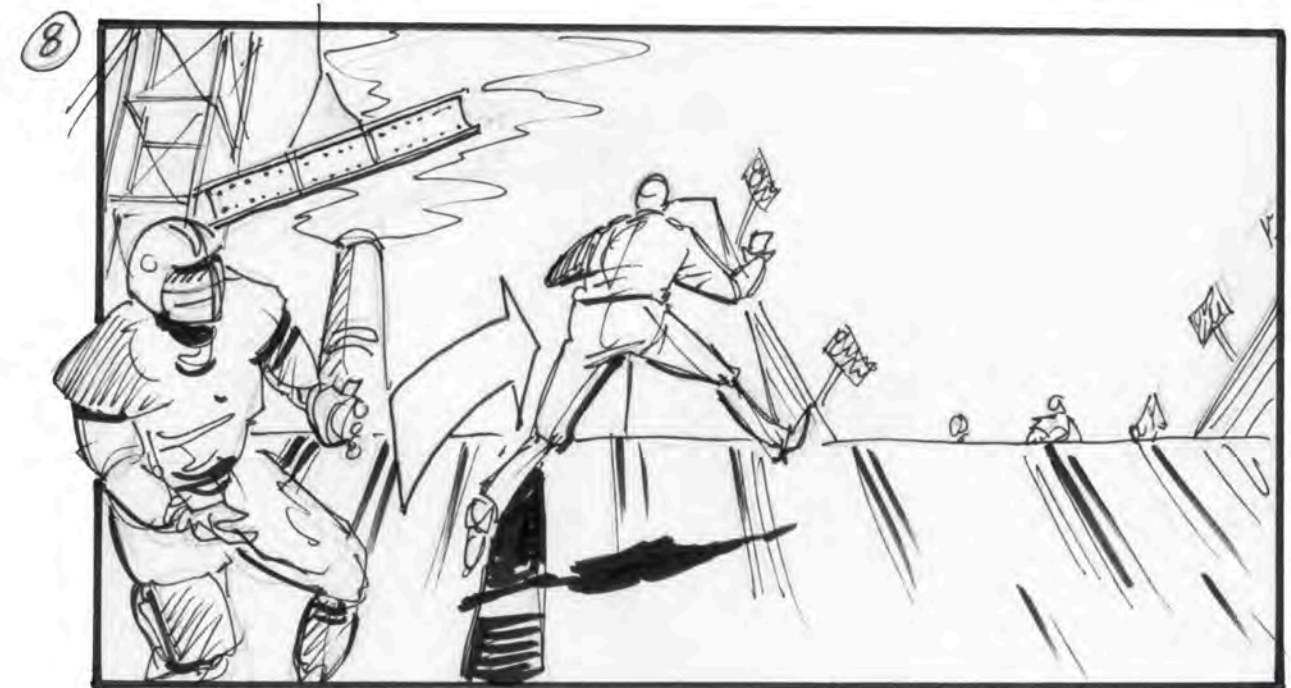
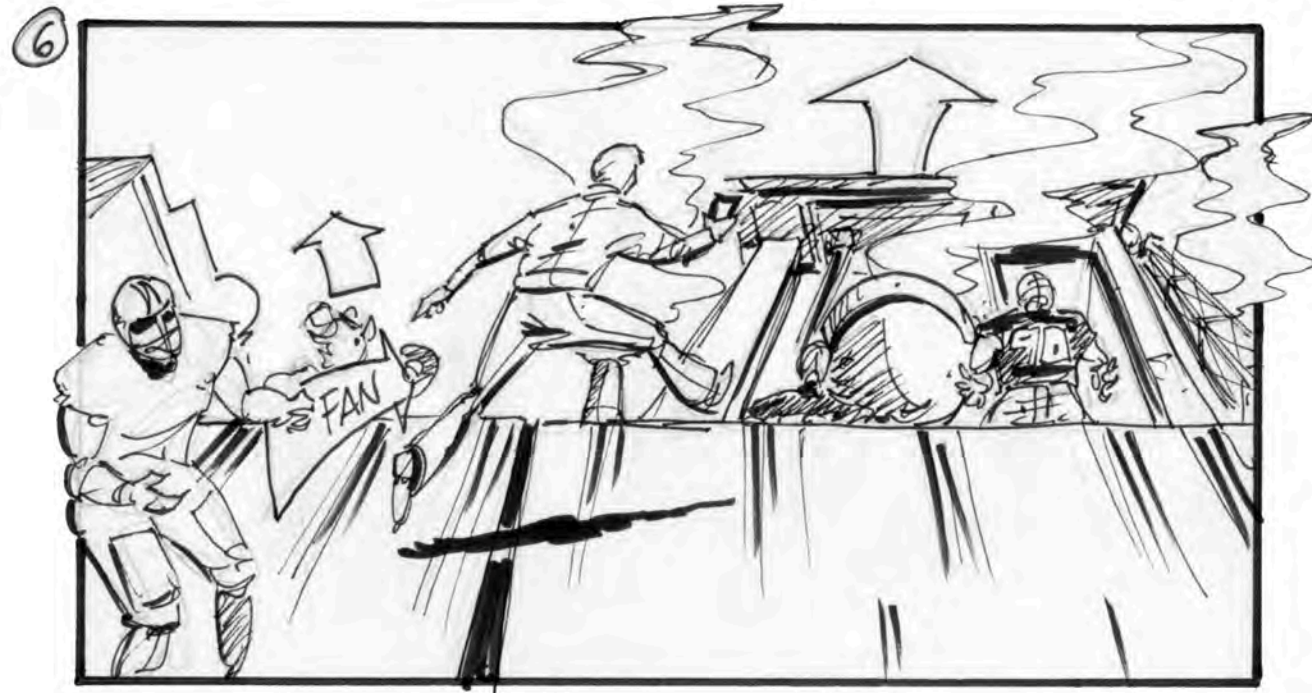


Conveyorland: Media

NFL RUN- CONVEYORLAND CONCEPT TWO PAGE THREE

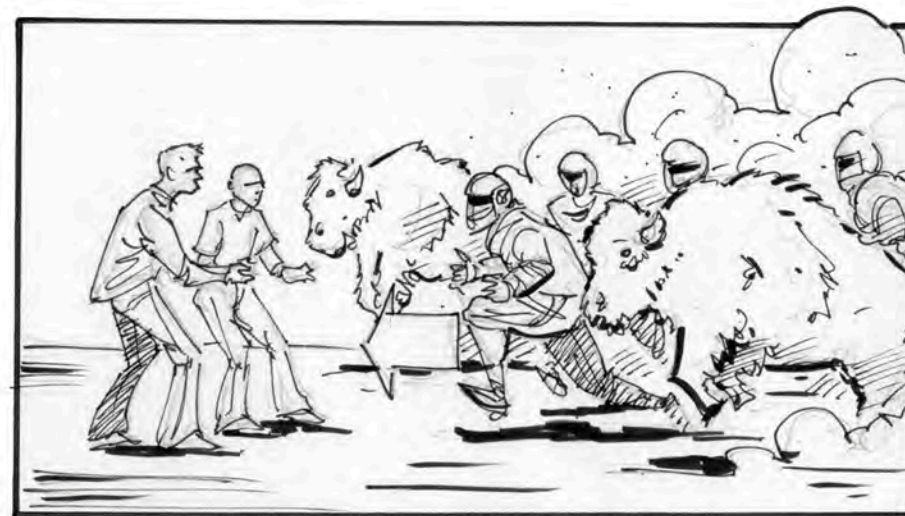
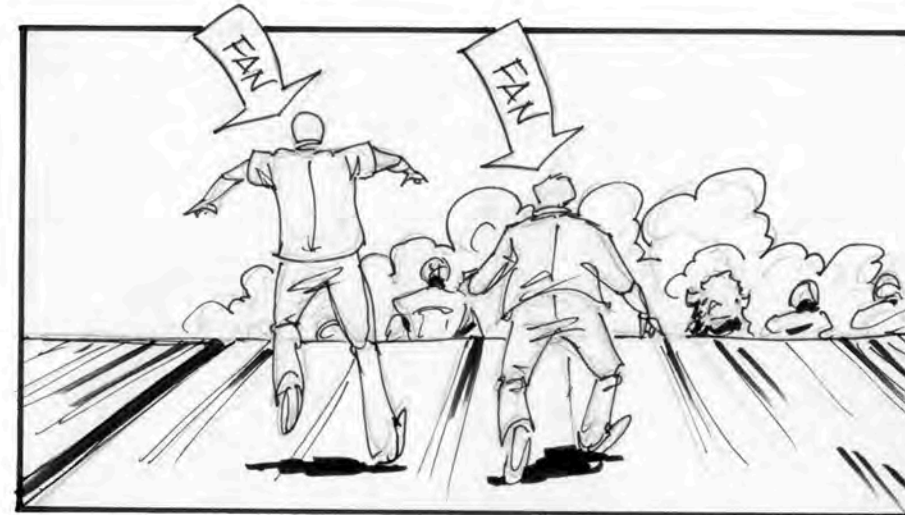
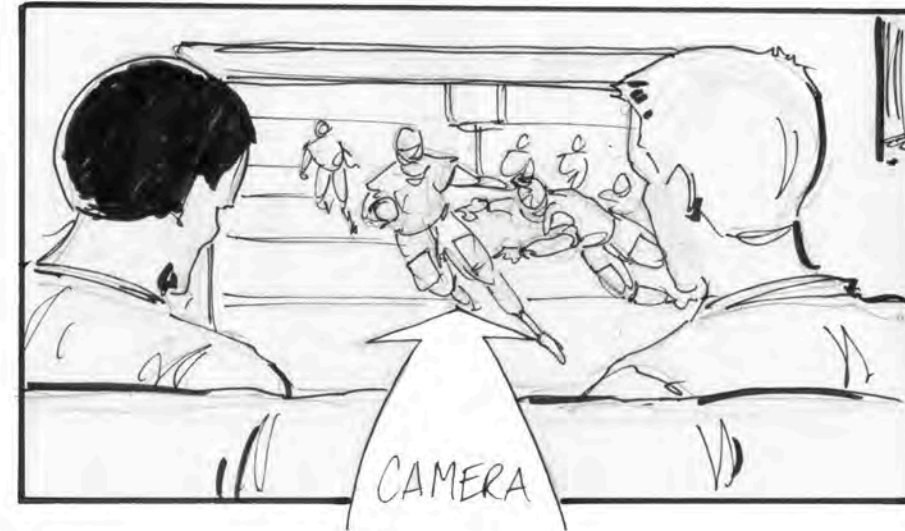
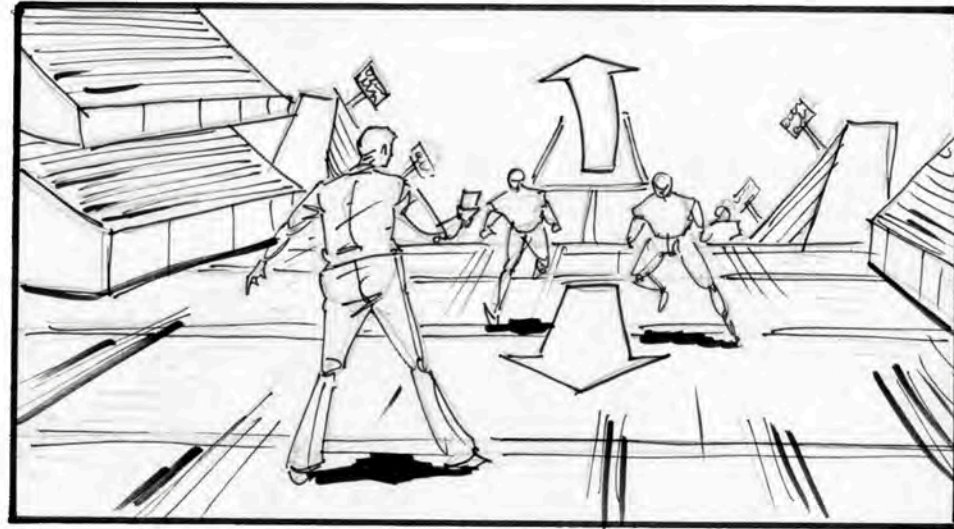


NFL RUN- CONVEYORLAND CONCEPT TWO PAGE FOUR



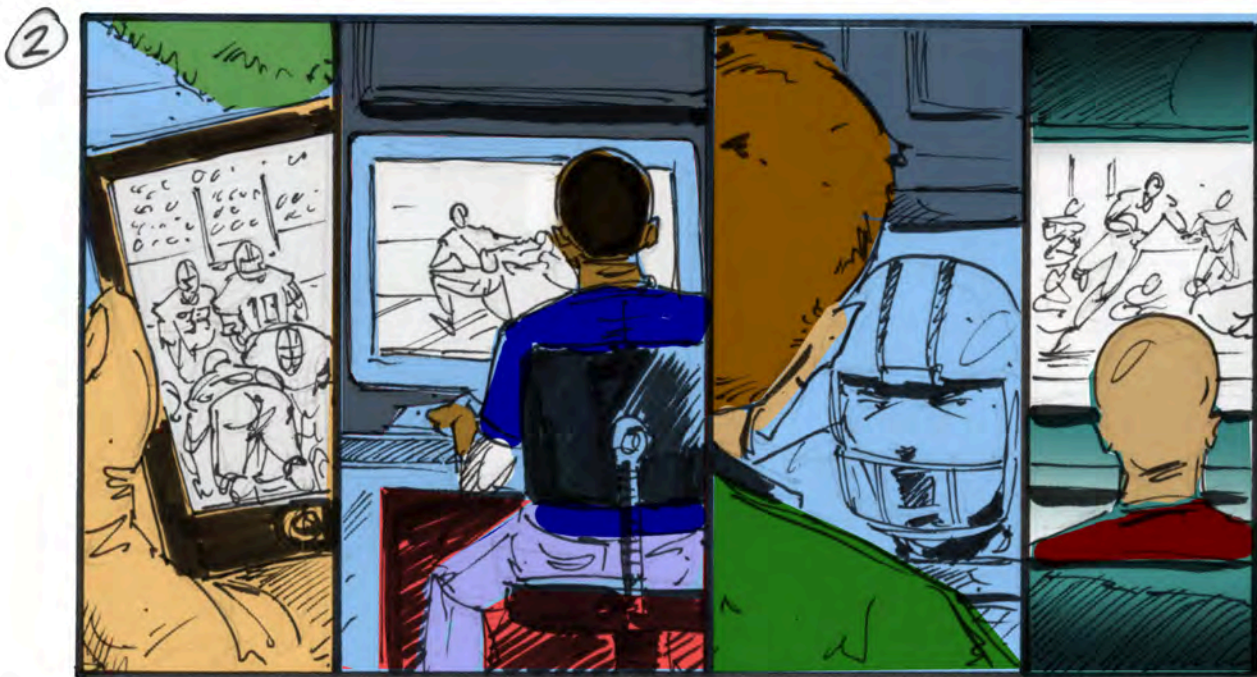
Conveyorland: Media

NFL RUN - CONVEYORLAND CONCEPT TWO PAGE FIVE



NFL RUN - QUADRANTS

PAGE ONE



NFL RUN - QUADRANTS

PAGE TWO

