



# ROLLIN' & GROWIN'

Rolling Jackpots

ZOIC

Treatment by  
**ALADINO DEBERT**



## Director's Statement

# A GIANT BALL OF MONEY!

There's something instantly captivating about an idea that feels both surreal and grounded in the real world. A giant ball made of money, rolling through Georgia and gathering mass as people play! This is one of those rare concepts that carries scale, humor, and simplicity all at once.

My vision is to approach this like we're shooting a real-world phenomenon, regardless of technical approach. The locations are authentic, iconic, and captured in a way that highlights Georgia's beauty. The people we encounter respond with genuine surprise, delight, and the occasional moment of lighthearted apprehension. The humor isn't slapstick. It's observational, rooted in natural reactions and supports a tongue & cheek undertone while epic, dramatic movie trailer visuals pass before them.



**This spot is a celebration of movement, anticipation, and possibility. This is a world where the impossible feels physically present and absolutely real.**





## CONCEPT SUMMARY

**At its core, "Rolling Jackpots / Rollin' & Growin'" is a visual metaphor brought to life.**

Money moves. Money grows. And here, it literally rolls across Georgia, accumulating mass with every passing moment. Every iconic location becomes a stage where realism meets wonder. The people we meet respond with genuine reactions to an enormous object entering their world.

The tone is grounded realism supported by subtle humor and photoreal visual effects. The money ball is our protagonist. Georgia is our setting. Human reactions provide the personality that brings the idea home. Let's do it!

# HUMOR

The humor in this spot comes from everyday behavior colliding with something extraordinary. It is rooted in instinctive reactions that are funny in spite of the character's obliviousness, allowing the world to remain grounded and believable.

For instance, a man distracted by a growing rumble over-pours his coffee, only realizing what pulled his focus when it spills over the rim.

In Forsyth Park, as the giant ball rolls past the fountain, a person, in seeing this giant appearance, quickly turns their back to it makes a peace sign and, raising their phone, takes the perfect selfie with the massive sphere looming in the background.

On the shoreline, a fisherman freezes as a hundred-foot ball of money rolls by. After a beat of disbelief, instinct takes over and he swings his rod, half-serious, half-hopeful, as if he might actually catch it.

And a final opportunity for comedy centers on instinctive competition. Near the Ferris wheel, two people notice the ball at the same time and lock eyes. In a brief, unspoken exchange that says "I'm gonna get it before you do," they break into a run toward the ball. These moments may shift in order, but together they reinforce a simple idea: when something this big rolls by, everyone reacts in their own way.



Vevo



## ORGANIC TEXT INTEGRATION (WORLD-BASED MESSAGING)

In select moments, messaging will appear naturally within the world of the spot, integrated into everyday elements that already exist in the environment. This can include details like t-shirts, signage, banner planes, buses, or billboards. These moments are designed to feel incidental and authentic, as if they were part of the location long before the camera arrived. The copy supports realism and discovery, never drawing attention to itself or functioning as a visual gag. The world remains cohesive, grounded, and aligned with the overall tone of the piece.

If we choose to embed messaging within the environment, it will be clear and intentional rather than subtle, ensuring there is no ambiguity in what is being communicated. All messaging will be fully aligned with the voiceover and narrative flow. We will collaborate closely with the agency and client teams to determine the most effective moments and placements for this messaging throughout the spot.



# THE SCRIPT

(beat by beat)

## Lighting Arc: A Day in the Life of Georgia

The entire spot flows from early morning light to golden afternoon, making the journey of the giant ball feel like it's moving through a single continuous day across the state.

### Opening - Downtown Atlanta (Morning Light)

**V.O. "There's nothing better than winning instant cash on a Georgia Lottery Scratcher... Well, Georgia, it just got better."**

A woman stands on a busy sidewalk, scratching a Jackpots Galore ticket as the city moves around her. A bus pulls past carrying a Georgia Lottery message with the line "Starting April 26th" blending naturally into the streetscape. As she finishes scratching, a low rumble builds beneath the traffic noise. She looks up, distracted at first, sensing something off.

We cut wide as the giant ball of money rolls through a downtown intersection, dwarfing cars and crosswalks as it passes. Pedestrians stop mid-step. The city reacts in quiet disbelief as the ball continues on its path, setting the story in motion.





Savannah - Forsyth Park (Late Morning)

**V.O.: "BECAUSE NOW, WE'RE INTRODUCING ANOTHER WAY TO WIN HUGE WITH YOUR NON-WINNING SCRATCHERS."**

We ride just above the surface of the giant ball as it moves through soft morning haze, drifting between the oak canopies like a slow-moving planet. Spanish moss lifts in the passing air as the sphere rolls forward. We then drop to ground level as it crosses the iconic fountain area, water catching the light as people stop mid-step.

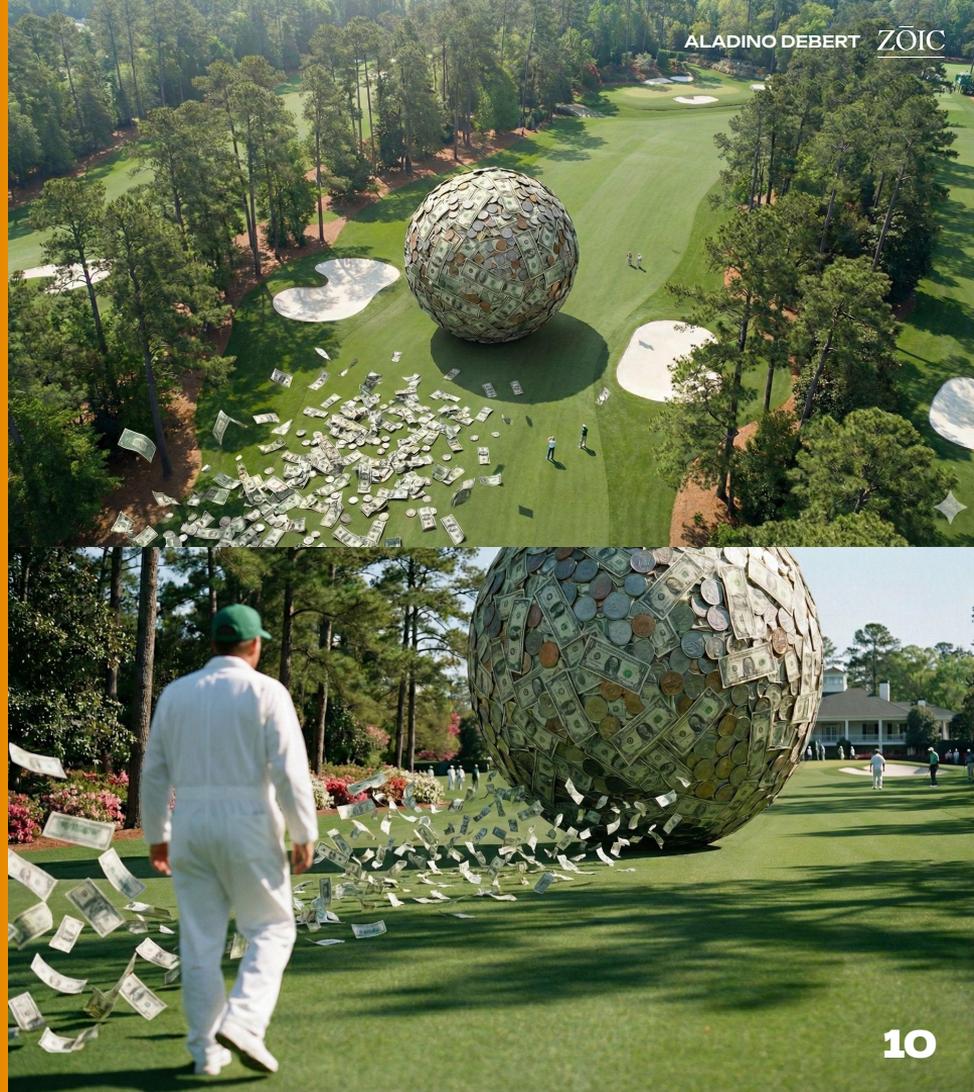
As the ball passes behind him, one person instinctively turns his back to the spectacle, flashes a peace sign, raises his phone and captures a perfectly framed selfie with the massive sphere looming in the background. The moment feels casual, modern, funny and unmistakably "of the times".



Augusta National (Midday)

**V.O.: "STARTING THIS APRIL, ALL  
NON-WINNING SCRATCHERS AT ANY PRICE  
POINT CAN BE ENTERED TO WIN A GIANT  
ROLLING JACKPOT."**

From above, the ball rolls across the immaculate fairway with steady, unhurried weight. Two golfers exchange a quiet look, pick up their balls, and walk off in calm retreat. The sphere continues on, startling a caddie who stops mid-step and lowers his cap as he watches it glide across the green.





### Blue Ridge Mountains (Early Afternoon)

**V.O.: "WHICH GROWS AND GROWS AND GROWS AS MORE PEOPLE PLAY."**

A lone hiker pauses at a scenic overlook, taking in the early light as a distant rumble rolls through the valley. We cut to a sweeping wide shot where the giant ball drifts along the ridgeline, its scale contrasting with the quiet expanse of the mountains. Back on the hiker, he watches in stunned silence, then lifts a water bottle for a sip. As he tilts it, a small **Georgia Lottery** logo printed on the bottle catches the light for a moment before he lowers it, still following the ball's impossible path across the landscape.

Tybee Island Lighthouse (Late Afternoon Warmth)

**V.O.: "GINORMOUS... YEAH, THAT SOUNDS RIGHT."**

Late-afternoon light washes over the shoreline as the giant ball drifts across the sand with calm, deliberate weight. The lighthouse rises behind it, steady and unmoved. A fisherman, setting up his gear and wearing a vintage graphic tee reading "Roll With It", looks twice, steps back, and quietly decides to give the sphere plenty of room. In its wake, loose dollar bills flutter into the air, catching the warm light, prompting beachgoers to sit up, stand, and instinctively reach for a few bills drifting past as the ball continues its steady path toward the waterline.





**Centennial Park, Atlanta (Golden Hour – Finale)**

**V.O. “From now on, every scratcher has two ways to win. From the one and only Georgia Lottery.”**

Warm, late-day light fills Centennial Olympic Park as the giant ball arrives, now enormous, nearly matching the scale of the Ferris wheel behind it. Overhead, a small plane crosses the sky, towing a bold banner that reads “TWO WAYS TO WIN!”, catching the sun as it passes above the park.

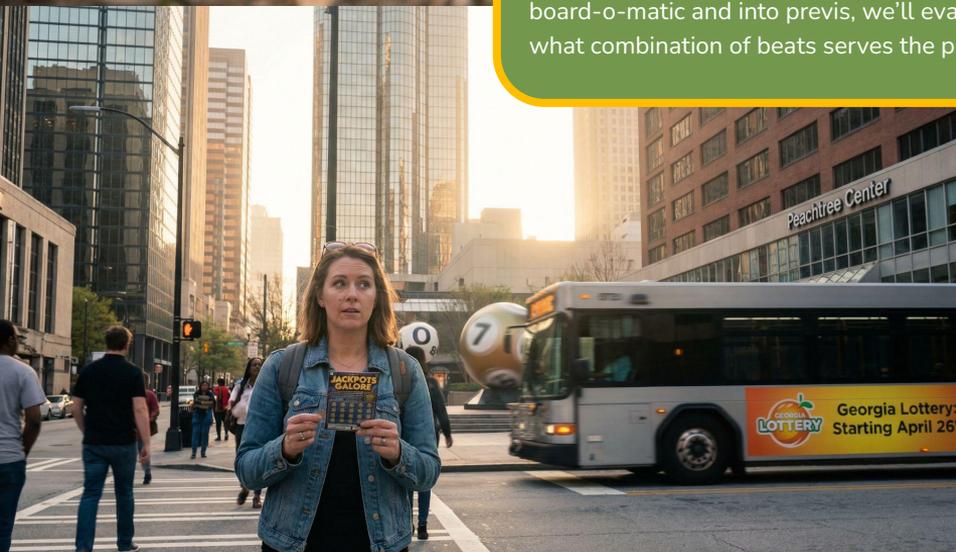
Two friends stand near the path, watching the sphere roll into view. They exchange a look. A beat. The shared realization lands at the same time.

Without a word, they break into a run toward the ball, each trying to get there first. The moment is playful, competitive, and instinctive, a final human reaction to something impossibly big and full of possibility as the ball continues rolling through the park.



### A Note About our Beats:

As we map out these moments and the corresponding reactions, it's possible that six vignettes may be too many for a 30 second spot. We want the story to breathe and never feel rushed. So, as we move from storyboards to a board-o-matic and into previs, we'll evaluate the rhythm together and decide what combination of beats serves the piece best.



## Ball Scale & Design

Depending on the shot and narrative moment, the size of the money ball will be adjusted to best serve scale, clarity, and impact. Its growth is not purely linear, but cinematic, allowing us to emphasize awe in wide shots, readability in medium frames, and intimacy when interacting with people or environments.

The scale of the dollar bills that form the surface will also be tuned accordingly, ensuring the texture reads clearly at every distance without distracting from realism. These adjustments are intentional and invisible to the audience, supporting storytelling first while maintaining the physical credibility of the ball throughout its journey.

During a comprehensive development phase, we will work closely with the agency and client to determine the best look, size and speed of which the money ball will move.



## tone & personality

The tone stays firmly rooted in grounded realism, letting the impossible feel believable through natural performances and cinematic restraint.

Humor emerges from honest, instinctive human reactions rather than exaggeration, allowing each moment to feel observed rather than staged. But we do want to smirk.

Georgia itself becomes a character, portrayed with respect and authenticity, while the giant rolling jackpot brings a sense of gentle wonder that never breaks the logic of the world. The overall personality is confident, warm, and quietly playful, always anchored in the reality of the people and places we encounter.



## CINEMATOGRAPHY

**The cinematography treats the spot as a flowing, shot-to-shot story, with the camera behaving like another observer moving through the world alongside the giant money ball.**

Steadicam and drone photography allow us to stay close to the action, weaving through spaces, tracking reactions, and capturing the ball as it passes through each environment. The camera feels present and responsive, sometimes following, sometimes reacting, always grounded in the moment. Wider lenses in the 24 to 35 millimeter range establish scale and geography, while 50 to 65 millimeter lenses bring us into intimate, believable human reactions.

Throughout the journey, lighting evolves naturally from morning into late afternoon, reinforcing the passage of time across the state. The palette remains warm and earthy, and all lighting is matched carefully to each location to ensure seamless integration of visual effects and maintain the realism of a world where the impossible is unfolding in plain sight.



GEORGIA LOTTERY | ROLLIN' & GROWIN'



ALADINO DEBERT ZÖIC



# LOCATIONS

Each location is treated as a character itself, adding its personality to the moment:



## CENTENNIAL PARK / MBZ STADIUM

Modern spectacle and scale.



## FORSYTH PARK

Southern charm with moss and fountains.



## AUGUSTA NATIONAL

Precision, greens, and iconic azaleas.



## BLUE RIDGE MOUNTAINS

Grand natural vistas.



## TYBEE ISLAND

Coastal textures and wind movement.



## DOWNTOWN ATLANTA

Urban energy and scale.

## CASTING & PERFORMANCES

Casting reflects the authenticity and diversity of Georgia, bringing in real faces that feel naturally rooted in each location. Performances are subtle and instinctive, shaped around honest reactions to an extraordinary event. Actors respond to the giant money ball as if it were truly present, guided by practical cues that keep eye-lines and timing grounded.

Humor comes through small, human behaviors—glances, hesitations, and instinctive steps back—maintaining a believable world where the surreal feels real.



## PRODUCTION & VISUAL EFFECTS APPROACH

**The money ball is designed to feel truly present in every location, with photoreal shading, weight, and surface detail that respond naturally to each environment.**

Its interaction with the world is subtle but essential, from grass compression and sand displacement to accurate shadows, reflections, and wind cues.

Locations that feature close human interaction, including Centennial Park, Forsyth Park, and Downtown Atlanta, will be captured on location, allowing performances and reactions to remain fully grounded and authentic. These shoots will rely on practical cues, lighting references, and precise eye-line direction to ensure seamless integration of the money ball into the live-action footage.





For environments that are more expansive or remote in nature, such as the Blue Ridge Mountains, Tybee Island, and potentially Augusta National Golf Course, we will explore a hybrid approach combining carefully selected stock footage with added bespoke details and visual effects. This allows us to preserve the cinematic scale and specificity of each location while maintaining efficiency and creative control.

Green screen elements and digital extensions will be matched meticulously to their environments to uphold the realism of the world. When traditional photography is limited or when specific atmospheric conditions are difficult to capture, we may selectively use generative AI to enhance or synthesize background elements. These tools will be applied thoughtfully and transparently, always in service of realism, narrative cohesion, and the authentic portrayal of Georgia's landscapes.



## MUSIC & SOUND

Music helps drive the energy of the spot, and tracks like "Proud Mary," "Rollin Rollin Rollin," or "Georgia On My Mind" each bring a sense of momentum that pairs naturally with a jackpot moving across the state. Their rhythms guide the flow of the scenes and give the journey a cohesive emotional throughline.

Sound design will reinforce realism with low rumbles, gentle wind shifts, and soft textures that respond to the ball's presence. Ambient sounds from each location, whether city streets, mountains, shoreline, or parks, ground the spectacle in familiar Georgia environments. Together, music and sound build a warm and dynamic sonic backdrop that supports both the humor and the scale of the piece.



## CLOSING STATEMENT

Your mix of humor, realism, and the clever use of visual effects in the brief gave us everything we needed to take off running, not unlike our Georgia counterparts! We believe this treatment embraces spectacle without sacrificing authenticity, blending cinematic photography, grounded human humor, and the unmistakable spirit of Georgia.

What we're aiming for is a visually iconic, and genuinely fun celebration of the excitement behind Georgia Lottery's Rolling Jackpots. We're ready to get this rolling, pun firmly intended!

Thank you for considering us. Aladino & the entire Zoic Family.

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**Thank you!**