



## Wizard of Oz Slots Video Production Brief

Q2'23



# General Brief



**Product:** [Wizard of Oz Slots](#) (aka “WOZS”)

## **Production:**

Create 5x “Dramatization” ads that rival competitors in the market space, showcasing Wizard of Oz Slots not only as the product, but also the solution to the problem in these situational Dramatizations. The root concept behind these ads will be to emphasize the emotions in our videos (both positive & negative) by presenting actors in circumstantial environments where we have the opportunity to show the change in their emotional behavior, and to position WOZS as the Hero.

In addition to UGC-style dramatization ads, we would like to create 1x high-end studio production with the goal of increasing Brand Awareness. The root concept behind this campaign is to make WOZ memorable in a sea of marketing noise, similarly to recognizable product ads like Purple Mattress, Old Spice, and NativeCo. Leaning into the heavy story material of Wizard of Oz movie (plots), we’d explore content that can be used to underline the spirit and essence of the brand.

## **Timeline & Deliverables:**

We are aiming to produce these as early as late April, but most likely May. Deliverables are raw video/audio. Editing will be handled internally by Airtraffic.



# “Dramatization” Ads





# “Studio” Ads





# VIDEO: Stolen Phone Slots

## SCRIPT

**Style:** Dramatization

### **Talent:**

- Dorothy
- Tin Man
- Lion
- Scarecrow
- Winged Monkey

### **Costumes:**

- Dorothy
- Tin Man
- Lion
- Scarecrow
- Winged Monkey

### **Locations:**

- Outdoors, generic

### **VFX:**

- Yellow brick road

### **Props:**

- Phone(s)



# VIDEO: Muster up some Courage

## SCRIPT

**Style:** Dramatization

### **Talent:**

- Dorothy
- Lion
- Scarecrow
- [Tin Man]

### **Costumes:**

- Dorothy
- Lion
- Scarecrow
- [Tin Man]

### **Locations:**

- Outdoors, generic

### **VFX:**

- 

### **Props:**

- Phone(s)



# VIDEO: Emerald City Law Offices

## SCRIPT

**Style:** Dramatization

### **Talent:**

- Citizen
- Lawyer
- [Dorothy]
- [Lion]
- [Scarecrow]
- [Wizard]

### **Costumes:**

- Citizen
- Lawyer
- [Dorothy]
- [Lion]
- [Scarecrow]
- [Wizard]

### **Locations:**

- Lawyer's office

### **VFX:**

- Poof when Wizard appears?

### **Props:**

- Phone(s)
- Green set decorations



# VIDEO: Looking For A Heart

## SCRIPT

**Style:** Dramatization

**Talent:**

- Dorothy
- Tin Man
- Scarecrow

**Costumes:**

- Dorothy
- Tin Man
- Scarecrow

**Locations:**

- Outdoors, generic

**VFX:**

- 

**Props:**

- Phone(s)
- Yellow bricks





# VIDEO: Searching for a Brain

## SCRIPT

**Style:** Dramatization

**Talent:**

- Dorothy
- Scarecrow

**Costumes:**

- Dorothy
- Scarecrow

**Locations:**

- Outdoors, generic
- Green screen or Oz set

**VFX:**

- 

**Props:**

- Phone(s)
- Straw
- Toto (dog)



# VIDEO: AND...CUT!

## SCRIPT

**Style:** Studio

### **Talent:**

- Rosie
- Director
- Lion
- Scarecrow
- Various film crew

### **Costumes:**

- Rosie
- Director
- Lion
- Tin Man

### **Locations:**

- Studio set

### **VFX:**

- 

### **Props:**

- Phone(s)
- Set pieces
- Film equipment
- Green room props (makeup, etc)
- Ruby slippers



# Costuming / Makeup

Costumes / Makeup need to look as close to original film as possible (we have WB's permission to go all out).





# Locations

TBD; likely San Diego or Los Angeles area. Outdoor locations should evoke elements of Oz, but remain grounded in our reality. *Emerald City Lawyer* should lean into Emerald City designs (art deco, lots of green). *AND...CUT!* needs a warehouse / studio set that can be dressed up like a film set.





# Talent

[pending]