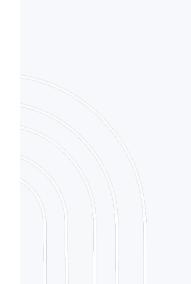


Wizard of Oz Slots Video Production Brief

Q2′23



General Brief



Product: Wizard of Oz Slots (aka "WOZS")

Production:

Create <u>5x "Dramatization" ads</u> 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 <u>1x high-end studio</u> <u>production</u> 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, bust most likely May. Deliverables are raw video/audio. Editing will be handled internally by Airtraffic.

"Dramatization" Ads







"Studio" Ads







AIR

SCRIPT

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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)

SCRIPT

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Style: Dramatization

Talent:

- Dorothy
- Lion
- Scarecrow
- [Tin Man]

Costumes:

- Dorothy
- Lion
- Scarecrow
- [Tin Man]

Locations:

• Outdoors, generic

VFX:

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Props:

• Phone(s)

VIDEO: Emerald City Law Offices

SCRIPT

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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?

- Phone(s)
- Green set decorations

AFF

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VIDEO: Looking For A Heart

SCRIPT

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Style: Dramatization

Talent:

- Dorothy
- Tin Man
- Scarecrow

Costumes:

- Dorothy
- Tin Man
- Scarecrow

Locations:

• Outdoors, generic

VFX:

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- Phone(s)
- Yellow bricks

SCRIPT

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Style: Dramatization

Talent:

- Dorothy
- Scarecrow

Costumes:

- Dorothy
- Scarecrow

Locations:

- Outdoors, generic
- Green screen *or* Oz set

VFX:

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

VIDEO: AND...CUT!

SCRIPT

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Style: Studio

Talent:

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

Costumes:

- Rosie
- Director
- Lion
- Tin Man

Locations:

• Studio set

VFX:

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- 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.



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Talent

[pending]