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PRESENT

#WINNING THE BREAKUP

BECOMING THE DIRECTOR OF YOUR OWN LIFE'S MOVIE





After all, everything is beautiful.

We've all been there. We meet the perfect person and start fantasizing about the perfect vacation with them. It plays out like a movie in our mind. Then, they break our heart and watching that movie becomes too painful.

Unless, we make a new movie! One that defines us living our best lives without them. And when we share that movie with the world on social media we truly...

That idea of becoming the director of your own life's movie is the through-line of the **#Winning The Breakup** series.

Each video in the series employs a different cinematic genre to tell the story of a life-changing trip that gave our hero the ultimate breakup "win".

Each film will use visual tropes and aesthetic styles of well-known film genres to heighten the drama and contrast our subject's triumph with the very ordinary lives of their ex's living back home.

Comedic in tone, each film will derive humor from juxtaposing these extremely ordinary people being treated like glamorous movie stars, rather than relying on talent to come up with snappy zingers.

Travelgram



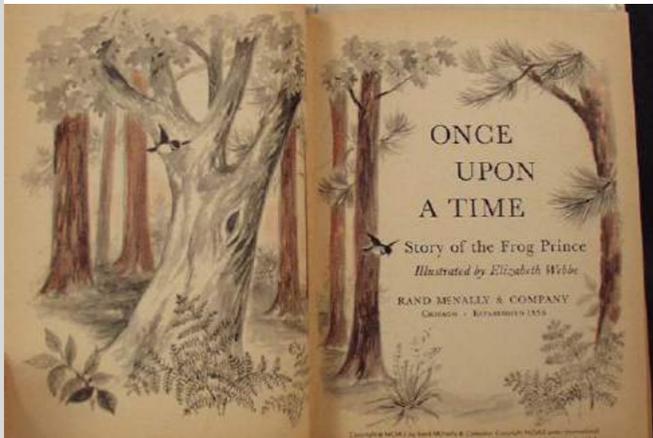
1425 Likes

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This cinematic travel experience will be book-ended by the framework of social media or **Travelgram** feed.

The opening images will scroll vertically from still image to the next as if we are looking at a social media feed, while a faceless narrator gives us a brief synopsis of the history of the broken up couple.

As narration plays over images from the couple's past, the **Travelgram** will unfold like a vertical storybook. This scrolling sequence will finally end on our hero subject who will unfreeze to give us the first lines of their story.

The last major image of the story will conversely freeze frame as we scroll down toward a "The End" title and Hotels.com graphic.

SAMPLE EPISODES

Subject: Glamping Trip to a Yosemite

Genre: Spaghetti Western

Title: "How the Break Up Was Won"

Synopsis: Claire wanted to take a glamping trip out west with her boyfriend. But when they broke up this cowgirl got the blues. But now, thanks to Hotels.com, she is getting the opportunity to take this trip on her own! When Claire finally gets to Yosemite, it plays out like a dramatic western. While we capture her learning to make a fire, fish, lasso, and riding a horse in dramatic panovision, all her ex can do is "hate like" her posts back in his lonely office as a tumbleweed of shredded paper blows by him. Fed up in the end, we see him take the reins of his own movie, blasting through the swivel door of a bathroom stall, wearing a ten gallon hat and a poncho...

Alt Location: Zion Ponderosa, Utah, Yellowstone National Park



Subject: Food Tour of San Francisco

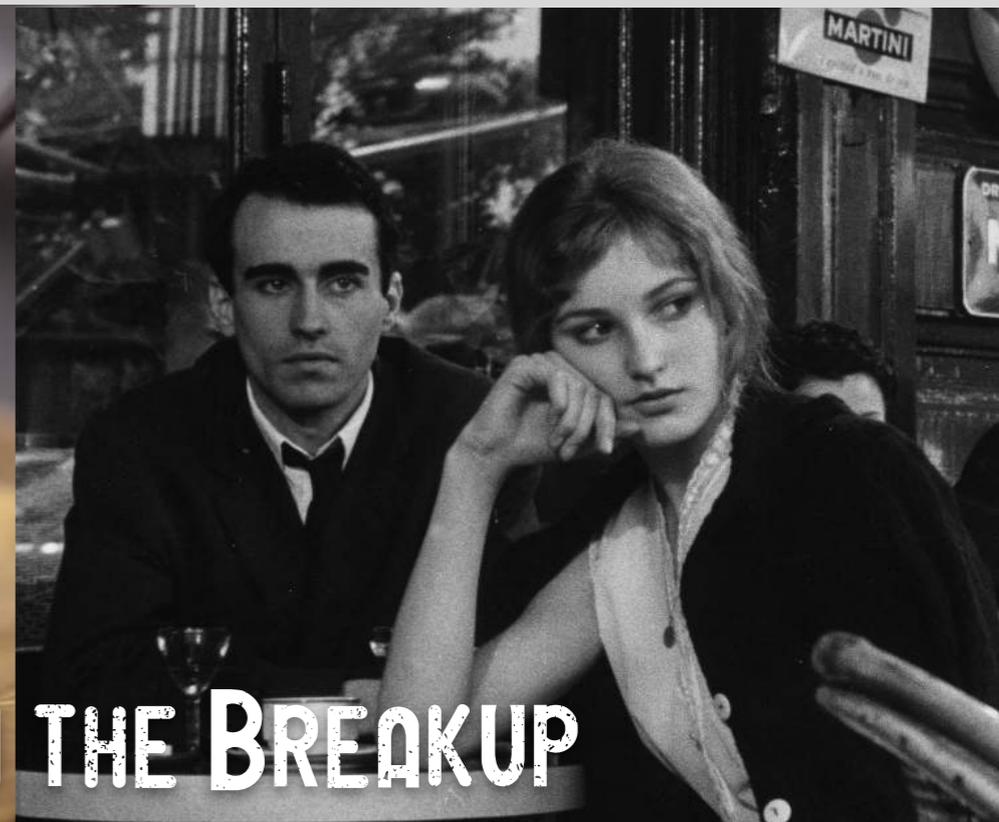
Genre: Foreign/Art Film (with some light nodes of "Chef's Table")

Title: "La Dolce Break Up"

Dennis was starving to take a food tour with his fellow foodie girlfriend, Risa. However when Risa dumped him, he temporarily lost his appetite for adventure. But when Dennis the gets the opportunity to take the trip on his own, he seizes the day and jumps into an adventure that plays out like an arsty foreign film. We see Dennis walk the slick streets of San Francisco in grainy black and white, while donning a classy blazer and dark glasses. We hear string and accordion music play over a French or Italian speaking narrator who describes the man's meals in delicious, overzealous detail.

We cut between still black and white images over his favorite moments. Back in the VERY normal colorized world, his ex "hate likes" these images over a TV dinner in her empty apartment. Finally she decides to take action and jumps into her own chic film, as we see her leave her place wearing a beret, ascot, and huge dark glasses. As the image fades into black and white and accordion music rises up, Risa rides off into the horizon on a fixed gear bicycle. Fin.

Alt Locations: New York, Paris, Montreal



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Subject: Surfing Trip to Costa Rica

Genre: Action Blockbuster/Comic Book Hero

Title: "Super Surfer 1: Rise of the Ex" (alt) "Point Break Up"

Jan was looking very forward to a surfing trip to Costa Rica, where her girlfriend Jill was finally going to teach her how to surf. However, when Jill dumped her, Jan's surfing dreams were crushed. But when she is given the opportunity to take that surfing trip on her own, she begins to believe in her own surfing powers in a way that plays out in a comic book slash action hero movie fashion. In an exciting montage, we see Jan suit up in her new super surfer costume, get trained by a wise surfing instructor, pose heroically with her board in an exotic location, and dive into the water in slow motion. Pulp comic book graphics like "wow" and "bam" appear over heroic action shots that turn into breathtaking Travelgrams. Back in her lame "kiddie pool", her ex begrudgingly hate likes these grams before finally deciding to dust off her old surfboard and wetsuit and departing for a solo surfing getaway.

Alt Locations: Hawaii, Costa Rica, Puerto Rico



Subject: Yoga Retreat

Genre: Sports/Inspirational, "Rocky" for yoga with hints of "Kill Bill"

Title: "Downward Underdog" (alt) "Beat, Bae, Love"

Since beginning to take yoga classes with his expert yogi boyfriend, Tony, Dan was ecstatic about taking a trip to a yoga retreat to Bali together. Until...they broke up. But, when Dan is given a chance to go on this journey himself, he musters the confidence to fly across the world and become his best yogi self. In a dramatic 70's training montage, we see Dan (in amazing stars and striped yoga pants) running through the jungle, practicing with yoga master, pushing rocks in a zen garden, and finally striking a dramatic warrior pose on top of a breathtaking vista. The image is the one that finally causes Tony to "throw in the towel" in slow motion from his cramped yoga class as he "hate-likes" Dan's Travelgrams. Fed up, Tony decides to tie on his headband, dramatically roll up his mat, and embark on his own journey.

Alt Locations: Ojia



#WIN THE BREAKUP

FULL SAMPLE EPISODE: "HOW THE BREAKUP WAS WON"

Our video opens with an omniscient narrator introducing us to our couple. His voice sounds like an ole-timey Western character (think Sam Elliott in "The Big Lebowski"). He begins, "This is the story of how the breakup was won. It all began in New York City..." A solo harmonica plays a tune in the background.

As narrator continues, we watch a scrolling feed of pictures from the couple's past as if we are looking at a social media feed. We see photos of them planting in their garden, riding at carousel, and hiking in the park. The narrator then informs the audience that like most good things, their relationship came to an end. We exit the scroll and go into full screen video as Brian unfreezes from a photo in his living room to say "I just didn't think she was the one". We then cut to Claire in her apartment saying "he said I wasn't adventurous enough".

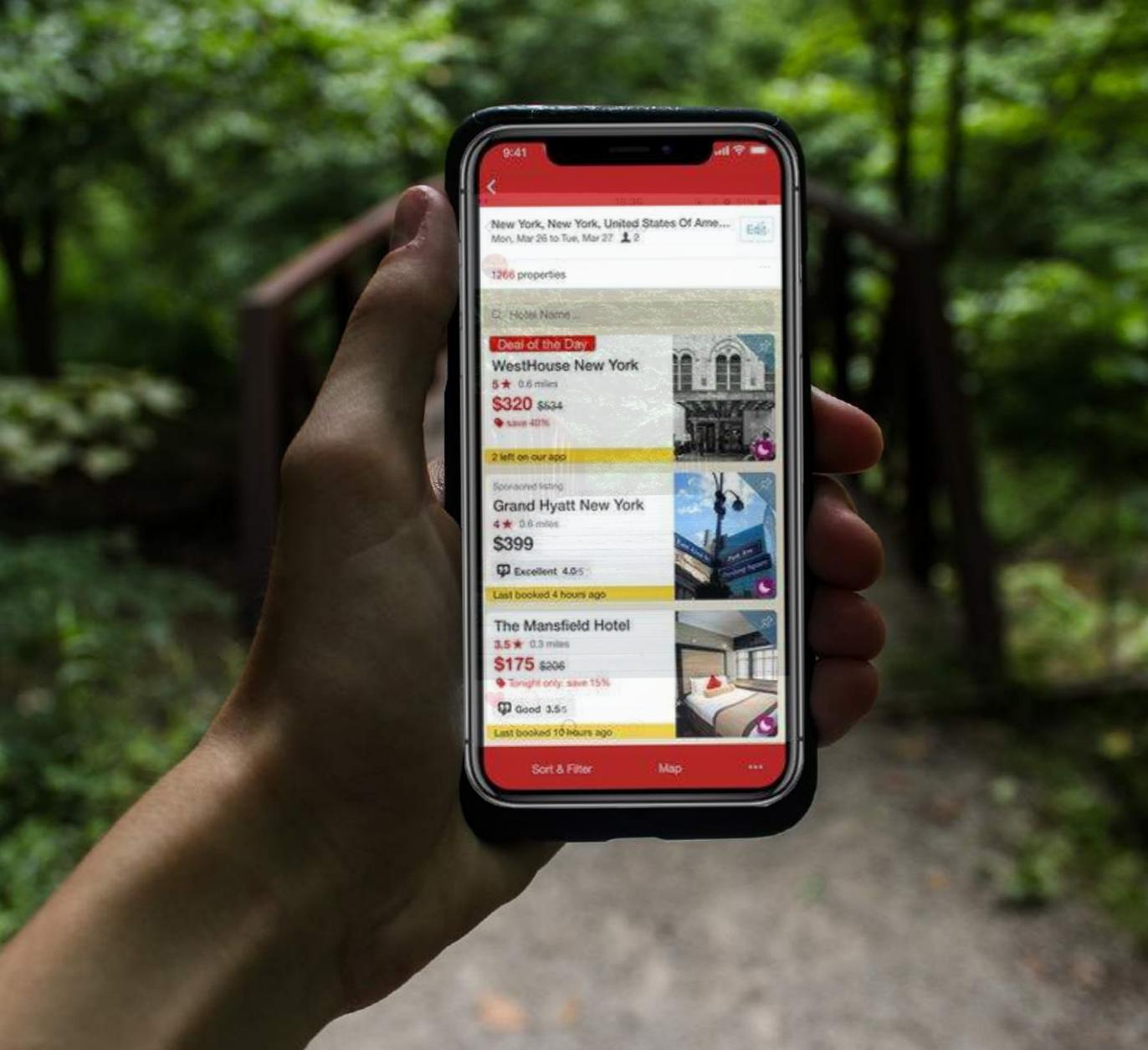


The narrator informs the audience that to make matters worse, Claire and Brian were planning a trip to Yosemite for a transformative glamping excursion. We see a stock image of Yosemite then a photoshopped image of the two of them on horses. Claire says "I had imagined the whole thing like a spaghetti western in my mind". In a turn of events, the narrator tells the audience that lucky for Claire, she was still able to take that trip and win the breakup with the help of Hotels.com. Claire and Brian look up at the camera in sudden disbelief. "Wait, what!?" they both say in a split screen shot of both of them. "Yep", the narrator continues, "Hotels.com makes it so easy to book trips, they basically just did it for you, darlin." Then we cut close to Claire who throws on a cowgirl hat and slowly utters the words "giddie...up".



Dramatic, "Bonanza"-like music kicks in as we enter into a cinematic montage reminiscent of a spaghetti western. Claire packs her napsack, throws on her neckerchief, and whistles for a taxi. A full screen graphic of an old map follows Claire's journey west with a red dotted line. She arrives at the camp and is greeted by a handsome cowboy. She throws her bags down and takes a picture of the amazing sunset view she has from her tent. A dramatic title in western style font wipes onto screen that reads #winthebreakup. The screen freeze frames into a Travelgram. We cut to a shocked and hurt Brian on a crowded subway, he hate-likes the photo. We quick zoom onto Claire as the handsome ranch hand shows Claire how to lasso. A whip-cracking sound effect snaps us into a freeze frame. We cut to Brian hate-liking this picture while flossing. We see Claire start a fire on her own and roast smores with some other campers. We cut back to Brian who pulls a sad looking melted smore out of his microwave. Finally we see Claire triumphantly riding a horse in slow motion. Then cut to a dramatic wide of her riding into the sunset. The frame freezes and we hear narrator say "And that's how the breakup was won..." as the image zooms out into a Travelgram.





We cut back to Brian who is at his empty office next to a pile of papers. He looks at the picture, shakes his head, and hate-likes it as a cluster of shredded paper blows by his desk like tumbleweed. "Wait a mintue!" record scratches on the music "Why can't I win the breakup?" He pulls out his phone, books a hotel with hotels.com. In the next shot, he emerges from the bathroom stall wearing a poncho and cowboy hat. We freeze frame on this image with the whip crack sound effect behind it. We are now back into the Travelgram feed from the beginning scrolling down past from the still image of Brian in his western garb, the still of Claire on the horse and into titles that read "The End" above the "Hotels.com" logo.



CASTING

We will be casting from a pool of young, diverse, and most importantly, lovable, real-life, former couples, out of the New York and Los Angeles area. We are looking for real people with an occasional flair for the dramatic but not too over the top. People that help connect the viewer to the idea of ordinary people becoming the best versions of themselves through travel. We will choose people that we can empathize with and root for.





VISUAL STYLE

The visual style of these pieces will be split between the very real world of the subjects in their native environments (homes, workplaces, etc.) and their very cinematic vacation experiences.



Interviews and cutaways to the “breakup loser” will be shot in a very composed and centered frame with the subject looking directly to the camera while seated in their native environment (apartment couch, patio, desk chair, etc). The framing of these scenes will be in 4:3 to contrast with the wider-framed vacation scenes.



The vacation scenes will be shot to emulate the genres, tropes, and occasionally pulling directly from movies with quotes, iconic shot recreation and wardrobe homages.



The Western will be shot with a widescreen, technicolor look that celebrates the larger-than-life landscape of the American West. Our subject new look will be striking against that backdrop.



The foreign film will be shot in sexy, grainy black and white images. At times a shaky hand held verite style emulates the French New Wave. Food shots slow down and are center framed to and celebrate the beautiful dishes being served.



The Surfing episode will be shot in a 'Hollywood' blockbuster mode that mixes high action sequences (29.97 frame rates, whip pans, lens flairs) and epic heroic framing (low angle, push-ins on hero, tilts from above). The aforementioned comic book pop-up graphics blended into the live action will further punch-up the superhero experience.



The "Rocky meets Yoga" episode uses exciting 70's and 80's cinematic sports and action film styles to give us a campy yet inspirational look. A steadicam will follow our hero as he jogs through the jungle and trains with his yoga master. Snap zooms accentuate some of his best poses and ultimately a most triumphant shot of him striking a "warrior pose" on top of a cliff—directly recreating Rocky's run up the stairs in Philly.



FEDERICO FELLINI

LA DOLCE VITA

GRAPHICS

The framework of the opening and closing graphics for the videos will be indicative of the Travelgram design from the other Travelgram spots. The font for the title of the mini travel movies, as well as any additional graphics, will reflect their genres they parody.





PIG APPLE AND THE CREATIVE TEAM

Pig Apple is a New York-based production house that focuses on unique, slick, funny and meaningful content for the web, branded content, commercials, and television. Collectively, its three founders bring a half a century of experience to animation and live action productions of all sizes. Their clients include Netflix, NBC, ESPN, Comedy Central, Cartoon Network, Nickelodeon, FX, Amazon, IFC, Tru TV, Yahoo!, Sesame Workshop, Hi-Chews candy, The UPS Store, and many more.





Trevor Williams (Director/EP) is a [filmmaker](http://trevorwilliamsfilms.com) who specializes in unique, slick, and funny content for TV and web. Trevor's writing and directing credits include Nickelodeon, The New Yorker, Upright Citizens Brigade, Comedy Central Digital and IFC as well as commercial clients such as The UPS Store and Samsung. Trevor's film "The Jane" was also awarded "Best Screenplay" at the LA Indie Film Festival and chosen as a Vimeo Staff Pick. Last year, Trevor was awarded the Just for Laughs "Comedy Pro" prize at the New York Television Festival.

trevorwilliamsfilms.com



Erin Glass (Producer/PM) is an Emmy Award winning Producer and Director based in Brooklyn, NY. She works in TV, film, commercials and web series on both scripted and unscripted shows. She has produced and directed projects for NBC, CBS, A&E, Nickelodeon, VICE, Yahoo!, UCB, IFC and Warrior Poets and she was part of Hulu's first original series.



Paul Rondeau (Director of Photography) is a lifelong director of photography who has shot four feature films and dozens of commercials and branded content videos for clients including The UPS store, Stella Artois, Samsung, Adidas, and many more. Fun fact: Paul once got to shoot Brad Pitt AND Michelle Obama for the same Funny or Die project! paulrondeau.com

BUDGET BREAKDOWN

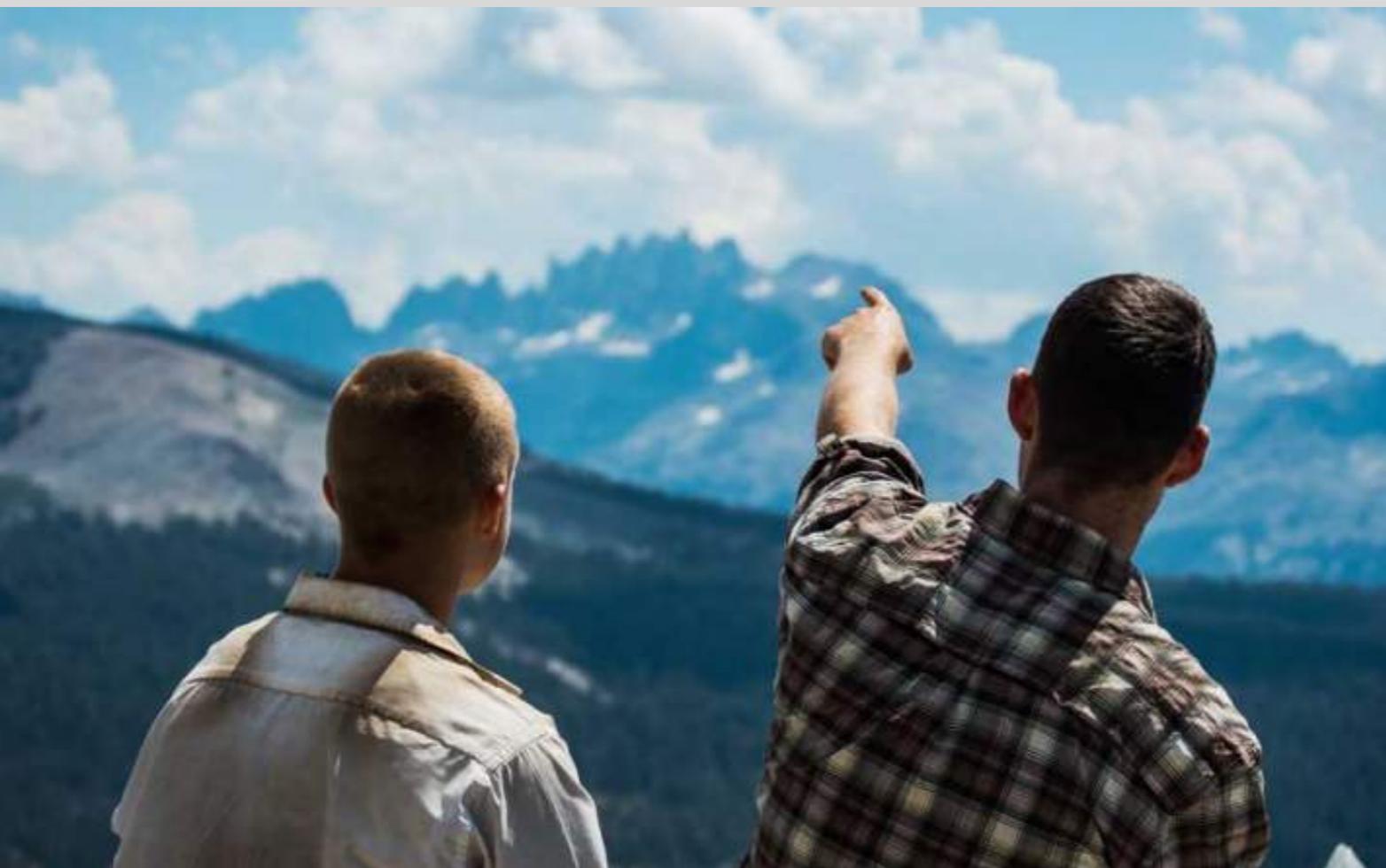
The production costs are very contingent upon location but below are our best estimates for a four video shoot that will incur some travel. Each shoot would require two full shoot days + 1 scouting day and two travel days (2.5 for international). If possible, a very optimal schematic from a cost/logistics standpoint would be to cast out of NY only, shoot interview and NY b-roll, then go on a consecutive trip that included San Francisco, Yosemite, Ojai, and Hawaii.

TRAVEL & POST...CONT.

Production Costs		
Positon	Rate (per video)	Total
Director/EP	5,000	20,000
Producer/PM	3,500	14,000
Director Photography	3000	12,000
Sound Operator (local)	1000	4,000
Camera Asst./2nd op	1500	6,000
Production Asst. (local)	600	2400
Production Asst. (local)	600	2400
Asst. Producer/Fixer (local)	1200	4800
HMU (local)	1000	4000
crafty	1500	6000
Hard drives	300	1200
Gear rental	2000	8000
<u>Casting Services</u>	flat	5000
<u>VO talent</u>	300	1200
<u>Talent</u>	4000	16000
Props	400	1600
Costume	500	2000
Van Rental	500	2000
Sub total	26,600	112,600
Production Fee	2280	16,890
Total Estimated Cost	\$28,880	\$129,490

BUDGET TRAVEL & POST

Travel	Air fare, lodging, pe diem, extra travel pay per person	
Domestic Travel	2500	\$10-12,500(per domestic video)
Domestic Location Fees		\$2,000 per vid
International Travel	4500	\$18-22,500 (per int. video)
International Location Fees/Carnet		\$2500 per vid
Post Production	Per video	
Editing/Gfx	7,500	\$30,000
Production Fee (15%)		\$4500
Total Estimated Cost		\$34,500



ROUGH PRODUCTION

TIMELINE

Casting 7/08- 7/22

7/22-8/14 Pre-Production &
Interview Shoots

8/15-8/30 Shooting

9/2- Post Production
Begins*

9/23 Delivery Video 1

10/7 Delivery Video 2

10/14 Delivery Video 3

10/28 Delivery Video 4

Day 1 Shoot Couples Interviews and
"hometown b-roll" in NY

Day 2 Shoot Couples Interviews and
"hometown b-roll" in NY

Two Week Break/Pre-Pro

Day 3 Fly to LA*

Day 4 Shoot Couples Interviews and
"hometown b-roll" in LA

Day 5 Shoot Couples Interviews and
"hometown b-roll" in LA

Day 6 Drive to Ojai

Day 7 Scout Ojai

Day 8 Shoot Ojai

Day 9 Drive to LA/Fly to SF

Day 10 Scout SF

Day 11 Shoot SF

Day 12 Drive to Yosemite

Day 13 Scout Yosemite

Day 14 Shoot Yosemite

Day 15 Drive to SF

Day 16 Fly to Hawaii

Day 17 Scout Hawaii

Day 18 Shoot Hawaii

Day 19 Fly home



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