

W

W

Fill Bunks

IN THE



BRAND ANTHEM TREATMENT

Framework

FILL IN THE BLANKS is based on the idea that you can create your own journey through the **University of Washington** to create positive impact in the world. We have a variety of creative opportunities to communicate a message of optimism and excitement, and to tell an engaging story in a captivating way that will hold viewers' attention and make prospective students **drop everything to enroll.**

The building block of this spot have three main components:

1. Voice over script.
2. Integration of ***Fill in the Blanks*** typography in an engaging way.
3. Practical or CGI composing and compositing of visual elements into scenes that reinforce brand recognition, primarily the color **purple** and the letter **W**.



Script

We are using the **FILL IN THE BLANKS** strategy to drive the storytelling, which mixes dramatic voice over with footage of real University of Washington students, faculty, staff, and alumni.

Our goal is to depict real, practical ways that people who go to the UW are providing positive impact to the world around us, coupled with a strong connection to our brand.



UNEXPECTED HOOK ----- PRACTICAL IMPACT

I study WILDFIRES



because I care about
PROTECTING
OUR COMMUNITIES



Shown is the basic **FILL IN THE BLANKS** structure: We begin the statement with an unexpected hook. It should appear seemingly unrelated, followed by its impactful counterpart. Our cast member is the focus of the *study* portion, while the *result* can be depicted in any number of ways.

UNEXPECTED HOOK ----- PRACTICAL IMPACT

I study beehives



because I care about
safe buildings.



Shown is the basic **FILL IN THE BLANKS** structure: We begin the statement with an unexpected hook. It should appear seemingly unrelated, followed by its impactful counterpart. Our cast member is the focus of the *study* portion, while the *result* can be depicted in any number of ways.

fig 1. Hook



fig 2. Impact



Why do people from all over the world come to the University of Washington?

Let's FILL IN THE BLANKS.

Or to study WILDFIRES because they want to PROTECT OUR COMMUNITIES.

I study WILDFIRES because they want to PROTECT OUR COMMUNITIES

Maybe they want to IMPROVE TECHNOLOGY because they want to make the world MORE ACCESSIBLE for all.

They might study LIFE UNDERWATER because they care about HOW WE LIVE ON LAND.

They want to know how ARTIFICIAL INTELLIGENCE can help us cure REAL DISEASES.

Or try to understand THE VASTNESS OF SPACE to prepare for our future ON EARTH.

They come to be part of an incredibly diverse group of visionary thinkers and creative doers.

But it's also more than just making the world a better place.

They come to cheer on their Huskies in the water, on the court, and in the greatest setting in college football.

They come to bask in the breathtaking Pacific Northwest
which we think is the greatest setting on earth.

Why do people come to the University of Washington?

Because every school might be different, but we make a difference.

BREAKING BOUNDARIES

FORGING FRIENDSHIPS

The University of *SETTING RECORDS*

FINDING CURES

CHANGING THE WORLD

WASHINGTON



Cinematography

Dynamically lit, energetically composed, the scenarios should contain a visual impact that echoes our subjects' passions.

We are looking at the world through a modern, optimistic lens, so our problems and solutions should have an appropriate contrast in tone, but always approachable and tangible.

Image capture should be as **film-like** as possible, and we are not excluding actual 35mm film as a possible medium.



From our incredible campus, to the golden fields of the Palouse to underwater gardens and technology-rich laboratories, we will be capturing our subjects in a grand and cinematic way, making an experience here to be truly **one of a kind**.

On the following pages are some initial examples of integrating key messages from the script into the principal subject photography



Wildfire






Loripsum

A woman with blonde hair, wearing a grey headband, a brown jacket, and a grey scarf, is hiking up a rocky mountain trail. She has a large blue backpack on her back. The sun is shining brightly from the top left, creating a lens flare effect. The background shows a steep, rocky mountain slope with some brownish vegetation. The word "Loripsum" is written in a large, yellow, cursive script font across the middle of the image, with a thin white horizontal line passing through it.




Lore Legum



Scene transitions can make use of the words we use to emphasize impact.

For example, in this scene we are using the word “wildfires” to provide a transition point to the next scene, gradually revealing the next shot.



A woman with blonde hair, wearing a grey beanie, a grey scarf, and a yellow jacket, is hiking up a rocky trail. She has a large green backpack. The background shows a mountainous landscape with trees in autumn colors (orange, yellow, and brown). The image is overlaid with a large, stylized purple graphic that resembles a jagged arrow or a mountain peak, pointing towards the right. The text "Shown is the next step in the possible transition sequence." is written in white on the left side of the image.

Shown is the next step in the possible transition sequence.

Brand Visuals

Another component of the spot is including visual “easter eggs” to reinforce our core brand: the capital letter **W** and the color **Purple**.

Whether via practical means or CGI, these elements should be an integrated part of the scene, and can vary from obvious to subtle in execution.





Casting

We will be casting real UW students, faculty, and alumni in order to showcase authentic impact in multiple disciplines, both locally and globally.

Our choices will depend on many factors, but our cast will be integral in conveying the principle that attending UW is **an unrivaled experience.**



Formats

:120

Full story / YouTube

:60

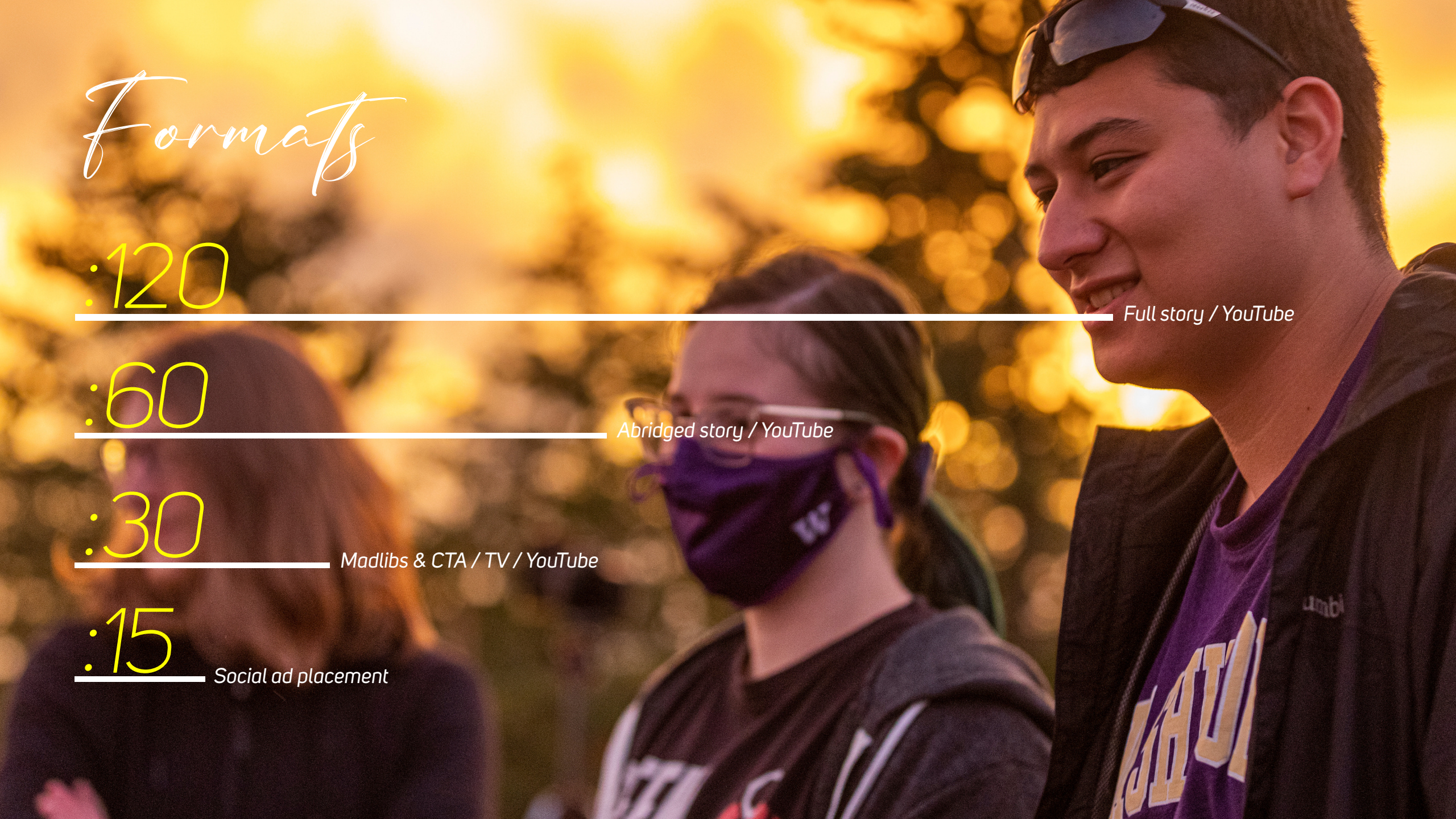
Abridged story / YouTube

:30

Madlibs & CTA / TV / YouTube

:15

Social ad placement



Wag!

BE BOUNDLESS
FOR WASHINGTON

FOR THE

T H A N K Y O U !

W