

NewCo. Concept: Reach the World.

Clint Eastwood type, representing the austere, jaded and cynical mind of the Western consumer, applying to both veterans of wireless service, as well as novices. Veterans sick of insanity; novices saw past prices as untouchable, as well as product pretentious and confusing. Clint's mannerisms, look, and voice are cool and zen, foreshadowing the marriage of sane and simple NewCo. with the surrendered Western mind, illustrated as "Finally . . . relief. Everything I've been prayin' for . . ."

This concept is built on opposition; the nature of duality or paradox, where opposites are truly one in the same. The quest being to find the "oneness." The jaded mind trusts nothing but the confusion it is used to. Separateness, staying trapped, repetition of negative thinking. NewCo. is the solution. The how to: "reach the world," where there is no separation. The introduction of NewCo. should show the merging of these opposites, representing the unified whole. The power of trust. The power of the positive. The power of simplicity.

The positive change NewCo. stands for, what it will provide, is at first illustrated "negatively" through Clint's dialogue and articulation. In commercial teaser, he says things to himself, as though he is reading about NewCo. (perhaps showing only his feet and bottom of coat {see below}, walking on desert sand), such as:

"Embracing the unified whole. (pause) Bringin' the masses together on a global level. (sniggers) Global. Yeah. Global warming. (laughs sarcastically) Reach the world . . . World everything! World order. World Peace. Soon, there'll be one race. (long pause)

And now there's one wireless carrier. (curiosity piqued) One *national* wireless leader. The first and only wireless company to represent the entire United States in world communication." (Open to full body shot, holding cell phone; shot keeps opening to a distance shot of Clint in vast desert, robust wind blowing.)

Voice over: James Earl Jones. "NewCo. The leading force in wireless communication. Reach the World."

(As related spots progress: First and only national wireless company: Clear service without long distance roaming charges. Size of company generates superiority.)

NewCo's objective offers warmth. Simple. Loving. Easy care. Togetherness. Eventually, when price plans are advertised, the idea of "the world is your home" will be reflected in the deals offered to make wireless communication anywhere and with anyone—reaching the world—easy and inexpensive, as well as capitalizing on simplicity factor: More control in your life. Power to talk wherever.

Verizon Launch

As spots progress, Clint-type is gradually becoming won over, showing his curiosity piqued to metamorphosing into a downright believer. He'll then "sell" company, citing specifics, remaining strong, simple, calm. To begin with, he is shown dressed in a long black coat, black boots, repressing his expression like a still volcano, yet reeking of unlimited possibility. Clint is sexy, as is NewCo. Great attraction between them. Equal billing, equal worth. Eventually, Clint starts dressing differently, as believer. As he gains expression and enthusiasm. More colorful and versatile; extroverted and spontaneous, depending on mood and where he is. But never loses his personal style and mystique; representing the individuality of every consumer.

Music for when Clint is in black coat: "Man in a Long Black Coat." Bob Dylan. Especially the opening, with harmonica. Reminiscent of *The Good, the Bad, and the Ugly*. But the song should be re-recorded instrumental; no vocal. Waltz less emphatic. Or certain instrumental parts sampled as is.

Possible music for when Clint is gaining enthusiasm: "Sylvio." Bob Dylan.

Music for Clint as believer: "Everyone Is One." God's Child.

Possible music to illustrate chaos in wireless: "Communication Breakdown." Led Zeppelin.

Commercial Teaser:

Set on desert. Opens with Clint saying things to himself, as though he is reading about NewCo. and responding (perhaps showing only the bottom of his coat and his boots,* walking on desert sand):

“Embracing the unified whole. (pause) One nation. (sniggers) *With liberty and justice for all?* (sniggers) Offering simplicity and sanity. (sneers) *Yeah. Well, I'm one crazy bleep.* . . (laughs/pause)

The first and only wireless company to represent the entire United States of America in wireless communication. Extinguishing chaos; providing order. (long pause)

Prove it.”

(Shot opens to full body shot, holding cell phone; shot keeps opening to a distance shot of Clint in vast desert, robust wind blowing.)

*Clint should always be dressed like a rebel. Long black coat and black lizard boots, to start.

Wagon Launch

Campaign Title: From Chaos to Order

Creative Strategy:

“Kiss my ass. Or prove your point.”

“Finally . . . relief. Everything I’ve been prayin’ for . . .”

Idea:

Concept built on the nature of paradox; finding the one in opposition. Depicted in the marriage of jaded Western consumer and sanity-bearing NewCo. Resulting in the smooth and effective usage of organized, inexpensive wireless service.

Clint Eastwood type, represents consumer. Although Clint is negative, his mannerisms, look, and voice are cool—zenlike, alluding to viewer/listener that what NewCo. provides is applicable.

The positive change that NewCo. offers is illustrated “negatively” through Clint’s dialogue and articulation.

Execution:

• Music for Teaser:

“Man in a Long Black Coat.” Bob Dylan. Mysterious, lonely—especially the opening harmonica solo. Reminiscent of *The Good, the Bad, and the Ugly*. But the song should be re-recorded as instrumental. Waltz less emphatic. Or certain instrumental parts sampled as is.

• Other Possible Music for Continuing Spots:

“Sylvio” Bob Dylan. Upbeat; illustrates hard past.

“Everybodys 1” God’s Child. Upbeat; depicts zen concept of oneness.

“Communication Breakdown” Led Zeppelin. Referring to past chaos in wireless industry.

Character Analysis:

Clint had to struggle for what little he's achieved. More than the norm. Perhaps because along the way he lost faith. Many broken promises. Close to winning—always some bullshit obstacle—down and dirty crap. Instead of fighting back, he'd work harder.

Lived in many places. Around different types and cultures. Clint's been around the block and back.

Intellectual and objective by nature. And a hard-ass. "Every problem is compositional. Fuck the subject matter. It either adds up or it doesn't. And if it doesn't, review basic math."

Lost his one true love for following his dreams—"Just couldn't lose a limb. Not even for love." Relationships seemed empty after that. Threw himself into his work—making metal sculpture. Huge, controversial pieces; difficult to show, expensive to make. Difficult to store and transport. Professionally criticized for his objectives—wasn't interested in making corporate art.

Never made money as an artist, so he built houses and laid carpets. Fixed cabinets and painted barns. Labored hard for cash. Rarely shared his work. Rare that anyone even knew he was a sculptor. Still worked tirelessly at his craft, for himself, whenever he could. Just when he thought something might give, things would fall through.

Clint grew jaded as the years wore by. Untrusting. Lost faith in people, groups, God. In a strange way, he doesn't realize his own power. Instead of seeing the possibilities, Clint is a pessimist, projecting a foreboding presence as a defense against criticism.

The idea of freely communicating with anyone—without a struggle—is hard to believe. And on some level, intimidating. But Clint would never admit he's intimidated by anything.

So he continues to play the cynic, saying, "Prove it."