



# Adventurous AF

**Thrillist x Minute Maid Aguas Frescas**  
**Series Treatment**  
V3 (6/9/2022)



# OVERVIEW

In partnership with **Minute Maid Aguas Frescas**, we will create a Thrillist YouTube series titled Adventurous AF featuring three videos that will capture the refreshingly real Gen Z perspectives on summer fun in NYC.

- Our crew will hit the streets of NYC with Chizi Duru, as she goes on a series of quests that showcase GenZ's refreshing POV on summer
- Each video will showcase a variety of diverse and fun POVs on wellness, gratitude, and how to be authentic
- Shot man-on-the-street style, our host will interact with people she meets who help her on her quest
- Reference Videos:
  - [Three Things I Love](#) (reference for comic potential of quick crosscuts)
  - [What Fashion Students are Wearing](#)





CONCEPT OVERVIEW

## About the Talent/Host

Chizi Duru is a Digital Content Creator born and raised in New York with strong ties to her Nigerian roots. She first gained popularity on YouTube in 2014 with her natural hair tutorials, and went viral in 2017 for her Graduation Cap Hack. She's since turned her namesake into her own brand with a goal of being a hub for women who aspire to be their true, authentic selves. In an effort to encourage women to build confidence and fall in love with themselves, Chizi creates a humorously relatable and comfortable environment for women to step into their power.



**CHIZI DURU**



# Series Overview

## CONCEPT OVERVIEW

### Summary of Deliverables:

3x custom video

- YouTube, hero (2-3 min, 16x9)
- Snapchat cutdown (9 x 16; <30 seconds\*\*\*)
- Twitter cutdowns (1 x 1; <60 seconds)





# Visual / Story Style Guide

While each video in the series will be a product of its individual story, there will be several visual and storytelling anchors that will provide stylistic cohesion:

- **Room for Chizi's POV:** While we have themes in place, we do plan to incorporate Chizi's personal perspective, helping inform her interviews and asides to the audience. This will help ground our story emotionally not only in the universal themes we're exploring, but also in her specific experience.
- **Tone:** Per client direction (and Thrillist best practices,) we are focused on fast hitting bold and diverse POVs that extend beyond cliché, that excite, inspire, and entertain our audience. Interviews will allow our on the street room to banter and grow organically, with our director colloralling as needed per story beats we know we need to hit.
- **Pace:** Our stories are going to move fast - we know what works in digital space: there must be value in each beat of our story. We will cross cut interviews, interweave sound bites of advice from our people on the street and cut those with strategic and perfectly timed reactions from our host.
- **Sage advice offered in bold and playful ways:** Not only will we be diving into diverse POVs with regards to Chizi's Q's, but we'd also like to visualize that advice in fun ways: Example, if someone recommends de-stressing via Goat Yoga, we'll smash cut to a 3-4 second comic vignette of Chizi doing Yoga, with a goat entering her frame (think stuffed animal goat here - we're not taking ourselves too seriously) She can't help but crack up...)
- **Handheld camera catches things unfolding before us in real time:** We will have a very good story spine for each episode before we hit set, and each character we meet will have talking points we know we'll hit, however, our camera will be handheld, capturing/reacting as if it these were spontaneous interactions. Thrillist audience - per insights - prefers a more verite image, rather than something that feels TVC quality overly produced (of course all our shots will be pretty.)





## CONCEPT OVERVIEW

# Video #1: Refreshing AF

## Log Line:

To cool off on this hot summer day, our host Chizi talks to people she meets on the street about the interesting, unique, and eccentric ways they cool off during the summer. Aguas Frescas is our tried and true antidote when the zany advice we hear doesn't quite work.

## Story Prompts:

- What's the craziest thing you've ever done to survive a heatwave?
- If someone told you that eating hot soup would cool you off, would you do it? (We see Chizi and bystander eat and react to hot soup)
- If your a/c went out, how would you stay cool? (I never use AC, I never go out in the summer, I only go out at night.)
- Have you ever tried using one of those portable a/c fans? Let's try it! (Chizi and bystander try it, they work, then battery dies a moment later.)
- I have three ice packs on me right now
- Water Balloons of course (slow motion vignette here)
- What's your favorite spot to hit up when it's hot during summer? (I go north, I go to Florida, Alaska- but it's hot there now so..)
- Wet towel strategies (we follow this through a few interactions - it's reco'd to Chizi, she reco's it to the next interviewee)
- Should we jump in Washington Sq fountain? (Chizi isn't convinced - bystander jumps they continue the interview after the fact, he's soaked - Chizi offers her wet towel, 'you need it more than I do...')
- A bystander wants to focus on breathing - panting (almost like a dog) (We see Chizi and bystander try - doesn't quite work, Chizi's not sure what she's doing)
- I take off my clothes (with friend chiming in,) a I get a bag of ice and - (Chizi cuts them off before we get into details...)
- Did you know some species of storks poop on their legs to cool off? (Possible answers include crickets, shock, and or the bystander running off.)
- What's your best advice to stay cool when it's hot out? (move SLOW - quick cut to slow motion vignette Chizi walking half speed, everyone around her speeding by)
- Keep moving - this way the breeze just keeps you cool - just don't stop because then you'll see how hot you actually are)
- What's your favorite thing to eat to help you cool off? (Cucumbers - on my eyes, in my salad, in my bath - cucumbers)



# Video #1: Refreshing AF - shoot breakdown

Shoot dates: June 15-16, 8am to 6pm

**Intro & Outro** (same design for all 3 vids done on crosby street) : Chizi to camera with AF in hand tells the audience about her journey (we do this both with cinema camera and Iphone selfie style for snap)

**Interviews** (same for all 3 vids)

*Each interview should run 25 odd minutes including business and activity we might film. 8 hours total shooting per day means about 30 subjects including company moves/lunch in one day (this is very ambitious so might be closer to 25)*

- Soho look (Crosby btwn Spring and Houston)
- Busy Broadway look (Bdwt at Prince)
- Modern/corporate look (Lafayette at Prince)
- Park look (Wash square park or Lt. Petrosino Square)
- In an elevator (#10 crosby)

**Title Shot** (several variations to be used with Authentic + Refreshing vids)

- HH shot with AF big in left of frame w.room for title on right (variations with move to reveal title)
- Locked + dana super wide Chizi talking flat against brick wall (wes anderson look here) with big room for title + Park version
- Locked + dana slow roll through "IDA" style shot (people low in frame, tonnes of head room)

**Interstitials/Visual Vignettes** (Visual asides that will round out the interviews for all 3 vids )

- talking a puppy / dog / baby (as is possible)
- talking to a municipal person
- Chizi chasing someone with mic
- talking to a squirrel
- payphone (if we can find one?)
- microphone in a window
- talking with mannequin
- handing out Aguas Frescas to interviewee's and for example a jogger who passes by
- Interviewing jogger both jogging

**Props to be used with interviews**

Hot Soup (x4), White neck towels (x4) , Cucumbers, Ice cubes, very big beach style white hat to block sun , Golfing umbrella, personal fan x2, water balloon fight (use towels to dry off)



## Video #2: Authentic AF

### Log Line:

In this episode, our host Chizi will interview Gen Zers on the street about how they are Authentic AF, having fun embracing our quirks, passions and uniqueness along the way. Chizi rewards her subjects for the interesting, fun and insightful advice she gets with a cold Aguas Frescas.

### Story Prompts:

- How do you get the confidence to be Authentic AF?
- NYCers don't give a what. What's your take on why?
- Let's talk about embracing our quirks
- Let's talk about the things that make us happy - how do you self soothe, without apology (Chizi is gonna try a few of these herself)
- Let's embrace that thing we love, but maybe aren't the best at (for example, singing - Chizi and subject dare each other to do it.)
- What makes Gen Zers different from everyone else?
- What do most people misunderstand or get wrong about being Gen Z?
- Do you think Gen Zers get a bad wrap?
- How do you continue to be authentic despite what is popular on social media?
- What's your advice to help someone be their most authentic self and not give AF what anyone thinks?
- When someone has tried to make you feel bad for who you are, how did you handle it?
  - Can you recall a specific moment when other people were telling you to change how you approach life and you pushed through and it wound up working out for you?
- Can you recall a specific moment when other people were telling you to change how your approach life and you pushed through and it wound up working for you?





# Video #2: Authentic AF - shoot breakdown

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## Video #3: Skillful AF

### Log Line:

Our host Chizi will meet and interview two subjects: a street dancer and rapper to learn more about their craft and showcase how they are skillful AF. (Casting TBD)

### Story Prompts:

- How did you get into dance? What's your favorite dance move?
- How did you start rapping?
- What did it feel like your first time on stage/in public? Tell us the details
- What about being a performer inspires you?
- How does your craft give you the power to be the real you?
- How long did you have to study to become great at what you do?
  - When did you first become comfortable being your true self in front of an audience/crowd?
- When did you first become comfortable being your true self in front of an audience/crowd?
- When did you fall in love with your craft?
- What was the moment you realized this was what you wanted to do with your life?
- What's your routine to get in the zone before a performance?
- What's one piece of advice you would give to people pursuing a career like yours?
- What's one thing you want people to know about you and your work?
- Can you teach me how to rap?



# Video #3: Skillful AF - shoot breakdown

“Skillful AF” (EP3 June 17)

**Intro & Outro** (same design for all 3 vids done on crosby street) : Chizi to camera with AF in hand tells the audience about her journey (we do this both with cinema camera and Iphone selfie style for snap)

## Interviews

*Each of our 2 hero interview should last about 45 minutes - a wide-ranging conversation between Chizi and our subjects - 2 looks per interview so that we have visual variety on the streets of Soho and Greenwich Village.*

## Title Shot

Performance of one of our subjects in the background in slow motion;  
Auga Fresca in foreground : roll through to reveal title. (We will film options with both performers to have options)

## Broll

Extensive coverage of talent “in action” - caught in the moment, as if we came across their art on the streets of NYC + performing directly for our camera and for Chizi - reveal Chizi as being part of the audience

Chizi and talent walking the streets of NYC together (slightly slow motion, AF in hand)

## Interstitials/Visual Vignettes

- Vignettes associated with this episode will be built based on Chizi interacting and learning the art of our performers - it might feel like a lesson of sorts, it might sound like a Duet, it might be just plain silly fun two people dancing on the streets of NYC

## Props to be used with interviews

Organic to performers work + Auga Fresca!



**Thank you!**



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