

6 Underground

Digital Content Proposal

Teasers

These :15-:45 pods will leave the audience curious and wanting more, as we highlight both the action-packed and quirky moments in the film. All pieces can be spiced up with b-roll, film clips, sound bites, and graphics!

The 6 Underground Cast Reveal Themselves

The cast members are all covered in a simple ghost costume (a sheet with holes cut out) each with their corresponding character name drawn onto it. One by one, they'll pull the ghost sheets off of their heads and reveal themselves underneath. A somber expression on each of their faces.

This is a play on One's ghost rhetoric and how the characters are dead to the world.

- **Potential Shoot Days:**
 - Sit-Down Intvs: Scheduled EPK interviews, Long Lead Day

Meet The Cast of 6 Underground at Your Local Deli

We'll introduce the characters by a deli number counter that scrolls through orders 1-7. Each cast member will grab their order when their number (and character name) is called, and they'll walk out of the deli in slow motion like a badass squad on lunch break.

To button up the piece, one of the characters will say: "Isn't there something we need to be doing?" In response, we'll conclude the teaser with some action-packed film clips showing the group's typical day in the life.

- **Potential Shoot Days:** Long Lead Day or would require an additional shoot day outside of production.

6 Underground Cast: 7 Perks of Being A Ghost

In numerical order, each cast member will tell us an awesome perk of being a ghost. No more office birthday parties, no more crying babies, etc. These can be strung together in one featurette, or separated into individual character pods!

- **Potential Shoot Days:**
 - Sit-Down Intvs: Scheduled EPK interviews, Long Lead Day
 - Stand-Up Intvs: 10/4, 10/11, 11/23, 11/27, 11/28

7 Secrets With The 6 Underground Cast

The cast members will each share something secretive about their lives. Like silly confessionals! These can be strung together in one featurette, or separated into quick :15 pieces for the cast to individually post on their social media accounts.

- **Potential Shoot Days:**
 - Sit-Down Intvs: Scheduled EPK interviews, Long Lead Day
 - Stand-Up Intvs: 10/4, 10/11, 11/23, 11/27, 11/28

Ryan Reynolds Pokes Fun at McConaughey Lincoln Commercial in Promo for Underground 6!

In this teaser, Ryan Reynolds is showing off the Alfa Romeo while parodying McConaughey's Lincoln commercial. This could be easily achieved by having Ryan recite some of the lines in the commercial, and intercutting b-roll or film clips of the opening car chase scene. We can also capture a few quick, fun moments with him admiring the stunning car on set!

- Inspiration: Lincoln Commercial
<https://www.youtube.com/watch?v=aeAXi5ShQ90>
- **Potential Shoot Days:**
 - B-Roll: 8/24, 8/28, 8/29, 8/31, 9/3, 9/6, 9/7, 9/10, 9/11, 9/13, 9/17, 10/22, 10/30,
 - RR Stand-Up Intv: 9/17 (Only day RR with Alfa)

6 Underground Cast Were Never Born

The cast recites a series of daring, in-character statements that demonstrate how their past lives have been erased. For Example: "I have no Mother", "I have no birthday", or "I was never born."

We'll insert film clips of action-packed scenes in between the dialogue and end the piece with a title card. This piece is designed to peak an audience's curiosity!

- **Potential Shoot Days:**
 - Sit-Down Intvs: Scheduled EPK interviews, Long Lead Day
 - Stand-Up Intvs: 10/4, 10/11, 11/23, 11/27, 11/28

Watch Interview Fail From "One" In 6 Underground

In this quick teaser, we'll poke fun at the numerical character names a bit! Ryan Reynolds sits in a director's chair about to do an in-character interview. The interviewer starts a countdown to when the cameras roll: "Starting in 3..2...1..". But he always reacts as if someone is calling his name when the countdown reaches "1". Continuously stopping the interview before it starts!

Reynolds can end the teaser with a funny, frustrated line like: "Just see the fricken movie."

- **Potential Shoot Days:** Scheduled EPK interviews, Long Lead Day

Ryan Reynolds Talks To A Therapist: Counting Backwards Doesn't Work

Reynolds lays on a chaise lounge in a psychiatrist's office, while the psychiatrist tells him to take a deep breath, and count backwards from 10.

Reluctantly, he begins counting down. Once he reaches the number 7, Ryan's counting is interrupted by action shots from the film all highlighting his fellow squad members who are kicking ass in dangerous situations. It's as if he's introducing the cast through this anger management technique!

For a quirky end to the piece, Reynolds looks at his psychiatrist and say: "Yeah, I don't think this is working..."

- **Potential Shoot Days:** Long Lead Day, or would require an additional shoot day outside of production.

Stunt Men Leap Over Florence in 6 Underground

The stunts in 6 Underground not only take place on the ground AND in the sky! Stunt men and cast members, including Ben Hardy himself, leap from building to building with death on their heels.

In this teaser, we'll capture BTS of those death-defying moments and conduct quick stand-up interviews with the cast and crew to capture their thoughts and feelings before and after their leaps of faith.

ALT: Could potentially be made into a full featurette with other stunts incorporated.

- **Potential Shoot Days:**
 - B-Roll/Stand-Up Intvs: 8/28, 9/7, 11/7

Michael Bay and Ryan Reynolds Go Live on Facebook on The Set of 6 Underground!

For this quick, fun teaser – all you need is Michael Bay, Ryan Reynolds and a cell phone! We'll schedule some time for them to talk to fans one-on-one at one of the stunning filming locations.

They can show fans the landscape, any special or unique elements on set that day, and/or just have a friendly chat with his fan base!

- **Potential Shoot Days:**
 - MB Stand-Up Intvs: 10/11, 10/15, 10/18, 10/19, 11/23

The Statue of David Survives An Incredible Car Chase

In this quick teaser, we'll compile glamour shots of the Statue of David that fully depict its awe factor! Close ups on the details: the highly realistic hands, the smooth marble surfaces, the curly hair...

We'll insert wide shots of the Statue of David's grand, majestic show room. Really setting the tone that this is an incredible, irreplaceable work of art.

Then BOOM – we'll shift gears into the Uffizi car chase scene! The Alfa Romeo peels down the corner and seems to be heading straight for David.

We'll end the teaser on a cliffhanger, the Alfa mere inches away from the iconic statue, leaving audiences at the edge of their seats!

- **Potential Shoot Days:**
 - B-Roll/Stand-Up Intvs: 8/24, 8/27, 8/28, 8/29, 9/10

Marketing Featurettes

Fun, informative, and action-packed :90-2:30 pods produced using feature, b-roll, and interviews. Suitable for exclusive online and TV premieres.

Meet The Cast of 6 Underground

We'll start this in-depth character profile featurette by introducing the cast via a vintage countdown reel (starting at 7 and ending at 1). As each number appears on screen, so will the corresponding cast member matching the vintage reel style. We'll then dive into interviews with the actors about their characters, showcase some incredible BTS footage, and explore the cast's experience on set.

- **Potential Shoot Days:**
 - Sit-down Interviews: Scheduled EPK interviews, Long Lead Day
 - B-Roll/Stand-Up Intvs: 8/29, 9/17, 10/2, 10/4, 10/5, 10/11, 10/29, 10/30, 11/21, 11/22, 11/23, 11/27, 11/28

Meet The Cast of 6 Underground (ALT 1)

We'll introduce the featurette with a sinister looking countdown timer. As we dive into the 6 Underground world with the cast, the countdown will appear intermittently on corner of the screen – but what is it counting down to? At the conclusion of the featurette, a cast member will recite a daring line to-camera: "Oh yeah, and one more thing...we were never here." The timer will then reach 0.00, and the featurette will "self-destruct" using explosion graphics!

- **Potential Shoot Days:**
 - Sit-down Interviews: Scheduled EPK interviews, Long Lead Day
 - B-Roll/Stand-Up Intvs: 8/29, 9/17, 10/2, 10/4, 10/5, 10/11, 10/29, 10/30, 11/21, 11/22, 11/23, 11/27, 11/28

Meet The Cast of 6 Underground (ALT 2)

In this featurette, we'll introduce the cast and capture them being totally badass. We'll intro the piece by showing a clip of each cast member their stunt training! We can freeze frame action pose and slap on a graphic of their character name. The frame can be stylized to achieve a graphic novel feel. We'll then go into interviews, incredible BTS footage, and explore the cast's experience on set.

- Inspiration: Kick Ass Movie Album Cover
<https://www.amazon.co.uk/Kick-Ass-Various-Artists/dp/B003AIEOBK>
- **Potential Shoot Days:**
 - Sit-down Interviews: Scheduled EPK interviews, Long Lead Day
 - B-Roll/Stand-Up Intvs: 8/29, 9/17, 10/2, 10/4, 10/5, 10/11, 10/29, 10/30, 11/21, 11/22, 11/23, 11/27, 11/28

Planes, Trains, and Automobiles on The Set of 6 Underground

Not only does 6 Underground have stunts and VFX galore, but those stunts and VFX take place in almost every mode of transportation imaginable. From infinite different types of cars, to yachts, to helicopters, and even a construction crane – it has it all, and it certainly hypes up the action!

We can stylize this piece by creating a map graphic and plotting out where the cast goes, and exactly how they get there. Michael Bay and other department heads can provide fun soundbites!

- **Potential Shoot Days:**

- B-Roll/Stand-Up Intvs: 8/24, 8/27, 8/28, 8/29, 8/31, 9/3, 9/6, 9/7, 9/10, 9/11, 9/13, 9/17, 10/2, 10/3, 10/4, 10/5, 10/29

Ryan Reynolds Trains for 6 Underground!

Ryan has done an action movie or two before, which involves a lot of sweaty preparation. In this featurette, we'll follow Ryan through his training regimen to see just how much grit it takes to become an action hero! We'll highlight this piece with a broll of his most impressive stunt-heavy scenes.

- **Potential Shoot Days:**

- B-Roll/RR Stand-Up Intvs: 9/17, 10/5, 10/18, 10/25, 10/26, 10/29, 10/30, 11/7
- Option: Additional shoot day following RR at a gym as he goes through a rigorous work-out routine.

Inside Look: VFX and Stunts in 6 Underground

Michael Bay is known for his ingenuity in all things VFX, stunts, and action! In this featurette, we'll conduct interviews with Bay, the VFX supervisor, and stunt coordinator to explore how the Bay's vision for the movie came to life.

- **Potential Shoot Days:**

- Sit-Down Intvs: Scheduled EPK interviews, Long Lead Day
- B-Roll: 8/24, 8/27, 8/28, 8/29, 8/32, 9/3, 9/6, 9/7, 9/10, 9/11, 9/13, 9/17, 10/22, 10/29, 10/30, 11/5, 11/6, 11/7, 11/21, 11/22
- MB Stand-Up Intvs: 10/11, 10/15, 10/18, 10/19, 11/23

Michael Bay Is Thinking Bigger and Better in 6 Underground

In this digital piece, we'll talk to Michael Bay himself and explore how this movie is unlike anything he's ever done before. He'll describe how the stunts, locations, VFX and star-studded cast are bound to blow everyone away!

- **Potential Shoot Days:**

- Sit-Down Intvs: Scheduled EPK interviews, Long Lead Day
- B-Roll: 8/24, 8/27, 8/28, 8/29, 8/32, 9/3, 9/6, 9/7, 9/10, 9/11, 9/13, 9/17, 10/22, 10/29, 10/30, 11/5, 11/6, 11/7, 11/21, 11/22
- MB Stand-Up Intvs: 0/11, 10/15, 10/18, 10/19, 11/23

Michael Bay and Ryan Reynolds Are A Dream Team!

Michael Bay is directing and Ryan Reynolds is starring for the first time together! In this featurette, we'll talk to Bay and Reynolds about how excited they are to work with each other. The rest of the cast will also talk about how Bay and Reynold's talents have combined to create a truly spectacular movie!

- **Potential Shoot Days:**

- Sit-Down Intvs: Scheduled EPK interviews, Long Lead Day
- B-Roll: 9/17, 10/5, 10/18, 10/25, 10/26, 10/29, 10/30, 11/7
- RR Stand-up Intvs: 9/17, 10/26, 10/29, 11/7
- MB Stand-Up Intvs: 10/11, 10/15, 10/18, 10/19, 11/23

Shutting Down A City: 6 Underground Film Takes Over Florence!

The cast and crew of 6 Underground are taking over Florence! We'll explore the multitude of the shooting locations within the city, and see just how much it takes (security, planning, permits, funds) to have such a large production footprint while filming.

The Duomo. Uffizi Museum. Statue of David. We'll include fast shots of the historic sites that give an audience a feel for the city, and conduct stand-up interviews with the locals regarding how much they love their home.

Michael Bay, the cast and crew can also talk about how much they love Florence, and what a joy it's been to film there.

ALT: This featurette can be applied to any of the other major city shooting locations.

- **Potential Shoot Days:**

- Sit-Down Intvs: Scheduled EPK interviews, Long Lead Day
- B-Roll/Stand-Up Intvs: Shoot days in Florence.

Michael Bay and The Cast Watch 6 Underground Opening Scene Together

In this hilarious featurette, Michael Bay and the 6 Underground cast will watch the adrenaline-pumping chase scene at the beginning of the movie together.

To open the piece, Michael Bay will give a brief introduction of the scene, telling us about his vision and how it came to fruition.

Then the cast will sit down with Bay and watch the chase scene for the first time!

We'll capture the cast's reactions to the action while they watch, and be sure to get reaction sound bites of the cast praising the scene afterward.

- **Potential Shoot Days:** Scheduled EPK interviews, Long Lead Day, or would require an additional shoot day outside of production.

Why Michael Bay Is the Perfect Director for 6 Underground

In this digital piece, we're paying tribute to the man, the myth, the legend – Michael Bay. He'll talk to us about what his creative process has been like from start to finish! We'll also talk to the cast and department heads about what makes Michael Bay such an incredible director, and what a once in a lifetime experience it has been to be on his set.

- **Potential Shoot Days:**
 - MB Stand-Up Intvs: 10/11, 10/15, 10/18, 10/19, 11/23
 - Cast Stand-Up Intvs: 10/4, 10/11, 11/23, 11/27, 11/28

Fantastic Locations in 6 Underground Movie!

From Florence, to Taranto, to Abu Dhabi – this film is all over the map in tons of historic, stunning locations. In this piece, we'll capture all of the breathtaking scenery and landmarks, and talk to the cast about how exciting all of the filming locations have been.

ALT: We follow the cast on their day off as they explore one of the filming locations. They'll sample local cuisine, maybe do a fun activity or two, and interact with the locals!

- **Potential Shoot Days:**
 - Sit-Down Intvs: Scheduled EPK interviews, Long Lead Day
 - MB Stand-Up Intvs: 10/11, 10/15, 10/18, 10/19, 11/23
 - Cast Stand-Up Intvs: 10/4, 10/11, 11/23, 11/27, 11/28

Stunt Driver on Set of 6 Underground Teaches Us How To Drift

Drifting in a car can be a dangerous mistake, or in the case of 6 Underground – a talent that gives you a HUGE advantage when outrunning the bad guys! In this featurette, we'll talk to the stunt drivers on set and they'll tell us how they learned to drift! With an emphasis on safety (don't try this at home).

A hand on the emergency brake. Shifting gears. Smoking tires. We'll get close up shots as the stunt driver gives us step-by-step instructions and tips. We'll also use some dramatic slow motion shots of the car drifting with smoke billowing around the tires!

- Inspiration: <https://www.youtube.com/watch?v=zzxaD3AsexA>
- **Potential Shoot Days:**
 - B-Roll/Stand-Up Intvs: 8/24, 8/28, 8/29, 8/31, 9/3, 9/6, 9/7, 9/10, 9/11, 9/13, 9/17, 10/22, 10/30

Transmedia Content

These digital pieces can be used across multiple platforms and are designed to create a buzz for the film. Let's go viral!

6 Underground 360° Experience Puts You Right In The Middle of A Chase Scene!

In this digital piece, the audience will feel as though they've transported to Florence and are zipping through the city streets in a high-speed chase!

We'll put some 360° GoPros in the passenger seat and car hood of one of the stunt vehicles in the opening chase scene. We'll capture every moment!

The fans can experience the chase for themselves by putting on a VR headset or browsing the 360° experience on the film's website.

ALT: This featurette could highlight any car chase scene in the movie.

- **Potential Shoot Days:**

- B-Roll/Stand-Up Intvs: 8/24, 8/28, 8/29, 8/31, 9/3, 9/6, 9/7, 9/10, 9/11, 9/13, 9/17, 10/22, 10/30

6 Underground Cast Have Hilarious Thanksgiving Dinner

To highlight the dysfunctional family team dynamic, we'll set up a mock thanksgiving dinner with cast 1-7! They will bicker, yell, fight, and maybe bust out some intense weaponry amidst the turkey and mashed potatoes.

- **Potential Shoot Days:** Long Lead Day, or would require an additional shoot day outside of production.

Storror Parkour Team Choreographs Awesome 6 Underground Music Video!

Not only can the Storror Parkour team do amazing stunt work, but they can also time back flips and tricks in perfect unison! In this digital piece, we'll ask the Storror guys to synchronize some their stunts while on the set of 6 Underground. We'll then take those BTS clips and string them together to an epic song of your choice!

- **Potential Shoot Days:**

- Sit-Down Intvs: Scheduled EPK interviews, Long Lead Day
- B-Roll/Stand-Up Intvs: 8/24, 8/27, 8/28, 8/29, 9/3, 9/7, 9/11, 9/13, 9/17, 10/2, 10/3, 10/4, 10/5, 11/5, 11/21, 11/22, 11/23, 11/27, 11/28

6 Underground Movie Will Get Your Heart Pumping...Literally.

In this hilarious digital piece, we'll have a handful of people watch the opening scene with heart rate monitors attached to their chests. This will involve some light casting to find some folks that REALLY get into action movies so we can capture some great reactions and racing pulses!

- **Potential Shoot Days:** Long Lead Day, or would require an additional shoot day outside of production.

Here's The Cast of Underground 6...But We Have No Idea Who They Are...

This quirky featurette somewhat uses an anti-marketing campaign strategy to peak the audience's interest! We'll capture in-character soundbites from the cast and string them together in one piece, but we'll blur out their faces and morph their voices to hide their identity. It will be as if the characters conducted interviews in realistic circumstances to keep their identities secret!

The comedy lies in fact that all the cast interviews will essentially be indistinguishable from each other.

- **Potential Shoot Days:**
 - Sit-Down Intvs: Scheduled EPK interviews, Long Lead Day
 - Stand-Up Intvs: 10/4, 10/11, 11/23, 11/27, 11/28

Storror Parkour Team: The World Is Their Playground

In this featurette, we're covering all thing Parkour! We'll capture interviews with the Storror team and learn all about how they became experts in the field of Parkour. Then we'll talk to the cast, get their insight on the Storror team's talent, and follow them on set through any Parkour training they endured.

The cast and Storror will do all sorts of mind-bending stunts in the shooting locations all over the world.

This featurette will maintain a quick pace, flip after flip, location after location – so it will seem like the team is flipping and ricocheting all over the world in a blink of an eye! We can emphasize their stunts with dynamic graphics that indicate things like exactly how many degrees they've flipped.

- **Potential Shoot Days:**
 - Sit-Down Intvs: Scheduled EPK interviews, Long Lead Day
 - B-Roll/Stand-Up Intvs: 8/24, 8/27, 8/28, 8/29, 9/3, 9/7, 9/11, 9/13, 9/17, 10/2, 10/3, 10/4, 10/5, 11/5, 11/21, 11/22, 11/23, 11/27, 11/28

Cast of 6 Underground Partake In "Off The Grid" Challenge While On Set

In 6 Underground, One and the gang have to be completely untraceable and disconnect from the world! We'll challenge the cast members to do the same. We'll pick a day on set where the entire cast has to participate in disconnecting from all technology and going "off the grid" for an entire day. If they even reach for their cell phone – it's over, they lose!

We'll see who manages to make it through the day!

- **Potential Shoot Days:** 10/4, 10/11, 11/23, 11/27 (Note: These are days when most of the cast are on set)

Ryan Reynolds Goes Undercover On Set of 6 Underground

Ryan Reynolds will spend some time in the make up chair to disguise his appearance. Make up artists will use prosthetics to make him unrecognizable! Ryan will then take on the persona of a crewmember who has beef with Reynolds, and he'll ask his fellow crew what they think of him!

- Inspiration – Kilo Ren Undercover Boss:
<https://www.youtube.com/watch?v=FaOSCASqLsE>
- **Potential Shoot Day:** To successfully pull off the prank, this would require an additional shoot day on set for RR.

Michael Bay and Ryan Reynolds Read Fan Tweets #WantedToDisappear

Fans of Michael Bay and Ryan Reynolds will ask fans to submit their most embarrassing moments with the hashtag #WantedToDisappear – in line with the characters in the movie who literally disappear!

ALT: The entire 6 Underground cast reaches out to fans for tweets and reads them!

- Inspiration: Jimmy Fallon Hashtags
<https://www.youtube.com/watch?v=ttY8e00pt08>
- **Potential Shoot Days:** Regularly scheduled EPK interviews, Long Lead Day
 - MB Stand-Up Intvs: 10/11, 10/15, 10/18, 10/19, 11/23
 - RR Stand-up Intvs: 9/17, 10/26, 10/29, 11/7

6 Underground Cast Plays Improv Game: What's Your Alibi?

This fun improv game will force the cast to think quickly! We'll read aloud a series of crimes that can range from silly to super intense, and members of the cast will have to quickly think of an alibi for themselves.

- Inspiration: Think Fast Game
<https://ew.com/tv/2018/07/25/amy-poebler-jimmy-fallons-think-fast-game-tonight-show/>
- **Potential Shoot Days:** Regularly scheduled EPK interviews, Long Lead Day, or additional shoot day to set up game show setting if desired.

Ryan Reynolds and Dave Franco Have A Song Battle

Poking fun at the names of the characters, Reynolds and Franco will go head to head as they rack their brains for songs that have numbers in their song lyrics! There are TONS of songs to choose from. For example:

- Beatles – “Eight Days A Week”
- White Stripes – “Seven Nation Army”
- Prince – “1999”

For every song they sing, they get a point! First person to 10-15 points wins.

Or we could just let them sing until they can't think of any more songs!

ALT: We'll have a piano player on set who has a hefty repertoire of numerical lyric songs. He/She will play a song, and Dave and Ryan will have to name that tune!

- **Potential Shoot Days:** Long Lead Day, or would require an additional shoot day outside of production.

6 Underground Cast Plays A Game That Reveals Their Past on Facebook Live!

For this fun game, all you need is the cast and a few small dry erase boards! The cast will all sit in a semicircle with a host leading the game. One by one, the host will go around and recite two facts about each cast member's past - one will be truth and the other a lie.

The cast will then have to write down which they think is the truth! We'll learn all about this star studded cast in a fun, competitive environment as each cast member reveals something about his/her life.

- **Potential Shoot Day:** Long Lead Day

The Search for Agent 8: A Fan Gets to Be Background Extra on The Set of 6 Underground

For this fun featurette, we'll call out to fans for some kind of video submission in the "Search for Agent 8" contest. Fans could recite a bit of dialogue or strike their best action hero pose, all in hopes of joining the set for a background extra spot in 6 Underground!

The cast will welcome the contest winner and give him/her pointers on how to be the best "8". Maybe the stunt coordinator could give the winner a few quick pointers as well!

- **Potential Shoot Days:** 11/17, 10/11, 10/24, 10/29, 10/30, 11/21, 11/22, 11/27 (Note: These are days when most of the cast are on set)

Cast of 6 Underground Plays "Nudie or Not" Game on Facebook Live!

Playing off the joke about the Statue of David's member, we'll play a silly game with the cast called "Nudie or Not" where they guess if a famous work of art has nudity or not!

We'll pair the cast up in groups of two, and they will hold up photos of famous Italian works of art (like those found in Uffizi) with funny stickers over where the nudity could be. They'll then ask each other the question - "Nudie or Not?"

To reveal the answer, they'll peel off the sticker and reveal if there is indeed any nudity or not. The cast, of course, will be encouraged to dialogue about the nudity or lack thereof.

- **Potential Shoot Day:** Long Lead Day

Cast of 6 Underground Plays "Art or Auto" Game on Facebook Live!

In the opening chase scene, cars are narrowly dodging famous works of art! In this game on Facebook Live, we'll ask the cast which would they rather save - an auto or work of art? They'll write their answer down on a small dry erase board.

The cast will have to pick from combinations like:

- Your Daughter's Macaroni Art vs. A Harley Davidson
- The Mona Lisa vs. Mercedes-Benz Maybach Exelero
- The Only Portrait of Your Grandmother in Existence vs. Bugatti Chiron

The hilarity lies in the cast potentially casting aside the sentimental or historically priceless option, and going with the auto!

- **Potential Shoot Day:** Long Lead Day

Take A Look At This Sexy, Dangerous Car in 6 Underground: The Alfa Romeo

Hosted by Ryan Reynolds, we'll take a detailed look at the sexy Alfa Romeo. Close up shots of: the unique body contour, the sleek interior, and the Alfa Romeo hood ornament. All narrated by Reynolds' hilarious yet voice.

Ryan will also dive into just how dangerous this car can be, as he narrates broll of the opening car chase filled with the Alfa's clever maneuvers. We'll use drones to capture aerial views of the city and the treacherous chase down below. We'll also strategically place GoPros on the car to capture the car maneuvering tight corners, the gravel flying, and smoking tires! The audience will feel like they're in the middle of the action.

- **Potential Shoot Days:**

- B-Roll: 8/24, 8/28, 8/29, 8/31, 9/3, 9/6, 9/7, 9/10, 9/11, 9/13, 9/17, 10/22, 10/30,
- Stand-up Intv With RR: 9/17

Social Media Influencer Visits The Set of 6 Underground

There are TONS of social media influencers who have made it big due to their love of cars. Whether it's photographing cars, driving them, or just being near them!

For this fun featurette, we're going to have a social media influencer on set and geek out over all the amazing vehicles.

The influencer can record from his own smartphone as well, posting stories to various social media outlets and thus instantly hyping the movie for all his/her fans!

- Inspiration: <http://www.thedrive.com/the-drive-50/3496/the-10-most-powerful-social-media-influencers-in-the-auto-world>
- **Potential Shoot Days:**
 - B-Roll/Stand-Up Intvs: 8/24, 8/27, 8/28, 8/29, 8/31, 9/3, 9/7, 9/10, 9/11, 9/13, 9/17, 10/22, 11/21, 11/22

Post-Release Featurettes

These :90-2:30 digital pieces contain spoilers! Suited for post-release only.

Produced using feature, b-roll, and interviews and can be used across multiple media platforms.

How To Make A Magnetized Room: Behind The Scenes of 6 Underground!

Who would've thought that One's epic victory in 6 Underground would result from a gigantic, all-powerful magnet?

In this digital piece, we'll explore everything it took to make this complicated wonder of science come to life. Department heads on the film will go into detail about how they created this MASSIVE magnet weapon. We'll explore all the research that went into making this magnetized room as realistic and accurate as possible. and hear how the screenwriters themselves were inspired to write that scene!

- **Potential Shoot Days:**
 - B-Roll/Stand-Up Intvs: 10/2, 10/3, 10/4, 10/5

6 Underground's Maiden Voyage: On Board The MS Archura

Ryan Reynolds dons a paper sailor hat and takes us on a cheesy tour of the MS Archura. Filled with "Oh hey, I didn't see you there!" moments and nautical puns! We can even add a cheesy sailor jingle in the background to enhance the goofy tone. As Reynolds walks through the yacht, he'll introduce us to Michael Bay, various cast members, and department heads who will give us an inside look at what it was like filming the nail-biting finale to the film while surrounded by water.

ALT: Another member of the cast hosts this featurette!

- **Potential Shoot Days:**
 - B-Roll/Stand-Up Intvs: 10/2, 10/3, 10/4, 10/5

6 Underground Floods A Penthouse

In this featurette, we'll get an in-depth look at how the cast and crew achieved the incredible stairwell flood scene! We'll stylize it like a countdown to the big moment, raising tensions and heightening stakes all the way – until the flooding actually happens!

First, we'll get into the prep work. Department heads will tell the audience just how crazy and dangerous this scene is – how many tons of water they're using, what safety measures they had to take, any tight time constraints they had, and how challenging the scene was to pull off.

Then we'll capture quick stand-up interviews with the cast and crew before and after – getting all the nervous energy before the stunt, and the celebrations afterward when they pull it off!

- **Potential Shoot Days:**
 - B-Roll/Stand-Up Intvs: 11/6, 11/7

6 Underground Squad Fought The Law...Oh, And The Bad Guys, Too!

After the 6 Underground squad floods Mufat's hide away, they engage in yet another high-speed car chase. This time, the police join in and are hot on their tails!

In this featurette, we'll cover the car chase with the angle that this squad doesn't play by anyone's rules. They're not with the good guys, and they're certainly not with the bad guys – they just get a job done and kick ass.

We'll follow the 6 Underground squad through every alleyway and sharp turn in this car chase, and intercut film clips and b-roll of the countless "heroes" and "villains" who attempted to chase them down. It will appear as though the whole world is after them!

- **Potential Shoot Days:**
 - B-Roll/Stand-Up Intvs: 11/21, 11/22