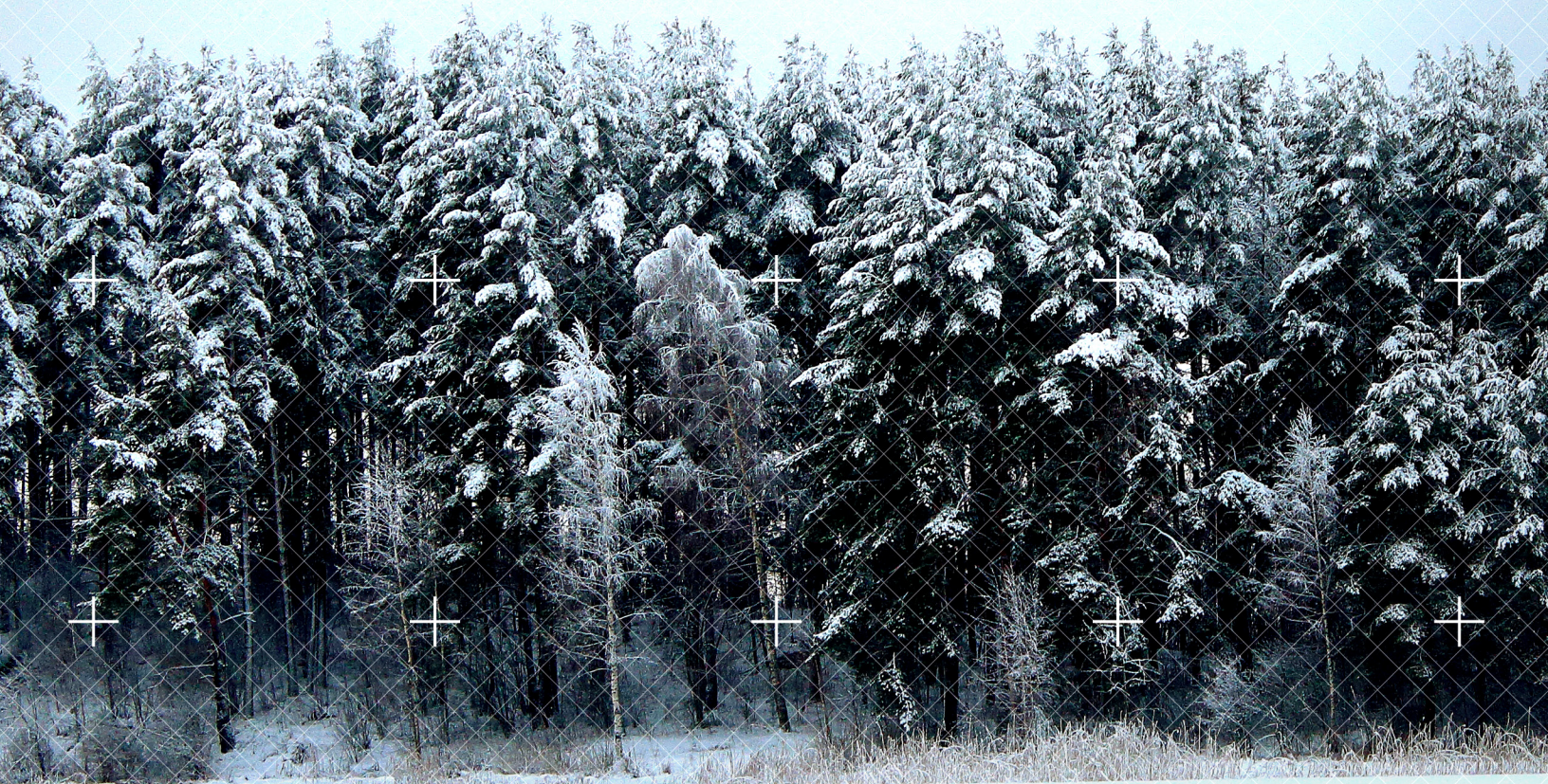


amazon
prime video

HANNA

CREATIVE CONTENT CONCEPTS
FEBRUARY 23, 2018



SURVIVING ON THE RUN

Growing up on the run, Hanna and Erik know the ins and outs of survival like the backs of their hands. In this series, Esme Creed-Miles and Joel Kinnaman show off some of the basic survival tactics Hanna and Erik would've needed to know in the woods (how to start a campfire, how to filter water, why Erik applies goose fat before swimming in cold water, etc.). From the set, this series of behind-the-scenes content teases the central theme of survival and introduces the world to the cast of Amazon's HANNA.

TOUR GUIDE

From Budapest to Morocco to Spain and more, Amazon's HANNA takes viewers to incredible locations across Europe. In this social series, our cast shows us around some of the spots they love in the locations they're filming! Guiding us around monuments and landmarks in the exotic cities where they're shooting, in this special off-site exploration, the cast and crew show off the international nature of this action-packed series.

LOCAL LANGUAGE

In this piece, Esme talks to the local crew on the production and tries to learn Production lingo in the language of the country where they're filming. From the word for "prop" in Hungarian to "action!" in Spanish, these snippets make for great international social media appeal!

360° BEHIND THE SCENES

Using specialty cameras, we allow viewers to get the full 360° experience of what it's like to be on the set of Amazon's HANNA. Placed strategically right in the middle of the action of a scene, our 360° video allows viewers to look around, explore, and get a sense of what it's like to be in the middle of an incredible location shooting this show.

WALKTHROUGHS

In this series, we aim to get walkthroughs of some of the key sets with not only the set and production designers, but also with the actors whose characters inhabit those sets to get their perspective on how the elements of the design that help inform their roles.



PRODUCTION DIARIES

With our star in one of her first major roles, we get her perspective on shooting HANNA through a series of personal on-set production diaries! Every day on set, we get a quick update on what we're shooting, what's cool about the day, and get an intimate understanding of what it is like to be on the set of a multinational thriller series! Released on social media as a series or edited into a single piece, this footage could provide multi-platform content in post production.

FIGHT CHOREOGRAPHY

The sleek fights in HANNA didn't start out looking so easy! It took intense training and choreography to make the intense combat scenes on-screen look the way they do. Throughout production, we focus our cameras on the training, choreography, filming, and execution of the fight scenes, and in post production, create this piece to highlight the intense sequences and get audiences excited to see the final product!

Example:

Atomic Blonde - Fight Like a Girl

<https://www.youtube.com/watch?v=GdB1XP8rpx8>

STUNT TEAM

This piece takes an overall approach to the insane stunts we see in the HANNA series; from car chases to narrow train escapes, this action thriller series is full of incredible physical feats. During production, we cover the process of bringing these sequences to life step-by-step, including covering the set with GoPros to capture every angle of each chase, training session, fight sequence, and stunt rig. In post production, in combination with clips, interviews, and this on-set footage, we create a fast paced, slick featurette that teases the exciting action viewers can expect from the Amazon Original Series and show off the intense work it took to get there.

Example:

<https://www.herzogcompany.com/piece/transformers-5-car-cannon/>



SECRET HIDDEN TALENT

Looking at Hanna, you would never suspect that she has all this incredible talent for being a covert operator, and many fall into this trap during the series. In this social series that we shoot on set during production, we ask our cast and showrunners what their special talent is that by just looking at them, they would never guess! In post, we unveil these secrets in a series of videos released on social media for Amazon, the show itself, and the cast members, offering up cross-promotion on multiple sites.

THE ART OF THE TRAP

It's not all fight scenes and brute action - HANNA is a show about the intuitive intelligence it takes to live on the run and outsmart your would-be captors. In this piece, we take a special look at the quiet action that Hanna learns from her father in how to create traps, manipulate people, and subconsciously affect the actions of others. Through conversations with showrunners, actors, and the riggers on set, we peel back the veil on the booby traps, mind games, and snares that make HANNA the high-IQ show audiences can look forward to seeing.

TURNING INTO HANNA

Using a GoPro, we capture timelapse of what seems like an average day for Esme getting ready in the makeup trailer. All seems to be going well, until she's touched up with she SFXMU that make her look bloody / beaten, revealing the art of movie magic while showing off the fun personality of our lead character!

Example:

Jessy Barden - The End Of The F'ing World Make Up Trailer

<https://www.instagram.com/p/BarybgAnnTo/?taken-by=jessybarden>



JET SET

From Budapest to Spain, location managers were challenged by the showrunners to find the perfect spots to film the vast world of HANNA. In production, we focus on getting interviews from all those involved in choosing the incredible locations as well as footage of location scouts to bring it all together in this featurette alongside the final gorgeous product. This featurette shows off the wide array of vast and beautiful locations and what audiences can look forward to seeing in this expansive series.

MORE OF THE STORY

Hanna's origins go back to the critically acclaimed 2011 film, but this new iteration expands on that premise into a full series. With co-writer David Farr on board writing the adaptation, in Production we talk to David, cast, and crew about why exploring Hanna deeper through a series makes for amazing TV. In post, this piece invites viewers into this new take on the story and unveils why the creators knew they wanted to give it new life as an Amazon Original Series.

COSTARS REUNITED

Everyone fell in love with Holder and Linden in *The Killing*, and they're back in full force in Amazon's HANNA - this time as vicious opponents with a long history. In this piece, we introduce audiences to Erik and Marissa as characters, and the pair playing them (Kinman and Enos).

SARAH ADINA SMITH

This incredibly powerful action drama has a lot of strong female characters, and is led by the direction of Sarah Adina Smith. Combined with footage from the set, interview bites, and incredible clips from the show, this piece focuses on the unique talent that Smith brings to the project and her unique vision for taking the world of HANNA to the Amazon Original series.



STRONG FEMALE CHARACTERS

The story of Hanna focuses on two women - Hanna and her arch nemesis, Marissa - both cunning, intelligent, strong females at the center of our story. Through interview soundbites, footage from the set, and film clips, this featurette begins by discussing what makes Hanna and Marissa such formidable foes and strong women, and then goes on to unveil the female forces behind the lens with Sarah Adina Smith at the helm.

BECOMING HANNA

Stepping into a character who is as psychologically complex as Hanna is undoubtedly a challenge that Esme Creed-Miles had to devote energy and research to in order to bring her to life in this series. This piece focuses on how our lead actress got into the headspace of the young operative and the research, training, and preparation that culminated in the Hanna we see in the Amazon Original Series.



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