



Snowdrift
Creative Content Proposal v.2
Disney
5/11/17

Memory Lane

Día de Los Muertos is a celebration of your relatives who came before you. What better way to get into the spirit of Snowdrift than by learning about the cast's family traditions?

We'll ask the cast what their fondest memories were growing up in their EPK interviews. What fun traditions did they have? Which relatives were they particularly close with, and what memories do they cherish with that person?

This can be accomplished during the cast's scheduled EPK interviews. We'll highlight this piece with film clips that demonstrate Miguel's heartwarming moments with his family.

The Newlywed Game

Inspiration: https://www.facebook.com/pg/marvelstudios/videos/?ref=page_internal

In this version of the Newlywed Game, we'll sit down with parents and their children and see just how well they know each other!

We'll ask the parents questions such as:

- What is your son/daughter's least favorite food?
- Favorite Pixar movie?
- What would your son/daughter do if they could stay up one whole hour past their bedtime?

And we'll ask the children questions like:

- What is the best thing about being a grown-up?
- What do you want to be when you grow up?
- What is one thing adults do that you think is weird?

The comedy in this piece will result from the differences in answers between the parents and their children, as well as any silly responses we'll get from the kids!

This can be accomplished with an additional shoot day outside of EPK Production. The set-up can be incredibly simple – only requiring the participating families, which will involve some casting, and whiteboards for the family members to write the answers to the questions.

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...Grandma Did What?

Inspiration: https://www.youtube.com/watch?v=b06A_J-d4RE

Part of the fun in growing up is realizing that you aren't too different from your elders. Let's explore that with a game of "Never Have I Ever"?

As a fun bonding activity amongst family, we'll read five different statements that start with "Never Have I Ever" to members of three different family generations (ex: Grandmother, Mother, Daughter).

Example Statement: "Never have I ever lied to my Mother."

Each member of the family holds up five fingers on one hand. If the member of the family *has* lied to her Mother, they put a finger down! The fun ensues as each member of the family discovers what each other has and hasn't done. On top of that, they have to tell the story about why they lied to their Mother, or whatever incident they just admitted to!

Whoever has the most fingers at the end wins!

The goal of this piece is to demonstrate how our elders are more like us than we think – as they were once children, too, of course!

This would require an additional shoot day with different participating families.

Mariachi Everywhere

In Miguel's world, there's always time for music! And well, we agree, and we want to take that sentiment and turn it into a hilarious prank!

Lead by a musical artist from the film's soundtrack, we'll take a Mariachi band to the streets of LA and ambush the passersby with music!

Does an elderly couple need someone to serenade them during their lunch? Absolutely!

How about those guys on the local basketball courts, could they use a mariachi band to pump them up? Oh, you bet!

We'll capture the hilarious reactions and watch the comedy unfold. All the while the host musical artist from Snowdrift will walk us through the hilarious moments we're experience with fun commentary!

This would require an additional shoot day in various locations throughout LA. We will reach out to various restaurants and stores throughout the city who want to participate in the prank and craft a plan of action!

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Can I Get A Grito?

The “Grito” is a skill that Mexican musicians need to master to get their crowd going! Let’s see if the musical cast of Snowdrift can do the grito justice.

In the cast’s EPK interviews, we’ll make sure to include a “Can I get a grito?” question and hear them belt it out! From each of their rowdy gritos, we’ll create a :15 digital piece where we combine them all together in a montage. This piece will be highlighted by film clips that have the several “aaaayyyyyeeee”s found in the movie itself.

This can be accomplished during the cast’s EPK interviews.

The Cast Overcomes

In Snowdrift, Miguel is up against his own family in the pursuit of his dreams to become a guitar player. In this piece, we’ll talk to the cast about what hurdles they came up against in their careers and how they overcame them to get to where they are today. We want to relay the message, much like the theme of the film, that you can do anything you put your mind to and pave your own way in the world!

This can be accomplished during the cast EPK interviews. We’ll incorporate film clips to supplement the cast’s soundbites!

The Pixar Family

Snowdrift explores themes of paying tribute to those who came before you, building upon the legacy that they’ve created, but also finding your own path in life. Pixar can relate to these themes, as they, as pioneers in computer animation, are constantly finding ways to better and push the medium. Yet nobody can forget the classics that have found a place in our hearts!

To explore these themes, we’ll talk to two animators at Pixar – one who is a seasoned veteran, and another who is just starting his/her career at the company. During the interviews, we’ll gain their insight on how they revere the classics and what Pixar movies in particular have played important roles in their careers. Conversely, we’ll also talk to them about their hopes for the future and how the medium of computer animation is constantly evolving and changing for the better.

This piece will require an additional EPK interview shoot day at Pixar.

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Kids Say The Darndest Things

Inspiration: [What Do You Want To Be?](#)

A child's perspective is both enlightening and hilarious. In this piece, we'll ask a group of kids a number of questions that relate to the themes in the movie.

For example, "What do you want to be when you grow up?" is an incredibly fun question to ask little kids. The world is their oyster and their options are limitless! Their responses can range from "I want to be a princess" to "I want to be the President and a Doctor and a Fireman".

Or, if you're like Miguel, "I want to be a famous guitar player!"

But the fun doesn't stop there! To continue to explore the themes of the movie, we can also ask the kids questions like:

- What do your parents do that bugs you?
- Do you think your parents have a secret talent?
- What does carpe diem mean?

We'll supplement the kids' funny sound bites with moments from the feature. This would require one additional interview shoot day to capture the darndest things kids say!

Artists of the Alebrije



Alebrijes are the colorful creatures found in the spirit world. Unfortunately for us here in the non-spirit realm, we won't find any Alebrijes for sale in a local pet store.

We can, however, use the magic of creativity and artistry to make our own in a fun game show setting! Complete with a game show host that will be a fun personality, knowledgeable of all things Alebrijes, to guide us through the competition (perhaps someone like Eugenio Derbez)?

Like in the photo above, artists and sculptors are inspired to create likenesses of these spirit animals - much like the ones that we find in Snowdrift! We'll find a handful of artists who want to participate, and they'll turn **stuffed animals** into colorful and magnificent Alebrijes!

We'll supplement the artist's work with stand-up interviews conducted by the game show host, where they will walk us through their artistic visions. Then they'll face a panel of kids who will vote on the best Alebrije!

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Finish the Lyric!

Inspiration: [Christmas Carol Ambush with Amy Poehler](#)

Let's run through the streets of Los Angeles with a host and member of the Snowdrift cast as they test the passersby – can they finish the lyrics to the most beloved Mexican songs? The host and cast member will begin the song together, then pass the mic and see if the Angeleno can finish the lyrics! The prize? One whole dollar (or another silly prize of choice)!

For example, let's use a song that some folks around the city should know – “Feliz Navidad”!

Host: Feliz Navidad, Feliz Navidad, Feliz Navidad...

Contestant: Prospero año y felicidad

Whether the contestant completely nails the lyrics or stands there with a baffled look on his/her face – it's funny either way!

This will require an additional shoot day with minimal field production, as the host and cast will walk the streets of LA and look for willing participants.

Skeleton Life Hacks

For this fun piece, we're going to take a look at the daily habits of a skeleton, and what kind of life hacks they're capable of with their skeletal bodies.

Can't reach that jar on the top shelf? Just detach your arm, and bingo! The jar is yours.

Did you constantly have bad hair days when you were in the land of the living? Well not anymore as a skeleton! Because, well, you don't have any hair!

Tired of carrying your purse? Just stuff your belongings in your rib cage! It becomes the perfect little cubby for personal belongings.

Essentially, we're getting the expert opinion on all life hacks spirit realm from someone who lives and breathes it! Well, sort of. This can be accomplished either through using animation, or by using a skeleton puppet and acting out the life hacks!

The Essential Sidekick

Mater, Mike Wazowski, Dug, Slinky Dog – the Pixar sidekick list goes on and on. In Snowdrift, we get to add Dante into the mix! Miguel's trusty dog sidekick.

In this piece, we'll highlight the “underdogs” in Pixar history. They might not be the hero – but what would a hero be without his amazing sidekick? We show shots of classic lines from each sidekick and at the end, we land on Dante – the sidekick we've all been waiting for!

In their EPK interviews, we'll ask the cast and crew about their opinions on the underappreciated sidekick. We'll use their soundbites to highlight film clips of the Pixar sidekicks.

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How To Draw: Dante

In a fun way to introduce Pixar's new sidekick, we create instructional videos on how to draw Dante! Starting from just a simple sketch and building to the complex, colorful character we see in the movie.

Once Dante is completely finished, he'll come alive on the page and we'll give him a formal introduction! This can be enhanced by sound bites from the cast as they talk about Dante and what his character means to them in the story.

This will require film clips from previous Pixar movies as well as a few film clips from Snowdrift that highlight Dante. We'll supplement this piece with soundbites from Snowdrift EPK interviews, as we'll ask the cast and crew the importance of the essential Pixar sidekick.

Character Pods

The boy with a dream, the feisty grandmother, the dog sidekick – Snowdrift is full of wonderful characters!

Using film clips, gfx and fun scripted content from each cast member, we can introduce each character in a fun :15-:30 social pod.

Ernesto Commercial Documentary

In an E! True Hollywood Story fashion, we'll treat Ernesto like he's a real life super star and follow his career throughout the years! We'll have a host narrate Ernesto's life and career, and compliment the host's V.O. with film clips from the movie that demonstrate his ultimate star power!

How many songs of his have stayed at the top of the charts?

What do his fans love about him?

How is he a man of many talents? A triple threat! (Telenovela star, singer, guitarist, etc)

This would require one additional shoot day with a charismatic host.

Accuracy is Key

The Pixar animators did something spectacular in Snowdrift! Much like Miguel himself, they took the guitar playing very seriously. For this piece, we'll talk to the Pixar animators about how they were able to accurately animate the guitar in this movie.

We'll highlight this by using a flip-book animation as a song from the movie plays. Page by page we'll see the fingers on a guitar strumming the exact chords that the song is playing – starting off with a few simple notes as we flip, flip, flip through the animation book.

While we move through the book, the animators will tell us why accuracy was important to them in animating the guitar, and the different methods they used to get the animation right.

As we flip through the flip-book, the animation will progressively become more and more complex, and the song will pick up as well! Starting with sketches and then eventually developing into the guitar we see in Snowdrift, as it plays a captivating chorus!

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Making-Of Ernesto's Guitar

Miguel's guitar is absolutely sacred – an extension of himself and his passion for music. In this featurette, we'll create a piece that highlights the TLC that goes into making a guitar.

A slow motion shot of the wood being sanded down to perfection. The delicate touch of stringing the guitar and tuning it. Ernesto himself can narrate this piece with beautiful sound bites on his love for music and the guitar.

We'll even go one step further with this magical process, and create an exact replica of Ernesto's guitar! This piece will end on a final split screen shot of the real-life replica guitar alongside the original guitar in the movie to emphasize just how amazing of a replica we've created.

Making-Of Ernesto's Guitar (Pt. 2)

GUITAR GIVEAWAY:

As an added element to this piece, we'll give away the Ernesto guitar replica and make a little kid's dreams! Kids from around the globe can participate in the give-away, either by just submitting their contact information or perhaps submitting a video of themselves doing their best Ernesto impersonation!

Once we've picked a winner, we'll go to the family's home and record the fun moment when we give away Ernesto's guitar. From the family member's shocked reactions, to the little kid's guaranteed delight – it's bound to be a heart-warming and exciting event!

A Matter of Perspective

Picture this – a family gathered around a crackling fire, reminiscing about the memories of the loved ones that have passed over into the spirit realm. Smiles, laughter, and fond memories all around.

Little Girl: "Remember when Grandmother used to make us cookies?"

Mother: "Oh yes, her famous chocolate chunk delight cookies!"

Boom! Unbeknownst to the family members, Grandma pops up in a small square in the upper left hand corner of the screen – reporting from the spirit realm! She listens in on all that's being said, and interjects when she has a different recollection of whatever memory is being recounted.

Grandma: "Oh yeah, my famous cookie recipe that I got from Cost Co? You think I have the time to bake cookies with 4 grandchildren running around?"

The hilarity ensues as the salty relative gives her family a reality check from the spirit realm! This would require one additional shoot day outside of the EPK production schedule. We would cast the family and the salty family member, and also craft up some hilarious scripts!

Continued...



Seize Your Moment: A Pixar History

Toy Story: Buzz lightyear stands over the depths of a stairwell then leaps! Can he fly?

Up: Carl Fredricksen ties hundreds of balloons to his house in attempts to take his last adventure – but does it work?

A Bug's Life: Can Flick muster up the courage to stand up against Hopper and his gang?

Every Pixar moment has a “sieve your moment” opportunity where the underdog, underappreciated or overlooked characters can step up and become heroes.

We'll go through the countless Pixar movies we know and love and review these iconic moments.

At the end – we'll include Snowdrift, Pixar's next big hit, in the mix! Miguel approaches the stage with his guitar in hand...will he step up and perform? The crowd goes wild, yet he just stands there with the guitar!

We'll leave the audience with that cliffhanger, leaving them to wonder if Miguel will seize his moment!

Skeleton On Set

With this piece, we'll make it our mission to scare the pants off each and every cast member of Snowdrift.

We'll find one of those Halloween skeletons that omit a scary cackle whenever someone gets too close, and set them up where the cast least expects them!

Picture this, a cast member walking into the room where he/she is expecting to record some V.O. And then BAM – next thing you know there's a cackling skeleton with blood red eyes!

This piece could be conducted during the normal EPK interviews or broll recordings. all we would need is a skeleton, some excellent hiding places, and a cast with a great sense of humor!