



# REFLECTIONS

OF ART AND GRAFFITI

A CONTENT SERIES

go west creative 

presented by  
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# CONCEPT

content

renderings

**Reflections** is an emotionally filled video content series designed to inspire its audience to persevere through life's obstacles. Developed to underscore the life lessons outlined in Grammy-Award winning performer Tim McGraw's upcoming book **Grit & Grace**, these five-minute interviews will light up a path to success for those who need a little guidance.

By showcasing a wide variety of success stories from athletes, military veterans, celebrities, and everyday Americans, episodes will show that no one is immune to making mistakes, but everyone has the potential to overcome them.

Stories will focus on the moment individuals realized they were in need of a change and how they decided to make physical and mental health a priority in their lives, how they decided to become a maverick of health and wellness.





# STRATEGY

content

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A key to making **Reflections** successful will be the thought and planning that will go into every episode, ensuring that every piece fits within the larger strategic purpose of the series as a whole.

With an understanding that the content series could be considered the first part of a larger marketing campaign, Go West Creative will have a critical eye on:

- The core narrative delivered in each episode and how it may represent sections of the book.
- The potential impact each episode brings to TruMav Fitness and other brands under the Tim McGraw corporate umbrella.
- How the content may be used in future press/media tour interviews supporting the book.
- Shooting the content for use in future music endeavors, including media for a tour, part of an EPK, promotions, etc.

Producing the series with an eye on the bigger picture (by considering the many potential uses of the content), will deliver a better return on investment and a longer shelf-life for the footage.





# CREATIVE DIRECTION

Inspired by the title of the book **Grit & Grace**, the series will seek locations for each interview that illuminates the contrast between grit and grace, putting each interviewee in the surroundings that represent the most challenging time of their lives.

There will be an emphasis placed on substituting flash for substance, while highlighting where the individual was to where they are now. Episodes will begin with a startling soundbite recalling a very difficult part of the individual's journey, grabbing the audiences attention while locking them in for the emotional story to come.

In addition to the importance of the interview setting, the camera style will also play an integral role in the series, with the use of foreground to suggest the revealing of a private moments, close up shots will show vulnerability, and slight movement with the camera itself will help present a raw and unfiltered aspect of the program. Emotional music tracks will tie the content series all together and bring the connection to the Tim McGraw brand and catalog full circle.





# PRODUCTION DETAILS

Each episode of **Reflections** will be produced with a unique segment structure, including:

- A Powerful Open
- An Emotional Back Story
- A Moment of Reflection
- The Road To Grace
- Realization and Solution

A mirror will travel with the production team and play an important role as both a unique device to show b-roll footage (and context to the storyline), but also serve as a symbol to the core narrative of the series.

Two sets of production teams will ensure that the content will be delivered on time with a new episode premiering weekly, leading up to what we imagine to be an extensive media tour for the book's November 5th launch date. One team will be in the field capturing the content, while a 2nd team will be working through an aggressive post-production schedule to deliver the 10 episodes.





# STORYBOARD



Open with a dramatic soundbite, something that will grab the audience's attention. This line will be delivered as if the viewer was catching the middle of a story.



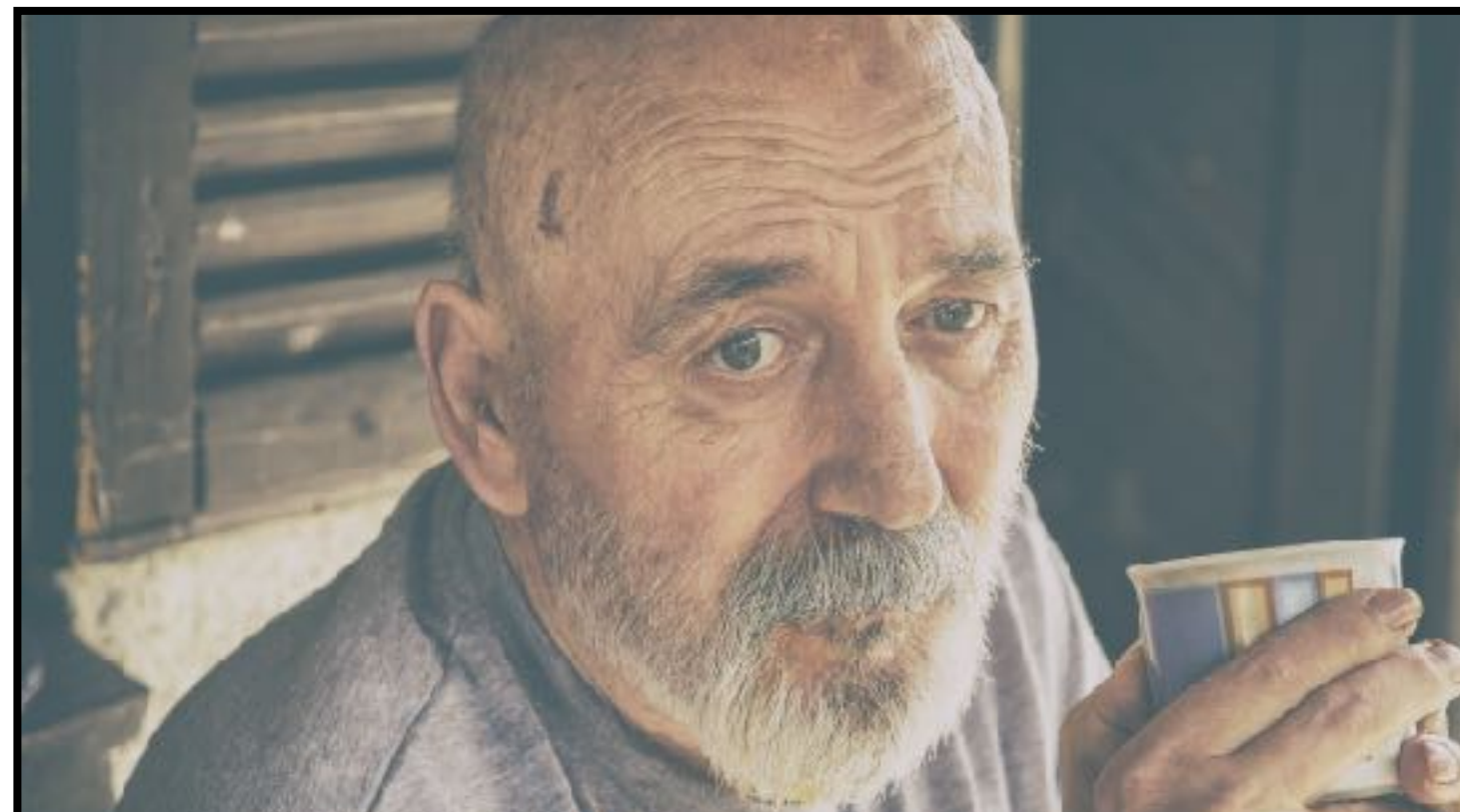
The logo and full shooting location are revealed, music begins.



Our interviewee starts the story from the beginning, giving the viewer background information from the dramatic opening.



As the interviewee continues telling the story, retrospective footage and photos (b-roll) will be reflected on mirror next to the individual.



We will capture b-roll footage of the individual that shows his/her vulnerability and their realization of how close they came to living a less than perfect life.



Footage will also be capture our hero enjoying the fruits of his labor, celebrating the maverick change he/she has made to their life.



# DISTRIBUTION & PARTNERSHIPS

During the strategic planning phase of building out **Reflections**, the Go West Creative team will collaborate with EM.Co to determine the best possible distribution channel for the content series.

Possibilities could include releasing the series solely across Tim McGraw's social media channels, adding a digital partner that operates in the publishing space, pursuing a digital network that seeks thought-provoking content, or perhaps digital channel of a broadcast network.

In addition to bringing on a distribution partner, a series sponsor could be tied into the show to defray costs and expand the reach of the programming. Selecting the right partner is paramount, as they will undoubtedly want a voice in many, if not all, of the creative aspects of **Reflections**.



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# ADDITIONAL POSSIBILITIES

Beyond the core series, additional possibilities for **Reflections**, could include:

- Utilizing captured content within an aggressive social media campaign.
- Create short soundbites of interviews to be shared on a variety of platforms.
- Prepare some LIVE programming for Facebook and Instagram.
- She behind the scenes footage from around the country.
- While the production team is on the road, record some on-camera book reviews with fans.
- A pop-up traveling experience/activation, where fans can share their stories, exercise their body and mind, and purchase the book.

