

Brand: Sling TV
Feature: Custom Content Pitch
Date: 08/29/17
Title: Series Title: The Anti-Hero
Deliverables: 10 X 2:00 (full episodes)
 20 X :20 (2 unique promotional pieces developed from full 2:00 episodes)

VARIETY

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Log Line: A Sling TV super fan takes every opportunity to celebrate his loyalty to the brand by highlighting the independent spirit that drives him and the Sling TV offerings.

Strategy: A content series that reflects the *A La Carte* brand positioning of Sling TV. Create a new *A La Carte* Anti-Hero character that celebrates (almost too passionately) Danny Trejo's promotional ads and his message of nonconformity. The content series serves as a creative alternative and cost-effective way to share the messaging.

Synopsis: A 10 part content series that follows this new Sling TV spokesperson as he embraces his independence and sings the praises of Sling TV benefits. The Anti-Hero identifies with the brand, he is strong willed and independent, has a fun personality with a deep sense of purpose. The nature of the Anti-Hero's personality will further support the fact that doing things a little different is how we celebrate our own individuality and how Sling TV is making its mark in the world. The series is rooted in comedy, but certainly gets across the campaign's narrative.

The Anti-Hero's story: Our anti-hero is a unique individual. Ever since he can remember, he's been questioning everything. His rebellious nature is rooted in getting the most out of life, and taking advantage of every opportunity presented to him. His favorite two words are "why not?" His least favorite words are... "This is way we've always done it." This is why he embraces TV streaming as an alternative to cable, and why he identifies so strongly with Sling TV's independent nature. He is a champion of the underdog because he is an underdog himself. He is funny, sometimes when he doesn't mean to be. He is not classically handsome, but terribly adorable. Society may label him as a bit of a geek or just little off, but these are labels that he wears as proudly as his Sling TV patch that he made for his leather jacket. He is an endearing rebel *with* a cause who looks at himself as a trendsetter and not a blind follower. He doesn't have an agenda; there is no end game for someone who is simply trying to live his life to the fullest. Professionally, he writes a blog and is a social media influencer. The name of his blog... Weird is the new normal.

(1) The Patch - 2:00 | 2 (:20) Promos

We see our anti-hero creating a unique patch for the back of his leather jacket. The camera slowly reveals the same icons that can be found on the Sling TV web site. He brushes away the thread and throws on his new jacket with pride revealing the entire *A La Carte* diagram. He walks out of his house, raises his fist and yells... "Sling It" perhaps accidentally hitting his hand on the door molding on the way out. An uplifting music score ([similar to that of John Adams](#)) helps support the message and comedy.



(2) The Deli Order - 2:00 | 2 (:20) Promos

Our anti-hero steps up to a deli counter with a very specific order. "Three quarters of a pound of ham, 1 and one quarter pound of coleslaw, Eight ounces of thinly sliced turkey, and Five slices of Monterey Jack... because Fortune favors the bold." We see a confused reaction from the deli clerk. After being handed his order, our hero turns around to reveal his Sling TV leather Jacket; he raises his fist and says emphatically (as he walks away).... "Sling It"

(3) CMT Artist of the Year / Guitar lesson - 2:00 | 2 (:20) Promos

Our anti-hero sits down for his weekly guitar lesson. He is unaware of his level of talent at this stage, thinking he is much better than he is. He sees signs around the practice room promoting the upcoming CMT Music awards. He explains to his teacher that he hopes to be on



accepting the award for CMT Artist of the Year in the near future. His musical philosophy is “Less Is more. Choose you chords wisely, don’t complicate things.” He starts improvising a country song with the three chords he knows. He sings a few lines... “I love you more than a sunny day, more than a triple play, you’re the paper to my rock, a beacon of strength, a warm sock.” After the confusing look from the guitar teacher, our anti-hero plays a power chord and simply says “Sling It.”

(4) The Frozen Yogurt revelation - 2:00 | 2 (:20) Promos

Our anti-hero walks into a frozen-yogurt shop, where the viewing audience quickly identifies him as a regular. He makes a b-line to the cake batter lever then adds some berry tart, blueberry Pomegranate, and a few other flavors. He skillfully adds a dozen or so mix-ins such as cereal, butterfingers sprinkles, strawberries, and more. He describes what he’s doing for anyone who would listen... “It’s about getting all that you want, making your own choices, adding just the right amount, and making it your own. It doesn’t matter how it looks, but whether it works for you” Our anti-hero takes a step back to look at what he’s created, it’s a giant cupful of craziness. “I’m like the Jackson Pollock” of frozen yogurt.” He says as he pats himself on his back. As he walks out confirms his awesomeness by saying “Sling It.”

(5) 25 Days of Disney / Freeform - 2:00 | 2 (:20) Promos

The telephone rings in our anti-hero’s kitchen. He answers, and quickly turns down the invitation be offered... “Can’t make it on the 17th. Because, I’ve got plans. Well, it’s a big double-header night. (As he checks his calendar). You’ve got Jingle All The Way followed by Elf. (Speaks louder into the phone) Jingle all the way. It’s a classic, You’ve got Arnold, Sinbad, Phil Hartman, Who’s Sinbad - are you kidding me?” We hear our anti-hero argue the merits of Sinbad and the balance of the cast of Jingle All The Way. We reveal that he’s been talking to his mom. “Well, tell Grandma to have her 90th birthday party sometime in January, she knows that December is a crazy time for me, jeez.” He hangs up the phone, and the camera focus on his Disney 25 Days of Christmas calendar. Circled on the calendar is his mantra... “Sling It”



(6) The Rental Agreement - 2:00 | 2 (:20) Promos

Our anti-hero is ready to sign on the bottom line of a two-year rental agreement. The lengthy contract quickly draws comparisons to an Xfinity contract. After a long list of requirements that he begrudgingly agrees to, the rental agent announces a cable fee to manage the service that comes into the building separate from all individual fees a renter may incur. This is the last straw for our anti-hero. Even though “everyone pays it”, it is one fee too many for him. He states, “I choose to exercise my 5th amendment rights and not pay that fee.” When the agent informs him that the 5th amendment has nothing to do with cable fees, our anti-hero doesn’t want to hear it. It’s a deal breaker for him. He rips up the rental agreement, storms out of the room and defiantly says... “Sling It!”

(7) The Rally - 2:00 | 2 (:20) Promos

Our hero takes the next step in his anti-establishment stance by protesting an Xfinity billboard. At first the audience assumes he is part of a large group, as they hear a crowd in the background. But our hero is really streaming a ball game as he sits in a lawn chair near the billboard. Our anti-hero screams “I stream, therefore I am” and “One, two, three, four, we don’t need your cable anymore.” As the Sling TV logo appears, we hear our hero scream “Sling It”.



(8) No Shoes, No Shirt, No Service - 2:00 | 2 (:20) Promos

As our hero walks into a convenient store, he notices a “No Shoes, No Shirt, No Service” sign. As he buys a pack of gum and lip balm, our hero can’t seem to hold it in any longer... “Ya know, with Sling TV, I can enjoy all of my channels with my shoes off. (He awkwardly adds) I can even take off my shirt if I want to and still get great service.” The bewildered clerk doesn’t know how to respond. Our anti-hero walks off as if he just taught him a valuable lesson. As he exits, he whispers to the clerk... “Sling It!”

(9) The Binge - 2:00 | 2 (:20) Promos

Our Anti-Hero gets ready for a few days of binge watching *Shameless* in preparation for Season 8. We see him watching the TV with a great sense of purpose. We see highlights from seasons 1-7. We see our Anti-Hero re-enacting these scenes, imitating all of the characters. We see him counting down the days and hours to the *Shameless* premiere. We see he hasn't slept or eaten well, he's much too excited. As we see the digital clock wind down, our hero screams "Sling It" and we fade into a series of title cards... (1) "How are you preparing for season 8 of *Shameless*? (2) How will you watch it? (3) Get **Sling TV**, Get **Showtime**, Get hooked on **Shameless**.



(10) College Bowl game - 2:00 | 2 (:20) Promos

Our Anti-Hero and a friend sit on a couch watching a game. The POV from the camera is from behind the TV. The anti-hero suggests he is a savant when it comes to college football and more specifically the college bowl season. The friend pulls up the 2017 Bowl schedule on his phone and test the knowledge of our Anti-Hero. "Ok, let's see here... The TaxSlayer Bowl will be played when and where?" Without hesitation he gets the response... " Everbank Field Jacksonville, FL (in an impersonation of Keith Jackson) December 30th. "Wow, Nice Keith Jackson there. Ok, the Boca Raton Bowl will be held where?" "Easy, the Howard Schnellenberger Field at FAU Stadium in Boca of course." The friend continues to test our Anti-Hero on superhero knowledge of college bowl games with plenty of opportunity for comedic moments between the two of them. As we fade to a promo title card to watch all bowl games via Sling TV, we can here the anti-hero triumphantly say "Sling It!"

Casting:

The Anti-Hero is a young (23-27) year old man who has a great deal of self-confidence. He is fun, approachable, and charming. He is a bit of a geek. He should have improvisational experience. He often has a "just got out of bed" look, as he doesn't quite care about what others think of him.



Production Details: Hand held – home movie production style that can serve as a cost effective alternative to broadcast quality commercial spots. High end 4K digital camera with less of an emphasis on lighting, make-up, set design, etc. (Tier 2) Stronger production package, locations fees, casting extras, etc.

Other considerations: Campaign can translate well to digital content and a variety of Sling TV placed advertisements.

If budget will allow::

- Cameo appearances by Danny Trejo
- High profile music licenses - [Rebel Yell – Billy Idol](#), [Signs-Five Man Electric Band](#)).
- Extra casting
- Higher end production tools, travel, etc.