



# Video Concepts

## CONCEPT A: Toy Train

The Toy Train concept could be executed a couple of different ways - either as children playing with a toy train and track setup OR as a Thomas The Tank Engine-style parody. Either approach would allow us to take a serious topic and come at it with a little levity, showing what can happen in various crash scenarios (RV, jet ski trailer, etc.) without being overly graphic about it. There is a strong precedent for using humor to tackle this subject as one of the most celebrated advertising campaigns in history - *Dumb Ways To Die* - uses levity to warn people of the dangers of railroad tracks and crossings.



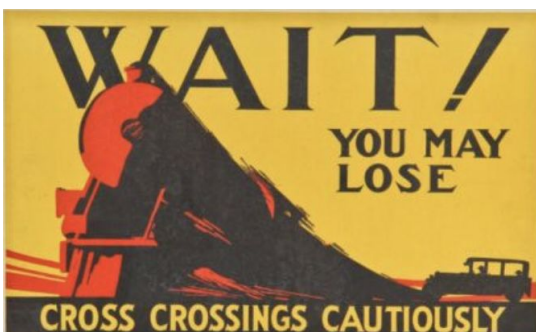
## CONCEPT B: Respect The Train

The idea behind Respect The Train is simple - shoot a series of spots, in and around trains, that emphasize their speed, weight and power. We'd use one actor as our spokesperson who would talk about train and RV safety in a variety of railway settings. In front of tracks as a train speeds by. Inside a train as it barrels down the tracks. Climbing onto a still train. We would shoot using techniques and angles that emphasize the size of and speed of trains and underscore just how massive, powerful and dangerous they really are. In the end we want people to really FEEL that, "Wow, okay, these things are massive and dangerous. I should take care around crossings."



## CONCEPT C: Vintage Motion

Concept C is an all-post concept that would combine art and motion graphics. We would utilize the illustrative style of 1930s era art deco train posters and bring that style to life in a motion graphics campaign that broke down the various lessons described in this RFP. This campaign would demand attention because of its striking look and style and would adopt the tone of old educational films, but with a modern spin. This would be the most “classroom-like” of the conceptual options, befitting an educational campaign. But it would also look really cool.



## CONCEPT D: Baby Got Back

Concept D is our wildcard concept. The idea is to cut together a montage of trains crashing into vehicles that fit the description provided in the RFP - longer than a person might be used to, with a trailer attached, etc. Because we are talking about driving something with a bigger back end than people may be used to, we set the entire montage to the song, "Baby Got Back." It would be memorable, impactful, shareable and might even have the potential to go viral. If you REALLY want people to sit up and pay attention, Concept D would be the way to go about it. As for the elephant in the room - being able to afford the rights to a song as well known as Baby Got Back - we'd likely need to license just the rights to the song itself and not the original. There are covers of the song out there or we could put together our own cover with Studio Center's group of talented musicians.





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