



CREATIVE BRIEF/CONCEPTS

Client: Kidney Research Institute

Project Title: Putting Pieces Together

Purpose of Film:

This film will portray the Researchers as our hero, constantly working hard and moving forward without the goal in sight: making the goal, putting all the pieces together. The film will engage and inspire Gala attendees to support the Kidney Research Institute by pulling out their check books and making a donation.

Feeling:

The feeling of the film will be a mix of fear and hope. We will have hope. Our hope comes from progress. Our fear comes from what will happen if we can't continue. There will be a sense of urgency, a fuse of sorts: We must continue our research, and we need your help with that.

Audience:

Our audience will be community members that can donate and support the Kidney Research Institute. We want this film to inspire them to act and become a part of Progress.

Video

Putting Pieces Together

Concept 1:

We will have three elements to Concept 1: a) Researcher(s) working with urgency b) An individual that we follow through a few steps in life - always looking to the future. c) A voiceover leading us through the steps.

We will open on a statistics: A percentage, a number, etc. Then, we fade into to a child playing with **Text:** This child will grow up to have Kidney Disease (or something similar). Then we follow a researcher working in the lab, in groups, with patients/subject to uncover advancements and gain knowledge.

We will intercut between the child at different stages (teenager, young adult, adult, mid-aged and end as a parent), each time we come back to the child, we will reference how research will impact the life-style of someone with Kidney Disease. The researchers will work on Prevention, Technological Advancements, etc.

We will end with our subject (child), who has a child. Text: Because of the Kidney Research Institute's work, the child will not have kidney disease. Fade out:
We come back to the researcher, still at work - never stopping because there's work to be done.

Concept 2:

The puzzle.

We open on an empty desk.

Then we Slam into the action: the researcher(s) doing working hard. As we finish each segment or task, the researcher slides something off frame - revealing that they are putting together a puzzle. A puzzle that even as it is put together will improve the lives of those with kidney disease .

Each segment references a different element, a different piece to the puzzle: early detection, prevention, treatment, medical advancements (i.e. chip), challenges, unwillingness to give up, etc.

As the puzzle comes together, we use VoiceOver and Text to give important information. In the end, we will never see a completed puzzle, but we will ask the audience: Will you help put this puzzle together?

Concept 3:

This would be a more personal story, but still with the focus on the researchers.

We would interview someone like Bill Peckham (must be energetic, inspired and well-spoken). We would hear their story and how the research has made their life better. But will we be focused on the Research and the Researchers, not necessarily the subject.

Our visuals would be following Researcher(s) through the facilities doing their work. We would incorporate text to support the interviews. All questions would be geared toward looking at the Researcher(s) as a hero: Their dedication, work ethic, and inability to give up. And in the end what that will do to not only prevent and fight Kidney Disease, but support people who are living with it.

Again, the story might be coming from the subject, but we will looking at our hero(s).