

GE:
Treatment
Phillip Montgomery & Rudi Anna

...Two stories.

One of an individual, a GE employee, going out of their way to give back to their community.

...and the other of an individual provided an opportunity who has already contributed so much.

GOALS:

General Electric excels in the innovation, creation and manufacturing of products that affect nearly every aspect of our lives. What is lesser known are the people behind the logo and its efforts who make our communities stronger. Through dedicated acts of civil service by its existing employees and by embracing employment opportunities for those who might otherwise struggle with the challenges of finding a productive place within their community - it is, at bottom, the GE employee who is at the heart and soul of the company.

Through the scope of our lens, implementing deeply moving and beautiful imagery, introspective voice over, and poignant slice of a life's moments, we aim to take an inspirational look at just how such individuals go out of their way to involve themselves in aspects of service beyond the walls of GE and how GE themselves aim to create opportunities to employ those who have already given so much.

THE FEEL:

Based on the existing template created in previous successful GE spots such as 'Aviation' and 'Homerton', we would look to expand on the alluring imagery of those spots. Those works feature a very polished, heightened look of reality, while maintaining an exceedingly organic feel. They employed multiple foreground and background layers by utilizing long telephoto lenses that convey a lush sense of depth, thereby cutting to the occasional wide frame and opening our perspective to the scope of the subjects and their worlds. We look to maintain the same integrity as this, yet offer an enhanced degree of sensibility and freshness to that style.

While the previously mentioned spots, Aviation in particular, are centered around factories, larger spaces, equipment and the job at hand, ours is to take more acute look into the individuals who are the center of these two stories. It is their introspection that matters most, and to capture such moments will involve our ability to include those smaller, often more meaningful, moments in their lives. A look in their eye, or a hanging picture next to them. The shaking of a hand panning up to their smile. These are the important moments to focus on – The moments that matter to us most.

Based on what we are capturing in any particular time, we will implement the tools at our disposal; tracking, steady-cam, slow motion, the immediacy of handheld, and of course sometimes simply letting a shot breathe. By giving shots fluidity, momentum, and sometimes a hint of grit, we shape our reality and form a visceral texture that reflects the emotions of our subject and their surroundings. Indeed, we heighten their reality, but in a way that serves their story with integrity, attention to detail, and empathy.

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To achieve a greater sense beauty and style, we will diligently place our frame and lighting as to achieve the most dynamic shot that serves our subjects and the material they are giving us. Pre-lighting will be a crucial factor. We will be able to capture action and movement from nearly every angle to again allow the absolute best shot while freeing our subjects, allowing them to interact naturally. This is not to say some minor blocking isn't required, but again this will be done in a fashion that is natural to their own actions as it pertains to our story.

To note, our final layer to add from the previous works are minor, albeit very important moments of verite'. The two pieces we look to film center around visual story telling, voice-over to supplement the visual, and title cards that detail and inform the rest of our story, but by adding vivid brushstrokes of real life moments and interactions, we lend an even greater sense of truth to the stories we want to share. These should be real conversations, unscripted and from the heart, giving credence to the authenticity, truth, and inspiration of our stories.

TO EXPRESS:

Beauty – Hope – Introspection – Authenticity - Inspiration - Surprise

BLUE-PRINT:

Our goal is to tell important, personal stories. Both stories should express a sense of momentum. These are people going places, on their personal journeys to help people or find help so one day they can pay it forward.

To do so we look to structure both in similar fashion using a three-act arch. While generalized, here is an overview of both pieces:

ACT ONE: Their morning, their preparation. Who are these people in the confines of their homes or just outside their homes driving? What do they wear, what do they eat, how do they look at their surrounding world?

ACT TWO: Out the door, they set the path to their day. One to Volunteer, the other to seek employment. It is here we discover who they are outside their personal space. We see how they interact, appreciate, help, and allow themselves to be helped; we get to know them on another level.

ACT THREE: With the help of VO, titles, and verite' slice of life, we revel with a surprise:

+A man who is not an employee of a clinic, but a GE employee volunteering.

+A man or woman, otherwise prepared for the battle of war, but unprepared for civilian life - given a new opportunity.

With this, we celebrate the lives they have led and will lead into the future.

THE CAST:

Our Veteran:

Like so many in our armed services, they are young yet disciplined. While our subject could have a look of uncertainty in civilian clothes, in their military uniform, they exude a stoic, confident smile. A winsome edge in their eye shows, that our subject has endured the conflict of witnessing both great horrors and

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great heroism as a soldier, and as result, they exude character and wisdom beyond their years. Still, as a civilian, they are out of sorts, uncomfortable; however, as they move forward – starting their new job, there is a glimmer of youthful optimism.

***SUGGESTION ON CASTING:** I think we make this a more dynamic casting choice by making the subject a FEMALE soldier.

Our Volunteer:

Imagine a handsome upper management type. Mid-to-late thirties, still on his way up the ladder of success. A man, who at first glance, exudes a sternness and deliberate pragmatism in all his decisions. He is clearly intelligent, but after a moment, he expresses a look showing the ability to nurture and be a leader. He is thanked along the way, for which he is grateful, but what is most important – what makes him truly smile – is the ability to simply do. To see others happy around him and to share whatever knowledge he can in his volunteering duties with others who need the help. It is in the realization of their joy that he is most inspired.

INDIVIDUAL TREATMENTS:

(Expresses potential concepts and ideas expanded from existing scripts)

“DOESN'T WORK HERE”

We open on a gentleman in the serene suburbs. Seen from inside a modest family sedan, the man, dressed in a polo shirt and dress slacks enters with a briefcase he puts on the passenger seat next to him (perhaps the GE logo on the work bag crosses frame, perhaps not). He starts the car and starts down the road to great the day.

Flares of light shoot across our frame, tracking across the skyline, the sun glistens through the fast passing foliage. Eventually he descends past bridges and the downtown skyline into one of Houston's poorest neighborhoods. Inside the car, we rack focus from our subjects face to more ethnic surroundings. The neighborhood's buildings are crowded, though a vibrant spectrum of color. The sidewalks are dirtier. Telephone poles don't stand as straight, their electrical wiring often drooping low. He notices store signs and banners saying: Mamen's Pharmacia and Restaurante Azteca.

A Grandmother shuffles down the sidewalk, her young granddaughter holding her hand, trying to keep up. Our hero gives them an understanding look. To us, he feels out of place, but the look on his face tells a different story. He knows exactly where he's going - unfazed by his surroundings. He's done this before.

He pulls up to the El Centro de Corazon clinic. We hear our hero speak in VO.

SUBJECT (VO): There's a health clinic out in North Houston that could use all the help it could get. It's a pretty big job getting this place to work.

Walking towards the entrance, he bends to pick up a crumpled paper cup along his path, throwing it away in a trash receptacle by the entrance. No big deal.

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He's buzzed in. No questions asked by a no-nonsense receptionist. Her look is stern, but at the first sight of our subject entering, a smile washes over her face. Pleasantries are exchanged. Tracking in front and behind, he navigates the halls of the clinic with ease. He greets a few others, some call him by name. He seems to know everyone.

In the kitchen he goes to get a cup of coffee.

In an adjacent cubicle near reception, he settles in with a portable laptop and scanner and begins sifting through medical documents and scanning them.

SUBJECT (VO): I realized that if we could make all of their records electronic at El Centro del Corazon, they could better communicate with other clinics and hospitals. That could be huge.

An older clinician looks over Bob's shoulder as he works on his laptop. Bob points at figures onscreen. The clinician nods, understanding... learning.

SUBJECT (VO): So three days a week, I come in to lend a hand.

In a modest examination room, a female nurse holds a digital hand-held scanner while Bob explains to her how it works. A patient sits nearby, earnestly looking on. She uses the device to scan a bar code on the patient's wristband. The scanner's monitor displays important information.

We build-in images and momentum up to this moment where, in a moment of breath, we hear the nurse quickly mention to her patient "you're gonna' be just fine". Reassured, the patient smiles.

SUPER: Bob Guthrie, GE Employee

TITLES: Bob Guthrie does amazing work here.
Even though he doesn't work here.

CUT TO: Heightened, emotional moments, maybe in slow motion.

A grinning young girl wearing an arm cast emerges from a hallway to meet her expectant mom, a smiling nurse in tow. The mother and daughter embrace, with mom glancing up to the nurse. They're happy.

Older men sitting in a waiting room laughing, one of them patting the other's back, joking around, completely casual.

Bob shakes the hand of the clinician he was with earlier. Just before leaving, he glances back, looking over the scene. He smiles, his work done for the day.

AVO: GE thanks our employees who have donated 3,000 total hours to clinics in the Houston area, making their "free" time invaluable.

SUPER: GE works.

CARD: GE logo. Imagination at work.

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“PREPARED”

NOTE: CROSS CUT BETWEEN GETTING READY FOR THE DAY AND ARRIVING/LEARNING MACHINERY ON THE FIRST DAY OF WORK. Could also be edited more linearly, but cross cutting could lend itself better to a more interesting reveal when timed with voice over.

Vet Home - Bedroom

The alarm clock display shows 5:30am. Just as it buzzes, our subject clicks the alarm silent. We hear in VO.

VET VO: I served two tours in the marines.

Factory

Huge industrial doors open. The morning sun illuminates the larger space against high hanging florescent factory lights. A few workers walk by. A sense of purpose in their stride. This is the beginning of a hard day's work. Silhouetted against the sunrise looking in, our camera wraps around to reveal – our veteran – holding a GE hard hat, taking in the scope of the factory.

Vet Home - Bedroom

Sitting bedside is a framed photo of our vet in dusty military fatigues, smiling with others in the frame, a middle-eastern landscape behind them. We rack focus from the photo to the vet, out of bed, making it up, pulling the sheets tight along the mattress corners, the pillows aligned just so. This is a well practiced, precise routine—every movement has purpose.

VET VO: Both times I saw combat. It's scary going over there.

Factory

Tracking behind our vet through the labyrinth of beautiful, state-of-the-art, monolithic machinery. Light glistens across everything as our subject exudes a sense of awe, but maintains a sense of poise and confidence in his/her countenance.

Our vet eventually meets with a larger man, a manager of sorts with clipboard, also wearing a hard hat. They shake hands, and with a pat on the back between the two, they step up a metal staircase, overlooking a huge, resplendent turbine engine.

Vet Home – Bedroom

Fresh out of the shower, the Vet, in a white undershirt and dress slacks goes through his/her closet. As they do, his/her gaze slows, stopping at a particular piece of clothing. The vet pulls it out, giving a reminiscent look, brushing a nostalgic finger across numerous, smartly placed buttons on an immaculate U.S. Marine service uniform.

VET VO: But we receive a lot of training.

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Factory

Cross cut over the shoulder of the vet and manager, we hear a spirited conversation between the them. In a verite' moment, we may hear how excited the Vet is to be working, or how appreciative the manager is to have him on the team.

Cut to: Another angle, shooting through the machinery, we see the Manager going over the panel, maintaining meaningful eye contact. The vet reciprocates, listening intently to every word.

Vet Home – Bedroom

The Vet pulls out a new article of clothing from the closet, revealing the same GE shirt they are wearing in the factory. Jump cut to it being put on and flattened out. Not a crease to be found.

Vet Home – Kitchen

The Vet puts a dish of food on the kitchen floor for a healthy, tail-wagging golden lab. He/She lovingly pats the dog's head just as it starts to eat its breakfast.

VET VO: They don't give you training for coming home.

Our vet grabs the GE hard hat sitting next to a work bag near an entrance door and exits.

TITLES: Being prepared to go is one thing.
Being prepared to come home is another.

TITLES: One in every 13 GE US employees is a veteran.
And we're pledging to hire 5,000 more.

Factory

We capture through various angles shooting around corners, seeing the bustle of other hard workers and machinery all around as the Vet is now in control of the panel. The Turbine Engine buzzes loudly. The Manager stands behind. A look of accomplishment. The vet is mastering the task.

VET VO: GE offers one-on-one training to help me apply my skills and ease back into the workforce.

Vet in car

The Vet settles in his/her car putting the hard hat in the passenger seat. He turns the key in the ignition. They look up to the rear view mirror, positioning it perfectly. We see the vet's eyes, taking a deep breath, ready for the day.

VET VO: They also hire a lot of vets, so I know they understand where I'm coming from. That really helps.

Wide Shot on street as the car drives off into the early morning.

TITLES: GE Works.

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Card: GE logo. Imagination at work.

CLOSING THOUGHTS:

The look, feel, and scope behind the GE brand is one that expresses remarkable achievement. However, bringing to the table a deep sense of personal reflection by telling the stories of those behind the brand is what excites us the most. Every person has a story. Every person has their truth and something worth sharing. Given the chance to collaborate with our subjects, the client, and everyone involved, we will get to the core of those profound, intimate stories. We have the ability to move our audience in the same way these stories move us personally as a filmmakers. It would be exciting and an honor to serve the GE

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