

AMERICAN SOUL
CREATIVE MARKETING CONCEPTS
10.24.18



AMERICAN SOUL

ABOUT THE SHOW

American Soul is the story about the struggle to make the dream of Soul Train come true. Set in the early 70's, filled with music, dance, fashion and glamour, this is the untold story of the launch of the first nationally syndicated Black music show and what happened when the music stops. Battles with record labels for top talent, off-camera drama as young dancers vie for the spotlight, stand in the way of a 30-something Don Cornelius who is sacrificing all that he loves to follow his dream. The journeys of these characters collide in a racially charged LA with the odds stacked against them. All they have is each other and the magic of Soul Train.

THE CAST



DON CORNELIUS

Formidable. Flawed. Fascinating. Don is a man that has failed at every job he's ever had... until the birth of Soul Train.

A tortured soul with an eye for greatness, Don is clearly a man who loves his creation more than his family, and himself more than anything.



TESSA GEORGE

Passionate. Loyal. Perfectionist. Tessa is the Soul Train Dance Coordinator with an excellent sense for talent. She matures as a

businesswoman and finds her groove as a wife, while clashing with Don Cornelius over the essence of what Soul Train should be.



KENDALL CLARKE

Vain. Impatient. Tons of fun. A Military brat, Kendall is a teenaged dad torn between loving his baby's mama, and being a "playa". A

true talent, Kendall finds himself longing for success, but growing jealous of his sister, Simone, as she gets everything he wants.



GERALD AIMS

Instinctive. Opportunistic. Impulsive. An established gangster and club owner, Aims becomes Don Cornelius's close associate –perhaps

his only friend. Aims introduces Don to the decadent world of LA, growing intrigued by the "legit" role Don plays. Soul Train is Aims's ticket to where he wants to go.



SIMONE CLARKE

Talented. Ambitious. Adventurous. Simone is a "glass half-full" dream-chaser who's bound and determined to find fame in the world of music. But there will be a heavy

price to pay for the applause Simone seeks, and sadly, she will pay it in full.



JEFFREY "JT" TUCKER

Gifted. Distrustful. An old soul. JT is a natural-born musician. He may not dance like Kendall or sing like his secret love, Simone, but as the third member of

Encore, he holds his own. JT's main goal is getting paid in order to keep his drug-addict mom and baby sister from living on the streets.

OUR APPROACH

THEMES

THE DREAM

- *DON: THE SHOW ITSELF*
- *TESS: MAKING IT AS A DANCE INSTRUCTOR*
- *SIMONE: KENDALL, JT - IT'S THE MUSIC BIZ*
- *GERALD: PLAYING THE GAME & GOING LEGIT*

THE STRUGGLE

- *MAKING IT IN AN UNFORGIVING WORLD*

BLACK EXCELLENCE

BLACK CULTURE

MUSIC DRIVEN

GLAMOUR & GLITZ OF THE 1970S

RELEVANCE

WHAT IT CHANGED

- *SOUL TRAIN MARKS THE BIRTH OF THE BLACK MEDIA MOGUL. BLACK MEDIA ENTERTAINMENT STARTED HERE.*

SAME AS IT EVER WAS

- *BLACK ENTREPRENEURSHIP IS STILL AN UPHILL STRUGGLE. INSTITUTIONALIZED BARRIERS REMAIN.*
- *MAKING IT IN SHOWBIZ IS STILL AN UPHILL STRUGGLE.*
- *MANY OF THE SAME ISSUES THAT PLAGUED THE BLACK COMMUNITY REMAIN.*

IMPACT

SUBVERSIVE AFROCENTRICITY

SOLIDIFIED NATIONAL BLACK CULTURE

GAVE BLACKNESS A NEW CONTEXT OF BEAUTY & CREATIVITY RATHER THAN POLITICAL & SOCIAL STRIFE

BLACK AMERICANS

- *ASPIRATIONAL*
- *EMPOWERING*
- *SHOWCASED BLACK EXCELLENCE*
- *SIGNALED AN ARRIVAL IN PRIMETIME TV*
- *SPREADING OF THE CULTURE (MUSIC/FASHION/DANCE)*

WHITE AMERICANS

- *A WINDOW INSIDE BLACK CULTURE*
- *AN INTRODUCTION TO AFROCENTRISM*
- *A STEP TOWARDS WIDER ACCEPTANCE*
- *FIRST GLIMPSE OF BLACK ADVERTISING*
- *FOR SOME, A FRIGHTENING INTRUSION*

CHARACTER TENSIONS

DON

- *THE MUSIC BIZ*
- *THE ADVERTISERS*
- *THE NETWORK*
- *HIMSELF*

GERALD

- *THE MOB*
- *THE LA POWER STRUCTURE*

TESS

- *DON*
- *HER DANCERS*

SIMONE

- *HER FAMILY*
- *THE BAND*

KENDALL

- *HIS BABY MOMS, HIS KID*
- *THE BAND*

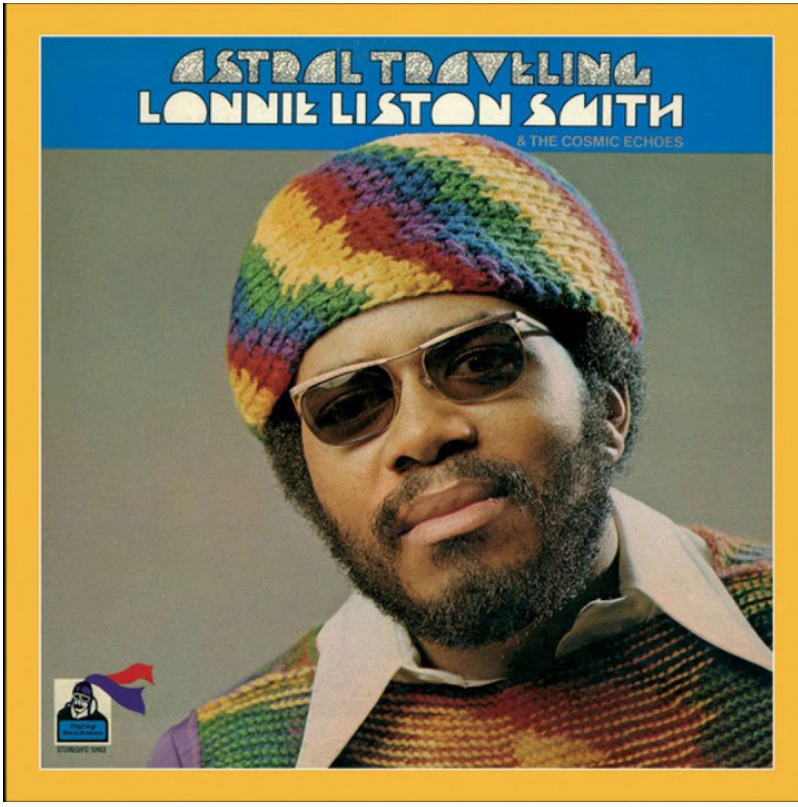
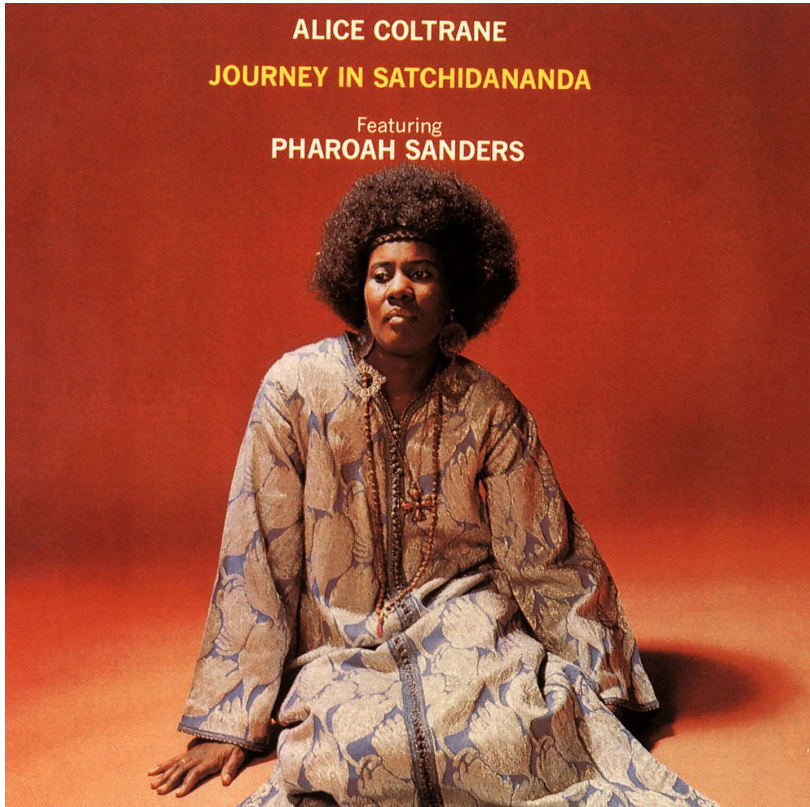
JT

- *HIS FAMILY / ADDICT MOM*
- *THE BAND*

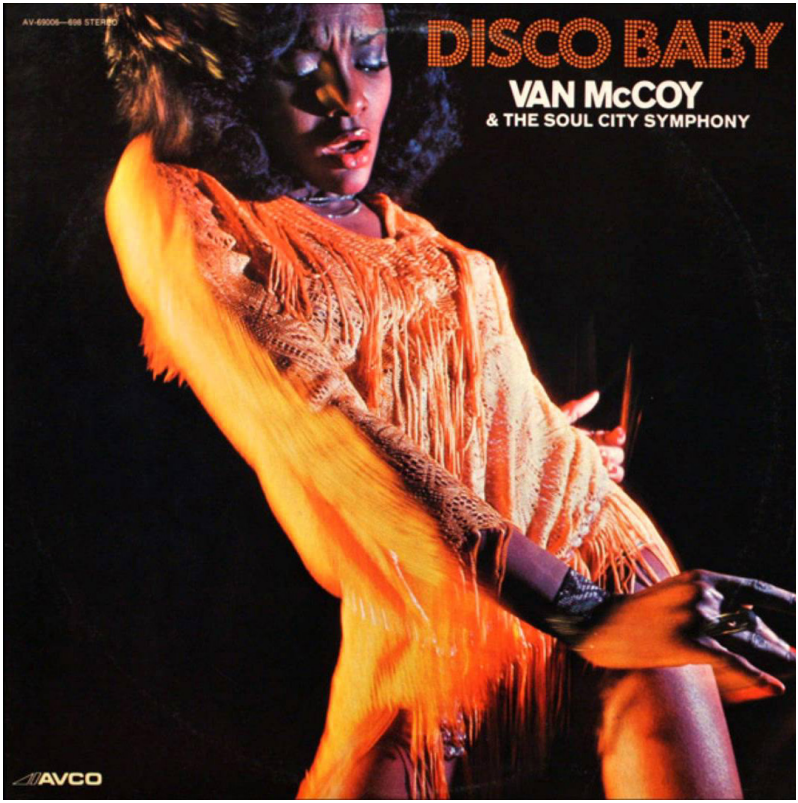
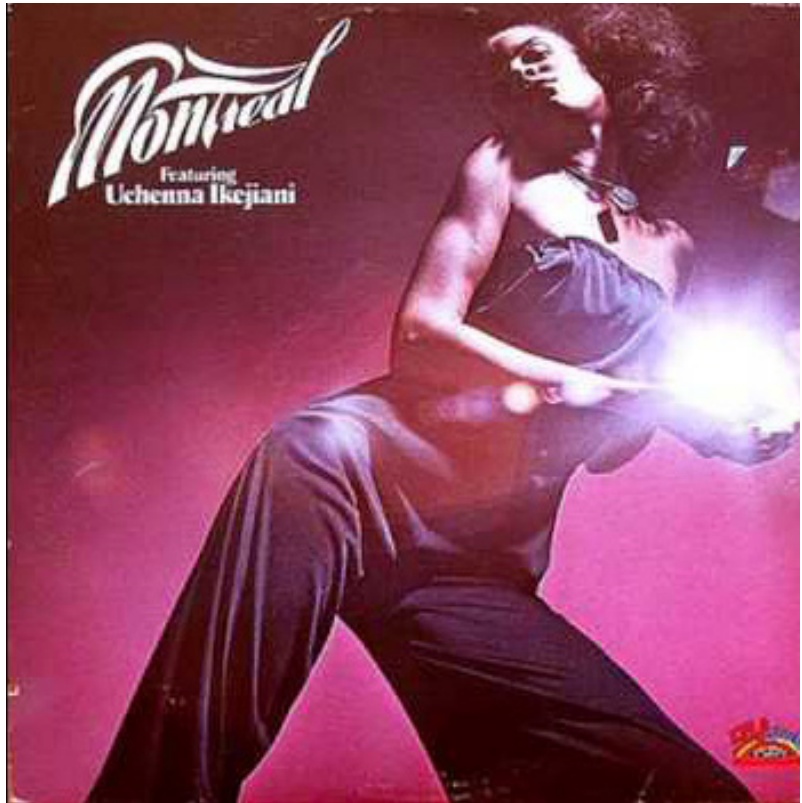
THE LOOK OF AN ERA



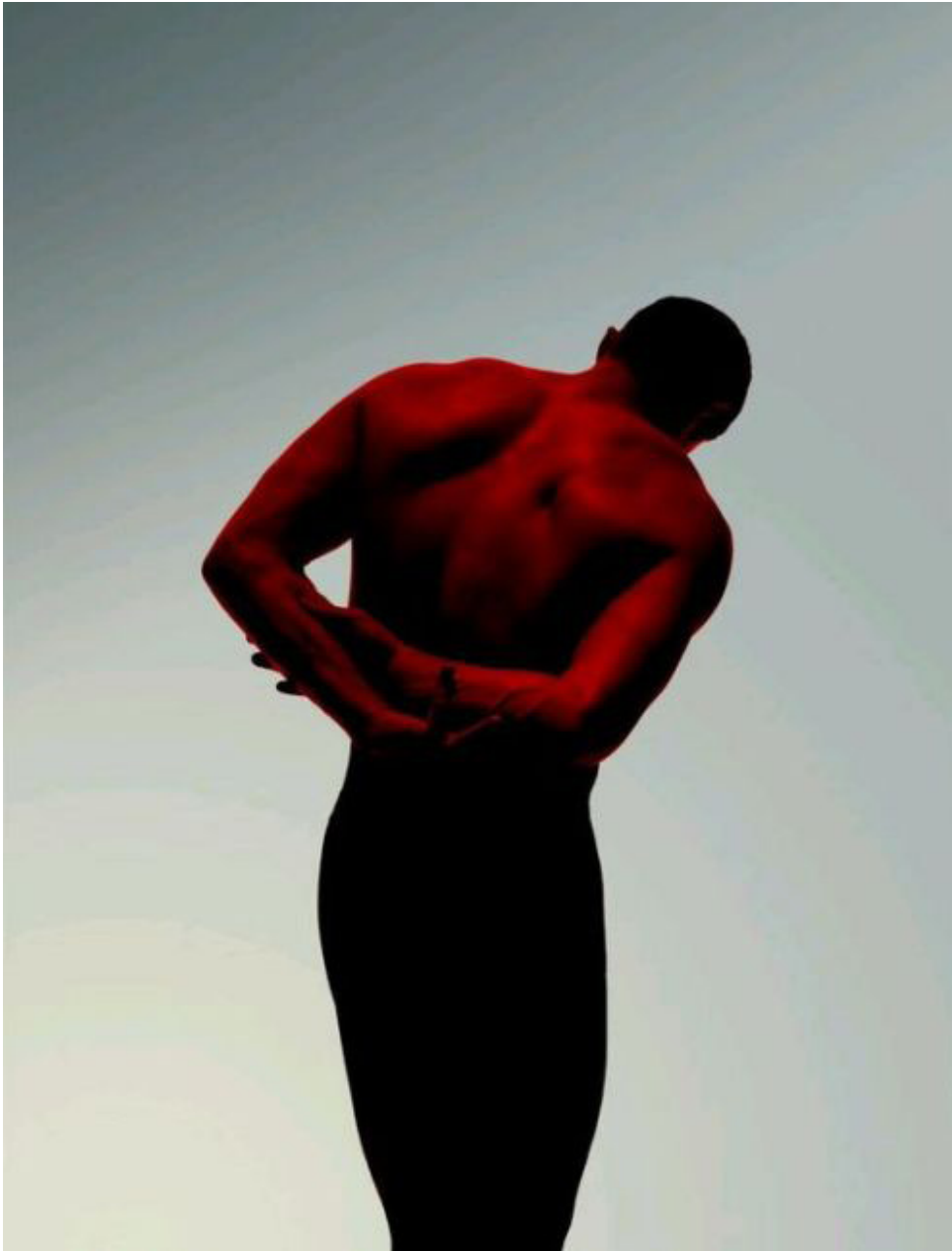
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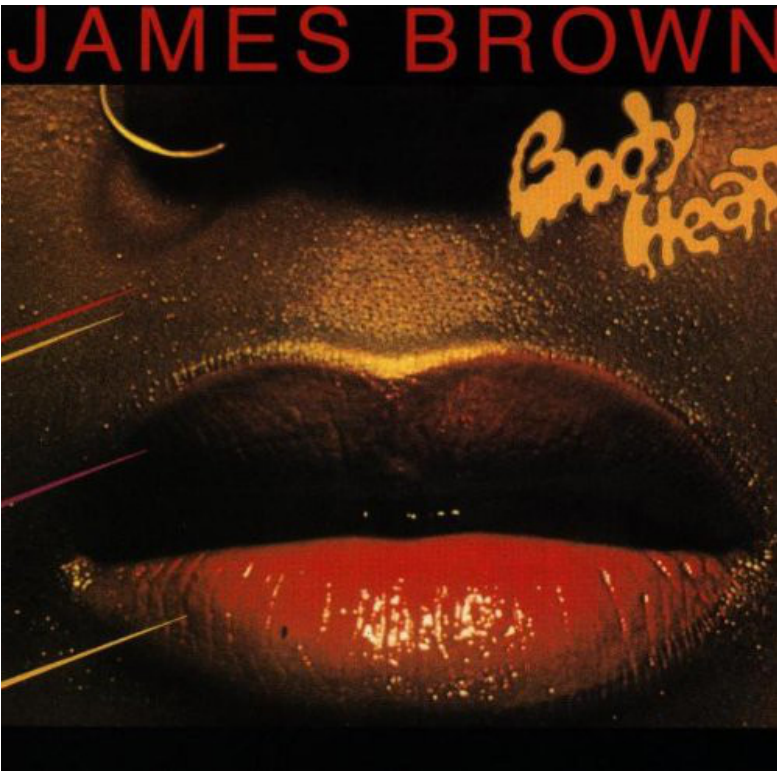
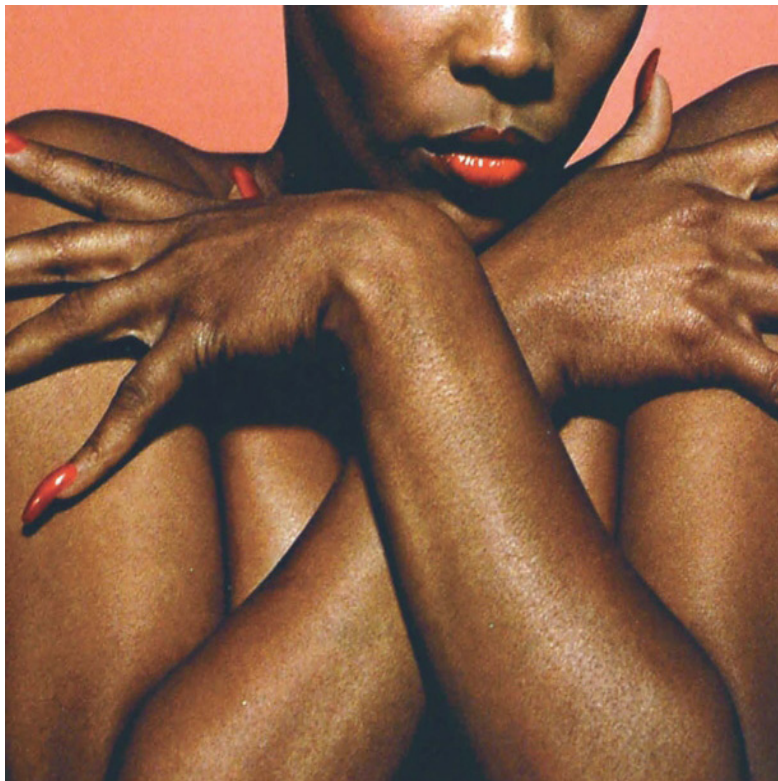
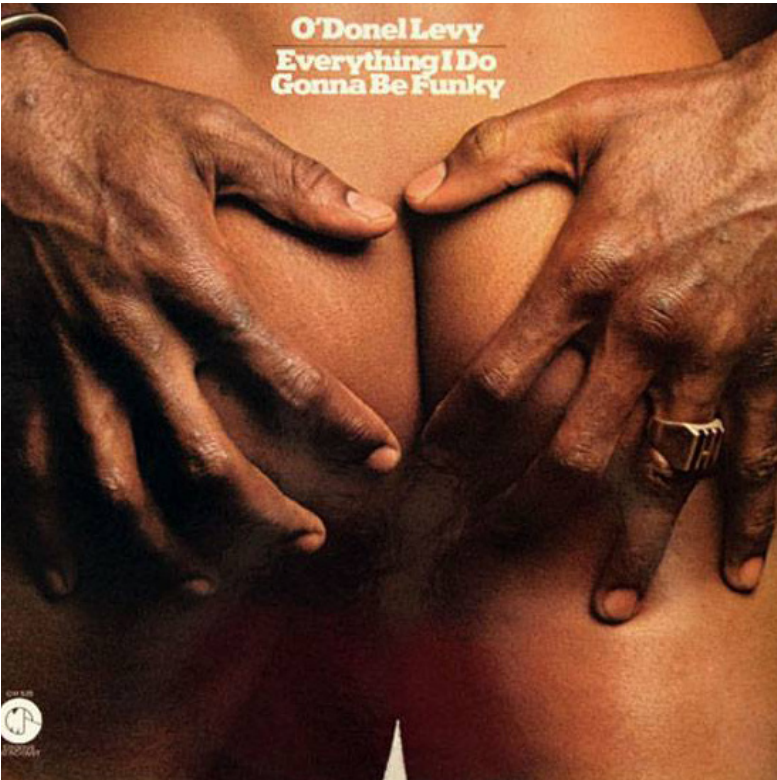
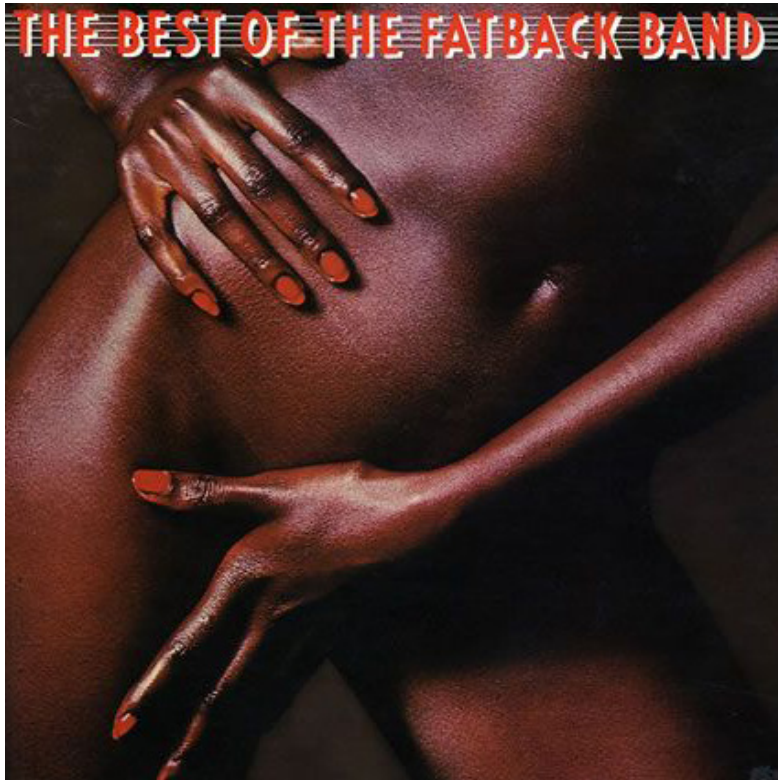
THE LOOK OF AN ERA



THE LOOK OF AN ERA



THE LOOK OF AN ERA



THE THREE PILLARS

THE BIG IDEA: THE CLASH, TENSION & TRIUMPH OF LOVE, PEACE & SOUL

SOUL TRAIN'S VISIONARY & HOST, DON CORNELIUS, ENDED EACH EPISODE WITH HIS NOW LEGENDARY SIGN-OFF: "WE BRING YOU LOVE, PEACE & SOUL". THESE THREE WORDS CAPTURED THE SPIRIT OF THE ERA, AND SAID SO MUCH WITH SO LITTLE. THIS APPROACH LEVERAGES THESE WORDS AS A FRAMING DEVICE FOR ALL OF THE DRAMA THAT UNFOLDS ON THE SHOW.

OUR ANTHEM SPOT BEGINS WITH A MISDIRECT, CONTRASTING THE WORDS 'LOVE' AND 'PEACE' WITH THE STRIFE, STRUGGLE, AND DRAMA OF THE SHOW - NOT ONLY WITH OUR CHARACTERS - BUT ALSO THEIR SURROUNDING ENVIRONMENT.

WITH 'SOUL', WE BRING IT BACK TO THE TRIUMPH OF THE SHOW ITSELF. THE MUSIC. THE DANCING. THE STYLE. ALL OF THE INCREDIBLE ELEMENTS THAT MAKE THIS JOURNEY WORTH TAKING.

TONE: CHALLENGING // PROVOCATIVE // TRIUMPHANT

THE THREE PILLARS

TEASE

VO: LOS ANGELES, 1971

A TIME FOR LOVE

*ARCHIVAL SHOTS OF LA / POLICE / PROTESTS
ARCHIVAL BLACK PANTHERS / CIVIL RIGHTS / ETC*

*DON FAMILY DRAMA - WITH WIFE, SON
TESSA FIGHTING WITH DON
SIMONE BAND DRAMA
KENDALL FIGHTING WITH HIS BABY'S MOTHER
GERALD AND MOB THUGS*

A TIME FOR PEACE

*VIETNAM / THE CRIPS / POLICE SHOOTING SCENE
DON WITH A GUN IN HIS LAP
JT WITH HIS MOTHER
GERALD & CHARLES BOBBIT SCENE
TENSION WITH THE BAND*

A TIME FOR SOUL

*GLADYS NIGHT, DONNA SUMER, ENCORE, ETC
DAZZLING MONTAGE OF ALL THE COOL CLOTHES
DANCERS / MUSICIANS REHEARSING / PERFORMING
THE SHOW IN FULL SWING
DON IN CONTROL, CALLING THE SHOTS*

**BLACK SOUL
OUR SOUL
AMERICAN SOUL**

RAPID FLASH CUTS OF EVERYTHING

AMERICAN SOUL

THE SHOW THAT GAVE AMERICA

LOVE, PEACE & SOUL

PREMIERING TUESDAY FEBRUARY 5TH AT 8PM

ONLY ON BET

TUNE IN

TEASE - ALT

A VARIATION ON THE STRUCTURE, WHERE WE KEEP IT SIMPLE, REPEATING THE MANTRA OF LOVE, PEACE & SOUL THROUGHOUT THE ENTIRE SPOT. WE'LL ALTERNATE BETWEEN SCENES THAT REFLECT THE POSITIVE ASPECTS OF THE THREE PILLARS, THEN SWITCH TO SHOW THE NEGATIVE. THIS WILL CATCH VIEWERS OFF GUARD, AND DEMONSTRATE THE BREADTH AND COMPLEXITY OF THE CHARACTERS AND THE SHOW.

GFX: LOVE

PEACE

SOUL

LOVE

PEACE

SOUL

LOVE

PEACE

SOUL

AMERICAN SOUL

THE SHOW THAT GAVE AMERICA

LOVE, PEACE & SOUL

PREMIERING TUESDAY FEBRUARY 5TH AT 8PM

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THE THREE PILLARS

CHARACTERS SPOTS

LOVE PEACE & DON



VO: DON CORNELIUS
THE ORIGINAL BLACK MEDIA MOGUL
WHO CHANGED THE WORLD WITH
THREE SIMPLE WORDS

LOVE
PEACE
& SOUL

BEFORE TYLER
BEFORE OPRAH
BEFORE DIDDY
THERE WAS DON

AMERICAN SOUL

THE SHOW THAT GAVE AMERICA LOVE, PEACE & SOUL

PREMIERING TUESDAY FEBRUARY 5TH AT 8PM

ONLY ON BET

LOVE PEACE & TESSA



VO: TESSA LORRAINE
SHE'S GOT THE DRIVE & AMBITION
THE POWER & PERFECTION OF

LOVE
PEACE
& SOUL

IF SHE CAN KEEP IT ALL TOGETHER
SHE'S GONNA SHOW THE WORLD
EVERYTHING SHE'S GOT

AMERICAN SOUL

THE SHOW THAT GAVE AMERICA LOVE, PEACE & SOUL

PREMIERING TUESDAY FEBRUARY 5TH AT 8PM

ONLY ON BET

LOVE PEACE & JT



VO: JEFFREY "JT" TUCKER
A NATURAL BORN MUSICIAN
WHO LIVES & BREATHE

LOVE
PEACE
& SOUL

HE'S DOING IT FOR HIS FAMILY
FOR HIS MUSIC
AND FOR HIS SOUL

AMERICAN SOUL

THE SHOW THAT GAVE AMERICA LOVE, PEACE & SOUL

PREMIERING TUESDAY FEBRUARY 5TH AT 8PM

ONLY ON BET

DESIGN EXPLORATION



DESIGN EXPLORATION



DESIGN EXPLORATION



DESIGN EXPLORATION



OUR APPROACH

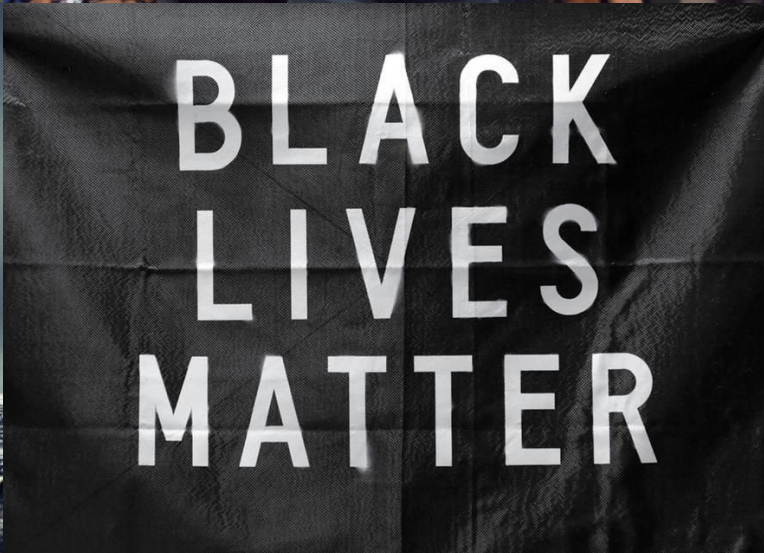
THE YEAR IS 1971.

The Civil Right Movement is well underway. Black America is ripe with pride and possibility. It's a time of great change in America. But with change comes discomfort. There's an upset to the status quo and tensions are high.

The assassination of leaders like Dr. King, police violence, and an ugly war left the people in need of healing. Black artists came to the rescue with iconic records like Marvin Gaye's *What's Going On*, Isaac Hayes' *Black Moses* and Aretha Franklin's *Young, Gifted and Black* with that sweet, soothing American Soul. Black Power + Black radical thought, movement, creativity and action were loudly declared. And the message was clear: Black is Beautiful.

BLACK AMERICAN DREAMING

Digital / Social / Live - Now vs Then



BLACK AMERICAN DREAMING

SOUL TRAIN GAVE BLACK AMERICA THE PLATFORM TO SHINE
OUTSIDE THE CONFINES OF WHITE GATEKEEPERS IN MEDIA.

FOR THE FIRST TIME, BLACK MUSIC, STYLE AND DANCE
WAS BEING DEPICTED RAW AND UNFILTERED, CATAPULTING
THE CAREERS OF MANY.

DON HAD A VISION, A DREAM OF SEEING POSITIVE IMAGES OF BLACK PEOPLE ON TELEVISION.
HOWEVER, THE VERY ACT OF DREAMING WHILE BLACK WAS A REVOLUTIONARY ACT.

DON'S VISION, SOUL TRAIN, BECAME A LAUNCHING PAD
FOR THOSE WHO HAD THE AUDACITY TO DREAM.
HOWEVER, WE'LL LEARN THAT MANY OF THE CHARACTERS
IN AMERICAN SOUL HAVE A ROUGH JOURNEY AHEAD.

BLACK AMERICAN DREAMING

PHASE 1 / TEASE / 30-15 SEC

MUSIC: MARVIN GAYE - I WANT YOU

In this concept tease Don redefines the black American Dream. A series of clips and motion portraits with the backdrop of a reimagined American flag will literally and metaphorically capture American Soul.

DON: PEOPLE DIDN'T SEE YOU FOR WHO YOU WERE WHEN YOU FIRST STARTED

LATCH GETS ARRESTED. DON GETS PULLED OVER.

TODAY I CHALLENGE YOU TO DREAM

SIMONE STANDS DEFIANTLY IN FRONT OF THE FLAG

BECAUSE I'M NOT JUST MAKING A DANCE SHOW

QUICK CUTS OF YOUNG PEOPLE DANCING ON A COLORFUL SET.

I'M BUILDING A LEGACY

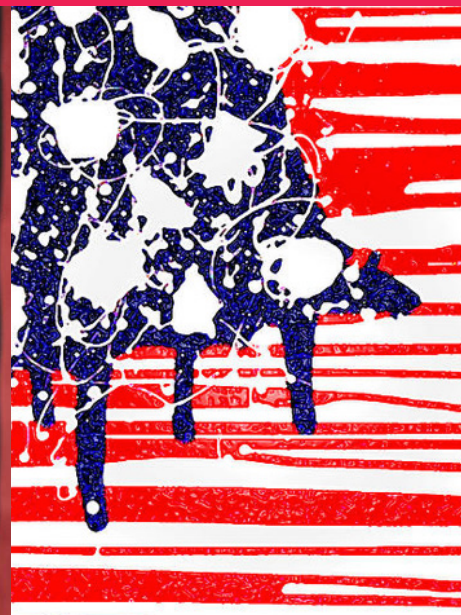
A FLUTTER OF MUSIC ACTS - GLADYS, DIANA, THE CHI-LITES

COME TO SOUL TRAIN. SEE ME FOR WHO I AM

CUT TO DON AGAINST AMERICAN FLAG. HE HOLDS HIS FIST TO HIS CHEST.

SEE THIS FOR WHAT IT COULD BE.

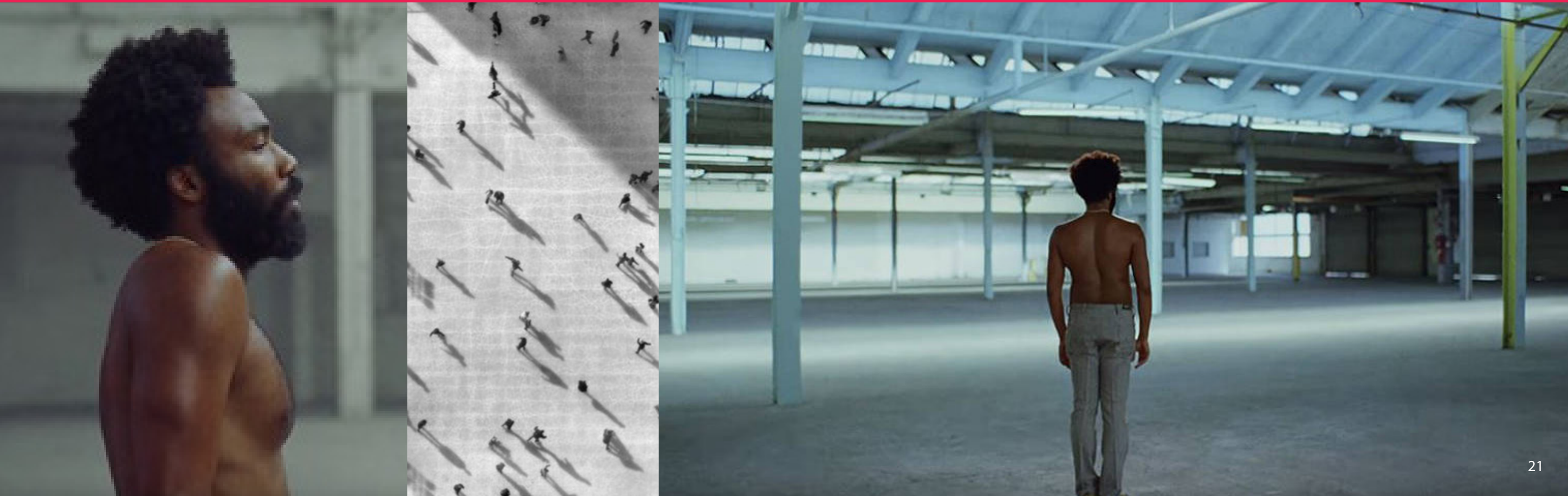
GFX: AMERICAN SOUL. COMING IN FEBRUARY.



BLACK AMERICAN DREAMING

PHASE 2 / THE WEIGHT OF THE WORLD / 30 SEC CHARACTER SPOTS

In this series of character IDs, we will use the practical and surreal to convey the enormity of what's at stake for each of our main characters. These tableaux give us the chance to see each individual and the world s/he is up against. Don alone on the Soul Train soundstage standing in his dream. JT alone in the back alley of Ma Mabel's weighing lifestyle options that could make or break him. Gerald alone after a busy night in an empty, messy "Guys and Dolls" holding on to the vision that got him there in the first place. Dramatic camera moves assist in playing up the tension between the individual and their settings. Soulful music and a mix of sound bites and spoken character copy give cues of each individual's personal drama. These IDs are intentionally abstract, ethereal, at moments overwhelming and ultimately hopeful and powerful.



BLACK AMERICAN DREAMING

PHASE 2 / THE WEIGHT OF THE WORLD / 30 SEC / DON CHARACTER SPOT

MUSIC: ARETHA FRANKLIN - DAY DREAMING

The opening instrumentation to Aretha Franklin's Day Dreaming plays. The camera glides through the set of Soul Train. Lights down. Empty. We catch a glimpse of Don, day dreaming. We begin to see what he sees. Beautiful black people. Dancing around him. In a surreal way, the set is alive, yet he remains still, lost in his vision. All the while we hear sound bites from the show depicting the struggles and the beauty of his life.

BROOKS: WHEN WILL YOU COLORED GUYS FIGURE OUT THE POWER YOU ACTUALLY HAVE?

DELORES: I THOUGHT WE AGREED THE HOUSE FUNDS WERE OFF LIMITS

DON: SO YOU WANT ME TO GIVE UP ON OUR DREAMS ?

DELORES: NO I WANT YOU HERE WITH ME

SFX: TONY SOBBS

TONY: WHY DOESN'T DADDY WANT TO BE WITH US?

CHARLES: WALK AWAY KID. YOU AIN'T BANDSTAND

DON: IF I DON'T DO EVERYTHING I CAN TO MAKE THIS WORK. I WON'T MAKE IT. I JUST WON'T.

SFX: FAINT TV IN THE BACKGROUND

DON: NATIONAL SYNDICATION. 14 CITIES. IT'S HAPPENING. IT'S REALLY HAPPENING!

SFX: SOOOUUUUUUL TRAIN!

DELORES: I KNEW YOU COULD YOU DO IT

The camera closes in on Don. His darkened surroundings now illuminated and vibrant. He looks up, straight to camera, and smiles.

GFX: A dream worth chasing at any costs.

GFX: American Soul. Coming in February. On BET.

BLACK AMERICAN DREAMING

PHASE 2 / THE WEIGHT OF THE WORLD / 30 SEC / JT CHARACTER SPOT

MUSIC: MARVIN GAYE - INNER CITY BLUES

The opening instrumentation to Marvin Gaye's "Inner City Blues" plays. The back alley of Ma Mabel's Restaurant. Open with close up of JT holding his head in his hands. The camera pulls out as he slowly pulls his hands away from his face. All the while we hear sound bites from the show depicting the struggles and the beauty of his life.

JT: I CAN'T KEEP BUSSIN' TABLES BY DAY AND CHASING DREAMS AT NIGHT. IT AIN'T ENOUGH

SFX: BABY SCREAMS

KENDALL: YO JUNKIE ASS MOMMA, BITCH!

SIMONE: THANK YOU FOR ALWAYS BELIEVING.

JT: IN YOU? ALWAYS.

SFX: POLICE SIRENS

REGGIE: REVOLUTION DON'T COME EASY, BABY.

MR. WILLARD: WHAT EXACTLY YOU GON' DO, JULIUS? YOU DAMN SURE AIN'T YO' FATHER'S SON!

SFX: GUN SHOTS

The camera passes over a pool of blood. His surroundings darken. A wide shot reveals JT standing over what looks to be a dead body. His guitar strapped to his back. The moment feels surreal. He looks up, straight to camera.

GFX: A dream worth chasing at any costs.

GFX: American Soul. Coming in February. On BET.

BLACK AMERICAN DREAMING

PHASE 2 / THE WEIGHT OF THE WORLD / 30 SEC / GERALD CHARACTER SPOT

MUSIC: BILL WITHERS - Use Me

The opening instrumentation to Bill Withers' "Use Me" plays. A series of close ups. The surface of a black bar counter. Broken glass. Spilt liquor. The leftover mess of a busy night at Guys and Dolls, which is now empty. All the while we hear sound bites from the show depicting Gerald's present and the outlook of his future.

MIKEY: **PLEASE GERALD. FOR THE LOVE OF EVERYTHING. DON'T KILL ME.**

GERALD: **CALM DOWN. I AIN'T GONNA KILL YA. NOT IF YOU GET MY MONEY.**

SFX: **MAN SCREAMS IN AGONY**

GERALD: **I'LL SET YA UP, FOR A SMALL FINDERS FEE.**

DON: **WORD GETS OUT I'M PAYING FOR ARTIST, SOUL TRAIN'LL NEVER BE LEGIT.**

GERALD: **I'M ON THE GROUND FLOOR, I WANT YOU WITH ME. THESE BEES IS MONEY, DON.**

(A BEAT)

GERALD: **SAY IT WITH ME, DON, 'BEES IS MONEY'**

The camera pulls out to reveal Gerald. He sits in his empty club. His dark surroundings illuminated with a hint of red. The devil can dream. He looks up, straight to camera, and flashes a mischievous grin.

GFX: A dream worth chasing at any costs.

GFX: American Soul. Coming in February. On BET.

BLACK AMERICAN DREAMING

PHASE 3 / LAUNCH A / THE AUDACITY TO DREAM / 30-15 SEC

MUSIC: THE STYLISTICS - PEOPLE MAKE THE WORLD GO 'ROUND

Anchored with Don's moving speech to the Soul Train Gang, this spot fuses pivotal show clips with our reimagined American Flag image shots of our cast looking brave and strong.

DON: AT THIS MOMENT, YOU'RE STANDING IN A DREAM. MY DREAM.

GLADYS KNIGHT AT THE PIANO IS ABOUT TO SING HER FAVORITE SONG. SIMONE AND KENDALL EAGERLY WAIT IN THE WINGS BACKSTAGE.

TESSA SMILES LONGINGLY WHILE WATCHING TALENTED PERFORMERS ON STAGE.

IN CASE YOU NEVER HAD A DREAM OF YOUR OWN, LET ME TELL YOU, IT DON'T COME FAST, CHEAP OR EASY.

GERALD SHOVES A MAN INTO THE TRUNK OF A CAR. JT SCREAMS AS HE SCREECHES AWAY IN THE UNINTENTIONAL GETAWAY CAR.

MRS. CLARKE COLLAPSES AT THE NEWS OF HER HUSBAND'S DEATH.

YOU PROTECT IT AT ALL COSTS. I WILL PROTECT IT AT ALL COSTS.

DON'S WIFE DELORES ANGRILY HANGS UP THE PHONE. JT HOLDS HIS CRYING BABY SISTER. KENDALL LOOKS OVER TO HIS ANGRY

BABY MAMA ACROSS THE COURTROOM. DON ON THE SOUL TRAIN SOUNDSTAGE STANDS STILL, TAKING IT ALL IN.

GFX: AMERICAN SOUL. COMING IN FEBRUARY.



BLACK AMERICAN DREAMING

PHASE 3 / LAUNCH B / DREAMING WILD AND FREE / 60-30 SEC

MUSIC: JAMES BROWN - GET ON THE GOOD FOOT

Bright, colorful, celebratory. This clip-based spot embodies the dream that is Soul Train. Bold, wild and free dreamers are in their full glory... until reality sets in. It takes a lot of guts to dream this big.

DON: THIS IS THE DREAM. WE CAN'T STOP HERE.

MUSIC DROPS. LIGHTS COME UP ON THE SOUL TRAIN SOUNDSTAGE. PERFORMERS AND DANCERS GLEAM. DON CORNELIUS, AT THE HELM OF IT ALL BEAMS.

DON: NATIONAL SYNDICATION. 14 CITIES. IT'S HAPPENING. IT'S REALLY HAPPENING!

DELORES, EXCITED HUGGING AND KISSING DON.

SIMONE: SO NERVOUS, I DON'T NOW WHAT TO DO!

SIMONE AND KENDALL KILL IT IN THEIR AUDITION.

TESSA: WE TAPE SATURDAYS FROM TEN UNTIL. WELCOME TO SOUL TRAIN.

SIMONE AND KENDALL HUG EXCITEDLY. GERALD AND DON TOAST GLASSES OF WHISKEY. TESSA AND PATRICK KISS PASSIONATELY.

DON: YOU MAKE A MISTAKE, KEEP DANCING. YOU BREAK AN ANKLE, KEEP DANCING. DON'T YOU DARE STOP.

DANCERS DANCE COMPETITIVELY. AGGRESSIVELY. JT LOOKS DISAPPOINTED TOWARDS HIS JUNKY MOTHER. SOLDIERS IN VIETNAM RUN FROM FIRE.

GFX: A DREAM WORTH CHASING

BLACK AMERICAN DREAMING

PHASE 3 / LAUNCH B / DREAMING WILD AND FREE CONTINUE / 60-30

DON: I KEEP WAITING FOR IT TO ALL GO WRONG. BUT IT HASN'T AND I DON'T THINK IT WILL.

GFX: **AT ANY COST.**

MUSIC DROPS OUT FOR A BEAT.

REGGIE (FROM BACKSEAT OF CAR, HOLDING GUN): **GO! GO! GO!**

JT DRIVES GETAWAY CAR, SHOCKED AND ANGRY.

SIMONE: **I'M DOING THE SHOW JT, EVEN IF I'M DOING IT BY MYSELF.**

SIMONE, JT AND KENDALL ARGUE. SIMONE, BANGS ON DOOR.

TESSA: **BE CAREFUL, BABY.**

TESSA KISSES HUSBAND AS HE WALKS AWAY DRESSED IN POLICE UNIFORM.

JT: **I'M OUT.**

REGGIE: **OUT? YOU BLACK IN AMERICA BROTHER, AIN'T NO GETTING OUT.**

JT CONFRONTS LANDLORD. DON CONFRONTS LARGE BODY GUARDS.

DON: **YOU KNOW MONEY. I KNOW MEN. AND KNOWING THEIR WEAKNESSES IS MORE VALUABLE THAN GOLD.**

TWO BARELY DRESSED WOMEN APPROACH A MAN IN HIS HOTEL ROOM AS DON TURNS AWAY SMIRKING.

GERALD: **YOU DON'T GIVE A DAMN, HUH?**

A CRESCENDO OF HIGH ENERGY MOMENTS WITH OUR CHARACTERS, BOTH HIGH AND LOW.

DON: **IT'S GONNA BE A STONE GAS, HONEY.**

GFX: **AMERICAN SOUL COMING IN FEBRUARY.**

BLACK AMERICAN DREAMING

TAGLINES

BLACK AMERICAN DREAMING

HOW ONE MAN'S DREAM AWAKENED A NATION

WHEN LIFE WAS BLACK AND WHITE, HE DREAMED IN COLOR

WHEN LIFE WAS BLACK AND WHITE, THEY DREAMED IN COLOR

THE REVOLUTION WAS TELEVISED

THE UNTOLD STORY OF HOW AMERICA GOT ITS SOUL

THE SHOW THAT GAVE AMERICA LOVE, PEACE & SOUL

BEFORE OPRAH. BEFORE TYLER. BEFORE DIDDY. THERE WAS DON.

THE UNTOLD STORY OF THE AMERICAN SOUL

THE SHOW THAT PAINTED AMERICA BLACK

THE INCREDIBLE STORY OF THE SHOW THAT CHANGED IT ALL

THE SHOW THAT CHANGED IT ALL

THE UNITED STATES OF SOUL

THE BIRTH OF OUR NATIONAL SOUL

DO YOU BELIEVE IN SOUL?

THE TRAIN THAT BROUGHT THE SOUL

BLACK AMERICAN DREAMING

OOH / 360 / PR / DIGITAL / SOCIAL

SATURDAY SOUL SESSION(S)

DAY PARTIES IN SELECT CITIES.

CORRELATE WITH SOUL TRAIN TUNE IN TIME OF SATURDAY AT NOON.

ART IS ACTIVSM (NOW VS THEN)

PANELS/DISCUSSIONS/HEALTHY COMMENTARY/DEBATES ON NOW VS THEN (STREAMED)

AUDACIOUS ACT OF CELEBRATING BLACK PRIDE/BLACK IS BEAUTIFUL.

FASHION WEEK/HARLEM FASHION ROW -

BET SPONSORED EXECUTION. COVERAGE FOR SOCIAL/DIGITAL

DIGITAL BET.COM/STYLE -

COMPARING THE STYLES ON SOUL TRAIN TO THE TRENDS THAT ARE OUT NOW.

THE EMBRACE OF AFROCENTRIC HERITAGE.

STREET STYLES TODAY VS SOUL TRAIN BACK THEN AND WHAT IT MEANS TO INDIVIDUAL -

BLACK PRIDE IN DRESS.

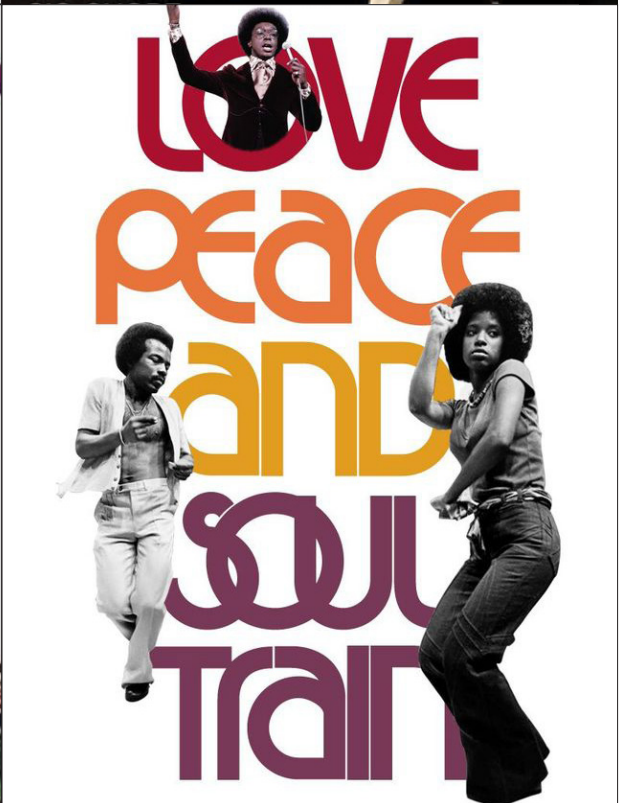
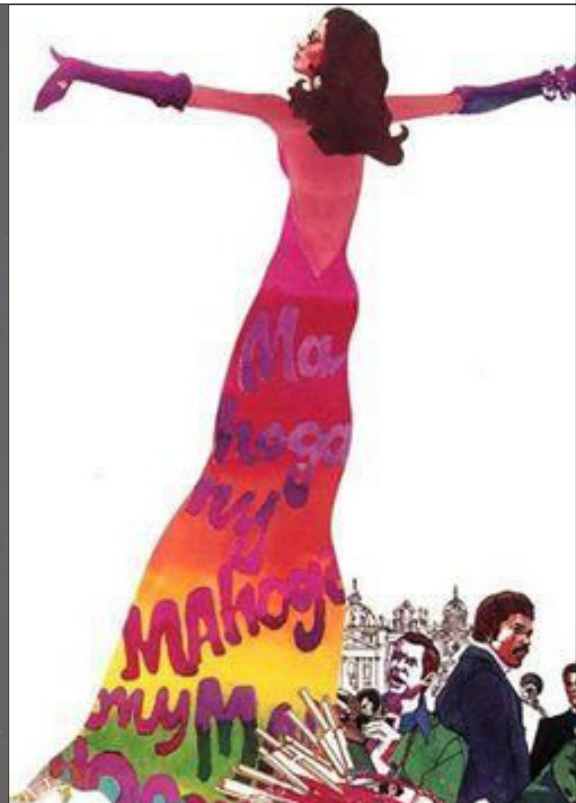
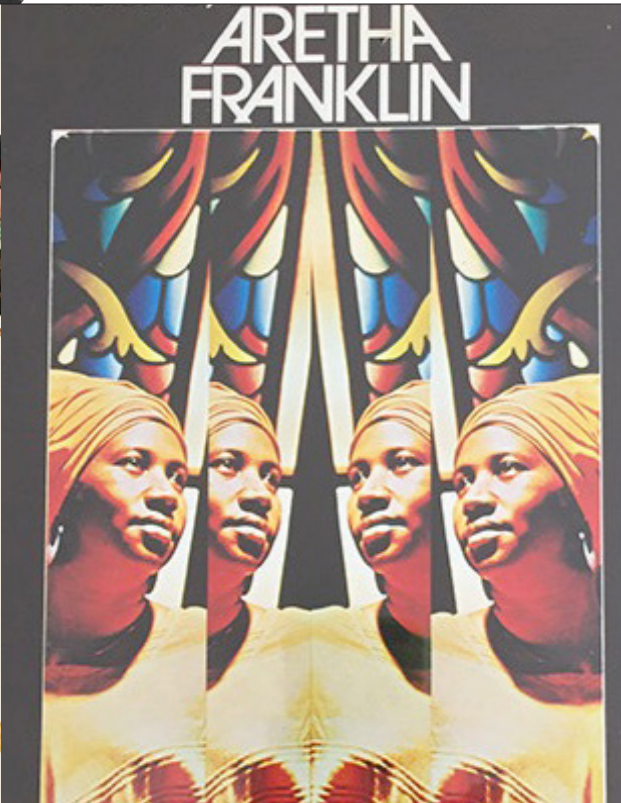
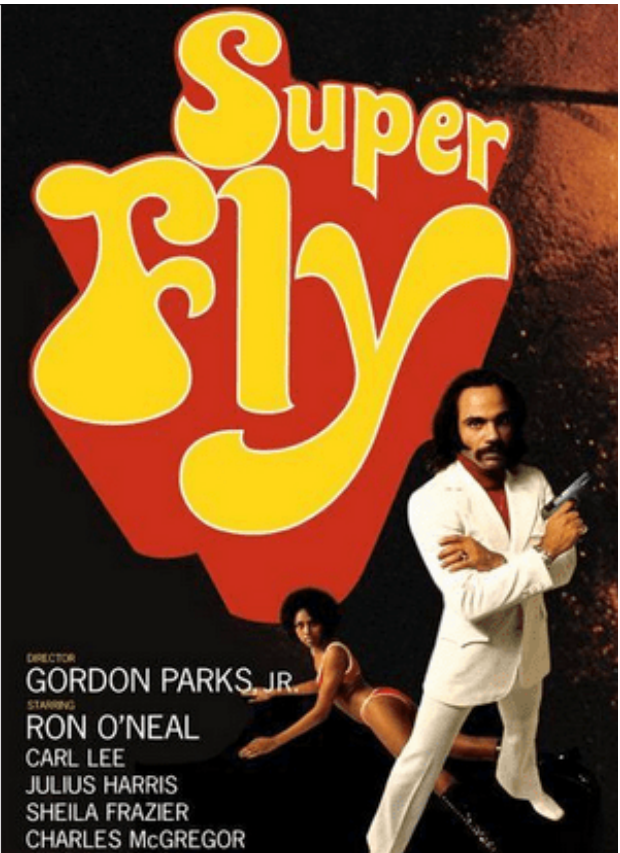
AMERICAN SOUL SPOTIFY PLAYLISTS USING OUR KEY ART AS ALBUM COVER

DIGITAL/SOCIAL - AMERICAN SOUL FILTER

I AM _____

I AM _____

I AM AN AMERICAN SOUL.



BET★
THANK YOU