

B E T N E T W O R K S :

BET★ AWARDS

The home of everything black
excellence.



CREATIVE POSITIONING:

CELEBRATE COOL

OUR "COOL" IS UNDENIABLE





Creative Positioning:

Black culture is more than the way someone wears their clothes or the words they use. It is more than the music they listen to or the way they walk. It's deeper than the tone of their skin or the way they dance. Black culture is the essence and life energy of a people built on pride, faith, passion, and expression.

The BET Awards embraces the essence of this expression at the highest level. In no other place is all of the best, brightest and most beautiful aspects of the black experience celebrated on such a grand stage. It is the celebration of all things now and relevant in the culture while honoring the unsung heroes and icons of the past. It reminds black people to be bold, to be brave, to be glorious, and to remember that BET is the home of all authentic expressions of black creativity, ***where we celebrate our cool.***



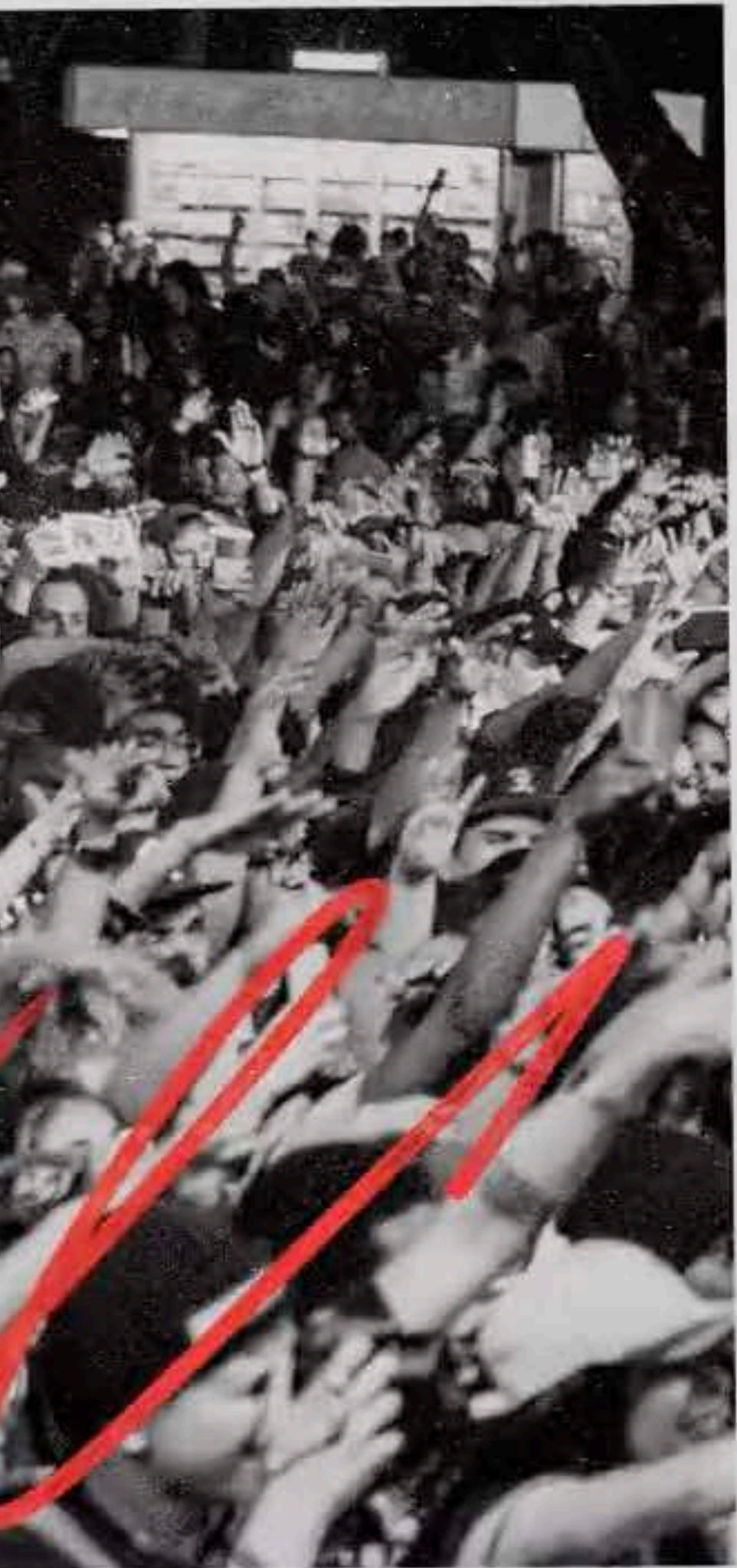
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B E T A W A R D S 2 0 1 9

THE ANTHEM

OUR COOL

IS UNDENIABLE...



Execution Details:

Our Cool *(The Anthem)*

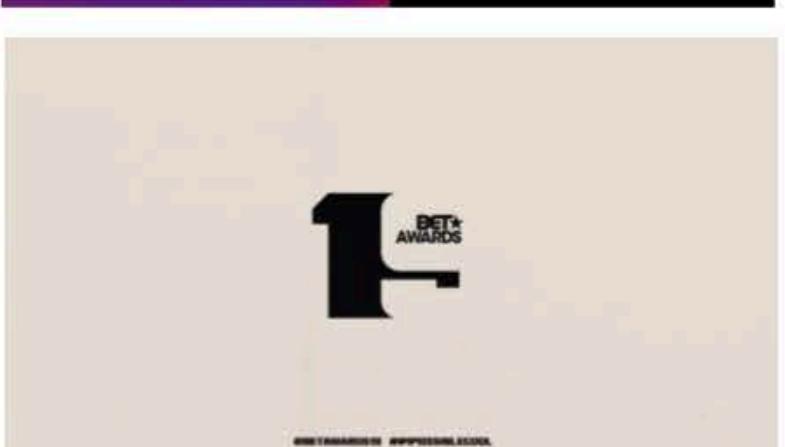
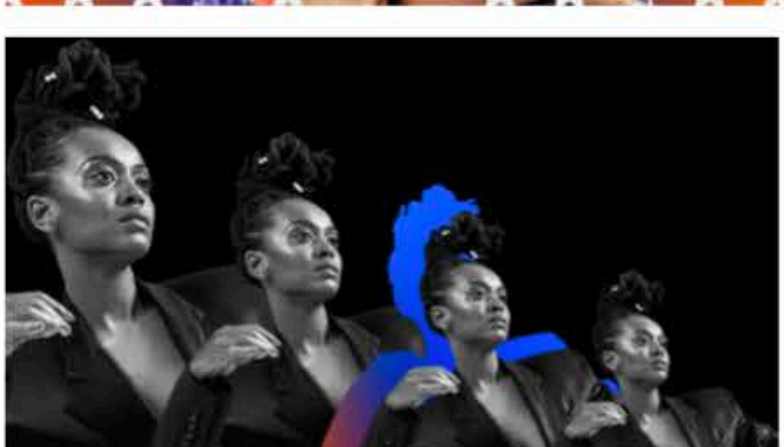
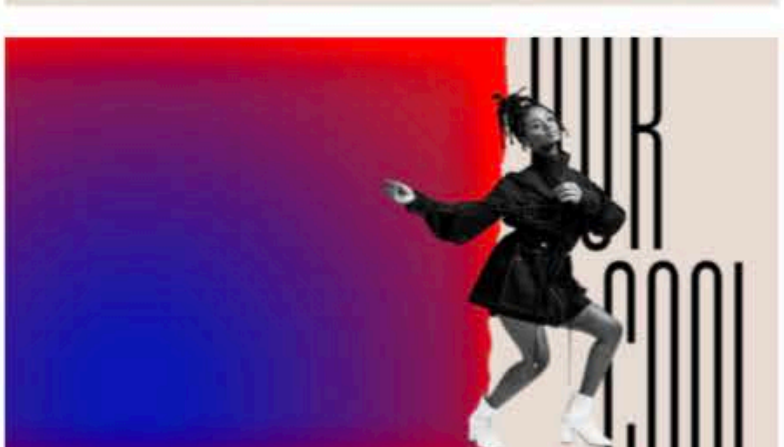
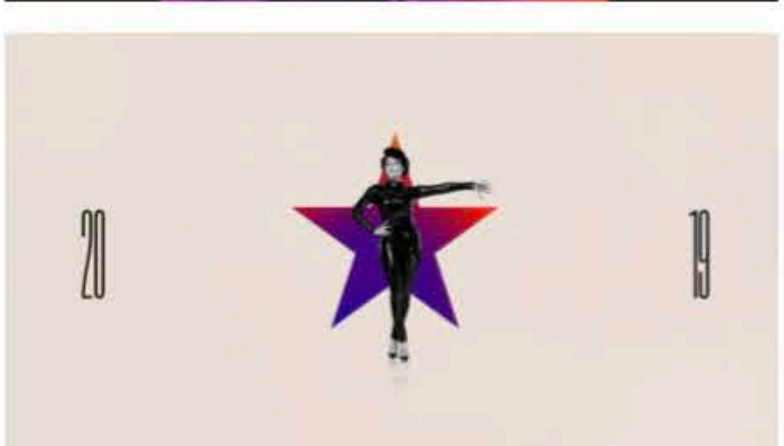
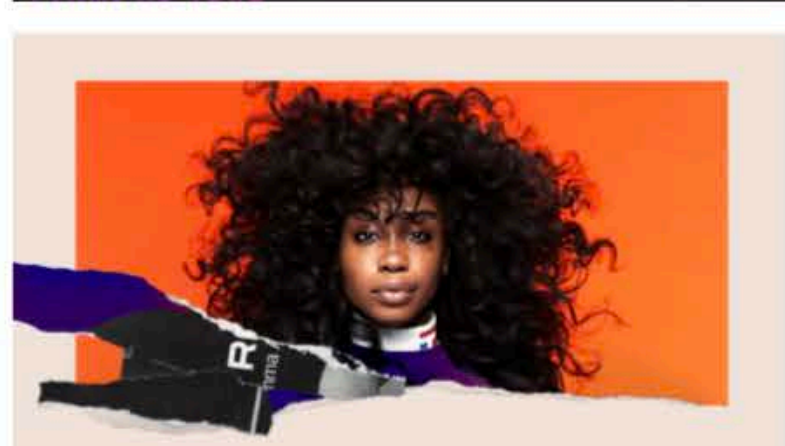
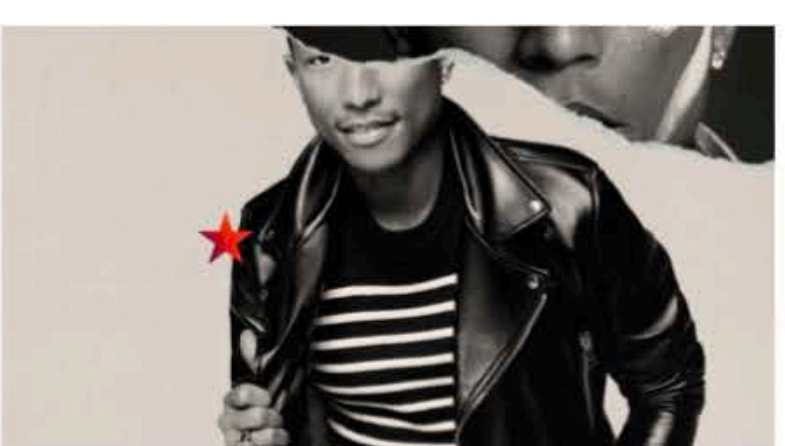
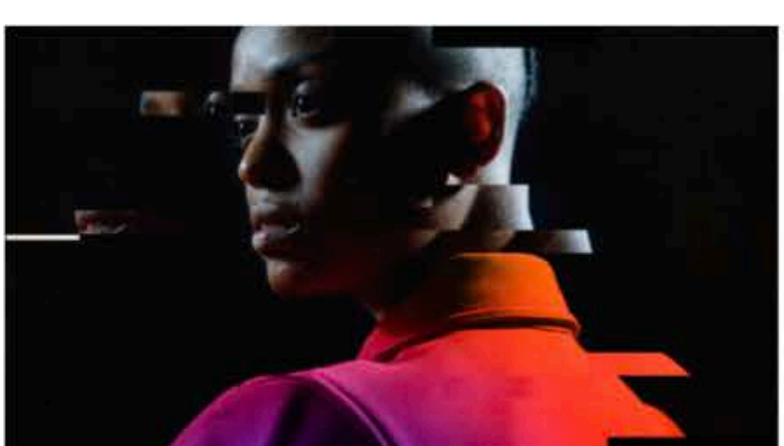
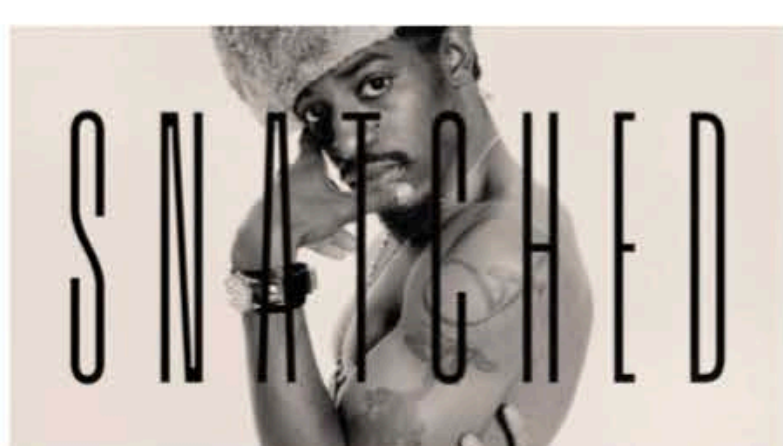
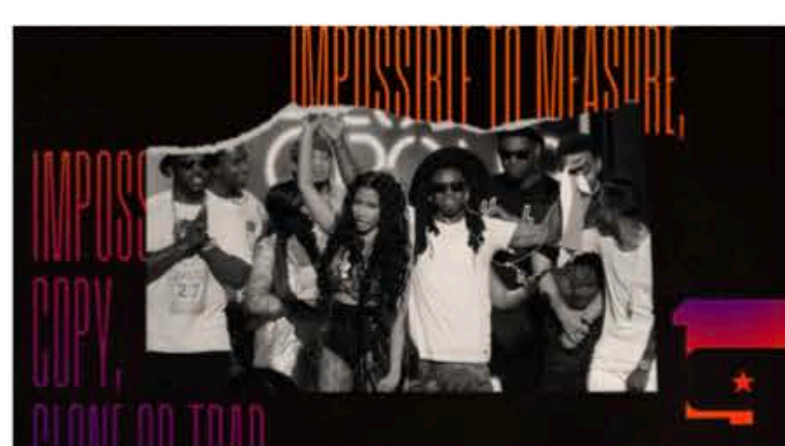
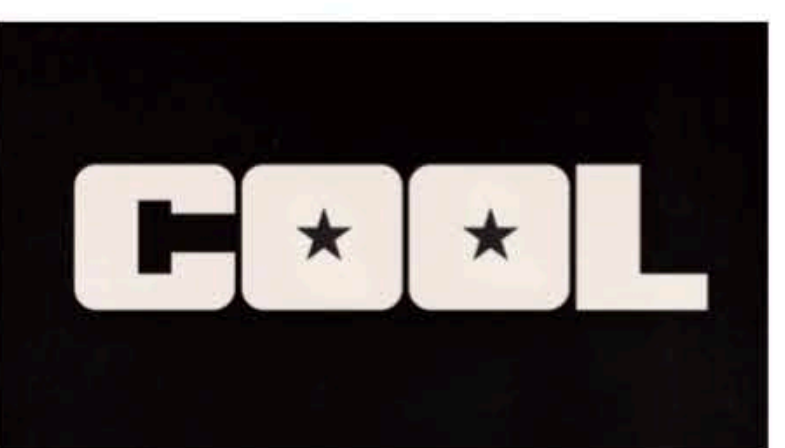
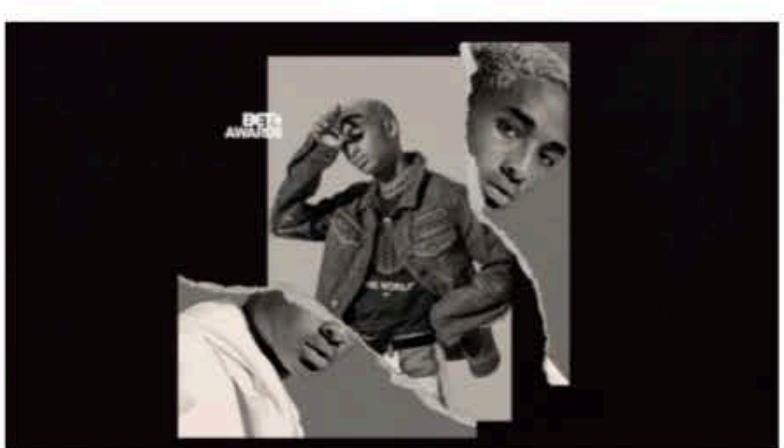
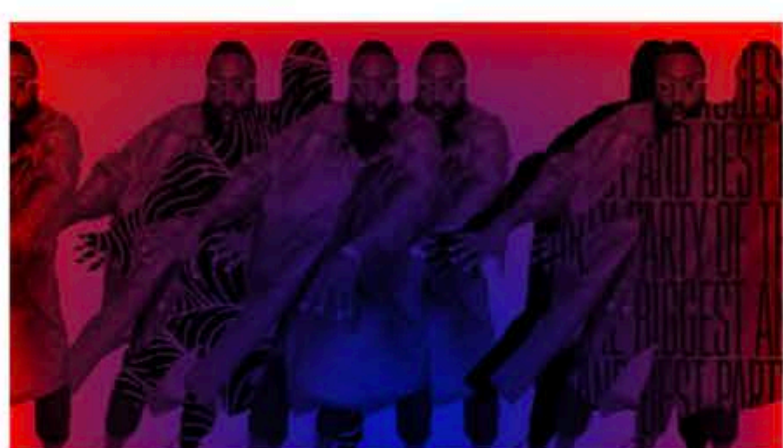
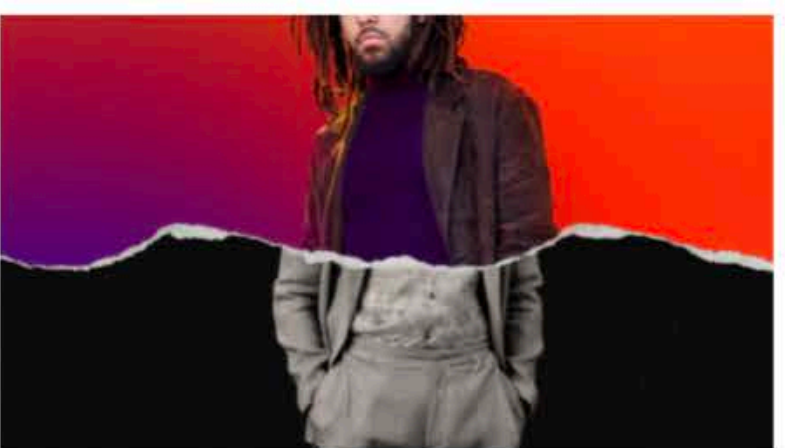
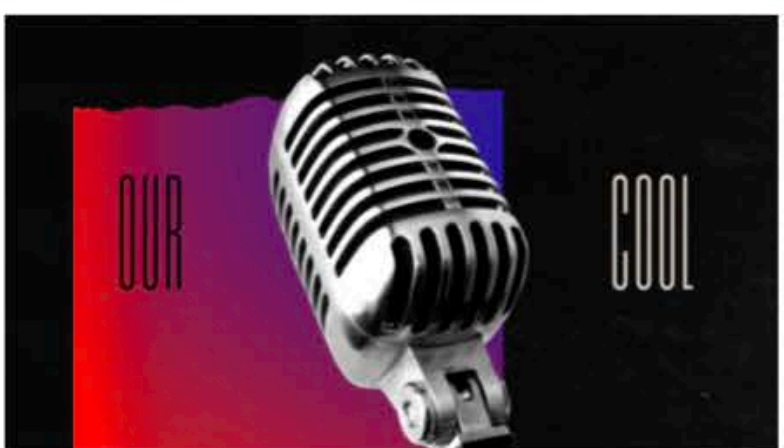
The Breakdown:

The goal of this animated approach is to give the viewers a voice and presence in the BET Awards experience through a poetic expression of the feelings and emotions they experience during all the amazing performances and iconic moments of the BET Awards. Imagine a spot comprised of various voices that cycle in at different parts of a poet-style VO written something like this,

*"Our cool is undeniable,
It can't be measured, molded, copied, cloned or trapped,
Our cool is more than nice kicks, flashy clothes, or swag, lit, turnt or snatched,
It's deeper than a walk, dance, rhyme, vibe or song,
Our cool is the BET Awards bold, proud, beautiful, brave, and strong,
It's the celebration of the best and brightest expressions of "us" on stage,
It's honoring our past while boldly seeing what's next up as we turn the page,
Our cool is undeniable, but that's what we do,
Because at the BET Awards this is where we celebrate our cool."*

Then another VO says something like, ***"The BET Awards, June 23rd, at 8."***

S T Y L E F R A M E S





B E T A W A R D S 2 0 1 9

EXECUTION:

BECAUSE WE CAN

THAT'S WHY WE DO WHAT
WE DO.

Execution Details:

Because We Can (*Black Excellence*)

The Breakdown:

The goal of this spot is to celebrate the cool of black excellence in spite of tremendous odds, and how the BET Awards is the only home for this level of undeniable cool. We will feature celebs (past/present BETA) and everyday people in this execution. Each spot in this series will start with a close up of an exceptionally well-styled person.

Script:

*The spot starts with a close-up of a person holding the BET Award center frame against a colored background. As the camera starts to pull back to revealing more of the person as we hear a song with the same vibe as **The Carter's "Nice"** start to play.*

CUT TO: *A different person with a different colored backdrop holding the award in the same position, also singing.*

CUT TO: *A family holding the award singing*

CUT TO: *A celebrity holding the award singing*

*This series of cuts will continue as the camera pulls back to a fixed medium close-up and as we cycle through a full range of different black people, some recognizable celebrity, some regular people standing in very regal positions. However at a precise moment in the cutting back and forth the people go from regal to celebratory with the song as the anchor, as if they are experiencing the highest level of praise and worship. At the climax of this moment, we will hear a VO say, "**Our greatness is like our cool, but being great is what we do.**"*

CUT TO: *Our host Regina holding the award and saying "**Because at the BET Awards, this where we celebrate our cool.**"*

*BET Awards Logo lockup appear with text that underneath, "**June 23rd at 8.**"*





B E T A W A R D S 2 0 1 9

EXECUTION:

THE DEFINITION OF COOL

ACCORDING TO DJ KHALED



Execution Details:

The Definition of Cool

The Breakdown:

The goal of this 15/30 spot is to use DJ Khaled as **“the voice”** of cool and to speak to how undeniably cool the BET Awards are. When DJ Khaled says “Cool”, it feels big and relevant. Think how he renamed Coachella to Beychella.

Imagine a spot that opens with Khaled looking down at his watch as the camera pans up, stopping once it reaches his face. Suddenly the camera begins to move in a 360 rotation around him as he starts to talk about the definition of cool, like **“What's cool? Cool is being undeniable...”** In sequence with the rhythm of his words we will see quick cuts of footage of cool moments from past BET Awards.

The cutting back and forth between Khaled and the footage will gradually intensify as the camera makes one full 360 rotation around him. We will build up more and more energy until we hit the climactic moment when he says the line, **“So what's cool.”** Khaled then stops talking and stares at the screen for a beat, then the screen cuts to black as the BET Awards logo appears on the screen with text underneath that says, **“June 23rd, at 8.”**



Execution Details:

The Definition of Cool

VO Script:

“What is cool?”

Cool is being undeniable, unstoppable, bold, flashy, blessed

(Footage of Chris Brown coming from underneath the stage)

Cool is not being afraid to be who you are no matter what

(Footage of Usher performing on stage with sparks behind him)

Cool is being the best to ever do it and setting the world on fire.

(Footage of Khaled coming stage in the yacht)

Cool is mixing the best of both worlds

(Footage of New Edition performing with the cast on stage)

Cool is taking a stand while taking the stage

(Footage of Meek Mills’ performance)

Cool is creating a lifetime of music that can’t be duplicated

(Footage of Mary J Blige on stage)

Being cool isn’t just what we say, it’s what we do

So what’s cool?”

Alternate lines:

So where will you celebrate your cool?

Because the BET Awards is where we celebrate cool

Visual Reference: The Definition of Cool



HBO: Watch HBO

Visual References





B E T A W A R D S 2 0 1 9

HOST EXECUTION:

REGINA HALL

BET AWARDS HOST



Execution Details: Am I Cool?

The Breakdown:

The goal of this series of spots is to promote the BET Awards by using Regina Hall in a variety of different humorous executions that perfectly blend her comic style and the concept of “**Cool.**” In each script we are approaching the concept from a different angle, while not diluting the integrity of the campaign or the “**Undeniable Cool**” of host Regina Hall.

We will shoot each spot in the same environment of the “**Because We Can**” spot, using the same color cyc for some scripts and the wider studio environment for others, so these host specific spots feel like a continuation or extensions of the visual narrative and conversation of “**Celebrate Cool.**”



Execution 1:

What Did You Say?

Breakdown

Imagine our a spot that opens with Regina standing against a colored backdrop. As the camera pushes in, a VO starts to talk. However, in this spot, the VO begins to hype up the “*magnitude*” of the show making nervous with host-pressure to deliver a epic show.

Script:

ANNOUNCER: *What is undeniable? How cool the 2019 BET Awards is featuring Mary J Blige, Cardi B, DJ Khaled and being hosted by the amazing Regina Hall. (Regina smiles)*

ANNOUNCER: *This year’s show will be good.*

REGINA: *It will be better than good, it’s going to be great*

ANNOUNCER: *Yeah, it’s going to be amazing and incredible!*

REGINA: *Okay... that’s a lot of host pressure. Let’s not make it that big.*

ANNOUNCER: *You’re right it will be bigger, bolder, flashier, with tons of epic surprises.*

REGINA: *Did you have to say epic? . I can’t guarantee that I ain’t Jamie.*

ANNOUNCER: *Right Regina, we guarantee this will be the biggest show of the year, hell this will be the best show of all time. Never, ever to be rivaled or duplicated..*

REGINA: *Nobody said that, that’s too much pressure on me. This year’s show will be...*

ANNOUNCER: *An epically sexy legendary show that...*

REGINA: *(Regina fanning herself to calm down) STOP! You got my blood pressure all high, I already know it’s the biggest night on television!*

ANNOUNCER: *Fine... (Graphic lockup) The 2019 BET Awards, hosted by Regina Hall. Don't miss it on June 23 at 8.*

ANNOUNCER: *You cool?*

REGINA: *(Stilling fanning) Yeah, yeah, I’m cool. (shaking head no)*



Execution 1:

What Did You Say? (Laundry List)

Script:

ANNOUNCER: *What is undeniable? How cool the 2019 BET Awards will be hosted by the amazing Regina Hall. (Regina smiles)*

ANNOUNCER: *This year's show will be good.*

REGINA: *It will be better than good, it's going to be great. Tell them who's coming!*

ANNOUNCER: *(Laundry list of names in the show)*

REGINA: *(Regina fanning herself to calm down) Oh Lord this is going to be big. That's a grocery list of names!*

ANNOUNCER: *(Graphic lockup) The 2019 BET Awards, hosted by Regina Hall. Don't miss it on June 23 at 8.*

ANNOUNCER: *You cool?*

REGINA: *(Stilling fanning) Yeah, yeah, I'm cool. (shaking head no)*

Execution 2:

Slick Talk

Breakdown

Imagine the spot opens with Regina standing at the end of "**Because We Can**" spot as we hear a director shout "**CUT!**" A makeup artist and the rest of a glam squad start giving Regina touchups to prep for the next take. As they do, the makeup artist starts talking to Regina.

Script:

REGINA: (to MU Artist:) *The 2019 BET Awards is all about celebrating our cool – good thing they finally got an ACTUAL cool host for once! I mean just look at some of the hosts they’ve tried before --*

REGINA: *WILL AND JADA – Will’s been getting a couple likes on IG these days. picks up phone – Let me go ahead and give him a pity like. He’ll be excited to see a celebrity in his follows!*

REGINA: *ANTHONY ANDERSON AND TRACEE ELLIS ROSS ? – OK Blackish! (eye roll)—More like talent-ish! Am I right?! (high fives makeup artist, confused about what’s she’s cosigning)*

REGINA: *KEVIN HART: Did his acting really go anywhere after he hosted? I mean have we heard anything major from little man since?!*

And look whos’ in the show this year. Cool? Ehhhh...

REGINA: *CARDI B: I mean I hope her career picks up soon. Sis needs a win!*

REGINA: *MARY J : That one hit wonder - Name another Mary Bop right now!*



Script continued:

(MU artist starts talking and Regina cuts her off)

REGINA: *KHALED: You know what his problem is? Low self esteem! Too shy, too quiet. He needs to put himself out there more!*

REGINA: *TYLER PERRY- He aint never gon' make no money! - Not with those plays!*

VOICE OFF CAMERA: *YOU KNOW THE CAMERA'S STILL ROLLING! (REGINA FRANTICALLY LOOKS DIRECTLY INTO CAMERA, PANICKED.)*

REGINA: *(slowly filling with dread) Oh..... that's not cool*

HARD CUT: LOGO LOCKUP

VO: *The 2019 BET Awards, hosted by Regina Hall. Don't miss it on June 23 at 8.*

ALT:

KHALED – Does he have kids, he never talks about them.

CARDI – She never speaks her mind – chick, what are you thinking?

KEVIN HART – With that real husbands – if it wasn't for Robin Thicke that show would never have made it on air.

TYLER – He aint never gon' make no money! Don't he still live in a car?





Radio Execution: Celebrate Cool

Script:

REGINA: *This is Regina Hall the host for the 2019 BET Awards.*

This year, it's about the "We The Best" cool of DJ Khaled...

The unapologetic "Money Moves" cool of Cardi B...

The legendary unstoppable cool of Mary J. And so many more.

But most of allIt's MY cool!

(Alt) But most of allIt's about me and my...

*next level, box office smashin', skin poppin', show stoppin', black girl magic sprinklin', push through
sis, hammer don't hurt em swag.*

AUDIO FADES OUT AS SHE CONTINUES TO LIST HER KIND OF COOL

VO : *THE 2019 BET AWARDS*

HOSTED BY REGINA HALL

LIVE SUNDAY JUNE 23 8/7C

REGINA: *But seriously it's not about me, it's about the show...*

AUDIO FADES OUT

EXECUTION:

STILL COOL

WE MAKE THE UNDENIABLE
LOOK COOL WITH STYLE.



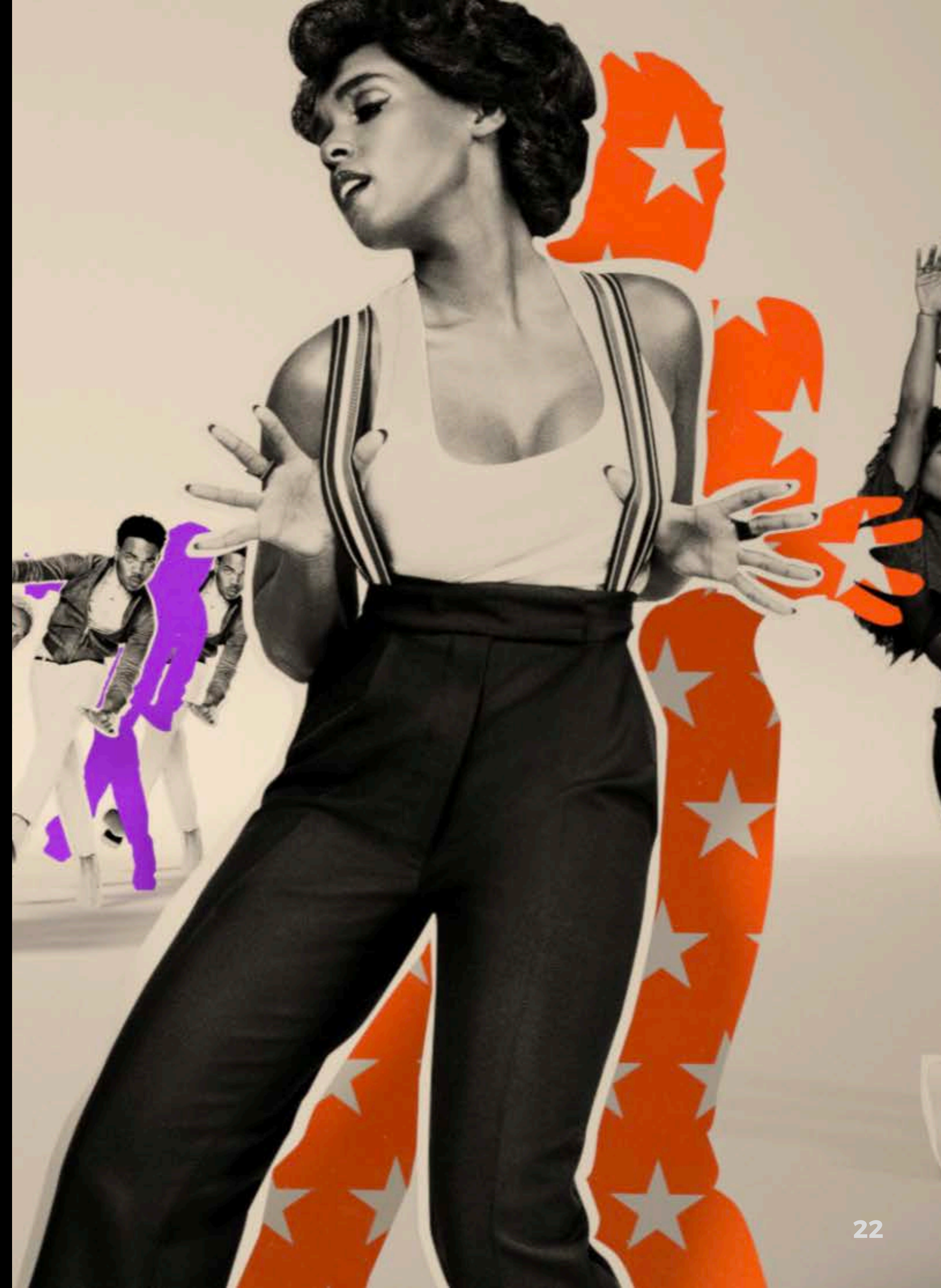
Execution Details: Still Cool

The Breakdown:

The goal of this series of stop-motion animation spot is to highlight the host, Regina Hall, and talent associated with this year's BET Awards and to show the boundless and infinite possibilities at the BET Awards. We use still images of talent associated with this year's show and footage from previous shows performances and animate them in a void space using a mixture of stop-motion with a pop-up book style of animation sync with the **Lizzo song "Tempo."** At the end of each spot, a VO will say something like, **"The BET Awards, June 23rd at 8. Where we celebrate our cool."**

Video Reference:

CONVERSE:
My Drive Thru



S T O R Y B O A R D



01



02



03



04



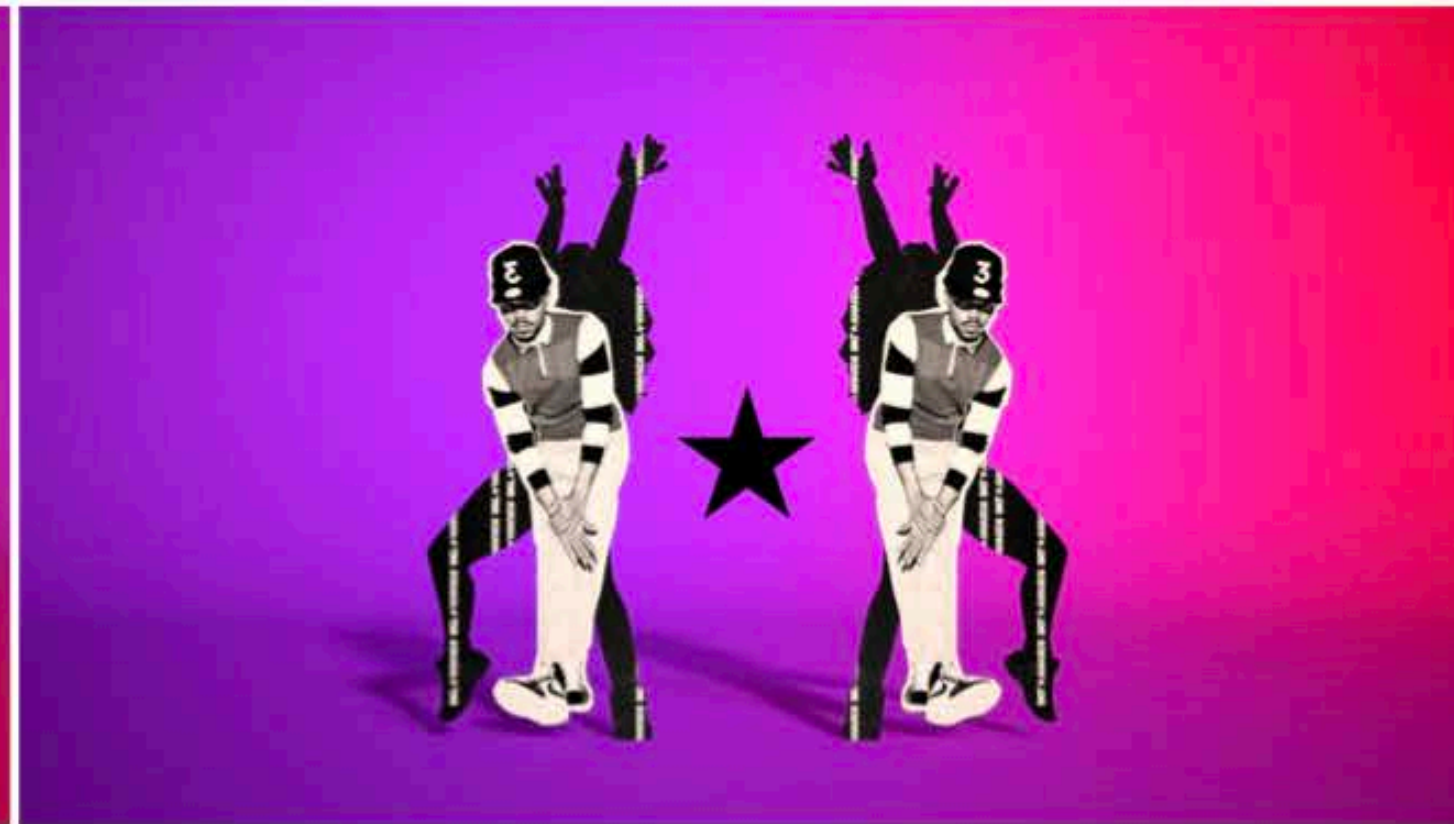
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S T O R Y B O A R D



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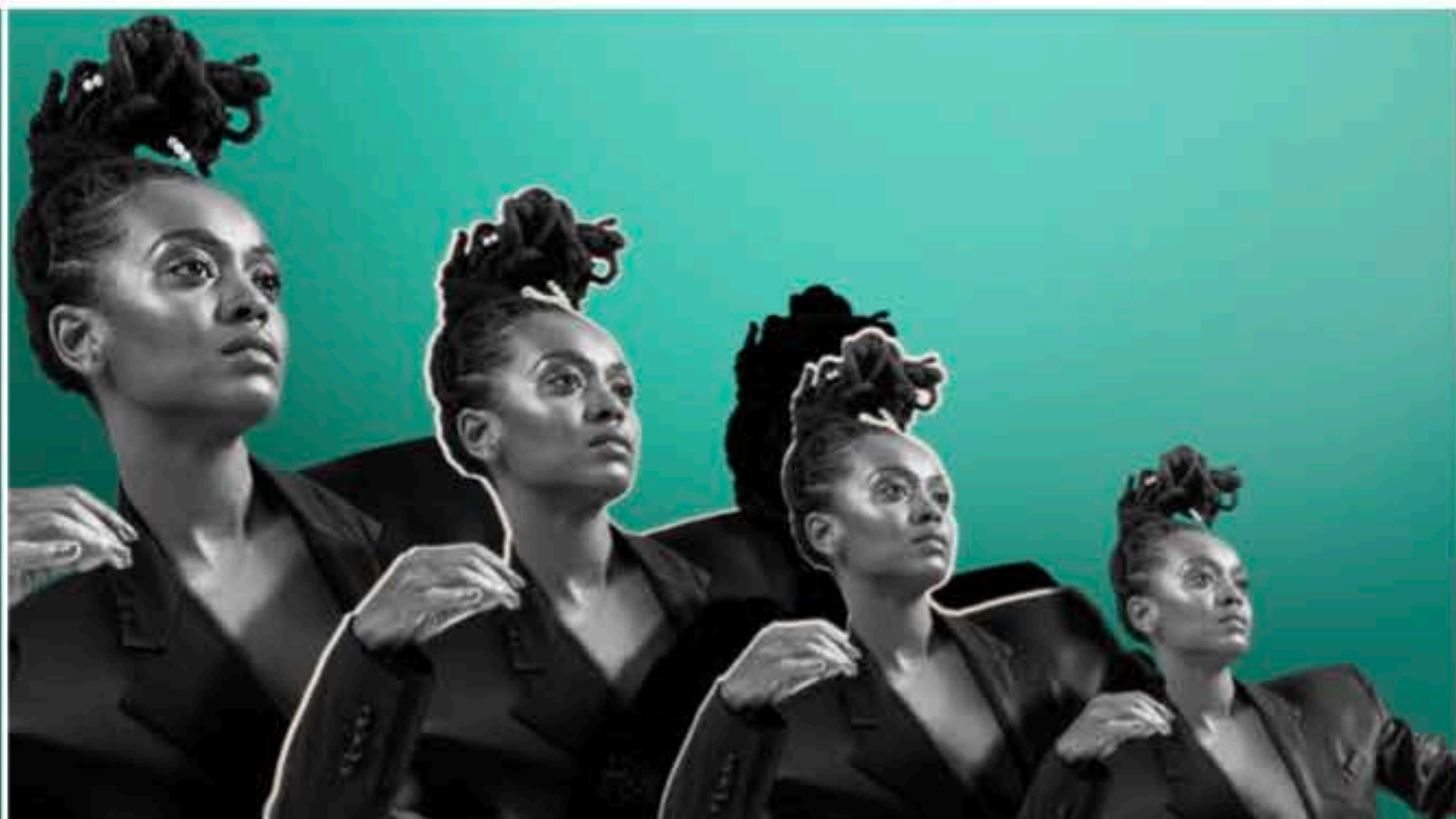
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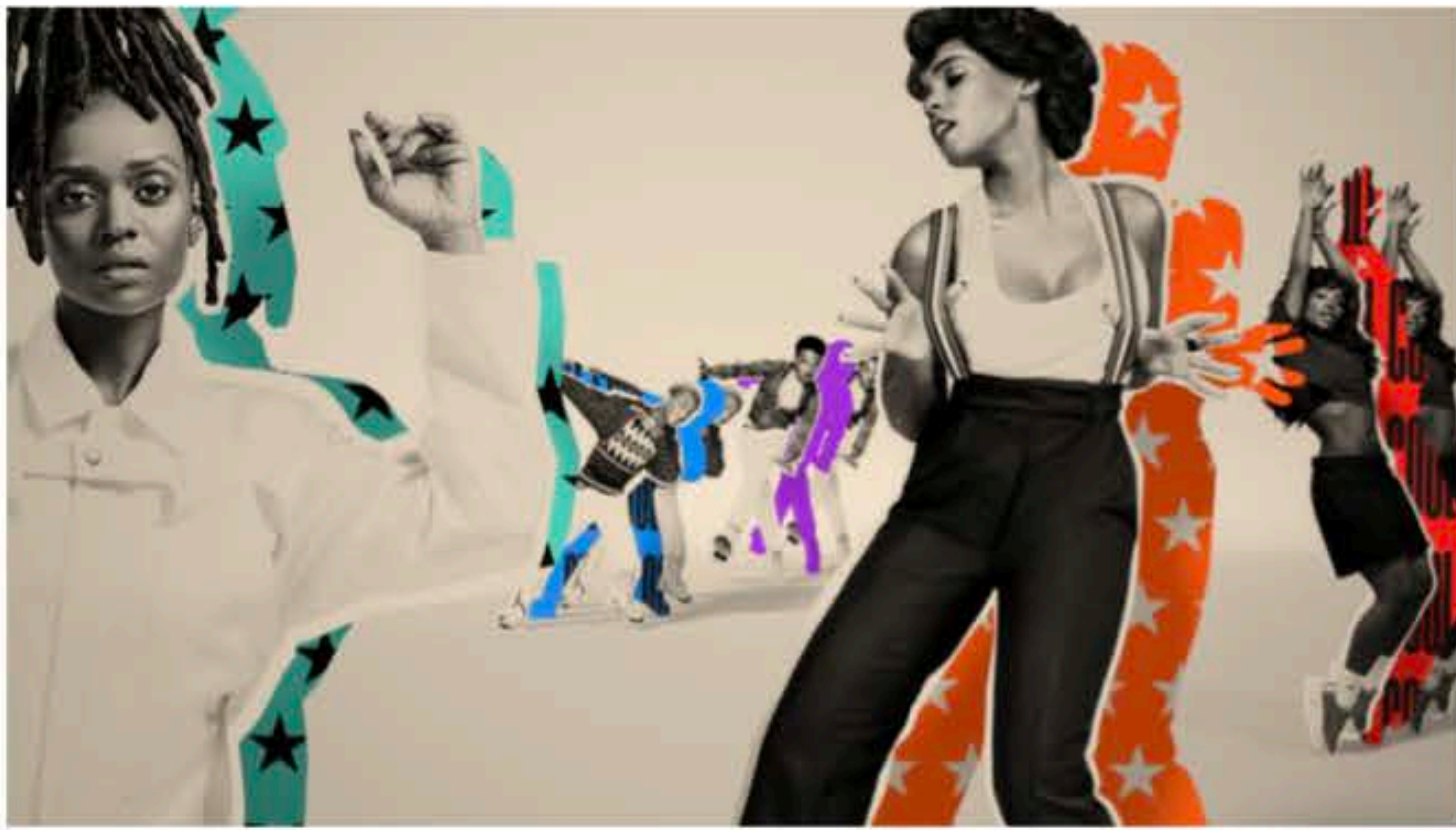


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S T O R Y B O A R D



19



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22



23



Execution Details: What Cool?

The Breakdown:

In this series of animated spots, we will profile specific artist who will be featured in the 2019 BET Awards and highlight their excellence with a VO prompt “What’s cool?” The energy of this series is celebrating the people associated with this year’s BET Awards.

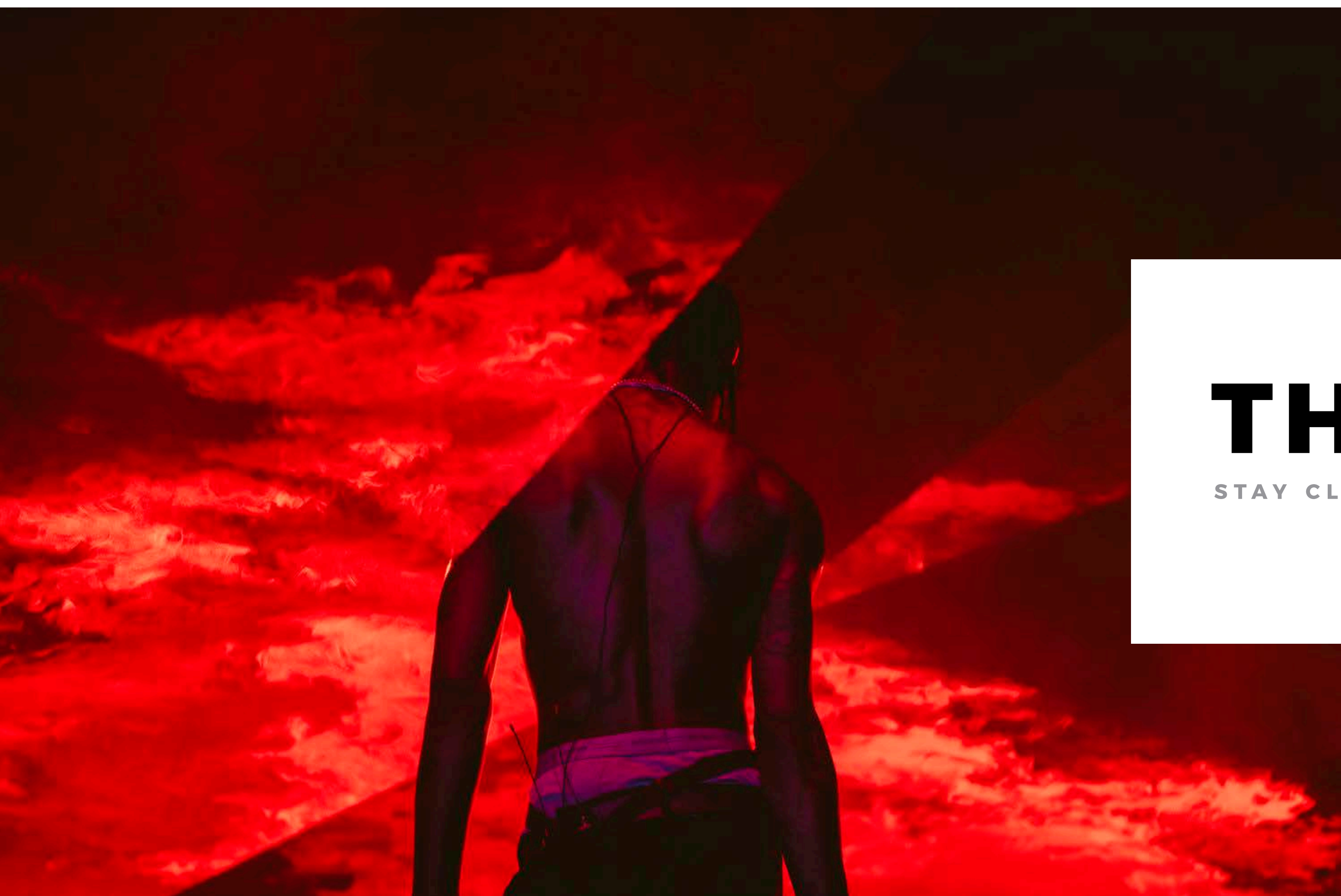
Sample Script:

What’sCool?

Cardi B’s undeniable “Money Moves” cool on stage.

The 2019 BET Awards.

June 23rd



THANK YOU

STAY CLASSY