

BOOMERANG
CAMPAIGN PITCH **BET★**

POSITIONING STATEMENT

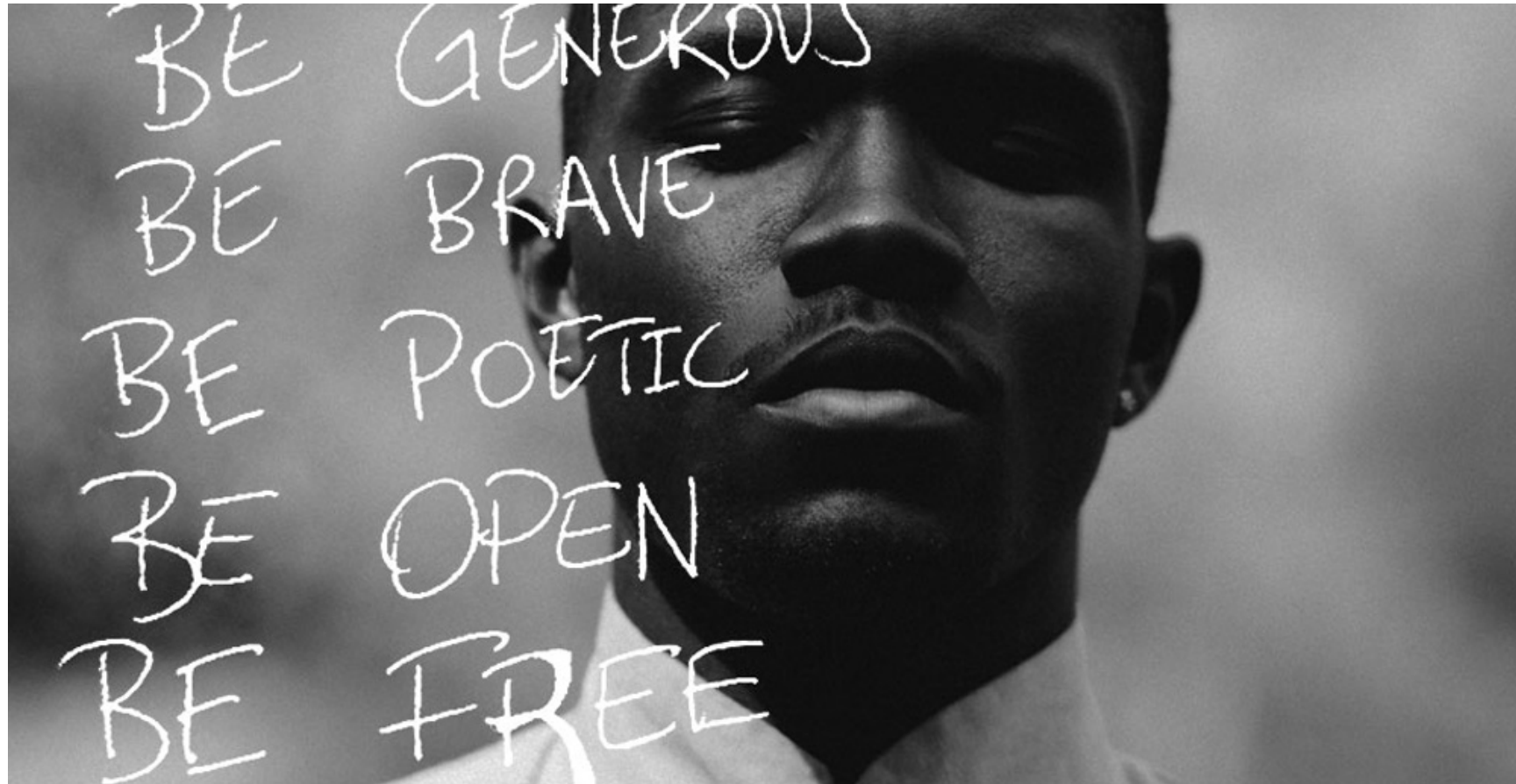
In today's double tap era, being a success doesn't mean the same thing that it meant to your parents. Being a boss doesn't mean sitting behind a desk and being single doesn't always mean going to bed alone. For this group of ambitious 20 somethings, having it all means they'll have it all together.

THE APPROACH:
THE NEW NORM

This generation doesn't just speak their truth, **they live it** in all aspects of their lives

TONALITY

Frank Ocean



Colim Kaepernick



Mike Todd



Jaden Smith



Amber Rose

CONCEPT 01: WHO WE ARE

This approach is artsy, elegant and powerful. The visuals are beautiful. The words are a call to action. Its' high fashion meets declaration. Because millennials lead lives that are independent of the constructs of society. They make their own decisions, unapologetically. The characters in Boomerang are doing just this – they are confident and take risks.

LOOK AND FEEL



“WE HEAR YOU” :30

VISUAL REFERENCE: NOWNESS @ 2:43 - 3:06

CAMERA PANS SLOWLY ACROSS ALL SIX MAIN CHARACTERS AS THEY STARE DEFIANTLY INTO CAMERA. THE ENVIRONMENT IS MODERN–STYLIZED–CHIC.

VICTORIA (VO): I will always know more than you,
because I’ve been on this planet
longer than you’ve been alive.
If you disagree with something
just come to me like an adult
and express your opinion.
Don’t keep whispering behind my back like a little kid.
People that complain about the boss
will never be the boss.

ENDPAGE: BOOMERANG. A NEW BET ORIGINAL SERIES EXECUTIVE PRODUCED BY LENA WAITHE AND HALLE BERRY

“I’M GOOD” :30

[VISUAL REFERENCE](#) @ 0:10 - 0:21

OPEN ON A SINGLE CLEAN SPOTLIGHT SHINING DOWN ON SIMONE. SHE LOOKS VISUALLY PERFECT. WE HEAR HER VOICE REPEATING THE SAME STATEMENT:

SIMONE: I’m good, I’m good, I’m straight. I’m good, I’m good.

AS THE CAMERA STARTS TO SLOWLY ROTATE, THE VO BECOMES LAYERED VOICES AND THE IMAGE CUTS QUICKLY TO A SIMILAR SOLO SHOT OF EACH OF THE CAST MEMBERS IN DIFFERENT STATES OF SMILES AND CONFIDENCE. I.E. SIMONE LOOKING AT HER PHONE, BRYSON FIXING HIS PERFECT TIE, DAVID PUTTING ON A CHAIN WITH A LARGE SHINY CROSS AROUND HIS NECK, ARI FLEXING AND SMILING, TIA TAKING SELFIES, CRYSTAL FIXING HER PERFECT LIPSTICK.

CAST: I’m good, I’m good, I’m straight. I’m good, I’m good (THEIR VO NOW DISTORTED, WARBLED AUDIO)

THE AUDIO GETS DISTANT AND WARBLED AS THE CAMERA GETS TO THE SIDE VIEW AND THE FLAWED VERSIONS OF EACH CHARACTER ARE NOW WHAT WE SEE IN THE JUMP CUTS. SIMONE HAS MAKEUP STREAKING DOWN HER FACE IN TEARS, DAVID IS PUSHING AWAY FEMALE HANDS THAT ARE APPEARING OVER HIS SHOULDER AND PULLING AT HIS SHINY CROSS, ETC. THE AUDIO BECOMES CLEAR AGAIN AS THE CAMERA SHOT WHIPS QUICKLY BACK AROUND TO THE “PERFECT ANGLE” WHERE WE SEE SIMONE LOOKING DIRECTLY INTO CAMERA.

ENDPAGE: BOOMERANG. A NEW BET ORIGINAL SERIES EXECUTIVE PRODUCED BY LENA WAITHE AND HALLE BERRY

“LIKES” :30

MUSIC: “FUN” BY VINCE STAPLES @ 0:56 - 1:01

THIS EXECUTION INVOLVES A SERIES OF LIVE PHOTOS DEPICTING THE CAST HAVING A CREW NIGHT AT AN ATLANTA HOUSE PARTY. THE PARTY IS SEXILY LIT IN BRIGHT, VIBRANT COLORS. EACH “LIVE PHOTO” WILL HAVE A LITTLE MOVEMENT OF THE MOMENT THAT SHOWS AN ASPECT OF THE CHARACTER’S PERSONALITY BEFORE FREEZING INTO A STILL:

- IN ONE MOMENT, SIMONE IS SMILING AND WHISPERING IN THE EAR OF A GUY NEXT TO HER WHILE TIA IS BEING SILLY WITH THE HOT GUY NEXT TO HER BY LIFTING HIS SHIRT AND TAKING A SELFIE WITH HIS SIX-PACK.
- BRYSON IS SURROUNDED BY GIRLS TRYING TO GET HIS ATTENTION BUT HIS EYES LOCKED ON SIMONE ACROSS THE ROOM FLIRTING WITH THE GUY.
- ARI DANCING ON A GIRL AND TURNS AND DANCES ON A GUY
- DAVID WITH HIS POCKET BIBLE IN HIS HAND IS TALKING TO A SMILING GIRL WHILE CRYSTAL ROLLS HER EYES AND SWIGS HER BEER.
- THE CREW TOASTS WITH A ROUND OF SHOTS IN THE KITCHEN. (DAVID HAS A BOTTLE OF WATER). AS THEY TILT THEIR HEADS BACK, THE CAMERA SHIFTS TO AN OVERHEAD ANGLE OF THE CIRCLE OF FRIENDS, HEADS THROWN BACK AND FREEZES ON THE MOMENT. CUT TO BLACK.

TYPE: **KEEP YOUR HEAD UP**
 KEEP YOUR LIKES UP

ENDPAGE: **BOOMERANG. A NEW BET ORIGINAL SERIES EXECUTIVE PRODUCED BY LENA WAITHE AND HALLE BERRY**

“NO FUCKS” :30

[VISUAL REFERENCE](#) @ 3:06 - 3:10

[VISUAL REFERENCE](#) @ 1:34 - 1:41

[MUSIC REFERENCE](#)

CAST IS LYING ON A BEAUTIFUL WOVEN RUG ON THE FLOOR FACE UP TO THE CAMERA, SMOKE FILLS THE ROOM – LIGHTING IS COLORFULLY SATURATED AND INTENSE. CAMERA PUSHES IN SLOWLY AS WE HEAR A VO. ARI IS BLOWING A BUBBLE TOWARD THE CAMERA.

EVERYONE LOOKS AS IF THEY DON'T HAVE A CARE IN THE WORLD AS SIMONE STOPS SMOKING A HOOKAH AND EXHALES SMOKE UPWARDS. CUT TO BLACK.

SIMONE: “We need to show all these black people”

CAST: “We need to show all these black people”

SIMONE: “...not giving 2 shits about what the world thinks of them.”

CAST: “...not giving 2 shits about what the world thinks of them.”

ENDPAGE: BOOMERANG. A NEW BET ORIGINAL SERIES EXECUTIVE PRODUCED BY LENA WAITHE AND HALLE BERRY

“LOVE VS LUST” :30

[VISUAL REFERENCE](#) @ 2:23

[MUSIC REFERENCE](#)

THE SHOT OPENS ON A BLACK SCREEN. SUDDENLY A SOFT LIGHT SWINGS AND ILLUMINATES SIMONE AND BRYSON STANDING IN FRONT OF A TEXTURED PRINT WALL. THE SPACE IS MOSTLY DARK, EXCEPT FOR THE SOFT LIGHT THROWN ON THE PAIR FROM AN ON- CAMERA LIGHT, CREATING A VIGNETTE AROUND THE PAIR. THE LIGHT SWINGS BACK AND FORTH AS THOUGH IT IS A SWINGING OVERHEAD LIGHT ILLUMINATING THE COUPLE AS IT PASSES. WITH EACH PASS, THE COUPLE IN THE LIGHT CHANGES, THE INTENSITY OF THE INTERACTION VARIES FROM DEPICTIONS OF LOVE TO LUST AND THE FRAMING CHANGES I.E.:

SWING 1: BRYSON LEANS IN TO GIVE SIMONE A KISS ON THE CHEEK. (LIGHT IS GONE BEFORE KISS LANDS)

SWING 2: ARI IN A DEEP PASSIONATE KISS WITH A GIRL

SWING 3: CRYSTAL AND DAVID IN A TIGHT EMBRACE

SWING 3: CU OF MALE HANDS SOFTLY CARESSING A LOWER BACK

SWING 4: CU OF FEMALE NAILS DIGGING INTO A MALE BACK

SWING 5: TIA AND ROCKY STANDING SIDE BY SIDE, ROCKY'S ARM SLUNG OVER TIA

SWING 6: CU OF A TONGUE LICKING THE SIDE OF A FACE

SWING 7: ARI HOLDING A GUY'S HAND; SOFTLY KISSES IT

SWING 8: CU OF INTENSE LIP BITE

SWING 9: HANDS HOLDING HANDS SOFTLY

SWING 10: FEMALE HANDS GRIPPING MALE HANDS AGAINST THE WALL

SWING 11: SIMONE LEANS UP AND DEEPLY KISSES BRYSON. PULLS AWAY. STARES INTO HIS EYES

CUT TO BLACK.

ENDPAGE: BOOMERANG. A NEW BET ORIGINAL SERIES EXECUTIVE PRODUCED BY LENA WAITHE AND HALLE BERRY

TEASE: NEW STORY

Graphic teasers that tells stories through the eyes of millennials defying convention.

“MATH”

COPY: In this story
1+1 doesn't equal 2
And the ABCs start with WTF.
It's a new story
for a new day

TITLECARD: BOOMERANG

ENDPAGE: A NEW BET ORIGINAL SERIES EXECUTIVE PRODUCED BY LENA WAITHE AND HALLE BERRY

“AIN'T”

COPY: Age ain't nothing but a number
Gender ain't nothing but a word
Sex ain't nothing but a thang
Because “ain't” isn't the same ole story

TITLECARD: BOOMERANG

ENDPAGE: A NEW BET ORIGINAL SERIES EXECUTIVE PRODUCED BY LENA WAITHE AND HALLE BERRY

“MEME”

COPY: When they don't get it
but you're not waiting for them to

TITLECARD: BOOMERANG

ENDPAGE: A NEW BET ORIGINAL SERIES EXECUTIVE PRODUCED BY LENA WAITHE AND HALLE BERRY

CLIP SPOTS: PHASE 1

FOR THOSE WHO REMEMBER SIMONE AND BRYSON'S PARENTS, WE TEASE THEM BY SHOWING A CLIP FROM THE FILM AND THEN FAST-FORWARD INTO 2018/19 TO CATCH THEM UP--CONNECTING SET-UPS FROM THE PAST TO MAKE WAYS FOR THE STORIES OF TODAY.

SCRIPT 1:

ANGELA (ARCHIVAL FILM FOOTAGE): “If you turn and look at her I will break your fucking neck!”

MARCUS (ARCHIVAL FILM FOOTAGE): “I was looking at this woman, thinking about the future. That’s you in 15 years.”

GFX: FLASH FORWARD 2019

BRYSON: (WATCHING A THROWBACK COMMERCIAL) “But it’s so basic.”

CRYSTAL: “Sometimes our people like basic shit.”

GFX: FROM EXECUTIVE PRODUCERS LENA WAITHE AND HALLE BERRY

SIMONE: “I told you I’m not ready to be somebody’s wife.”

GFX: COMES A NEW SCRIPTED SERIES

CRYSTAL: “I know it’s a little out there but we think black audiences are ready for something different.”

GFX: ABOUT FRIENDSHIP

SHOTS OF CHARACTERS HUGGING, CRYING, LAUGHING

GFX: IT’S ABOUT FAMILY

BRYSON: “Do you know how many people would kill to be a Graham.”

SIMONE: “It’s not all it’s cracked up to be.”

GFX: AND EVERYTHING IN BETWEEN

BRYSON: “Being young, gifted and Black is cool, but it’s exhausting.”

ENDPAGE: BOOMERANG. A NEW BET ORIGINAL SERIES EXECUTIVE PRODUCED BY LENA WAITHE AND HALLE BERRY

SCRIPT 2:

MARCUS AND COLLEAGUES RACIALLY PROFILED IN A STORE (ARCHIVAL FILM FOOTAGE)

STORE MANAGER: “May I help you?”

MARCUS: “Oh no, we’re just browsing.”

STORE MANAGER GIVE THE GUYS A DIRTY LOOK

MARCUS: “A natural fear of black people. They’re programmed. Watch. Ah!”

STORE MANAGER SCREAMS

GFX: FLASH FORWARD 2019

BRYSON: (PITCHING) “This movie imagines a world where Black people are in power and a black woman is walking around killing white people with her bare hands.”

GFX: FROM EXECUTIVE PRODUCERS LENA WAITHE AND HALLE BERRY

VICTORIA TO BRYSON: “You looked like a young Marcus Graham up there.”

SIMONE: “You’ll never be Marcus Graham.”

GFX: COMES A NEW SCRIPTED SERIES

GFX: ABOUT LOVE

GFX: AMBITION

GFX: AND FIGURING IT ALL OUT

ENDPAGE: BOOMERANG. A NEW BET ORIGINAL SERIES EXECUTIVE PRODUCED BY LENA WAITHE AND HALLE BERRY

CLIP SPOTS: PHASE 2

In this approach, we introduce each character simply with their story. The goal is to have the audience connect with these characters and care about them before the show even airs. Their problems are relatable and all 20-somethings can empathize. They are just as messy as you, have the family issues that you have, and their names are Simone, Bryson, Crystal, etc... It's about friendship, challenging expectations, it's about being Black and driven in America, and the unbreakable bond that keeps this crew together.

ID SCRIPTS:

SCRIPT 1: BRYSON

SIMONE: “I feel like I’m on the set of a Dru Hill video.”

BRYSON: “I was gon say Changing Faces, but your reference makes more sense.”

GFX: **MEET BRYSON, HE’S FINDING HIS WAY...**

BRYSON: “Being young, gifted and Black is cool, but it’s exhausting.”

GFX: **BOOMERANG**

BRYSON: “Ain’t nobody thinking about Simone.”

DAVID: “Then why you always on her Instagram?”

GFX: **BOOMERANG**

BRYSON: “I’m tired of going to the club.”
(INTERCUT WITH SHOTS OF BRYSON AT CLUB)

GFX: **BOOMERANG**

BRYSON: “There’s not just one way to be black.”

ENDPAGE: **BOOMERANG. A NEW BET ORIGINAL SERIES EXECUTIVE PRODUCED BY LENA WAITHE AND HALLE BERRY**

ID SCRIPTS:

SCRIPT 2: SIMONE

SIMONE:

“Cut!”

VICTORIA:

“Who yelled Cut?”

SIMONE:

“I did.”

GFX:

MEET SIMONE

SHE’S FINDING HER WAY...

SIMONE:

“What if I can’t figure it out?”

CRYSTAL:

“Then you’ll be homeless.”

SIMONE:

“I’m too cute to be homeless.”

GFX:

BOOMERANG

SIMONE:

“I don’t want to spend the rest of my life posting pictures of our babies on Instagram.”

GFX:

BOOMERANG

SIMONE:

“I need to move on.”

BRYSON:

“And do what?”

GFX:

BOOMERANG

SIMONE:

“Party’s over - let’s go before a bored white woman calls the police on us again.”

ENDPAGE:

BOOMERANG. A NEW BET ORIGINAL SERIES EXECUTIVE PRODUCED BY LENA WAITHE AND HALLE BERRY

ID SCRIPTS:

SCRIPT 3: CRYSTAL

CRYSTAL: “I got married right after college.”

KUNTA: “Oh, so you were one of those girls.”

GFX: **MEET CRYSTAL**

SHE’S FINDING HER WAY...

CRYSTAL: “So I’m not light enough to be the house negro?”

SIMONE: “Oh my God.”

GFX: **BOOMERANG**

CRYSTAL: “Black audiences are ready for something different.”

GFX: **BOOMERANG**

CRYSTAL: “Gimmie a charge.” (smoking weed with Simone)

GFX: **BOOMERANG**

CRYSTAL: “How you not gon play “Before I Let Go” at a Black wedding?”

ENDPAGE: **BOOMERANG. A NEW BET ORIGINAL SERIES EXECUTIVE PRODUCED BY LENA WAITHE AND HALLE BERRY**

ID SCRIPTS:

SCRIPT 4: DAVID

CUTE TIPSY GIRL: "What's your name?"

DAVID: "David. Like in the Bible."

CUTE TIPSY GIRL: "I'm Elaine. Like on Seinfeld."

DAVID: "I've never seen that show."

GFX: **MEET DAVID**

HE'S FINDING HIS WAY...

BRYSON: "You know I don't like talking to drivers."

DAVID: "Just start crying for no reason. They'll leave you alone. I promise."

GFX: **BOOMERANG**

RANDOM GIRL: "Are y'all brothers?"

DAVID: "We're brothers in Christ."

GFX: **BOOMERANG**

DAVID: "As I was flipping through my Bible last night - and it was pretty late."

(SHOTS OF HIM PARTYING INTERCUT WITH HIM AT CHURCH.)

ENDPAGE: **BOOMERANG. A NEW BET ORIGINAL SERIES EXECUTIVE PRODUCED BY LENA WAITHE AND HALLE BERRY**

LAUNCH SPOTS FEATURE SHOW FOOTAGE INTERCUT WITH TITLE CARDS TO ACCENT MESSAGING.

LAUNCH A-

GFX: EXECUTIVE PRODUCERS LENA WAITHE AND HALLE BERRY

GFX: BRING A NEW SCRIPTED SERIES

GFX: THAT'S UNAPOLOGETICALLY BLACK

GFX: UNAPOLOGETICALLY EXCELLENT

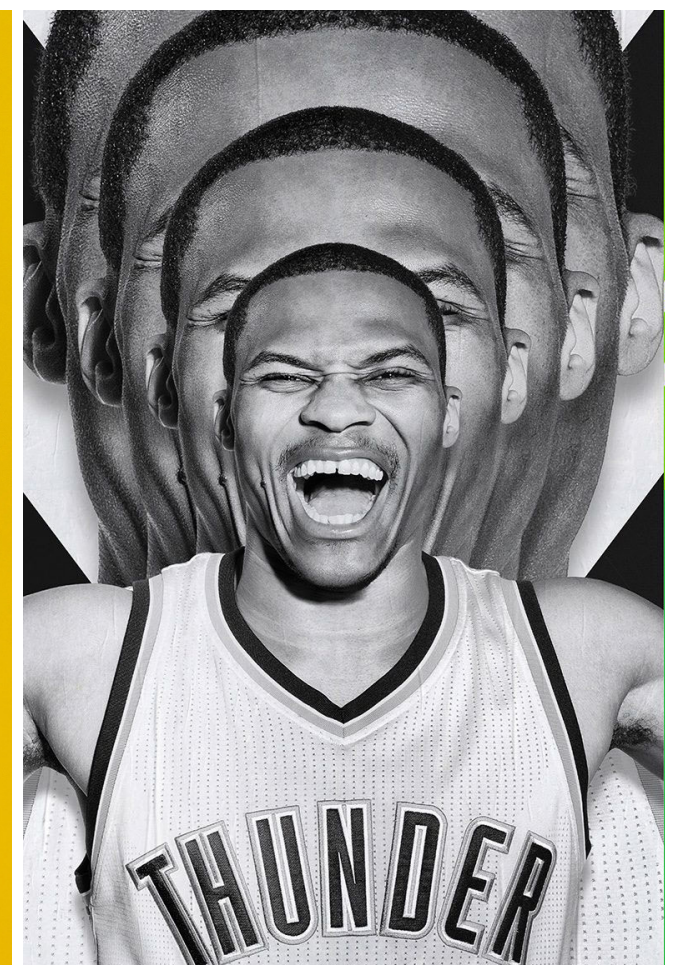
GFX: DEFYING EXPECTATIONS

GFX: AND GIVING ZERO....:)

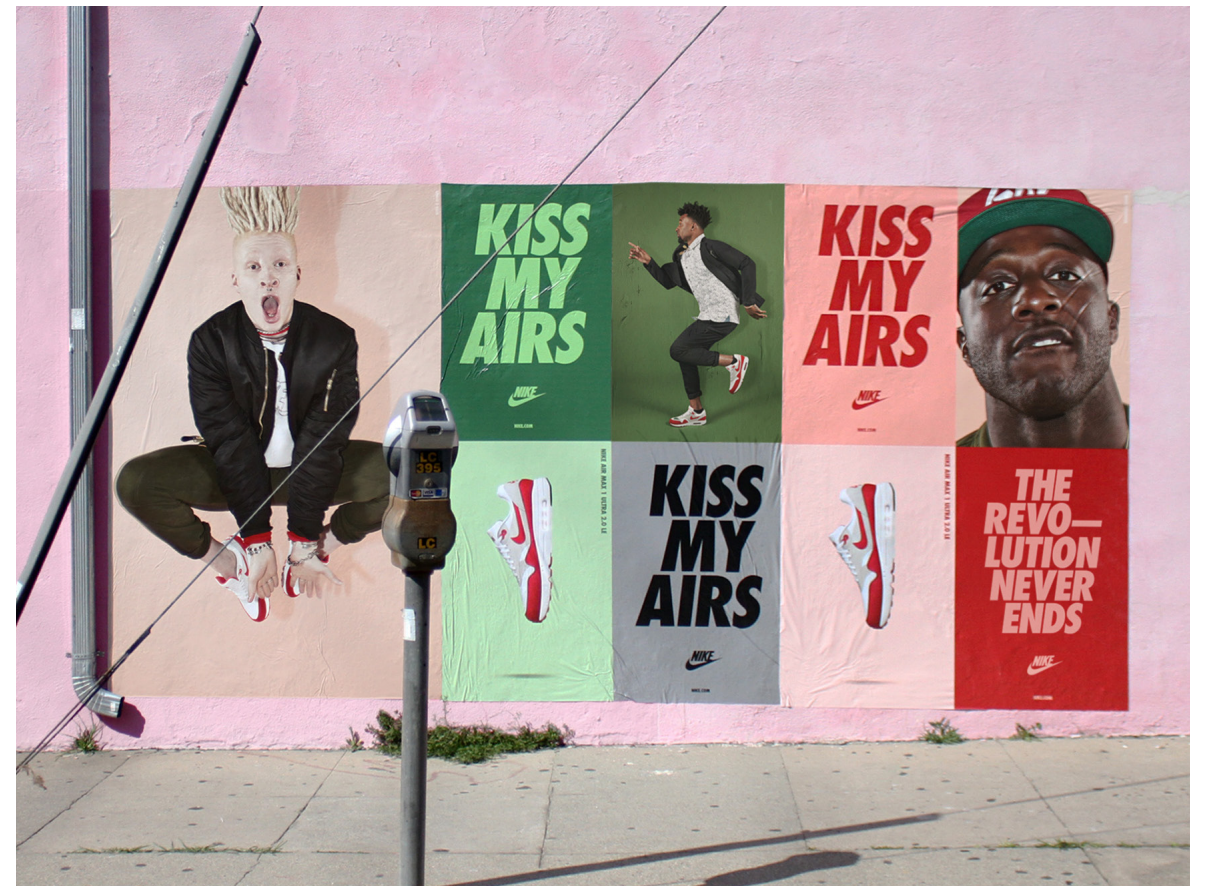
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DESIGN & KEY ART

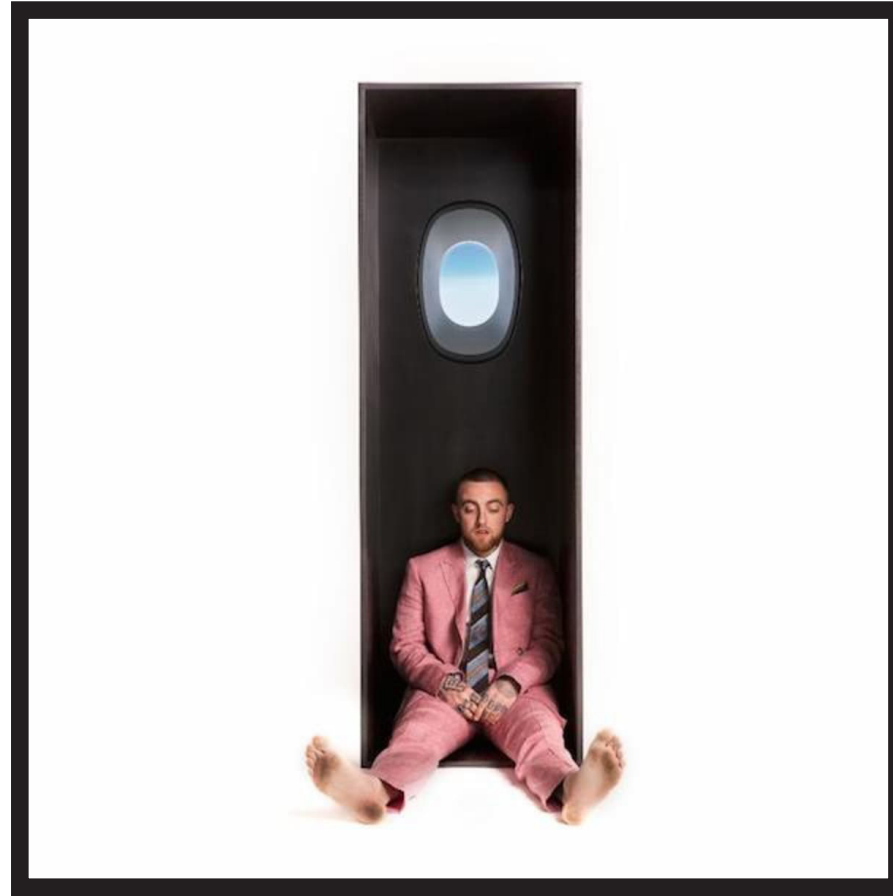
COLOR BLOCKING CHARACTER PORTRAITS



COLOR BLOCKING CHARACTER PORTRAITS



SPACES



BEAUTIFULLY AWKWARD



ENSEMBLE



CAPTURING MY MOMENT



PEACE!