

TWENTIES



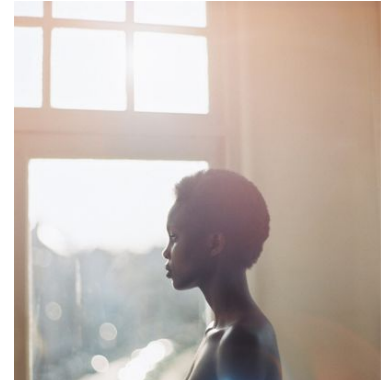
Twenties is a unique series for **BET★**.

It is a great opportunity for us to connect with a younger audience looking for more authentic representation of Black life in your twenties.

There's Ambition. There's mess.
Walking affirmations and crumbling delusions.
Welcome to adulthood 🙋

Our approach to the campaign for Twenties is a bit off-beat, fluid, artful, sweet and rebellious.

The elements we release throughout the breadth of this campaign don't necessarily have to match each other visually. So long as our overall message is clear and consistent - we good.



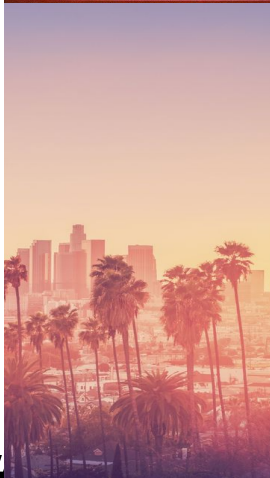
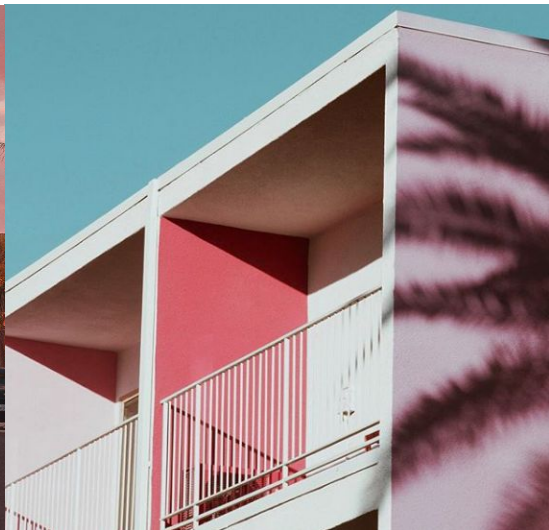
Your Twenties are....

...about finding your groove,
finding self love,
where friendships are your chosen family.

...when doors are opening and closing;
the beginning of your life journey!

*TWENTIES is a love letter to the decade
as your 20s are a lesson, a blessing, and
a necessity for who you will become.*





BIG IDEAS

- I. EVERYTHING IS FINE
- II. YOUR TWENTIES ARE A WORK OF ART



EVERYTHING IS FINE.

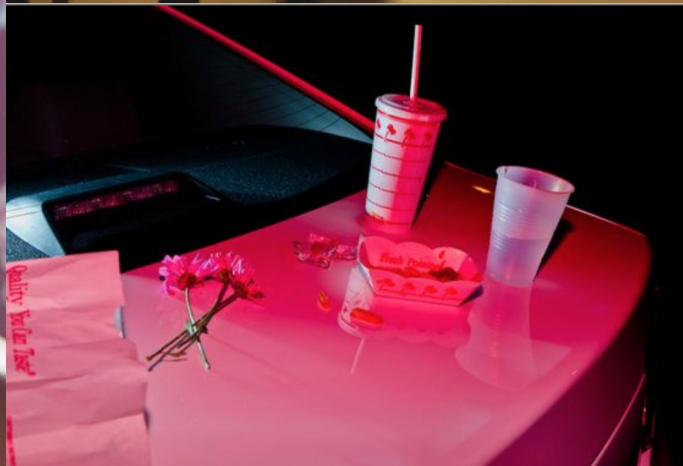
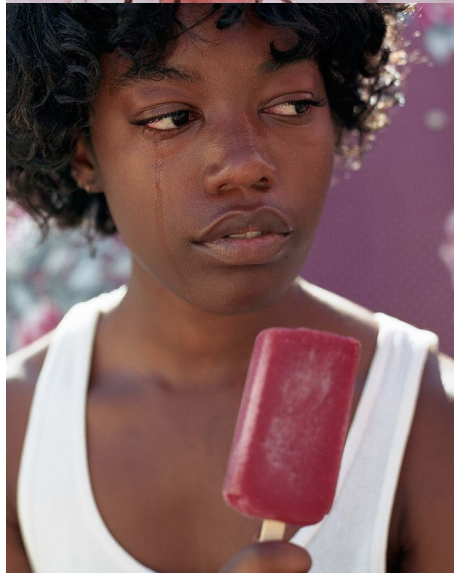


EVERYTHING IS FINE

Fake it til you make it.
Figure it out.
It's all good.

The world could go to sh!t all around you.
But you can't let them see you sweat.
Never lose your cool.

Sis, you got this.



EVERYTHING IS FINE

Execution I: Triptych



EVERYTHING IS FINE

Execution 1: Triptych

1 x :30

A triptych introduction to our three main characters: Marie, Hattie, and Nia.

We are introduced to their typical morning, noon, and night, simultaneously, in vertical frames, where the girls meet up at the end of the day for dinner, at Marie's, in one single frame.

Reference: <https://www.youtube.com/watch?v=EN9auBn6Jys>

MORNING

Hattie, on Marie's pull out, having morning sex with a woman while Lorraine is FaceTiming her

Marie, in her bedroom with Chuck, where he immediately flips her over

Nia, in her bed, alone and frustrated, reaching for her vibrator

NOON

Hattie, leaving the coffee shop, juggling too much coffee.

Marie, at work, dealing with the 'boys club' trying to get a word in.

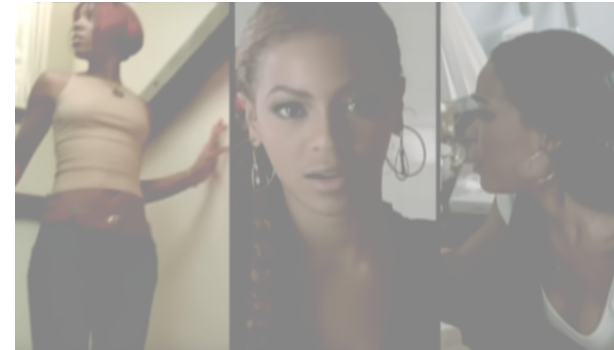
Nia, lined up for an audition with a dozen other women who look just like her

NIGHT

Each woman is seated in a separate space, looking exhausted. The left and right frame close in on the middle frame to become one, showing the girls seated around Marie's dinner table. They push through all day faking like everything's fine; it's not really until they are together when things finally feel in place.

EVERYTHING'S FINE.

TWENTIES. New Series by Lena Waithe. Coming This Spring. BET.



Music: [Goldlink's Days Like this](#)

EVERYTHING IS FINE - HATTIE

Execution 2: Group Chat

3 x :30

Triptych view of the girls in their individual environments, texting in the group chat. Each of the three main characters has her own spot, where she thinks everything is fine, but her two friends let her know...she's trippin'.

Hattie: Y'all. Soy milk and Skim milk taste the same... right?

Marie: Girl, no.

Nia: They are not the same, Hattie.

Hattie: Y'all are trippin!

Marie: Hattie, what did you do...

Hattie: Boss lady won't know the difference.

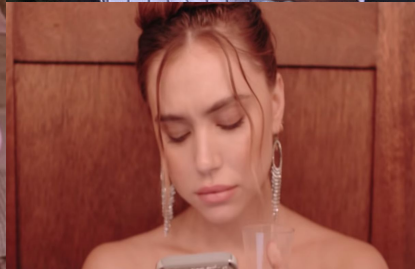
Nia: 🙄

Hattie: [searches for validation]

Cut to Endpage

EVERYTHING'S FINE.

TWENTIES. New Series by Lena Waithe. Coming This Spring. BET.



[searching for validation]

EVERYTHING IS FINE - NIA

Execution 2: Group Chat

3 x :30

Nia: Yall, guess what!

Hattie: Here we go

Marie: What's up, Nia?

Nia: I'm in LOVE !

Marie: ??

Hattie: I'm scared to ask...

Marie: Ok, are you going to tell us with who??

Nia: I'm in love with myself !! 🥰 📱

Hattie: [Hattie has left the chat]

Nia: [searching for belonging]

Cut to Endpage

EVERYTHING'S FINE.

GFX: TWENTIES. New Series by Lena Waithe. Coming This Spring. BET.



EVERYTHING IS FINE - Marie

Execution 2: Group Chat

3 x :30

Hattie sits in happy hour with a drink in her hand.

Hattie: What's yalls ETA?

Nia: I'm almost there.

Hattie: Marie...?

Marie is in her office.

Marie: Oh...about 10 minutes.

Hattie: Wait, are you at work? It's Sunday!

Marie: The price of success is hard work

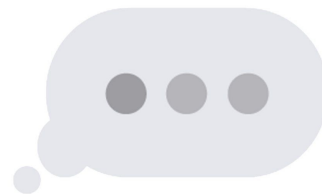
Hattie: Well the price of this drink is \$4

Nia: 😂

Marie: [questioning life decisions]

EVERYTHING'S FINE.

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EVERYTHING IS FINE

Execution 3: Lessons

3 x :30

LESSONS - "DEMS THE RULES" : VO by HATTIE

TWENTIES gives viewers many opportunities to learn valuable life lessons through each character along their journeys. In this example Hattie, in her own words spoken to camera, will share her takeaways, from lessons learned in season 1 of *TWENTIES*.

Tone: staccato and playful.

HATTIE: Pay your rent on time, don't play yourselfHattie evicted

HATTIE: Dating a straight girl isn't the wave, if you're gay.....Hattie's love life

HATTIE: Clean up those tweets..... Hattie's first interview with Ida B

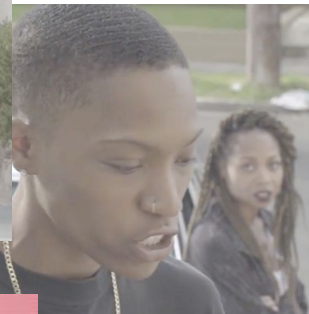
HATTIE: Do the work, or be read for filth.....Hattie posting social media

HATTIE: It's OK to not have it figured out, push through.... Hattie, Marie, Nia together

EVERYTHING'S FINE.

GFX: TWENTIES. New Series by Lena Waithe. Coming This Spring. BET.

As Hattie discusses these points, we see a montage of stills and video from the series complimenting each lesson. Hattie, speaking directly to camera/the viewer, in a confessional-style shot, accompanied by cuts of B-roll of her personality, like the



EVERYTHING IS FINE

Execution 3: Lessons

3 x :30

LESSONS - "DEMS THE RULES" : VO by MARIE

TWENTIES gives viewers many opportunities to learn valuable life lessons through each character along their journeys. In this example Marie, in her own words spoken to camera, will share what she's learned so far her in twenties, but the clips will suggest that... she has much more to learn.

Tone: staccato and playful.

MARIE: Work smart, not hard Clip of Marie at work late

MARIE: Take care of your man Chuck checks out the waiter

MARIE: Get your money right..... Marie shades Hattie's couch surfing

MARIE: Cherish your support system..... Hattie, Marie, Nia tease each other

EVERYTHING'S FINE.

GFX: TWENTIES. New Series by Lena Waithe. Coming This Spring. BET.

As Marie discusses these points, we see a montage of stills and video from the series complimenting each lesson. Marie, speaking directly to camera/the viewer, in a confessional-style shot. Accompanied by cuts of B-roll of her personality, like the Zendaya gif.



EVERYTHING IS FINE

Execution 3: Lessons

3 x :30

LESSONS - "DEMS THE RULES" : VO by NIA

TWENTIES gives viewers many opportunities to learn valuable life lessons through each character along their journeys. In this example Nia, in her own words spoken to camera, will share her takeaways, from lessons learned in season 1 of *TWENTIES*.

Tone: staccato and playful.

NIA: Find time for self-care Nia at the yoga studio/doing a tree pose

NIA: Love yourself Nia showing off her 'married to myself' ring

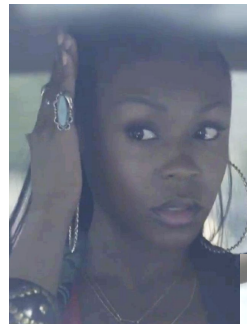
NIA: Stay true to yourself Nia storming away from an audition

NIA: Keep your circle strong..... Hattie, Marie, Nia together

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As Nia discusses these points, we see a montage of stills and video from the series complimenting each lesson. Nia, speaking directly to camera/the viewer, in a confessional-style shot, accompanied by cuts of B-roll of her personality, like the Zendaya gif.



EVERYTHING IS FINE

Execution 3: Lessons

Typographic reference (not copy)

another one

EVERYTHING IS FINE

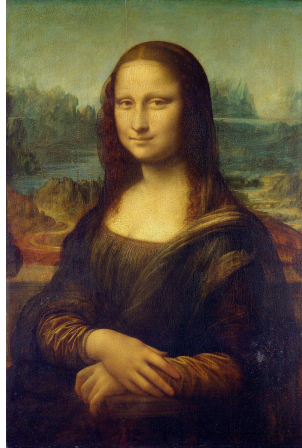
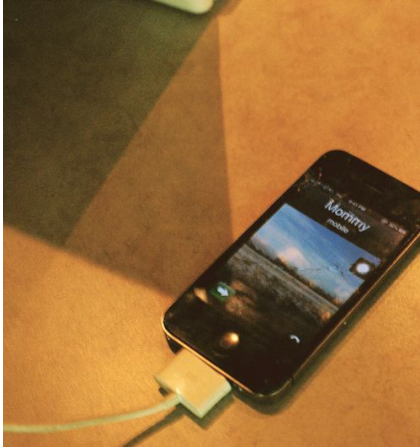


EVERYTHING IS FINE



BET★

YOUR TWENTIES ARE A WORK OF ART



**“I DON’T WANT TO MAKE
SOMEBODY ELSE,
I WANT TO MAKE
MYSELF”**

Toni Morrison

YOUR TWENTIES ARE A WORK OF ART

Design your life.
Be yourself. Everybody else is already taken.

Have vision
Chart your course
And go!

There will be detours.
Improvise.
It certainly won't be linear
That's what makes your journey uniquely
Yours.



YOUR TWENTIES ARE A WORK OF ART

Execution 1: MEME

3 x :10/:15



The things Hattie cares about:
the latest sneaker drop

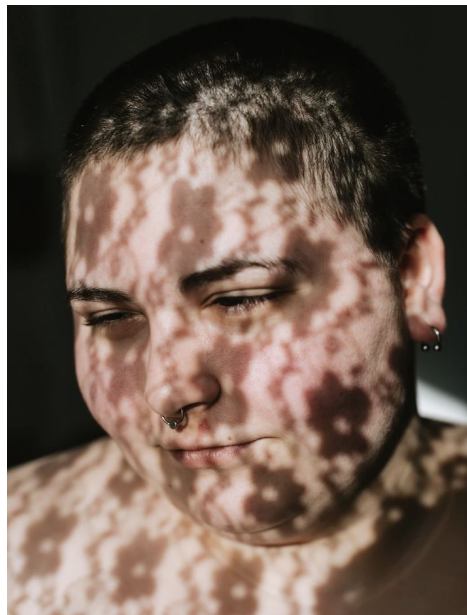
The things she should care about:
a place to live

Meet: HATTIE
a work of art.

Twenties. New Series by Lena Waithe.

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Each character, in a meme form. A character portrait slate of them in their best version of themselves, until the camera reveals the reality of who they are currently.



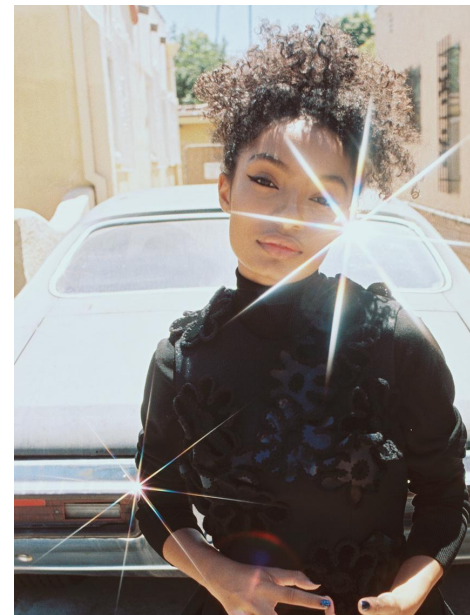
The things Marie cares about:
her relationship and career status

The things she should care about:
is he even faithful to me?

Meet: MARIE
a work of art.

Twenties. New Series by Lena Waithe.

Coming This Spring. BET.



The things Nia cares about:
carrying herself in a positive light

The things she should care about:
practicing what she preaches

Meet: NIA
A work of art.

Twenties. New Series by Lena Waithe.

Coming This Spring. BET.

YOUR TWENTIES ARE A WORK OF ART

Twenties Montage, VO by main characters

1 x :60

Hattie, Marie, Nia VO: These are your Twenties.

(beat) *Twenties logo appears*

As we hear the VO boldly state the words, we see images from the show and/OR from the promo shoot represent each point. There is a crescendo to add to the angst tone.

Hattie, Marie, Nia VO: Your TWENTIES are filled with a lot of things like...

INBALANCE

Hattie juggling coffee cups

Ugliness

Nia getting turned away from an audition

Spontaneity

Hattie hanging outside of the car window

Stress

Marie at work with the boys club

With Pockets of Happiness

Marie, Hattie, Nia singing in the car

Good Ratchet Fun

Hattie's mom on the phone laughing with her tongue out

New Experiences

Hattie meeting Ida

The Brokest of times

Hattie being evicted

And...

Lots

Marie & Chuck in bed

Of

Hattie in bed with a woman

Sex!

Nia finishes with her vibrator in hand & smiles

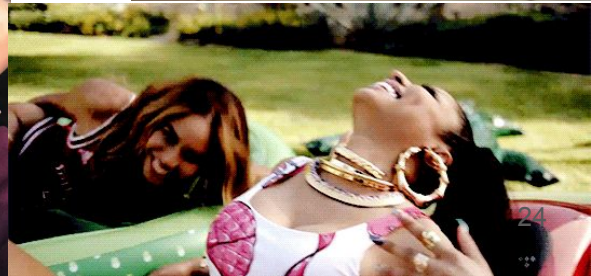
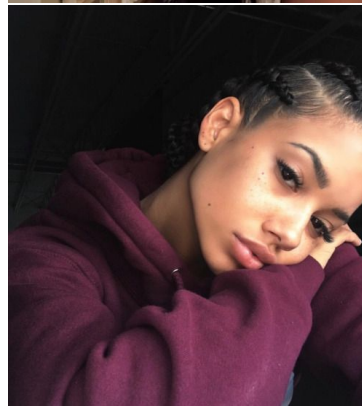
(beat)

VO: Your Twenties are a Work of Art. New Series by Lena Waithe.

Coming This Spring. BET.



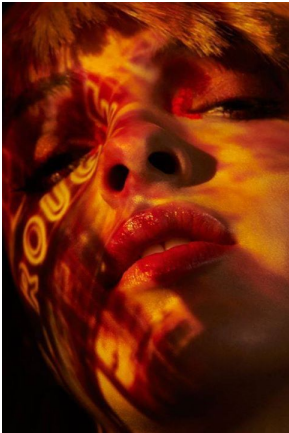
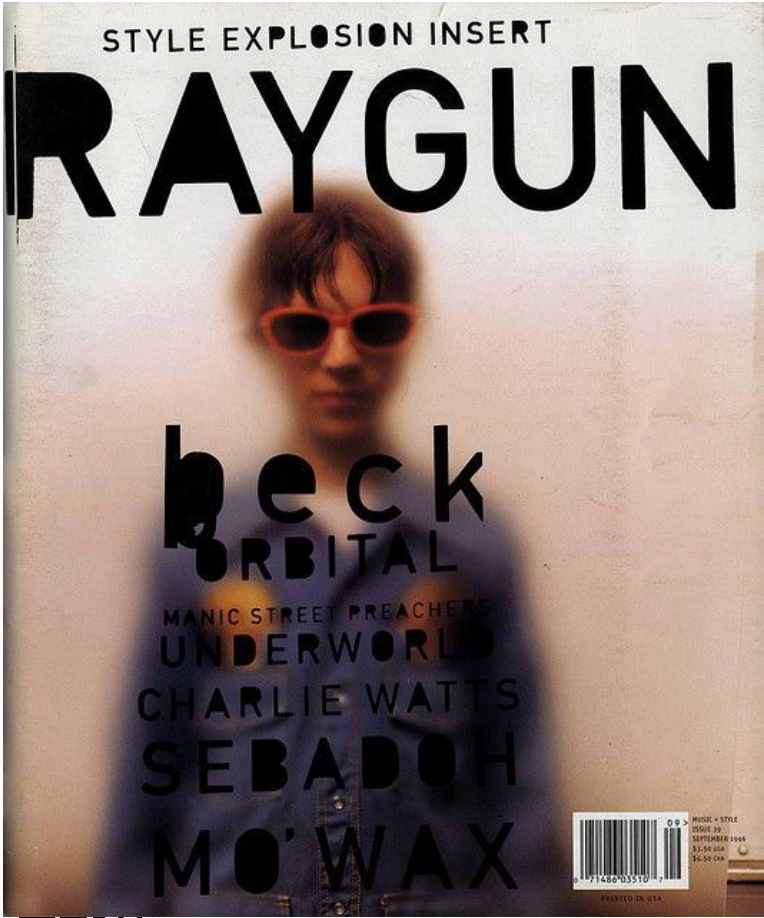
REF: This is your Brain on Drugs



YOUR TWENTIES ARE A WORK OF ART



YOUR TWENTIES ARE A WORK OF ART

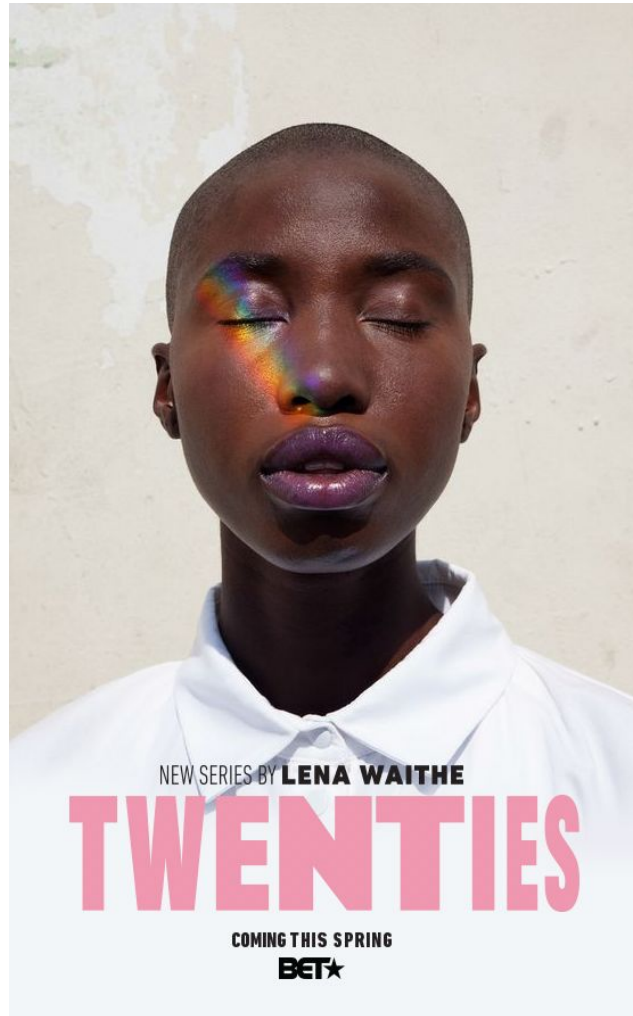


Light and projections to convey the personality of each character

YOUR TWENTIES ARE A WORK OF ART



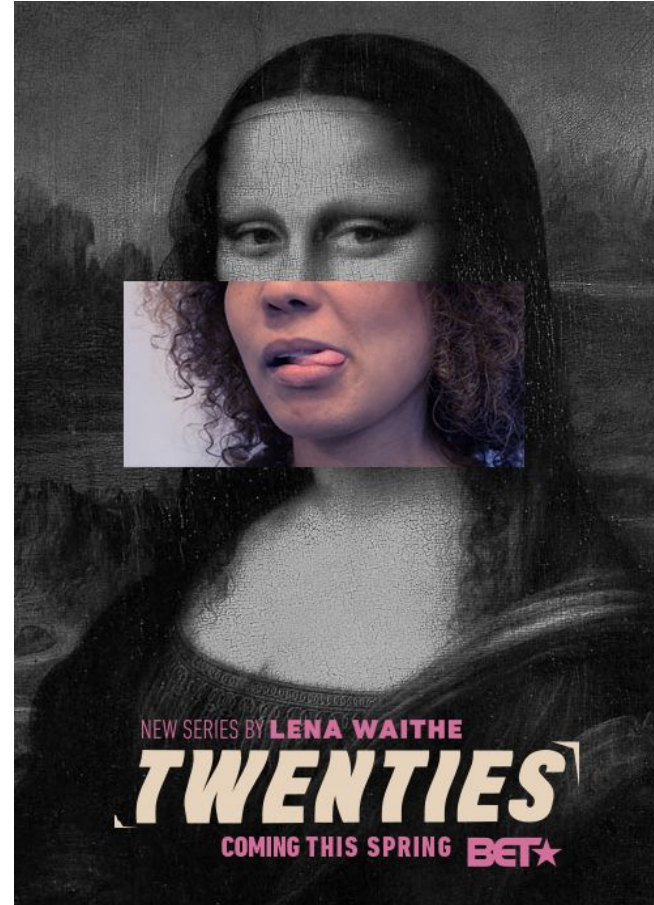
YOUR TWENTIES ARE A WORK OF ART



YOUR TWENTIES ARE A WORK OF ART



YOUR TWENTIES ARE A WORK OF ART



SOCIAL | DIGITAL | EXPERIENTIAL



EXPECTATION VS REALITY

Social Execution: Me vs The Universe

squad expectations v. reality

We think we know what our twenties will look like, until we actually live them.



EXPECTATION



REALITY



EXPECTATION VS REALITY

Social Execution: Me vs The Universe Reference



Alt:

You Thought v. You Got

In my Mind v. In my Face

Me v. The World

The Story I'm Telling Myself v. The Reality

My Plan v. God's Plan

Me v. The Universe

Ref: 500 Days of Summer



EXPECTATION VS REALITY

Social Execution: Me vs The Universe

3 x :10

A quick beat. Each half of the split screen, labeled "expectations" and "reality." The left will show the truth of the character's reaction to life; and reveal how the universe can often have different plans for you. The score card will show at the end of the skit, that our character lost this round. All images/video pulled from series footage.

EXPECTATIONS



Hattie - 0

REALITY



Universe - 1

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EXPECTATION VS REALITY

Social Execution: Me vs The Universe

3 x :10

A quick beat. Each half of the split screen, labeled "expectations" and "reality." The left will show the truth of the character's reaction to life; and reveal how the universe can often have different plans for you. The score card will show at the end of the skit, that our character lost this round. All images/video pulled from series footage.

EXPECTATIONS



Marie - 0

REALITY



Universe - 1

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EXPECTATION VS REALITY

Social Execution: Me vs The Universe

3 x :10

A quick beat. Each half of the split screen, labeled "expectations" and "reality." The left will show the truth of the character's reaction to life; and reveal how the universe can often have different plans for you. The score card will show at the end of the skit, that our character lost this round. All images/video pulled from series footage.

EXPECTATIONS



Nia - 0

REALITY



Universe - 1

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is almond a fruit @raventbrunner · Aug 8

im praying that this starbucks parking lot will be quiet enough for my phone interview



is almond a fruit

@raventbrunner

someone just parked besides me with two dogs and a crying baby

universe: 1

raven: 0

the one day I go to the gym late and there's a blackout...10 minutes before I get there

universe: 1

me: 0 🙄🤡

YOUR TWENTIES ARE A WORK OF ART

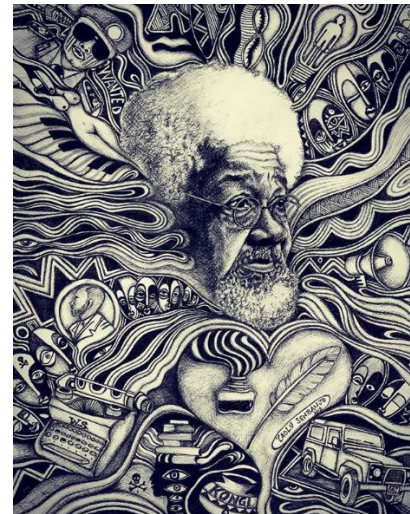
Social Execution 2

At a launch event, the cast of Twenties along with select influencers and partygoers interact with artist Laolu in an experiential/social execution that illustrates how people would define lessons in their twenties.

We'd start by having each participant answer a brief questionnaire about their twenties, then they'd become a canvas upon which Laolu would paint their stories.

We would capture these moments with stills and video and give takeaway clips/pics to participants to be posted and shared on social media.





Illustrated elements on each character body can depict the disorder of each one's environment.

TYPOGRAPHY REFERENCE

BOLSHY BOLD
BOLSHY BOLD

SANTA K PERFORMS THE LATEST DYSTOPIAN FILM
BY THE CREATIVE DUO PLEID ST. & REBEKA ARCE

OVERDOSE

BLANK POSTER
SERIES

SWIPE

Vicki Hepplein
Typography Experiment
2018.05.18

THANK YOU.

