

GAMES PEOPLE PLAY
PROMO CONCEPTS

Series Premiere Tuesday Apr 30th, 10/9c



ABOUT THE SHOW

Premieres Tuesday, Apr 30th at 10pm/9c

10 one-hour episodes

Based on the popular book by Angela Burt-Murray, this sultry new thriller features an ensemble cast of dynamic characters including a celebrity blogger, a desperate housewife, a scandalous seductress, and the men in their lives.

These millennial women of color grew up believing they could have it all, and we see the lengths they will go to save themselves, their careers, and eventually each other.

During the course of the first season Vanessa King, Nia Bullock and Laila James are going to expose sinister scandals and solve a murder.

WHO'S WHO



Marcus - The newly recruited star of the LA Vipers



Vanessa- Dotting wife of Marcus King, & #1 suspect in Marcus' 1st mistress' murder



Nia - Vanessa's best friend and celebrity journalist/ blogger



Laila - Marcus' latest side chick. Becomes a social media vixen. Posts scandalous pic of Marcus



Kareem- Marcus best friend since HS, Holder of secrets, gets Marcus involved in a point shaving scheme



Kalinda - The dead girl. Marcus' former side chick

BIG IDEA- KEEPING UP APPEARANCES

If there's one thing you learn in LAs elite world of professional ball, its that image is *everything*. Perfection must always be projected....and that goes for wives too!!

But sometimes the pressure becomes too great and the secrets too big. Cracks in the veneer begin to surface and dirty truths get exposed. Such is the case of our baller - Vipers draft pick Marcus King, and his wife Vanessa. They appear to be the perfect couple, however upon closer look, we learn that their marriage is fraught with scandal, and even a murder.

During the course of the season we learn that trouble run deep among this set of ambitious millennials - as secret lovers, gambling deals, and murder threatens to tarnish their seemingly perfect worlds.

The following concepts explores the notion of “nothing is ever as it appears” as Vanessa, Nia and Laila eventually join forces to investigate the underworld of professional ball, and expose the truth.

CONCEPT 1- DOUBLE PLAY

In the world of high stakes ball - secrets and lies run deep, and illicit affairs, mob ties, and murder have turned our characters' worlds upside down.

This concept examines the themes of success, marriage, and loyalty as the lives of our characters appear to be crumbling under the weight of scandal.

Written as a series of odes, we call out the positive virtues of themes present in our series, then juxtapose them with scenes that illustrate the flip side of those themes

For instance, when the script speaks of 'commitment and trust" we see images of infidelity and betrayal. The campaign will rely on show clips, but additional b-roll of our cast carrying out specific actions would need to be shot.

EXECUTIONS

PHASE 1: TEASE :15s (cutdowns of the themed spots)

PHASE 2: OVERVIEW TRAILER SPOT :60/:30

PHASE 3: THEME BASED SPOTS :30s -

DOUBLE PLAY OVERVIEW

TRAILER SPOT :60/:30

In VO we hear a list of virtues that represent the perfect life, while showing clips that show the opposite.

INSPIRATION: Big Little Lies

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

OVERVIEW SCRIPT

Vanessa VO: What makes for the perfect life?	Vanessa & Marcus driving up the PCH smiling & laughing
VO: Is it the Perfect score?	Marcus dunks & the crowd goes wild. Crowd: Yay!!
VO: The Perfect family...	Celebrating the holidays, birthdays together Marcus: "Happy Birthday babe"
VO: Perfect husband	Marcus having sex w/ another woman
VO: The Perfect wife?	Vanessa having sex with another man
VO: The Perfect betrayal	Vanessa to Nia: "two can play at that game"
VO: The Perfect hustle	Kareem & Marcus exchanging cash in a shady deal
VO: The Perfect revenge	Vanessa: "get off my husband" beating up Kalinda
VO: The Perfect crime	Kalinda's dead body (and/or gambling, point shaving scheme)
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DOUBLE PLAY - THEMED SPOT "SUCCESS" :30

An expansion of the teases... we explore each virtue separately, by seeing a montage of shots that represent its opposite.

SUCCESS THEMED SCRIPT

VO: Ahh success....the big house..	Marcus walking in his mansion
VO: The beautiful wife...	A shot of Marcus and Vanessa being loving
VO: The fans	Marcus having sex w/ a mistress
VO: trusted friends	A fight w/ Kareem
VO: lucrative deals	Marcus or Kareem exchanging cash in a shady scheme
VO: The ones that love you....	The public backlash over Kalinda's death,negative paparazzi
VO: these are true measure of success	Marcus & Vanessa laying awake & looking worried at night
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DOUBLE PLAY THEMED SPOT
“MARRIAGE ” :30

MARRIAGE THEMED SCRIPT

VO: Marriage is	<i>Wedding picture of Vanessa and Marcus</i>
VO:commitment	<i>C/U of Vanessa taking off her wedding ring</i>
VO: trust..	<i>An argument between Vanessa and Marcus</i>
VO: passion	<i>Vanessa passionately kissing another man</i>
VO:all rooted in respect	<i>Marcus having sex w/ another his mistress</i>
VO: It's a deep bond	<i>Marcus watching Vanessa a beat up Kalinda</i>
VO: a partnership..	<i>Vanessa & Marcus holding hands while being interrogated by the police over Kalinda's death</i>
VO: through thick....and thin	<i>dead girl</i>

CONCEPT 2 - SECRETS

In the world of elite LA sports, success is everything and some would do anything to make it.. Beneath the facade of their seemingly perfect lives, our characters have secrets, and have done things they're not proud of. They're gamblers, cheaters, liars, mistresses, and possibly *murderers*.

Set at a glamorous event, this concept explores the two faces of each character - The refined and sophisticated image they present to the world, and a dark/deceptive side that could possibly lead one to commit murder.

We'll shoot our cast appearing poised and perfect, while attending an LA party full of high-rollers. We capture them mixing and mingling, as well as carrying out deeds that could allude to their secret deception. Show clips are also used to highlight their devious sides.

EXECUTIONS

PHASE 1 - TEASE :15s

PHASE 2 – CHARACTER SECRET SPOTS :30/:15s

PHASE 3 –OVERVIEW TRAILER :60/:30 .

SECRETS TEASE :15

Driven by VO, this creative sheds light on the darkside of our characters' seemingly perfect world..

As we hear a line of VO that speaks to the group's level of deception, we see a montage of them looking poised & beautiful which is intercut with quick flashes of their deceptive deed pose.

TEASE :15 SCRIPT

VO: In the high-stakes world of LA's elite.	Vanessa beauty shot (intercut w/her deceptive pose) Marcus beauty shot (intercut w/her deceptive pose)
VO: you always put	Nia beauty shot (intercut w/her deceptive pose) Laila beauty shot (intercut w/her deceptive pose)
VO: your best face forward..	Kareem beauty shot (intercut w/her deceptive pose)
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SECRETS OVERVIEW TRAILER :60/30

OVERVIEW TRAILER :60/30 SCRIPT

A music driven spot, this creative features each character projecting their best image, while mingling & socializing at a party. Their good-time moments are interrupted with quick flashes of them carrying out a deceptive deed that could imply that they are the murderer.

INSPIRATION

21 Savage “A Lot”

https://www.youtube.com/watch?v=DmWWqogor_r8

Murder On the Orient Express

<https://www.youtube.com/watch?v=Mq4m3yAoW8E>

The doors open up on an elegant party	
Marcus pictured standing dutifully next to Vanessa	Secret action: Marcus surrounded by sexy, scantily dressed women
Vanessa is seen talking to a woman who's back is turned towards us	Secret action: Vanessa punches the woman out.
Nia is seen in a circle of people gossiping	Secret action: Nia breaks the 4th wall, looks towards the camera, and shows her cell phone, as if to say she snapped the images of the gossiping crowd she needed
Kareem is seen watching a game on tv at the party..	Secret action: Kareem hands someone an envelope in a shady deal
Laila accidentally spills champagne on a table while reaching for hors d'oeuvres	Secret action: Laila spills stacks of cash out over the table
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SECRETS “MARCUS SECRET” SPOT :30

As each of our characters are at the swanky party, we hear & see them replay dark/questionable events in their minds .

MARCUS SECRET :30 SCRIPT

Marcus laughing, meeting & greeting at the party. As the camera does a slow zoom-in to his face, we begin to hear him replay tense moments over in his minds

Audio: Point shaving scandal

Audio: Breaking up Vanessa’s fight w/ his side chick Kalinda

Audio: Paparazzi asking him if he killed Kalinda.

Marcus continues meeting and greeting guests.

Slow mo of Marcus, meeting and greeting guests.

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VANESSA SECRETS SCRIPT

SECRETS VANESSA SECRET SPOT 30

Vanessa, dressed fly, walks briskly away from the party. She's nervous & sweating. You get the sense trouble is behind her...

Police: Where were you the night of the murder?

Vanessa to Marcus: Are you still seeing her..

SFX: screams, of women fighting

Vanessa: I was supposed to be a high powered attorney, not keeping tabs on who's sleeping with my husband!

Details on her person (a scratch on her body, hair messed up, etc) betray her painted calm face. The sound of her heels clicking on the pavement provide an eerie, heartbeat-like soundtrack to this tense moment.

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CONCEPT 3 - WELCOME TO LA

Poised to perfection, our cast of beautiful, ambitious millennials are all trying to make it. They're smart but newbies to the world of LA's elite. It doesn't take long for them to get mixed up in foul-play and criminal hi-jinx, all of which could ruin their lives.

A clip-based campaign, this concept focuses on the notion that our well-heeled characters are all new to LAs baller scene, and get caught up in a mad-capped underworld where someone died.

To set up each character, and drive home this idea that they're new to this LA scene, we'll shoot & incorporate hero/beauty shots of each character walking and/or driving through sunny LA.

EXECUTION

PHASE 1 - TEASE :15

PHASE 2 - CHARACTER CONFLICT SPOTS :30s

PHASE 3 - OVERVIEW TRAILER 60/30

WELCOME TO LA TEASE

A VO driven creative, this spot features all of our character's hero shots...then cuts to a montage of scenes that speak to the mad-cap hi-jinks that plays out this season.

TEASE SCRIPT

VO: In LA everyone plays to win....	<i>Hero/Beauty shot of each character..</i>
VO:or dies trying.	<i>Hero/Beauty shot of each character..</i>
Montage: quick cuts of show clips that illustrate conflict, danger and humor..	
Endpage/Tune-in: Games People Play Premieres April 30 10/9c	Group shot of everyone appearing happy and perfect at the dinner table

WELCOME TO LA - VANESSA CONFLICT :30/:15

Each spot starts w/ a character walking/ driving hero shot.

Following the hero shots, we cut to a montage of dramatic & humorous moments that shows the character's made conflict and/or descent into mayhem..

Claws:

https://www.youtube.com/watch?v=cRrLv_IBykc

<https://www.youtube.com/watch?v=8V-zp5oO9jc&t=16s>

Character Hero/Beauty Shots

- Marcus pictured walking out of the Viper's stadium (Paparazzi & fans can be present)

- Nia walking thru the busy offices of her gossip blog

-Laila driving down a Hollywood street where palm trees and/or the Hollywood sign in seen

-Kareem coming out of his mom's Compton home

VANESSA CONFLICT SCRIPT :30/:15

<i>Opening shot: Slow-mo clip of Vanessa confidently walking down rodeo drive holding tons of shopping bags</i>	
Clip: Vanessa confronts Marcus on scandalous pics Clip: Marcus denies it...	
Clip: Vanessa having revenge sex with Bryce Clip: Vanessa gets in fight w/ Kalinda Clip: Kalinda's dead	
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WELCOME TO LA- OVERVIEW TRAILER :60/:30

A classic trailer, this creative shows each character's descent into chaos, as they get tied up in an underworld of criminal mischief and murder.

Our hero shots will be used to introduce each character.

Good Girls

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

OVERVIEW TRAILER SCRIPT :60/30

Vanessa - dotting wife, cheating husband, suspect in husband's side chick's murder, her own illicit affair, sets out to clear her name in Kalinda's murder, her partnering w/ Nia & Laila to find the killer..	
Marcus - drafted to the Vipers, mistress ends up getting killed, becomes suspect, meets Laila who becomes his new side piece, Laila's posting of his naked pics,his involvement in gambling scandal, etc...	
Kareem's deeper involvement in gambling and the cover up of Kareem's cheating	
Laila - The growth of her social media fame, her growing involvement with the escort service and the shady men she meets...her partnering with Nia and Vanessa to find the killer	
Nia - her deeping investigation into LAs elite scene, which leads her to partner with Laila and Vanessa to find the killer...	