

A black and white photograph of New Orleans Saints players running onto the field during a game. Pyrotechnics are exploding on the field, creating a dramatic scene. The stadium is filled with spectators. The text "SAINTS SIZZLE SEASON 2021-2022" is overlaid in a large, gold, outlined font. In the background, a scoreboard shows "SAINTS 24" and "LIONS 0" with a time of "2:11". Advertisements for "Budweiser" and "GOTTA HAVE THAT CRUNCH!" are visible on the stadium walls.

SAINTS SIZZLE SEASON 2021-2022



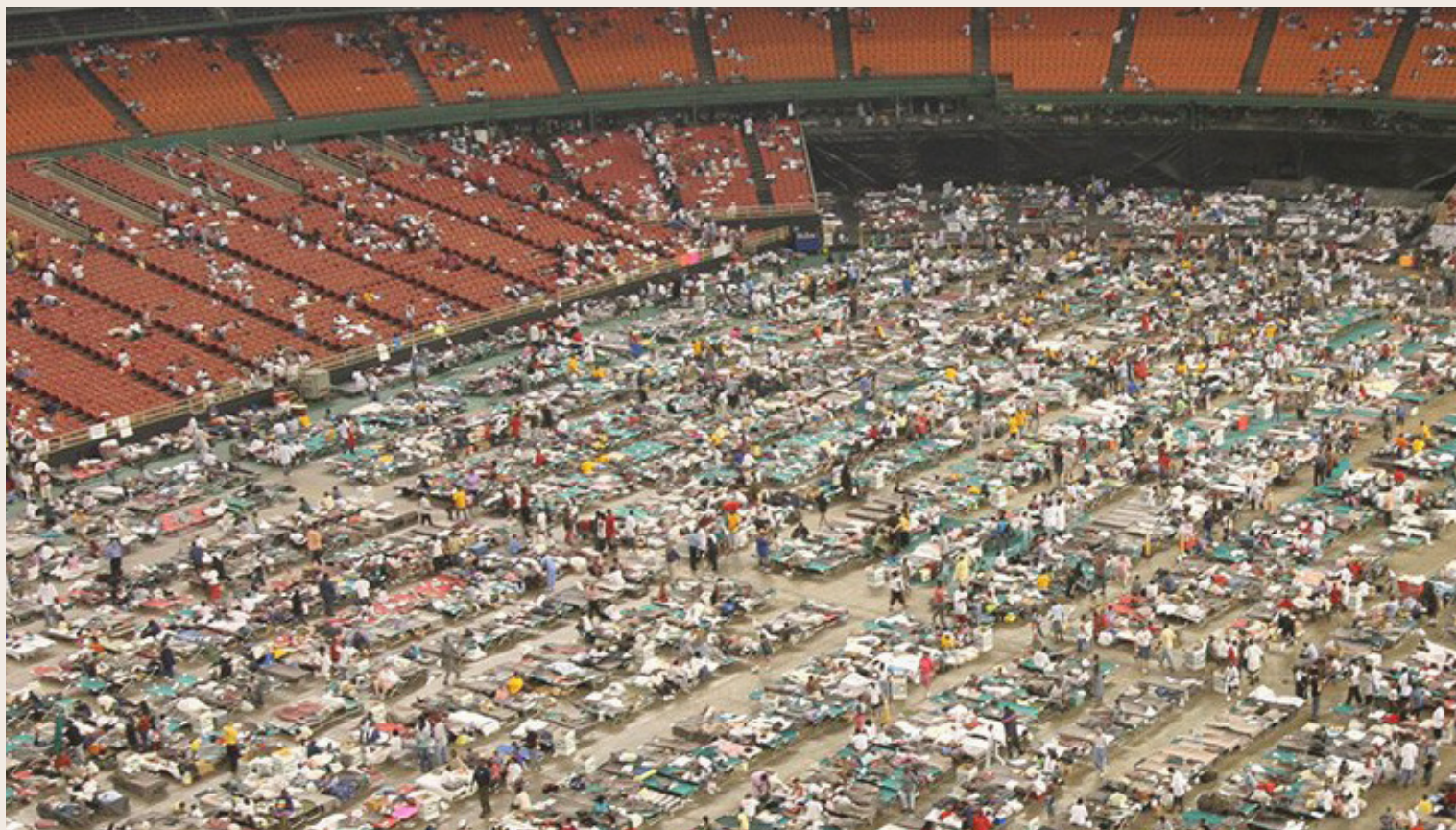
CREATIVE TREATMENT
BY FRANCIS DREIS

BACKGROUND: APOCALYPSE NOLA

Slammed by hurricanes in 2020

Coronavirus Ravages
Disaster-Scarred New Orleans

Luckless Lake Charles:
Louisiana city battered
by extreme weather –
again



Hurricane Delta:
Louisiana braces for
disaster for sixth time
this year

“Zombie” fires
scorch Louisiana

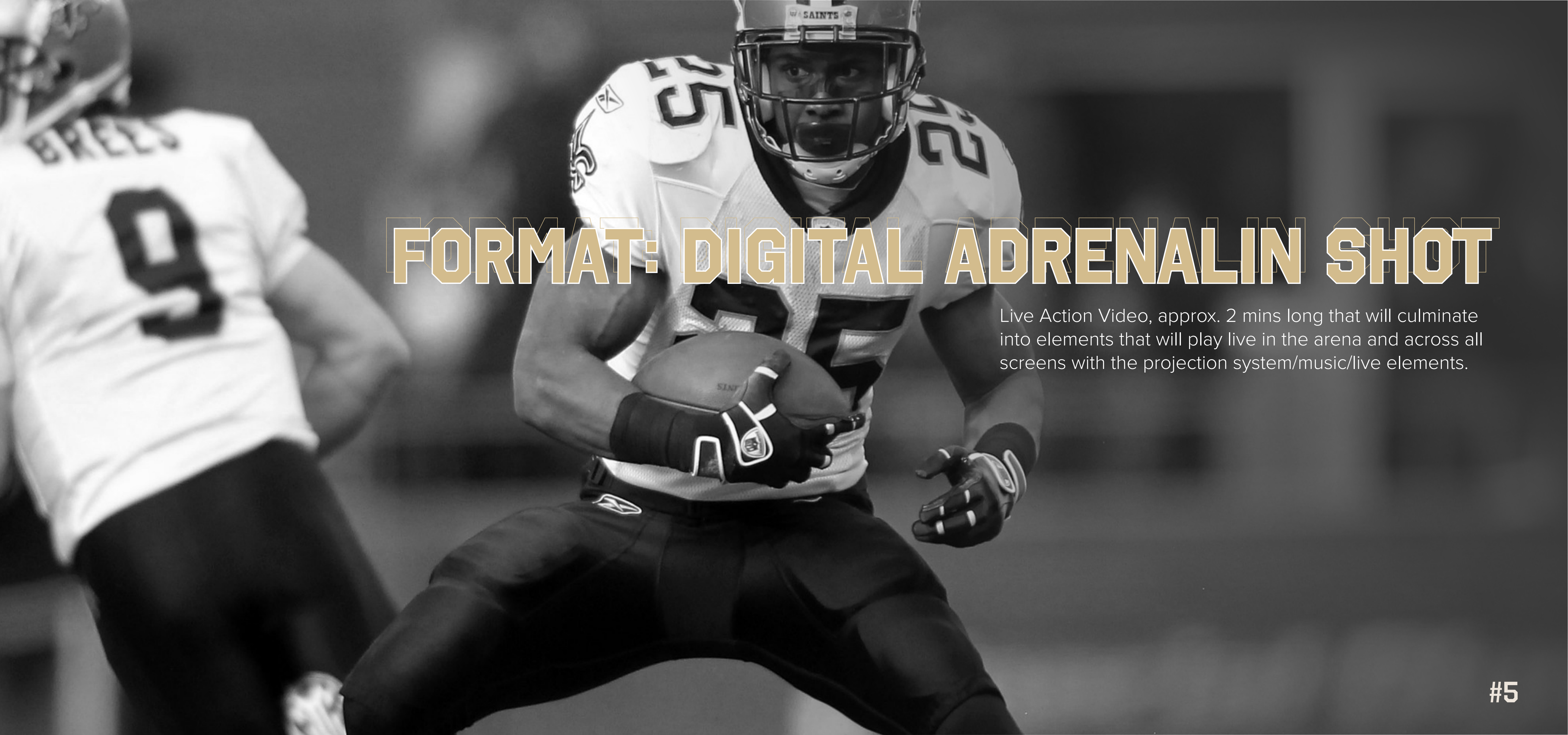
Hurricane Laura Kills 6

OBJECTIVE: WHAT ARE WE DOING HERE?



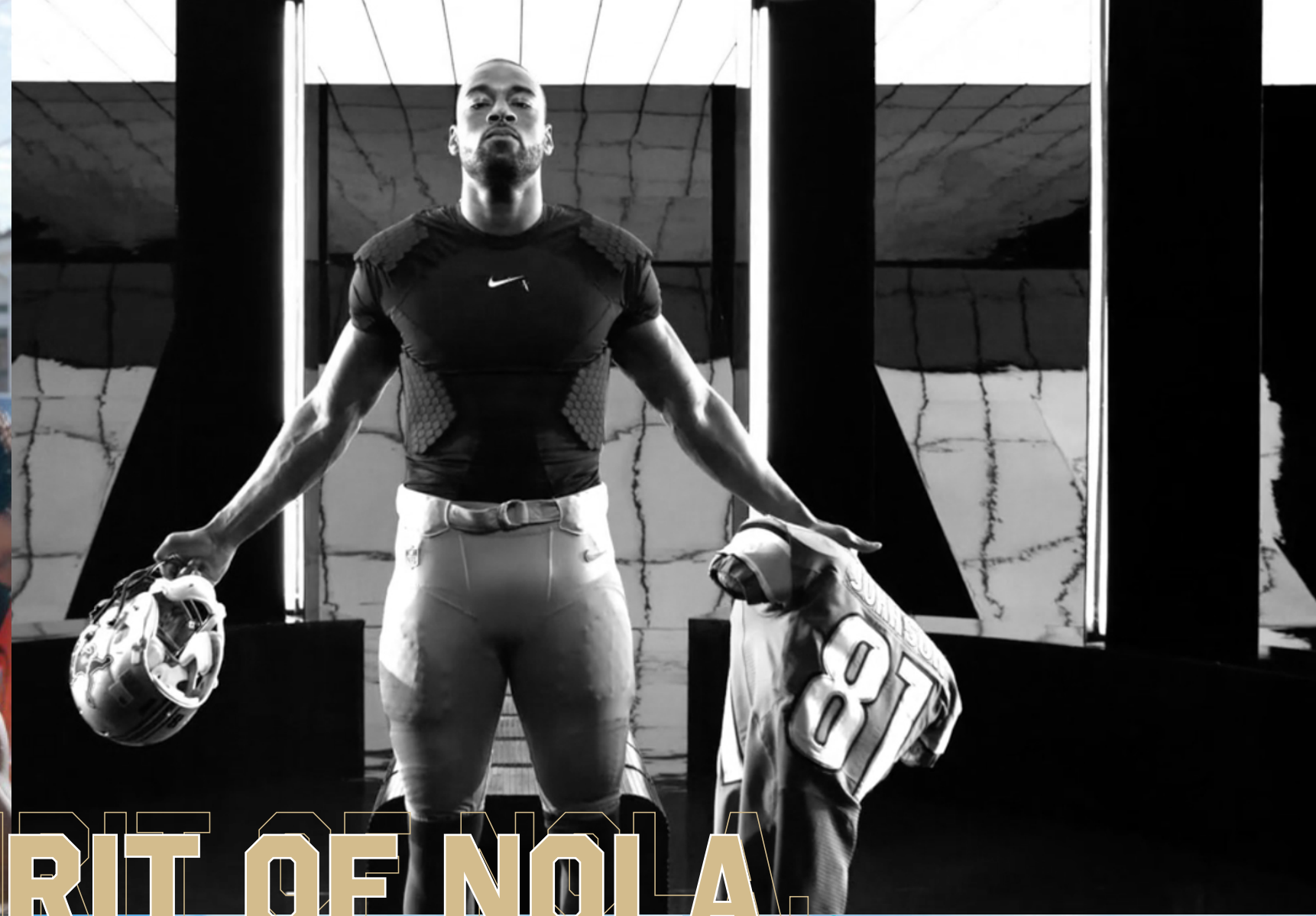
Shoot and deliver a blockbuster short film that will play before each game to excite and pump-up the crowd and get them amped up before the players take the field for the face-off.



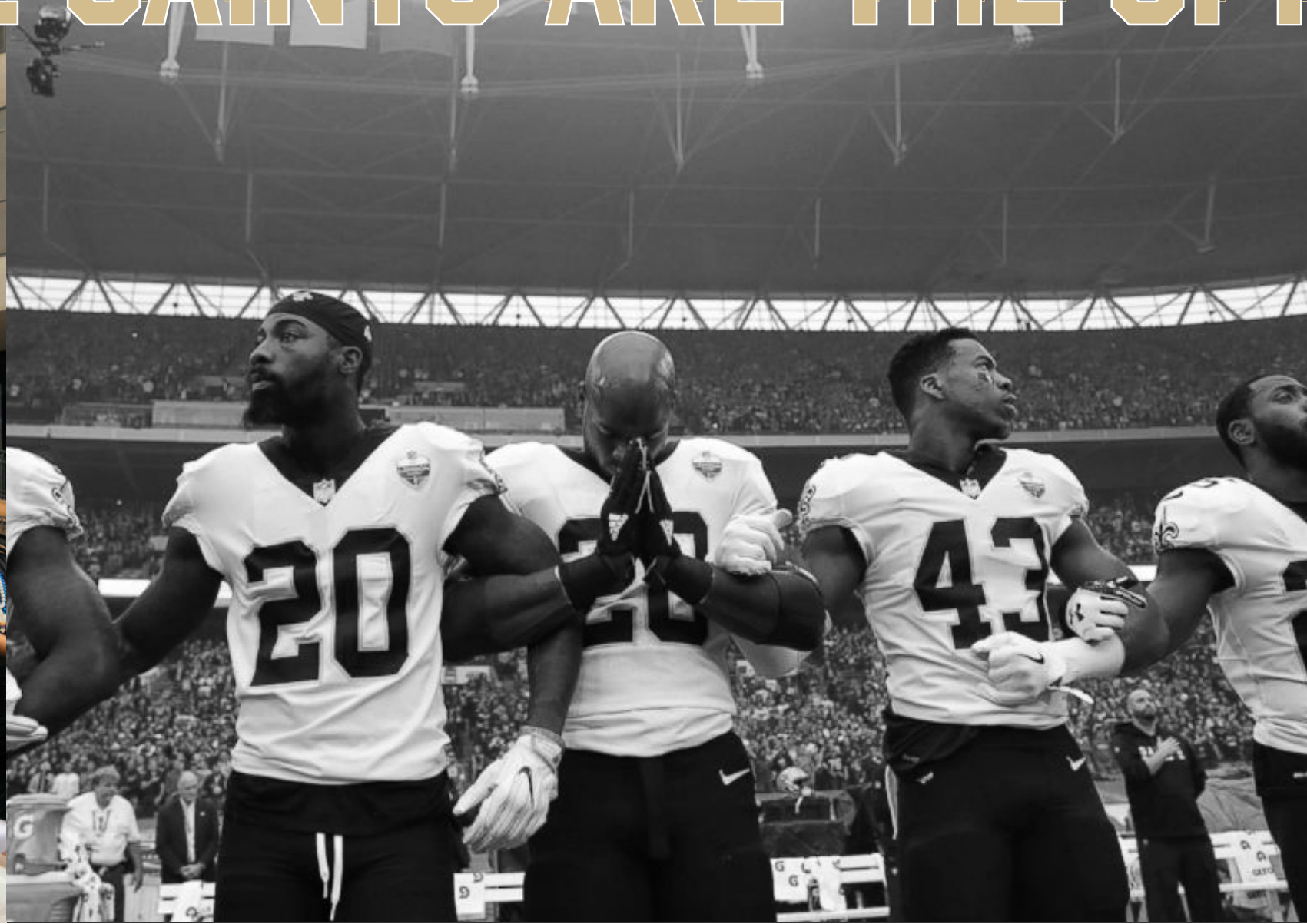


FORMAT: DIGITAL ADRENALIN SHOT

Live Action Video, approx. 2 mins long that will culminate into elements that will play live in the arena and across all screens with the projection system/music/live elements.



INSIGHT: THE SAINTS ARE THE SPIRIT OF NOLA.



A dynamic action shot from an NFL game featuring the New Orleans Saints. Three players in white jerseys and gold pants are in the foreground, celebrating with their arms raised. The player in the center is running with the football. In the background, a Dallas Cowboys player in a blue jersey is on the ground. The stadium is filled with spectators.

**SPORT IS RELIGION
WE ARE THE SAINTS**

BIG IDEA: THE SAINTS ARE THE SPIRITUAL BODYGUARDS OF NOLA.

They Invade Our Lives With A Power We Want To Use.

Through darkness, they are the Light.



COPY STRATEGY: THE SAINTS MINDSET

THROUGH STORMS / PANDEMIC / FIRES
NOLA SAINTS OFFER
HOPE / STRENGTH / RESILIENCE / COURAGE

WE SYMBOULSE THE EMOTTIONAL RESILIENCE OF NOLA
AND THE MIRACLE POWER OF THE SAINTS.

VISUAL: ELEMENTAL/EXCITING/EPIC.

The classic light in the darkness meta-narrative. Surrounded by an aura, the saints are warriors of light here to chase away darkness, despair and defeat. We open on a collage of disaster footage and then cut dramatically to the players backlit as they become the light at the end of the tunnel before entering a dark stadium that lights up in a blaze of glory.



VOICE OVER

Dark times have come for the City of New Orleans.

Desolation.

Despair.

Death.

Darkness.

SPORT IS RELIGION

WE ARE THE SAINTS

But in all this, we have kept faith.

Hope.

Courage.

Light.





New Orleans will not be put down.
Will not be taken out.
Will not be forced to bow.
SPORT IS RELIGION
WE ARE THE SAINTS
We are proud to serve.
To fight.
To win.



For the proud and unbowed City of New Orleans.
We are the light at the end of the tunnel.
We are the incoming train.
We are the light in the darkness.
We are the tears in the rain.
When you need a miracle.
Call upon the Saints.
SPORT IS RELIGION
WE ARE THE SAINTS
Believe in the LIGHT.
We fight the good FIGHT.
NOLA SAINTS

PRODUCTION: SAINTS ALIVE

There are two elements to this shoot:

1. Capture Athletes performing on Media Day with Slo Motion Camera and flaring light angles
2. Capture B-Roll in New Orleans consisting of authentic portraiture of working class, dramatic landscapes, aerial drone cityscapes, and motion control time-lapse of architecture



EDITORIAL OPTIONS: SING IT, SAY IT, STRUM IT

There are a few ways we can deliver this message.

1. Voice-over with music
2. Music with text on screen
3. Music with lyrics

Video Inspirations:

[Giants - FD Creative Pitch Video](#)

[Dream - Herbalife Nutrition](#)



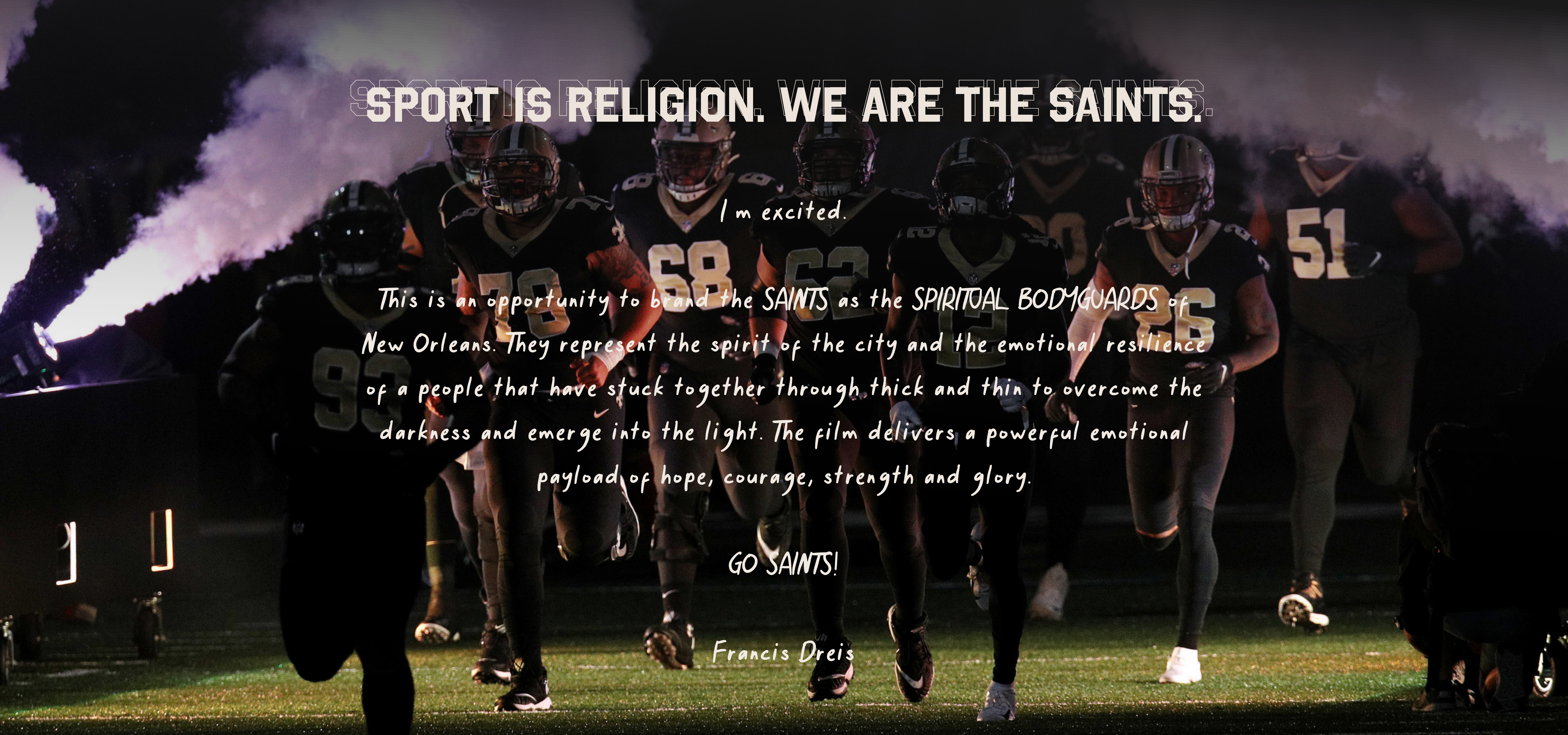
VISUAL REFERENCE

I've used light before as a device the amplify athletic prowess.

Similar to Beasts of the Southern Wild - capturing raw, gritty environments will establish context.

Capturing authentic portraits of people/groups/ scenes around New Orleans will add hope, courage, light to the visual palette.





SPORT IS RELIGION. WE ARE THE SAINTS.

I'm excited.

This is an opportunity to brand the SAINTS as the SPIRITUAL BODYGUARDS of New Orleans. They represent the spirit of the city and the emotional resilience of a people that have stuck together through thick and thin to overcome the darkness and emerge into the light. The film delivers a powerful emotional payload of hope, courage, strength and glory.

GO SAINTS!

Francis Dreis