# "GOTTA JET"

**Brand Anthem for Jet - A SureWerx Brand**



SECRET OATH

Director's Treatment  by Kenneth Stevenson

JET

# THE BRAND


1-1/2
684248
JET
3-3/4
684192
JET

# "GOTTA JET"

**History:**

Jet Equipment & Tools Ltd. was established in Vancouver, Canada by John and Eric Jackson in 1958. In 1988, Jet was acquired by WMH Tool Group, Inc. and continues to operate as a subsidiary. In 2020, Surewerx, a leading supplier of professional tools, equipment, and safety gear, acquired the WMH Tool Group, which includes Jet, as part of its strategy to expand its product portfolio and market reach.

**The Offering:**

Jet offers a wide range of industrial-grade power tools, metalworking and woodworking machinery, and material handling equipment for both professional and DIY use. Its products are primarily used in the manufacturing, construction, and woodworking industries.


JET

# INTENTION



# "GOTTA JET"

A **brand anthem** is a cinematic & thematic declaration of your brand's ethos. These videos should be artfully crafted so as to make your audiences feel something. Brand Anthem's are different than 'product videos' in the sense that they are meant to emotionally connect viewers with your brand, whereas product videos are more sales-focused. To accomplish this, the anthem should be story-focused and built around radically simple idea.



# THE STORY

# "GOTTA JET"

**The Logline:**
Industrial Metal Fabricator by day, unofficial auto / tinkerer & motorcyclist by night-- an early 30's female monologues about the rush she gets JET'ing around the city using the same familiar tools (Hand Tools, Abrasives, etc) to put herself back in the driver's seat of her own life.

**The Rationale:**
JET is a top 3 tool supplier in Canada. Depicting the brand in both day-shift industrial settings, as well as recreational smaller auto-shops hits a sweet spot. These tools are everywhere. There is no more liberating a feeling than to be self-sufficient with tools and a craft that can get you anywhere you want to go. Sprinkling in some footage of Vancouver streets at night will cement this as a Canadian offering.


2 TON










JET


JET

# THE CHARACTERS



# "GOTTA JET"

A non-conformist at heart, Sienna is a self-made gear-head who constructs her own way forward. A dreamer AND a doer.

She represents an emerging demographic for JET-- women.

Her tools have become an extension of herself. She wears a utility belt with several of them a moment away.

She has earned respect and admiration from the fab-shop fellas.

Think Kim Possible meets Ryan Gosling's character in *DRIVE*.

# "GOTTA JET"



DALE represents the primary and traditional customer demographic that has sustained JET in the past.

Dale has seen a thing or two in the fab shop. It provides him purpose and he has no plans to leave it behind any time soon.

He serves the story as the mirror and validation the audience needs to see SIENNA as the phenom we suspect her to be.

His workstation is littered with JET products.

Think of the character Hans from *The Mighty Ducks.*

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# THE SCRIPT

## :30 SECOND

# "GOTTA JET"





CUE MUSIC: "RETRO DREAM"

https://www.premiumbeat.com/royalty-free-tracks/retro-dream

EXT. METAL FABRICATING SHOP- DAY

An aerial establishing shot of a metal fabrication shop.

INT. METAL FABRICATING SHOP- DAY

Dim, 80's vibe with teal accents. A welder is dramatically introduced from the back working with abrasives as orange sparks fly. A Jet Grinder in use.

The worker lifts a face shield. It's a woman in her early 30's-- Sienna. Sweat on her brow.

SIENNA (V.O.)

What do I do during my 9-5? Let's just say "I fix things."



# "GOTTA JET"





Stacato montage of CU product shots:

A JET 5" cutoff wheel.

A Jet grinder.

A JET CNC cutter using a plate clamp.

She walks down a gritty hall, chewing gum. She nods.

SIENNA (V.O.) (CONT'D)
It's a lifestyle of raw freedom.





# "GOTTA JET"





An older blue collar gentleman, Dale, is si  ing down t
a break at his own station. He nods back, cross-armed.
Jet socket sets, wrenches around him.

SIENNA (V.O.) (CONT'D)
You pay attention close enough,
you'll find us everywhere.

She walks off her shift for the day- utility belt full of
screwdrivers, hammers, etc. Chain hoist in sight.

SIENNA (V.O.) (CONT'D)
Using trusted tools to create &
build up the world...

EXT. PARKING LOT- NIGHT

Match frame to approach of motorcycle.

SIENNA (V.O.)
...as we see it.

EXT. CITY ROAD- NIGHT

She coasts through the city on her motorcycle.

SIENNA (V.O.)
And after the 9-5..





# "GOTTA JET"





INT. HER OWN AUTO GARAGE- NIGHT

Dropcloth pulled to reveal a muscle car.

Another staccato montage using tools:

A JET impact socket set while she is on a creeper under the car.

A Startech headlamp dramatically lights the grime on her face.

A JET Chrome socket set on her motorcycle tires.





# "GOTTA JET"



JET combination wrenches under the hood of the muscle car.

EXT. GARAGE BAY DOORS- EVENING

SIENNA powers up her motorcycle again.

SIENNA (V.O.)
...I use those same tools to put myself back in the driver seat.





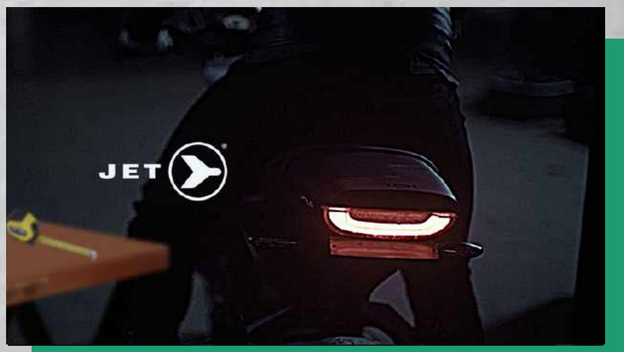
Her face reads determined in her helmet.

SIENNA (V.O.) (CONT'D)
I'd stick around longer, but...

SIENNA's red motorcycle LED's illuminate the ground. She pulls away, leaving tools in focus.

SIENNA (V.O.) (CONT'D)
I gotta JET.

FADE JET LOGO overtop.



"GOTTA JET"

# STORYBOARDS

## SHOT # 1



**ACTION:**

An aerial establishing shot of a metal fabrication shop.

**VOICEOVER:**

**SHOT LENGTH:**

1.5 Second

## SHOT # 2



**ACTION:**

A worker is dramatically introduced from the back working with abrasives as orange sparks fly. A Jet Grinder in use.

**VOICEOVER:**

What do I do during my 9-5?

**SHOT LENGTH:**

3 Second

## SHOT # 3



**ACTION:**

The worker lifts a face shield. It's a woman in her early 30's. Sweat on her brow.

**VOICEOVER:**

Let's just say "I fix things."

**SHOT LENGTH:**

3 Second

"GOTTA JET"

# STORYBOARDS

## SHOT # 4



**ACTION:**

A JET 5” cutoff wheel.

**VOICEOVER:**

**SHOT LENGTH:**

.5 Second

## SHOT # 5



**ACTION:**

A Jet grinder.

**VOICEOVER:**

What do I do during my 9-5?

**SHOT LENGTH:**

.5 Second

## SHOT # 6



**ACTION:**

A JET CNC cutter using a plate clamp.

**VOICEOVER:**

Let's just say "I fix things."

**SHOT LENGTH:**

.5 Second

"GOTTA JET"

# STORYBOARDS

## SHOT # 7



### ACTION:

She walks down a gritty hall, chewing gum. She nods.

### VOICEOVER:

It's a lifestyle of raw freedom.

### SHOT LENGTH:

3 Second

## SHOT # 8



### ACTION:

An older blue collar gentleman is sitting down taking a break at his own station. He nods back, cross-armed. More Jet socket sets, wrenches around him.

### VOICEOVER:

You pay attention close enough, you'll find us everywhere.

### SHOT LENGTH:

3 Second

## SHOT # 9



### ACTION:

She walks off her shift for the day- utility belt full of screwdrivers, hammers, etc.

### VOICEOVER:

Using trusted tools to create & build up the world

### SHOT LENGTH:

3 Second

"GOTTA JET"

# STORYBOARDS

## SHOT # 10



**ACTION:**

Match frame to approach of motorcycle.

**VOICEOVER:**

...as we see it.

**SHOT LENGTH:**

3 Second

## SHOT # 11



**ACTION:**

She coasts through the city on her motorcycle.

**VOICEOVER:**

And after the 9-5..

**SHOT LENGTH:**

3 Second

## SHOT # 12



**ACTION:**

Dropcloth pulled to reveal a muscle car.

**VOICEOVER:**

**SHOT LENGTH:**

.5 sec

"GOTTA JET"

# STORYBOARDS

## SHOT # 13



**ACTION:**

A Startech headlamp dramatically lights the grime on her face.

**SHOT LENGTH:**

.5 Second

## SHOT # 14



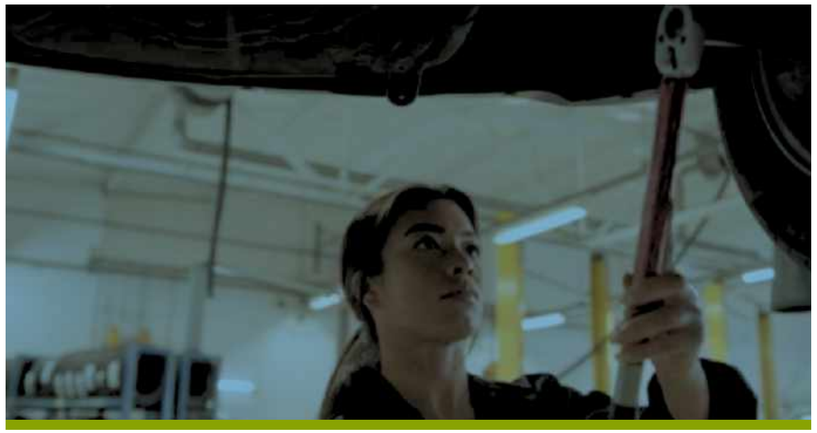
**ACTION:**

A JET Chrome socket set on her motorcycle tires.

**SHOT LENGTH:**

.5 Second

## SHOT # 15



**ACTION:**

A JET impact socket set while she is on a creeper under the car.

**SHOT LENGTH:**

.5 Second

"GOTTA JET"

# STORYBOARDS

## SHOT # 16



**ACTION:**

JET combination wrenches under the hood of the muscle car.

**SHOT LENGTH:**

.5 Second

## SHOT # 17



**ACTION:**

The woman powers up her motorcycle again.

**VOICEOVER:**

...I use those same tools to put myself back in the driver seat.

**SHOT LENGTH:**

4 Second

## SHOT # 18



**ACTION:**

Her face reads determined in her helmet.

**VOICEOVER:**

I'd stick around longer, but...

**SHOT LENGTH:**

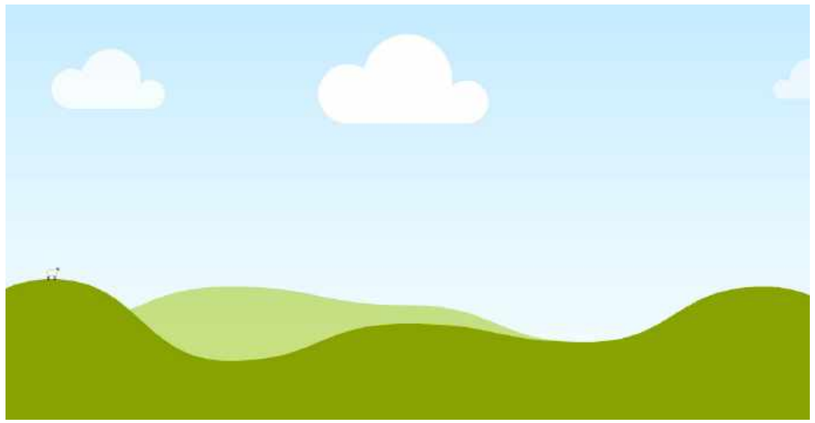
3 Second

"GOTTA JET"

# STORYBOARDS

SHOT # 19





ACTION:

The woman's red motorcycle LED's illuminate the ground. She pulls away, leaving tools in focus.

VOICEOVER:

...I gotta JET.

SHOT LENGTH:

4 Second


JET
1 TON

# BRAND RECOGNITION































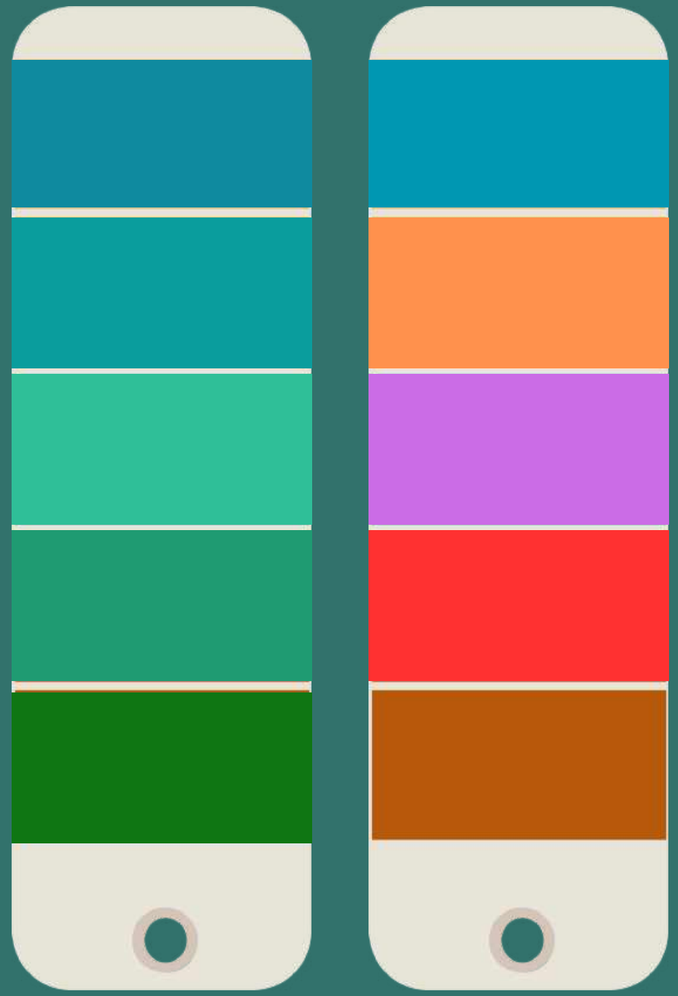





JET

# LOOK & TONE

# "GOTTA JET"

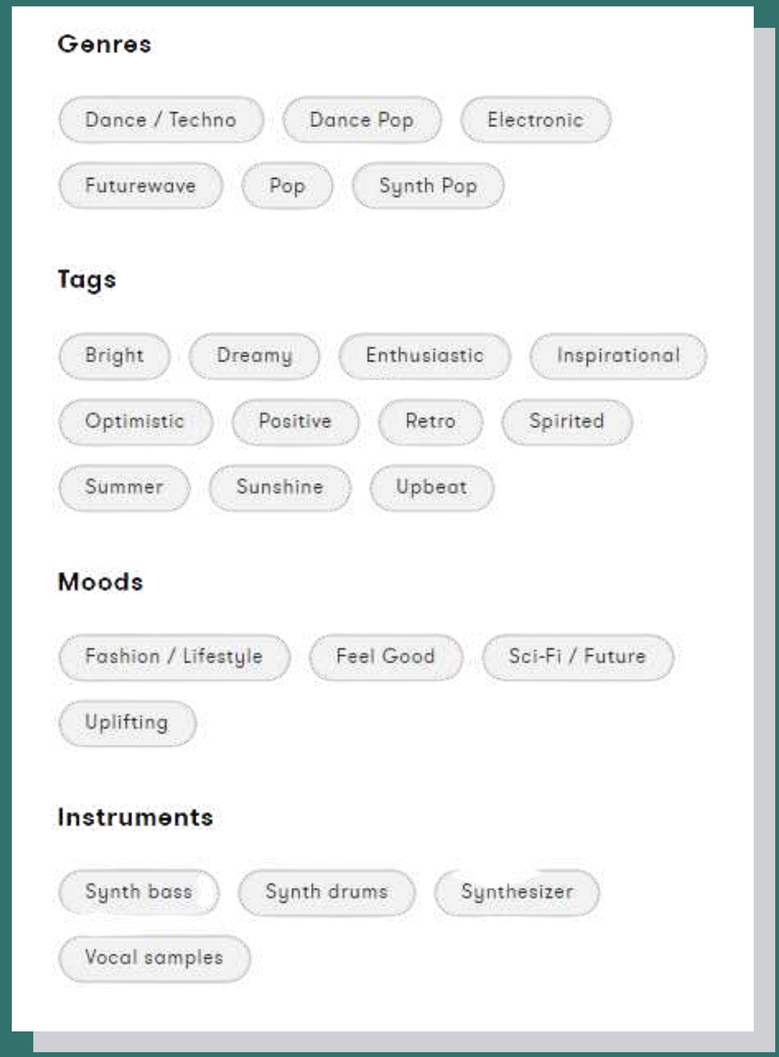


SERIOUS
ADVENTUROUS
GRITTY
SPIRITED
RETRO
ANALOG

# MUSIC

# "GOTTA JET"

"Retro Dream"
https://www.premiumbeat.com/royalty-free-tracks/retro-dream

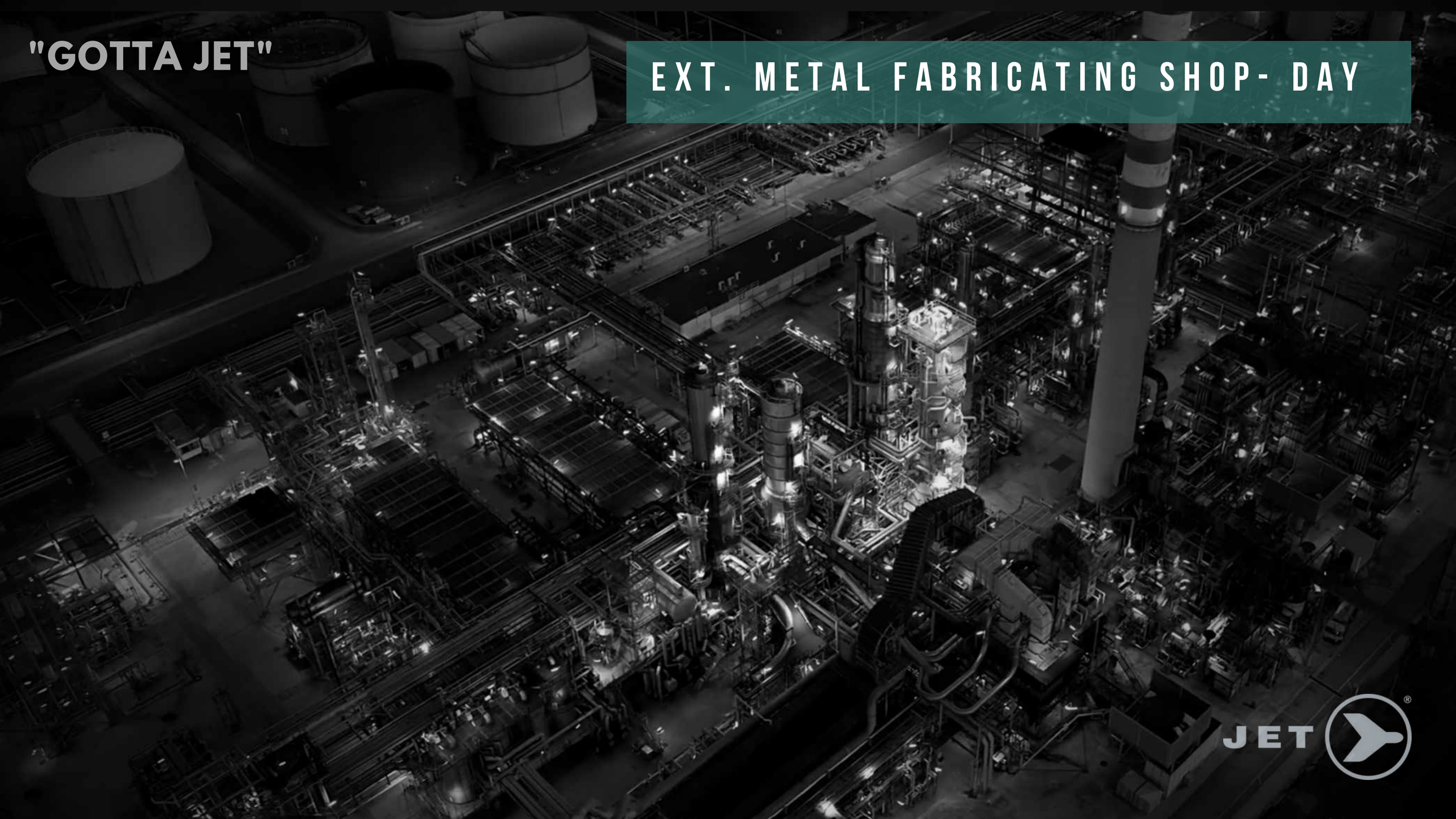



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# SETTINGS

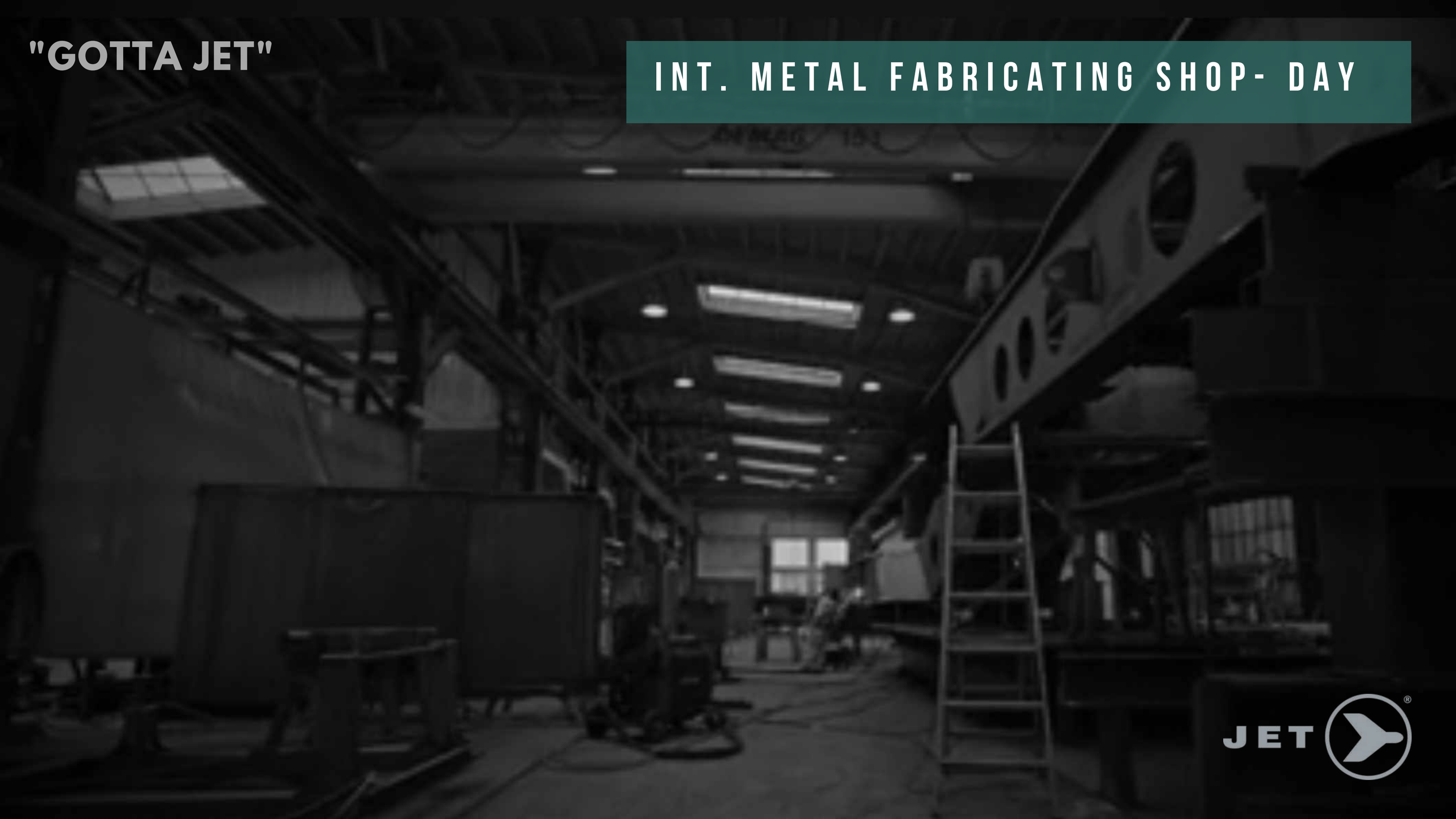
"GOTTA JET"

EXT. METAL FABRICATING SHOP- DAY



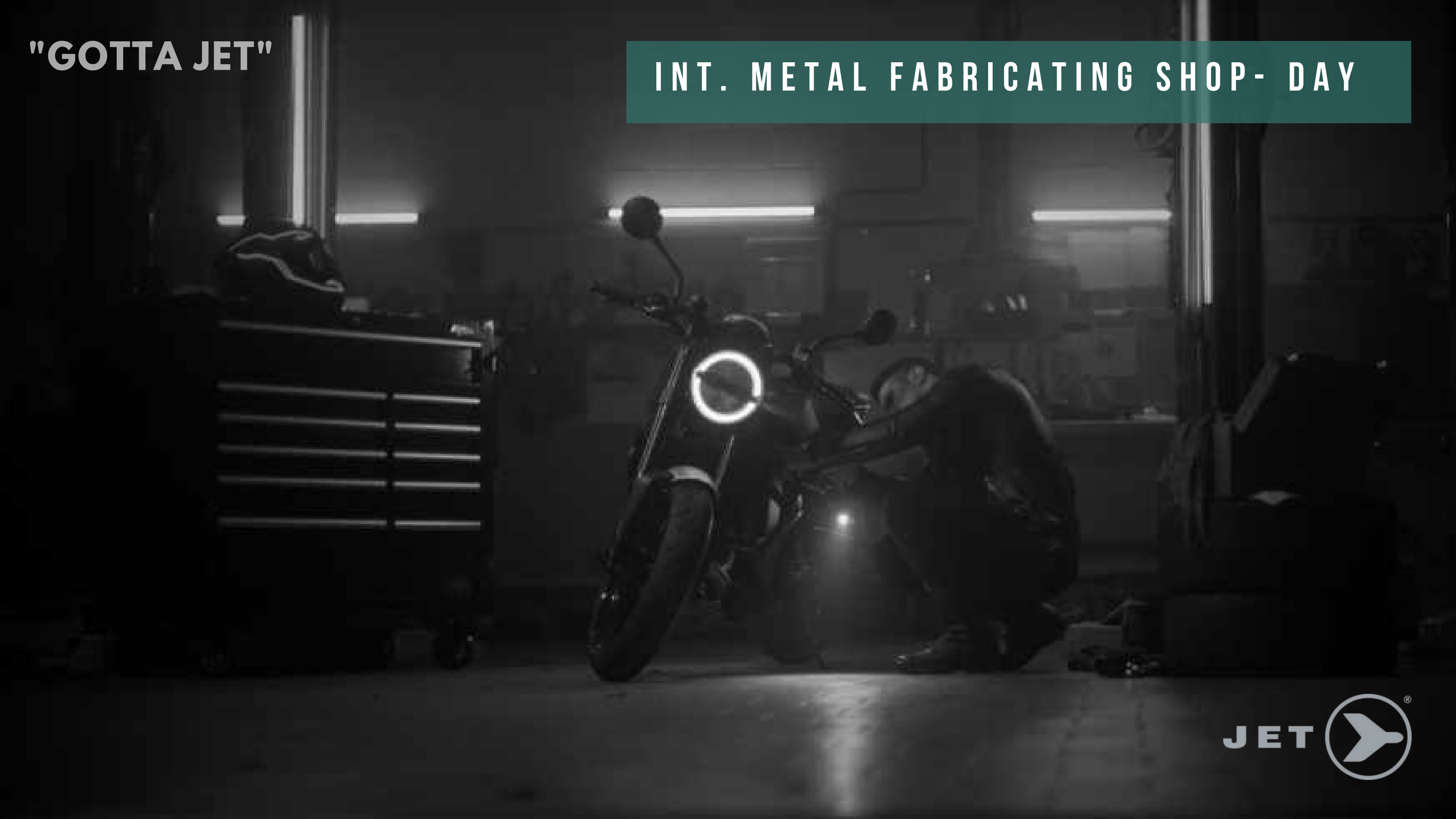
"GOTTA JET"

INT. METAL FABRICATING SHOP- DAY



"GOTTA JET"

INT. METAL FABRICATING SHOP- DAY



"GOTTA JET"

EXT. GARAGE BAY DOORS- EVENING



# CONCLUSION

**In conclusion, I am excited to embark on this journey with you and your stakeholders to push this Canadian brand. I believe that in order to leave a lasting impression for a brand, you have to reach people by echoing authentic scenes from iconic films & television shows they already love. The plot featured in "Gotta Jet" is going to push the Brand and the use of its products as a conduit for a more fulfilling, liberty-filled lifestyle.**



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