

"A MILE ON OUR SHOES"

SECRET OATH

Brand Anthem for K1 / Due North - SureWerx Traction Aids

Director's Treatment by Kenneth Stevenson & Andrew Bennett

THE BRANDS


K1
SERIES

"A MILE ON YOUR SHOES"

History:
Due North was founded in 1997 and has since become a top brand in the safety footwear industry, specializing in ice cleats and slip-resistant solutions for workers in harsh outdoor environments. K1, on the other hand, was acquired by SureWerx in 2017 and focuses on safety footwear and accessories for the industrial market, offering a wide range of products designed to meet the needs of workers in various industries.

The Offering:
SureWerx® delivers the most comprehensive range of ice and snow traction aid products in North America, including the original and industry leading K1 Series® mid-sole ice cleat and the Due North® brand of full foot and heel style solutions. No matter the application, work environment, or type of footwear, we have the depth and breadth necessary to help reduce the risk of slips and falls whether you are at work or play.


K1
SERIES

INTENTION

"A MILE ON YOUR SHOES"

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.

"A MILE ON YOUR SHOES"

This story will engage the Safety Manager demographic, who are the primary decision-makers for purchasing the SureWerx traction aids (K1 & Due North). By featuring a Safety Manager as a central character, the narrative speaks directly to their concerns and priorities. The opening scene establishes the Safety Manager as a dedicated decision-maker, attentive to voicemails / messages from employees. The blue-collar worker's testimonial expresses gratitude for being provided with SureWerx traction aids, emphasizing the positive impact on worker safety. The footage of traction aids in use demonstrates their effectiveness, validating the Safety Manager's decision.

The narrative highlights the Safety Manager's commitment to protecting workers and ensuring their safe return to their families. This emotional connection resonates with the Safety Manager demographic, who prioritize employee well-being. This story will emphasize the positive impact of SureWerx traction aids, align with their values of Safety Managers and the workers who wear them, and reinforce the brand's reputation as a trusted partner.


K1
SERIES

THE STORY

"A MILE ON YOUR SHOES"

The Logline:
A male voice (an everyday bluecollar worker)-- monologues over clips of his friends at work- thanking his Safety Manager for providing them with traction aids and literally walking a "mile in their shoes" with understanding so they can return home safe each night to their families.

The Reasoning:
The brand is not as well known to the public as of yet and needs to be straightforward and direct regarding its application and use. This anthem is different from the others as it is not seeking to create an emotional appeal to consumers, but rather to their Safety Managers.


K1
SERIES

THE PSYCHOLOGY


K1
SERIES

THE CHARACTERS

"A MILE ON YOUR SHOES"



"Boss Man" is a safety manager and coordinator at a regional freight service. He cares a great deal about his employees deployed out in the field.

The company has been a bit short-staffed as of late, so he has been going out and assisting his team with deliveries while managing vendor relationships.

He's recently purchased Due North / K1 traction aids for the entire fleet, and has been "walking the walk" himself.

"Boss Man" represents the target audience, and the supervisor we all long for.

Think Ron Swanson from *Parks & Rec*.

"A MILE ON YOUR SHOES"

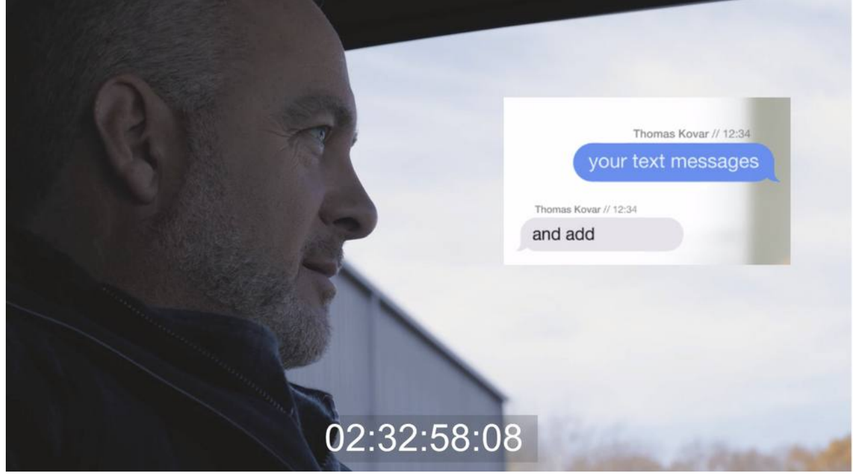


AHMED is the voice of the piece-- the appreciative employee, who takes time out of his busy day to comment on the impact his K1 / Due North traction aids are having on his duties.

He works hard and plays hard-- 100% dedicated to his job during the day and a devoted father and husband to his family at night.

Think Mike Rowe, the host of the TV show "Dirty Jobs.

THE STORY


Thomas Kovar // 12:34
your text messages
Thomas Kovar // 12:34
and add
02:32:58:08

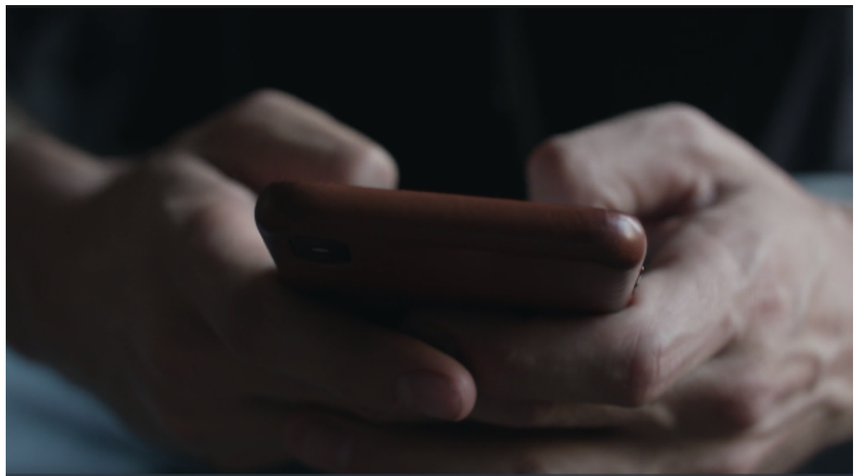

01:51:02:03

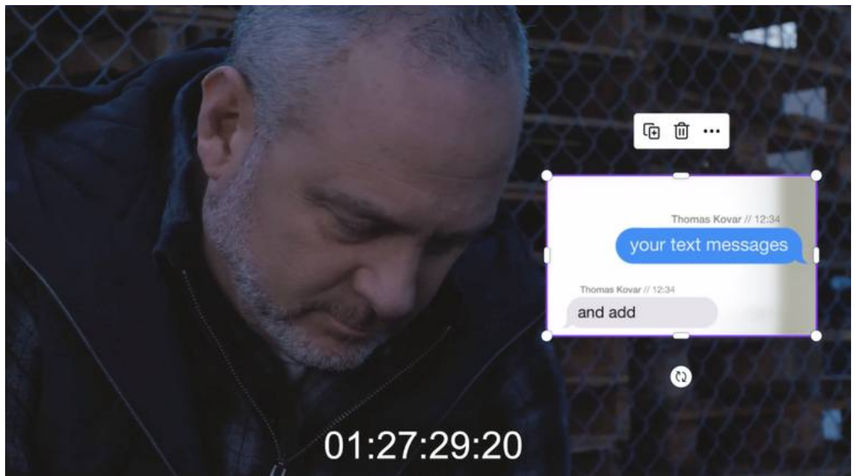

03:44:46:09


03:40:02:00


03:49:49:02






Thomas Kovar // 12:34
your text messages
Thomas Kovar // 12:34
and add
01:27:29:20


K1
02:23:33:23


K1
SERIES

THE STORYBOARDS

:30 SECOND

"A MILE ON YOUR SHOES"

STORYBOARDS

SHOT # 1



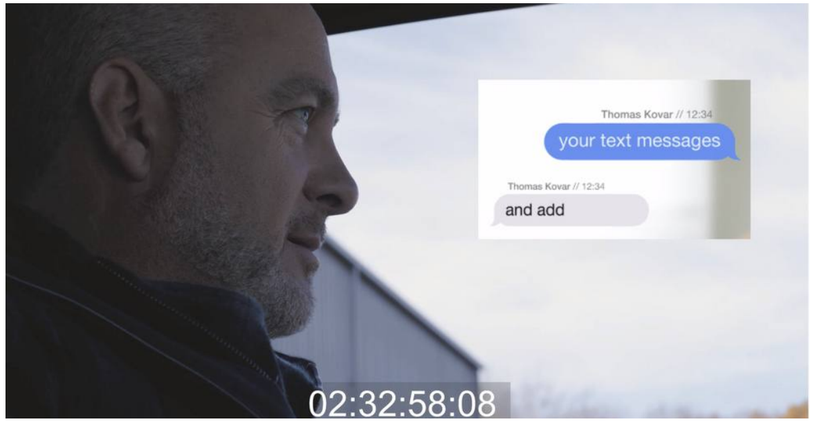
ACTION:

A safety manager parks his truck.

SHOT LENGTH:

1 Second

SHOT # 2



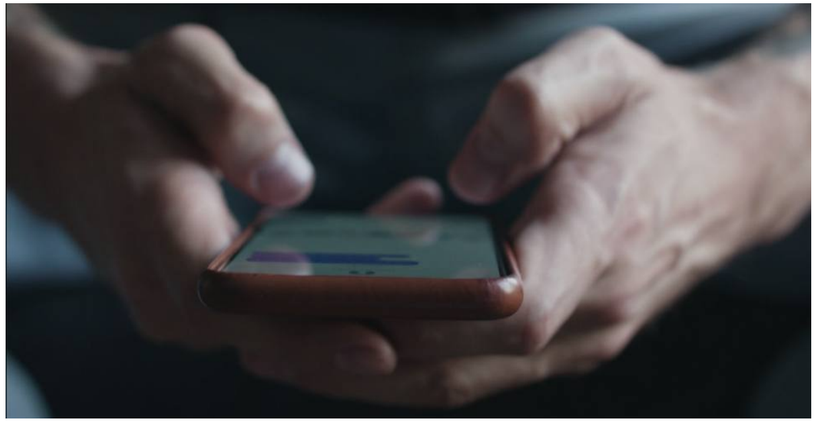
ACTION:

A ding from his phone.
A Text message. It's a Voice Memo from "Ahmed".

SHOT LENGTH:

2.5 Second

SHOT # 3



ACTION:

Safety manager presses "play".

DIALOGUE:

BLUE COLLAR EMPLOYEE(V.O.)
Hey boss man-

SHOT LENGTH:

1.5 Second

"A MILE ON YOUR SHOES"

STORYBOARDS

SHOT # 4



ACTION:

It is his employee. Pre-shot footage of "Ahmed" driving.

DIALOGUE:

BLUE COLLAR EMPLOYEE(V.O.)
...it's Ahmed from the 2nd unit.

SHOT LENGTH:

2.5 Second

SHOT # 5



ACTION:

Ahmed's traction aids on his boots.

SHOT LENGTH:

1 Second

SHOT # 6



ACTION:

Ahmed shifts the gear shifter.

DIALOGUE:

I'm finishin' up for the day.

SHOT LENGTH:

2.5 Second

"A MILE ON YOUR SHOES"

STORYBOARDS

SHOT # 7



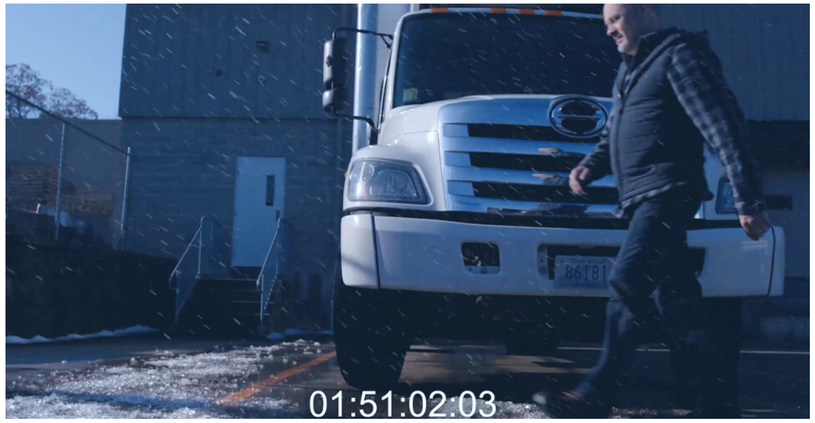
ACTION:

The impact of the Safety Manager's boots hitting the ice.

SHOT LENGTH:

1.5 Second

SHOT # 8



ACTION:

Safety manager exits his vehicle.

DIALOGUE:

Me and the crew just wanted to say "thank ya" for hookin' us up with the new traction aids.

SHOT LENGTH:

4 Second

SHOT #9



ACTION:

Walks up a slippery stairwell.

DIALOGUE:

Can definitely see why you've been pushin' em.

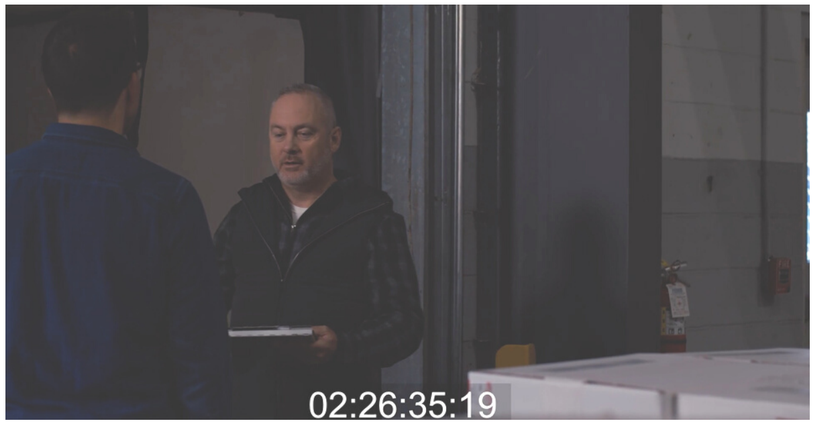
SHOT LENGTH:

4 Second

"A MILE ON YOUR SHOES"

STORYBOARDS

SHOT # 10



ACTION:

Safety manager shakes a man's hand in the warehouse, with a clipboard.

DIALOGUE:

BLUE COLLAR EMPLOYEE (V.O.)
I know you're in route to another job site checkin' in on things.

SHOT LENGTH:

4 Second

SHOT #11



ACTION:

Pre-shot footage of a 2nd crew member putting his traction aids.

DIALOGUE:

But yeah, these things...

SHOT LENGTH:

2 Second

SHOT # 12



ACTION:

Pre-shot footage of a 2nd crew member stepping down.

DIALOGUE:

...they really make all the difference.

SHOT LENGTH:

2 Second

"A MILE ON YOUR SHOES"

STORYBOARDS

SHOT # 13



ACTION:

More Pre-shot footage of a 2nd crew member walking on a job site in his traction aids.

DIALOGUE:

BLUE COLLAR EMPLOYEE (V.O.)
IIt's not easy workin' in the snow and ice.
It's good to know ya got our backs.

SHOT LENGTH:

4 Second

SHOT # 14



ACTION:

More Pre-shot footage of a 2nd crew member walking on a job site in his traction aids.

DIALOGUE:

You know that old saying, "you don't know a man 'less ya walk a mile in his shoes?"

SHOT LENGTH:

4 Second

SHOT # 15



ACTION:

Ahmed exits his vehicle in front of his home.

DIALOGUE:

You get it. You're worried about what's walking around *on* our shoes.

SHOT LENGTH:

4 Second

"A MILE ON YOUR SHOES"

STORYBOARDS

SHOT # 16



ACTION:

Ahmed stands in front of his home door.

DIALOGUE:

BLUE COLLAR EMPLOYEE (V.O.)
To get us back home safe, each night, to our families.

SHOT LENGTH:

2.

4 Second

SHOT # 17



ACTION:

Stock footage. Ahmed laughs next to his family.

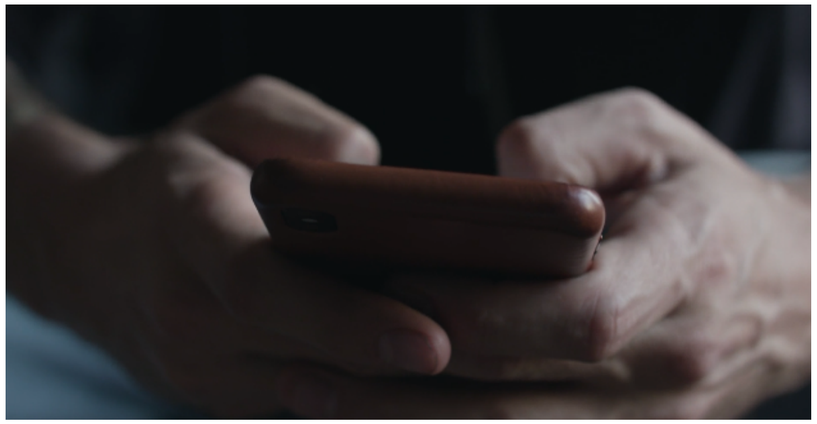
DIALOGUE:

They say, "hi." by the way. Good lookin' out.

SHOT LENGTH:

3 Second

SHOT # 18



ACTION:

Safety Manager texts on his phone.

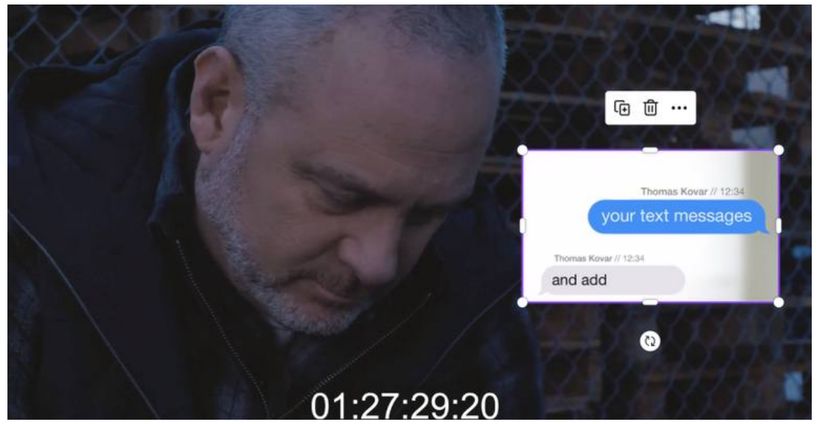
SHOT LENGTH:

1 Second

"A MILE ON YOUR SHOES"

STORYBOARDS

SHOT # 19



ACTION:

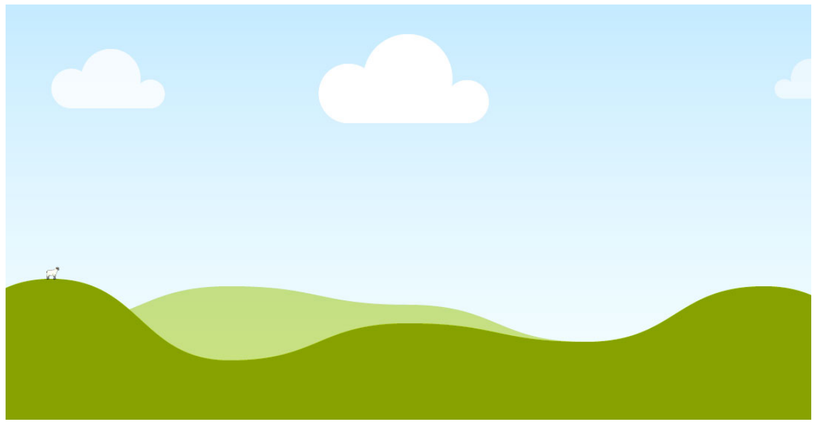
"You're welcome. Glad the traction aids make a difference!"

SHOT LENGTH:

2 Second

SHOT # 20





ACTION:

Safety manager exists a warehouse for the day, smiling.
Fade up K1 / Due North Logo overtop,

SHOT LENGTH:

3 Second

BRAND RECOGNITION

Traction Aids will be visible in 7 of the shots throughout the narrative-- all footage previously shot by another production house.



CONCLUSION

It was a fun challenge to take prior existing assets and craft a character-driven anthem that would hold up with the same impact as the other anthems we have created. The magic is in fooling the audience so as to not think about how we re-purposed the video clips for a new narrative. I believe that wtih the included creative, we have risen to the occasion and will leave the target demographic with a definitive feeling for the brands.

