A 60 SEC. BRAND ANTHEM FOR POLAR KING

LONG LIVE THE KING

Concept by Andrew Bennett & Kenneth Stevenson



SECRET OATH

THE BRAND

The Polar King brand has always been synonomous with excellence in cold storage. With this Anthem video, we are striving to also have the brand become synonomous with excitement. We will be hyping up the Polar King brand by creating a cinematic, voiceover driven "trailer" of its legacy as a force for good.

Everlasting. Innovative. Bold.

This Anthem video will generate intrigue and buzz for Polar King's fleet of products.

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THE STORY

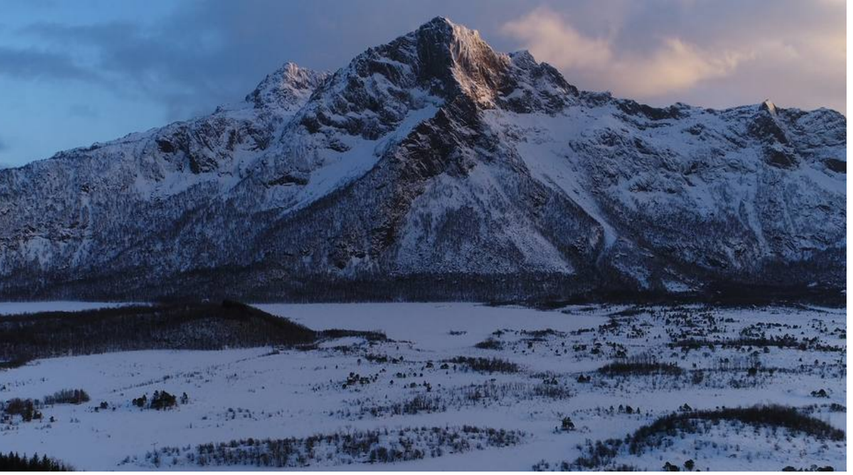
Our story begins in the Arctic wilderness. Frigid. Untamed. Vast.

We meet our heroine, Helen, in uncharted territory, hiking through a seamless, snowy landscape. Her voice breaks the silence, alluding to the nature of her quest - to seek out a great King who holds the secret to everlasting life.

Legend has it that the King builds fortresses that harness the power of the arctic to chill (thus preserving) the valuables within. Some are stationary, while others are on the move. So the story goes, the King wasn't satisfied until he revolutionized cold storage for every application. Food, beverage, medicine, you name it. Customized to meet the needs of his subjects. Fortified with a seamless design to withstand any climate.

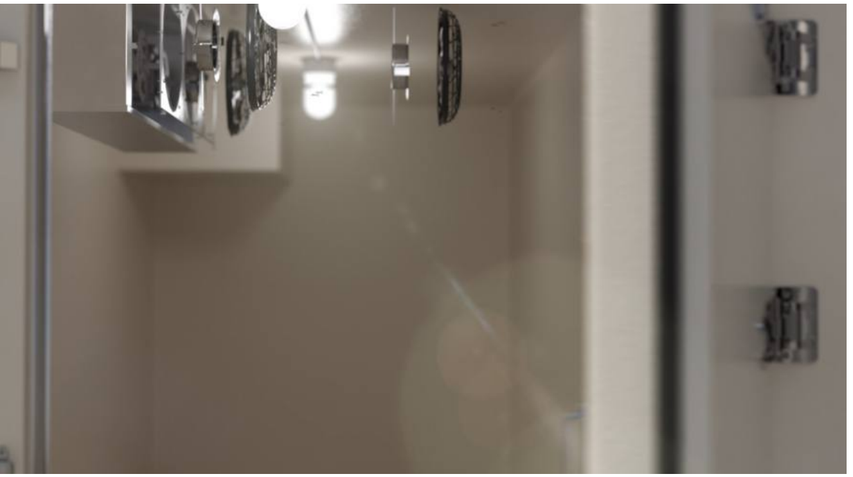
We cut back to Helen, who is still trudging through the snow. She stops cold in her tracks as we hear the thunderous roar from a polar bear. In the distance, she sees a Polar King cold storage unit and approaches.

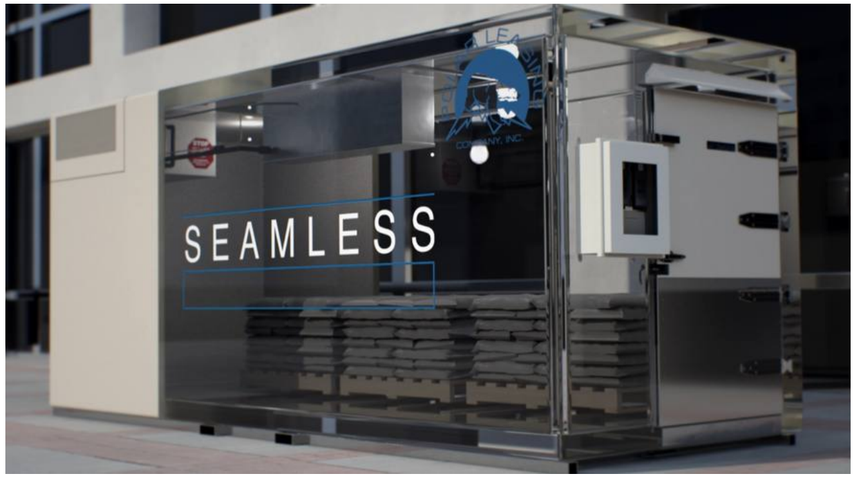
Long live the King.










SEAMLESS








POLAR KING
INTERNATIONAL, INC.®

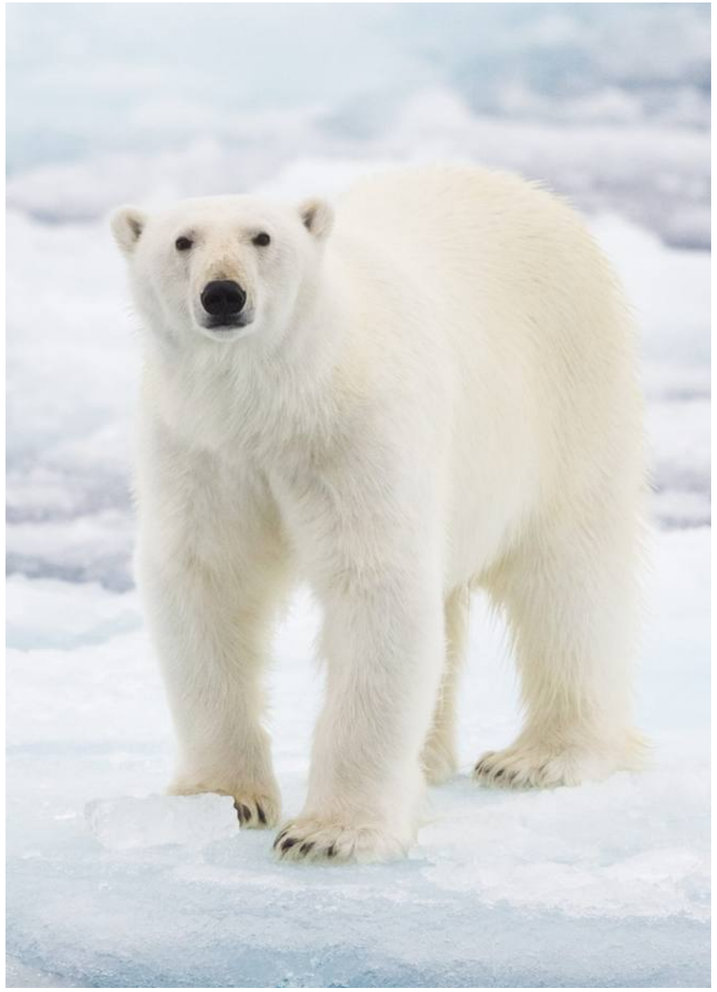
THE CHARACTERS

Helen aka "The Potential Customer"



- Curious
- Adventurous
- Problem solver
- has heard the tales
- Speaks beyond her years (think Galadriel).

The Polar King aka Polar King International, Inc.



- a Polar Bear
- a Force for Good
- supernatural abilities to harness the arctic
- a revolutionary architect
- Stoic
- Centuries old

GENRE

Preserving products is serious business. Polar King customers are imaginative in the application of their refrigeration needs.



DRAMA

↓

ROOTED IN THE REAL WORLD

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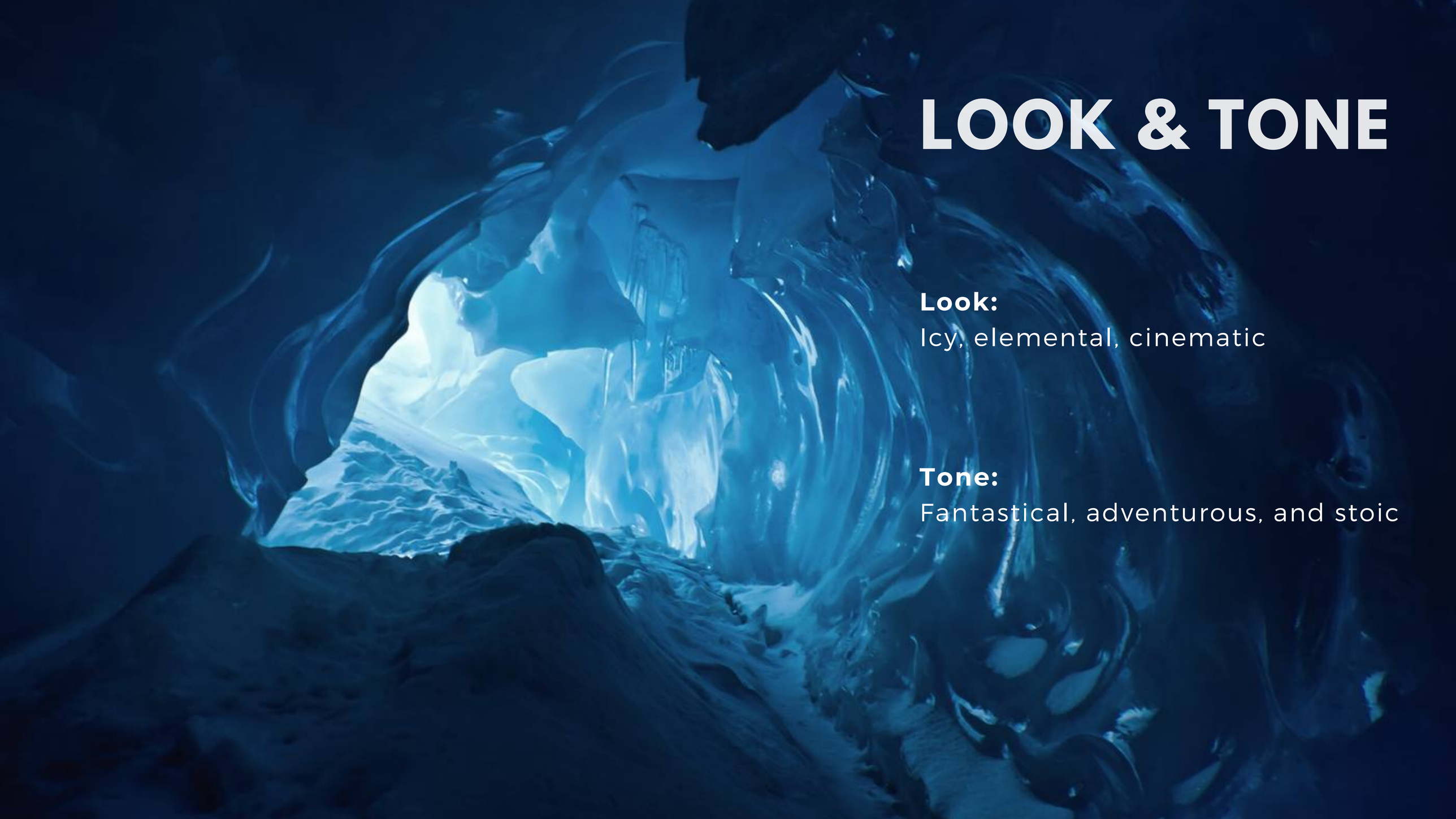
WITH HINTS OF FANASY / MAGIC

PSYCHOLOGY

Polar King is a **B2B** business. Appealing to the heart is most common to B2C organizations.

We are lessening the pull on heart strings and more focused on **building excitement**-- businesses and organizations want to capitalize and share on the big idea of Polar King:

- **STASIS / SEAMLESS**-> Polar King is **everlasting**.
- **LONG-LASTING**-> The product line.
- **LOYAL**-> To the customer base. No automated phone responses.
- **PRESERVATION**-> the nature of the product.
- **GENERATIONS**-> 30+ years. Not going anywhere.
- **TRIED & TRUE**



LOOK & TONE

Look:
Icy, elemental, cinematic

Tone:
Fantastical, adventurous, and stoic

VISUAL ELEMENTS

Stock Footage of Arctic Tundra:

- Expansive. Treacherous.
- Polar King's reach has no bounds. It overcomes all obstacles.

Stock Footage of Female Protagonist:

- Rugged (furry parka). Intrigue. Determined. Bold. Loyal.
- Why is this she (potential customer) so intrigued to by this King (product)? It must be great!

Stock Footage of Polar Bear:

- He is stoic, and isolated.
- This King stands apart from the others.
- He's a time-tested master of his realm. Show sparingly and introduce with SOUND FX, WIDEs, and EXT CU's until the end of the commercial.

Stock Footage of Product Applications (Medicine, Food/Beverage, TBD):

- Dynamic lighting, CU's,

3D Elements of Polar King Products:

- Awe at the mechanization of these units being constructed.
- Think of the iconic *Game of Thrones* prologue in which the realm is engineered in real-time.















MUSIC

Bold, daring, and adventurous-- with hints of a fantastical allure to this King's Arctic powers.

Score will be driven by an existing *Game of Thrones-inspired* track.

CASTING

Voice artist to be a female with a British dialect. Using vernacular that hints at Medieval concepts.

Visually, she will be represented by existing stock captured by Brad Day.





BRAND RECOGNITION

- "Long Live the King. *POLAR KING*."
- Existing 3D assets of Polar King products
- Pre-Existing Envato template revealing the Polar King Logo under ice.



CONCLUSION

Long Live the King builds an exciting myth for the Polar King brand and its relationship to its B2B customers.

This anthem hypes up the resilience of Polar King's customers with a character mirroring themselves-- a daring and imaginative tracker, seeking capabilities Polar King possesses.

It also leaves an air of mystery that invites new customers to join in on the action.



THANK YOU!