"MORE STRONGARMS"

Brand Anthem for Strongarm- A SureWerx Brand



SECRET OATH

Director's Treatment by Kenneth Stevenson

STRONGARM®

THE BRAND

STRONGARM®

STRONGARM®

"MORE STRONGARMS"

History:

StrongArm brand was originally created by a company called Material Control Inc. (MCI) in 1993. MCI was later acquired by JET Group in 2003, which brought the StrongArm brand under their umbrella.

The Offering:

The StrongArm brand has continued to grow and innovate over the years, with a focus on developing solutions that improve workplace safety and efficiency. Some of the products offered by the StrongArm brand include lift tables, pallet trucks, hand trucks, and drum handling equipment. These products are used in a variety of industries, including manufacturing, logistics, and construction. Today, the StrongArm brand is one of the most recognized and trusted names in material handling, and SureWerx continues to invest in its development and expansion.

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INTENTION

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"MORE STRONGARMS"

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.

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THE STORY

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1
2
3





REDWOOD




"MORE STRONGARMS"

The Logline:
Surrounded by Jacks & Lifts in a commercial diesel garage, a grizzled auto mechanic provides mentorship to an 18-22 year old apprentice while pointing to the tools of his trade-- and in the process gives him the STRONGARM he needs.

The Rationale:
Young men crave a strong and steady father figure (Strongarm) to guide them through life. The jack is a perfect visual metaphor to pass on an invaluable life lesson-- though they be small and compact, they are able to withstand weights and pressures to handle burdens many times their own size. Safety is more than just physical. It's the reliable and steady reassurance you need to get the job done and be all you can be.

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THE CHARACTERS

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"MORE STRONGARMS"



Miles is an 18-22 year old eager to find his place. He took an apprenticeship at the city's best known commercial diesel shop thinking it would be a breeze. It turns out, he has quite a bit to learn.

He represents the next generation of Strongarm users, and his naivatte and questions for the product-line are a conduit to new or unfamiliar Strongarm users.

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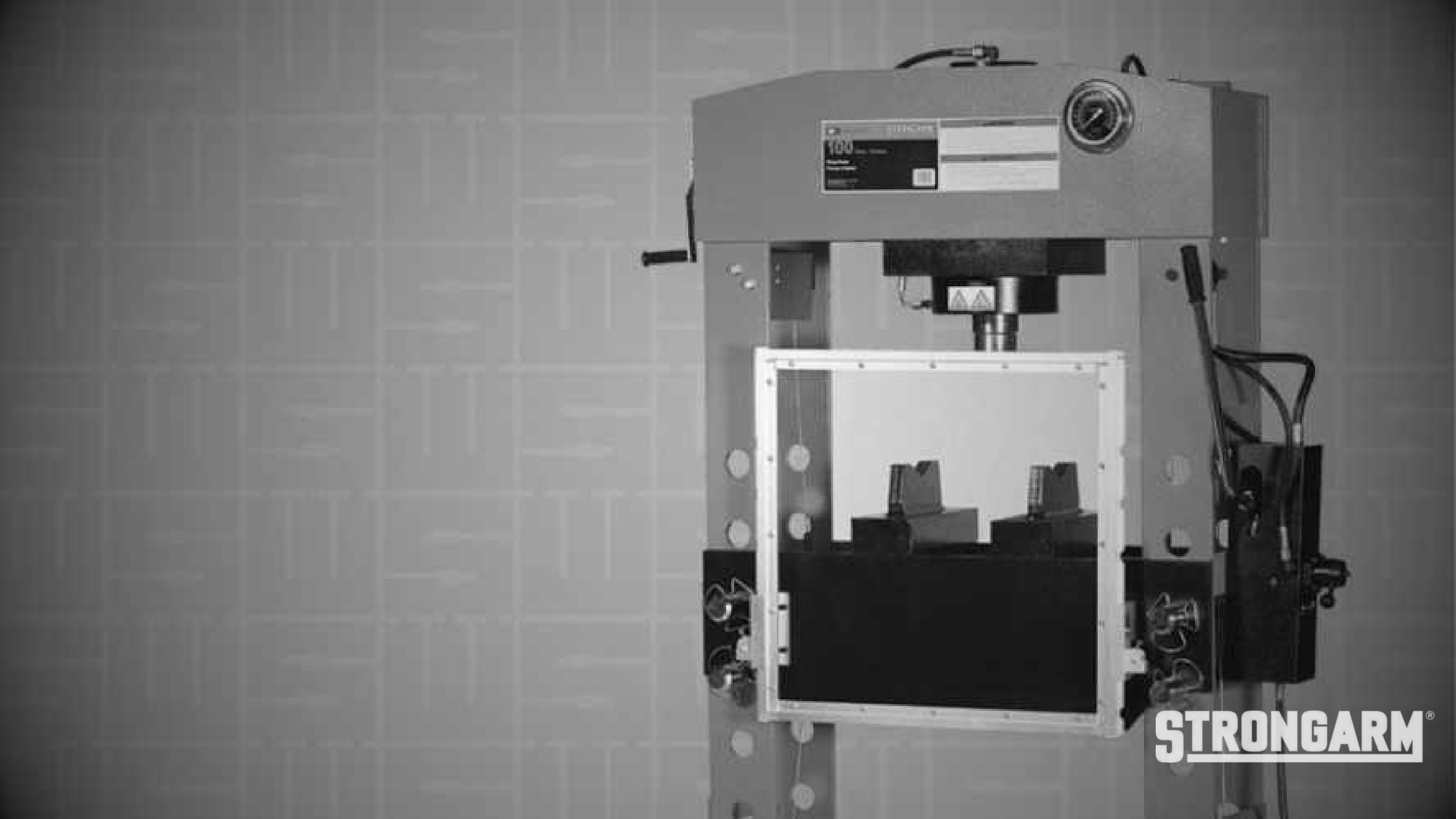


Long ago, Lou was an apprentice in the shop, too. He has a respect for the tools of the trade and gets aggravated when newbies downplay their importance.

Regardless, Lou has a soft spot for passing on what he has learned. He's not just the teacher during Miles' apprenticeship-- he's informing new and unfamiliar Strongarm users about the impact of the brand.

Think of Rocky, the Italian Stallion, from *Creed*.

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THE SCRIPT

:30 SECOND

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"MORE STRONGARMS"





CUE MUSIC: "WHEN THE TIME COMES"

https://www.premiumbeat.com/royalty-free-tracks/when-the-time-comes

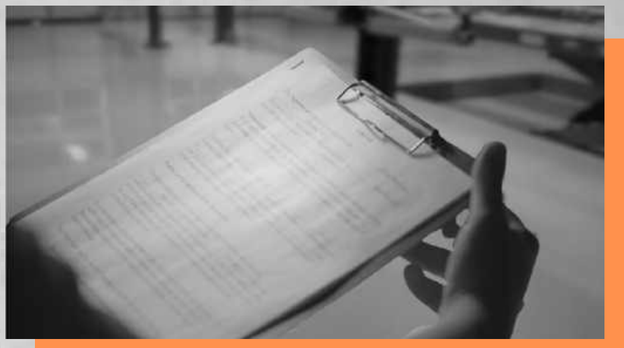
EXT. COMMERCIAL DIESEL SHOP - DAY

An aerial establishing shot of a commercial diesel shop. A young man, Miles, (18-22 years old) walks towards the building.

INT. COMMERCIAL DIESEL SHOP - DAY

Strongarm products are strategically placed throughout the shop. Miles paces around an enormous truck with a clipboard.

His clipboard, with the title "Apprentice List" has a number of checkboxes. The last box reads "Use Strongarm-- lift the trucks and prep for mechanic. ~Lou"



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He looks up at the intimidating size of the truck.

Looks down at the modest form of the jack.

Lou, 50's, has his feet sticking out from underneath a car, working.

Miles shakes his head.

MILES
(irritated
Not happenin', gramps.





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He sits down with his back against the truck's tire.

Lou rolls out on a creeper. He notices the apprentice's dismay. An idea sets in.

A sudden noise. The apprentice lurches forward away from the truck in surprise.



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The massive truck begins to lift off the ground steadily. The apprentice's bewildered face is revealed as the truck raises above his head slowly.

He sees it-- it's the auto-mechanic, finishing his actions with a Strongarm jack on the other side of the truck.

The apprentice raises his head and picks himself up to track with the elevating truck. He looks back to his mentor.





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The mechanic is already back on the creeper under the nearby vehicle, only feet and torso in sight.

MILES (CONT'D)
I don'...

LOU (V.O):
...Believe it. It's not all about appearances.

The apprentice's gaze shifts to the Strongarm jack. Its label is pronounced.





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The apprentice's gaze shifts to the Strongarm jack. Its label is pronounced.

LOU (V.O): (CONT'D)
That thing handles weights many times its own size. Pressures unheard of.
Reliable. Steady. Consistent.

Lou rolls out and looks up at Miles.

LOU
The world needs you, kid. It needs more Strongarms.

Miles nods and looks at camera with new confidence.

STRONGARM Logo fades overtop.

Dither music.





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"MORE STRONGARMS"

STORYBOARDS

SHOT # 1
WIDE. TILT UP. 24FPS. 24MM. SONY



ACTION:

An aerial establishing shot of a commercial diesel shop. A young man, Miles, (18-22 years old) walks towards the building.

SHOT LENGTH:

1.5 Second

SHOT # 2
MED WIDE. BACKWARD TRACKING. GIMBAL. 35MM



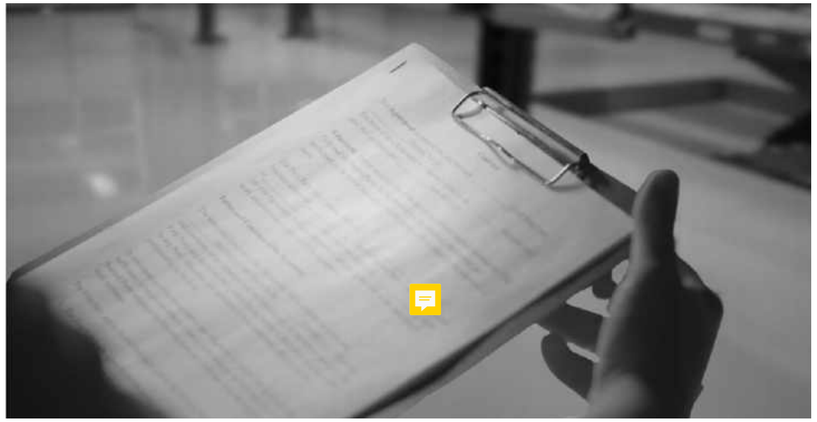
ACTION:

Strongarm products are strategically placed throughout the shop. Miles paces around an enormous truck with a clipboard.

SHOT LENGTH:

3 Second

SHOT # 3
CU. OTS. STICKS. 70MM



ACTION:

His clipboard, with the title "Apprentice List" has a number of checkboxes. The last box reads "Use Strongarm-- lift the trucks and prep for mechanic. ~Lou"

SHOT LENGTH:

3 Second

"MORE STRONGARMS"

STORYBOARDS

SHOT # 4
SLIDER. 50MM. BEHIND TALENT. SONY.



ACTION:
He looks up at the intimidating size of the truck.

SHOT LENGTH:
1.5 Second

SHOT # 5
BEHIND TALENT. SHOOTING THROUGH ARMPIT. 50MM



ACTION:
Looks down at the modest form of the jack.

SHOT LENGTH:
3 Second

SHOT # 6
TOP DOWN. STICKS. 50MM

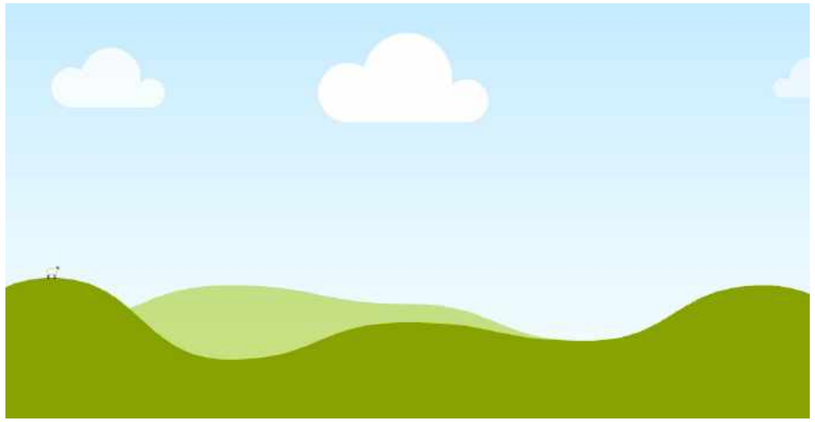


ACTION:
Lou, 50's, has his feet sticking out from underneath a car, working.

SHOT LENGTH:
3 Second

"MORE STRONGARMS"

STORYBOARDS



SHOT # 8
STICKS. 50MM. LOW.



ACTION:

He shakes his head sits down with his back against the truck's tire.

VOICEOVER:

Not happenin', gramps.

SHOT LENGTH:

3 Second

SHOT # 9
PROFILE. STICKS. 50MM



ACTION:

Lou rolls out on a creeper. He notices the apprentice's dismay. An idea sets in.

SHOT LENGTH:

3 Second

"MORE STRONGARMS"

STORYBOARDS

SHOT # 10
35MM. HI-HAT.



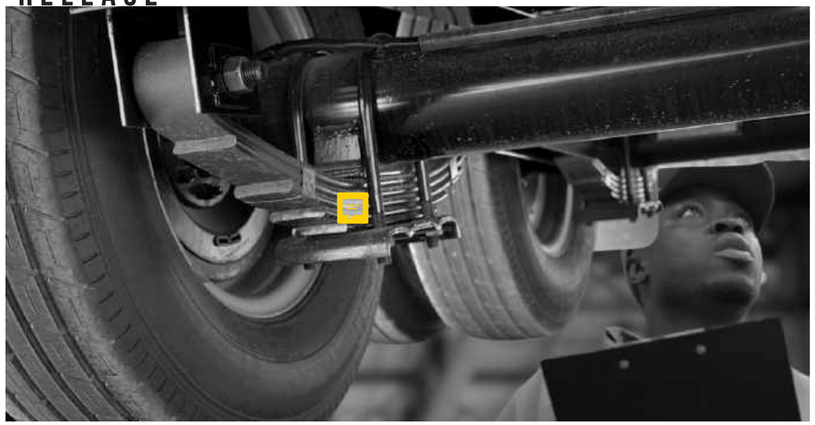
ACTION:

A sudden noise. The apprentice lurches forward away from the truck in surprise.

SHOT LENGTH:

1.5 Second

SHOT # 11
70MM. SHOOTING WITHIN TRUCK UNDERSIDE.. LAYING ON BELLY. HI. HAT.REVERSE FOOTAGE OF HYDRAULIC RELEASE



ACTION:

The massive truck begins to lift off the ground steadily. The apprentice's bewildered face is revealed as the truck raises above his head slowly.

SHOT LENGTH:

3 Second

SHOT # 12
HAZE.FULLERS EARTH PARTICLES. 60/120FPS. HIGH ANGLE. STICKS.



ACTION:

He sees it-- it's the auto-mechanic, finishing his actions with a Strongarm jack on the other side of the truck.

SHOT LENGTH:

3 Second

"MORE STRONGARMS"

STORYBOARDS

SHOT # 13
GIMBAL. 35MM. START LOW AND RISE.



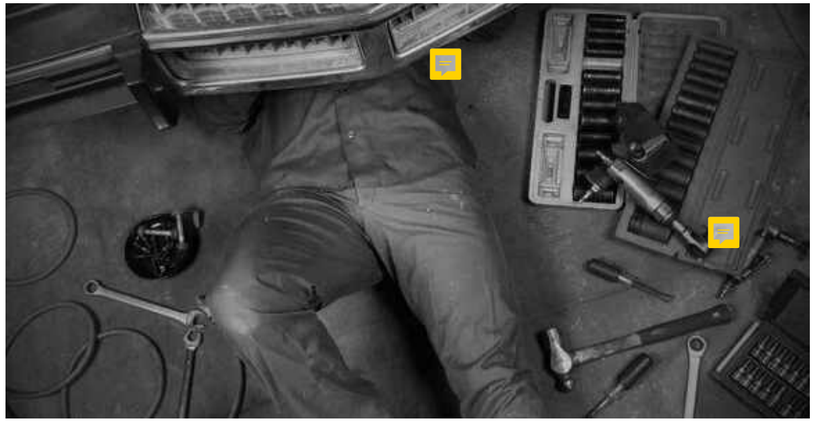
ACTION:

The apprentice picks himself up and looks for his mentor.

SHOT LENGTH:

1.5 Second

SHOT # 14
TOP DOWN. STICKS. 50MM



ACTION:

The mechanic is already back on the creeper under the nearby vehicle, only feet and torso in sight.

SHOT LENGTH:

3 Second

SHOT # 15
50 MM.STICKS.EYE LEVEL



ACTION:

VOICEOVER:

I don'...

SHOT LENGTH:

3 Second

"MORE STRONGARMS"

STORYBOARDS

SHOT # 16
TOP DOWN. STICKS. 50MM



ACTION:

VOICEOVER:
...Believe it. It's not all about appearances.

SHOT LENGTH:

1.5 Second

SHOT # 17
50 MM.STICKS.EYE LEVEL



ACTION:
The apprentice's gaze shifts to the Strongarm jack.

SHOT LENGTH:

3 Second

SHOT # 18
RACK OR SLIDE.70MM.



ACTION:
Its label is pronounced.

VOICEOVER:
That thing handles weights many times its own size. Pressures unheard of.
Reliable. Steady. Consistent.

SHOT LENGTH:

3 Second

"MORE STRONGARMS"

STORYBOARDS

SHOT # 19
PROFILE. LOWER STICKS. 35MM.CLOSER EYE LINE.



ACTION:

Lou rolls out and looks up at Miles.

VOICEOVER:

The world needs you, kid. It needs more Strongarms.

SHOT LENGTH:

1.5 Second

SHOT # 20
LOWER. 35. DOLLY IN.

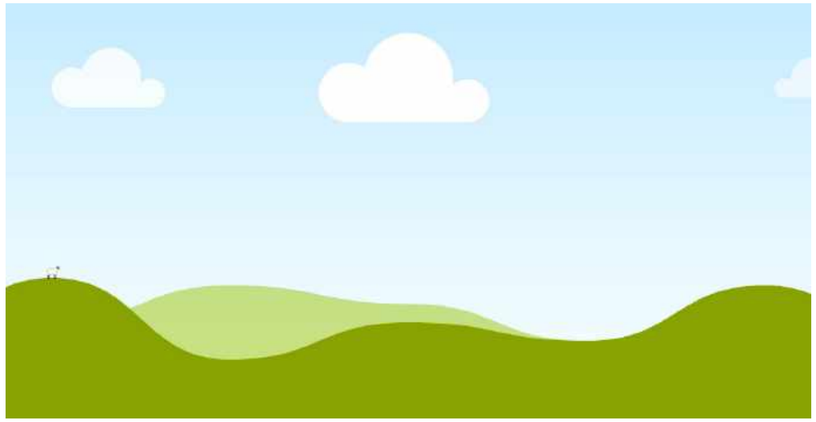


ACTION:

Miles nods and looks at camera with new confidence.
STRONGARM Logo fades overtop.

SHOT LENGTH:

3 Second




6
Vehicle
Safety Stand
Support pour
véhicules
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BRAND RECOGNITION

STRONGARM®






STRONGARM


STRONGARM


STRONGARM®

LOOK & TONE

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"MORE STRONGARMS"

SERIOUS
UPLIFTING
INSPIRATIONAL

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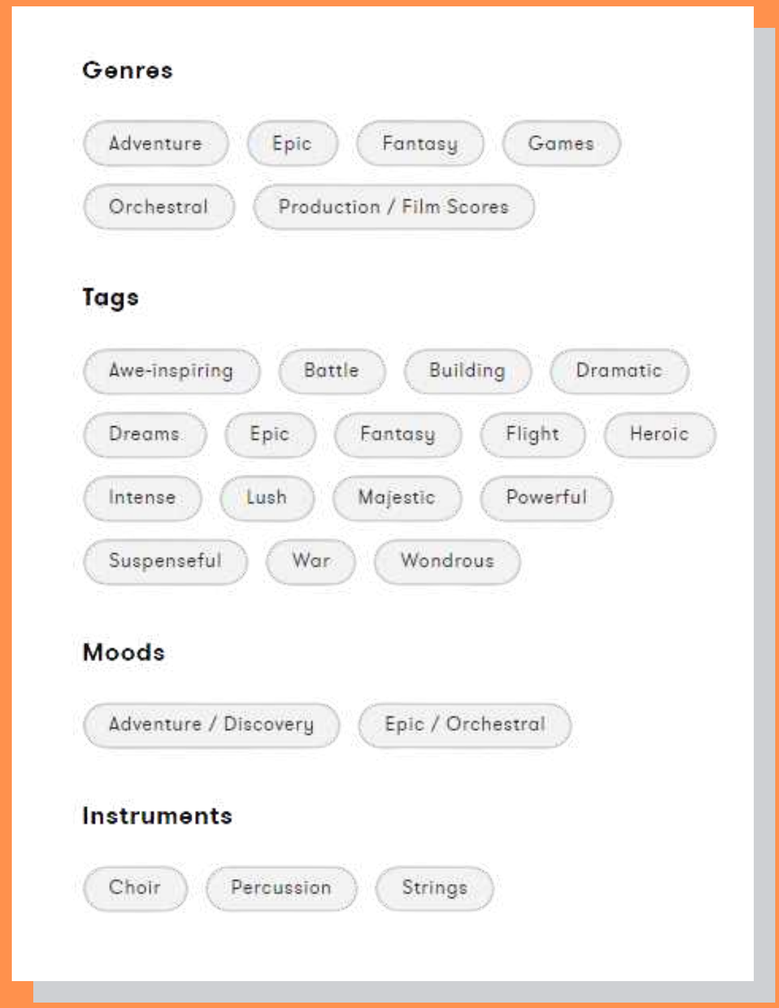
MUSIC

STRONGARM®

"MORE STRONGARMS"

"WHEN THE TIME COMES"

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SETTINGS

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"MORE STRONGARMS"

EXT. METAL FABRICATING SHOP- DAY



STRONGARM®

"MORE STRONGARMS"

INT. METAL FABRICATING SHOP- DAY



CONCLUSION

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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 "More Strongarms" is going to provide inspiration to a new generation while showing a reverence to those who have been loyal customers for decades past.



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