



Intro

Sitting here on a rock in the middle of the Atlantic Ocean, it's often easy to forget that with the single click of a button on a website we can set off an automated chain reaction halfway across the world. What's beautiful about this spot is that it reminds us of the work and technology that goes into constructing, packaging, and delivering a product to our front doors here in Iceland. Or wherever you are in our fast-paced world.

Whether it's a new book that you're desperate to read or a gift that needs to get here by Christmas, we often want it now and 5G makes that possible. But while other networks talk up their 5G capabilities, T-Mobile is the only company that is delivering on that promise. Giving customers and companies across the country the efficient, robust connectivity on which every modern business depends.

We believe that the best way to convey this premium 5G service is to show it in action. Elevating our song and pieces to camera with dynamic, cinematic visuals that engage our audience and give them an insight into the extensive automated technological processes that take a product from the factory floor to their front door.

Our visual style is built on that cinematic approach. So we'll take these seemingly everyday processes and make them look epic. Infusing each scene and each shot with energy and scale, but also humanity. Creating a spot that feels as modern and unique as the brand at the core of it. And showing businesses that whatever they want, whatever they need, T-Mobile is Ready Now.

Approach/Vision

The 'I Want It Now' song is the driving force of the TVC campaign, pulling together the myriad 5G elements onscreen and delivering the 'Ready Now' message.

But despite its origins, this song won't feel whimsical or stylized. We've already stripped out the flamboyant lyrics to create something with a slightly more serious, yet playful businesslike tone. And we'll do the same with the rhythm as this will dictate the timing of our shots. Simplifying the melody and grounding it in a way that allows us to authentically depict the range of business operations that 5G supports whilst retaining a sense of fun and energy.

So rather than dance scenes or musical numbers, we'll use this customized rhythm to subtly choreograph believable actions, use mechanical sounds from the machinery to replace some audio beats, and pause the song altogether at points to focus on the technology then pick it back up again. The 'Superhumans' spot for the Paralympics (<https://www.youtube.com/watch?v=OjIP9EFbcWY>) is a useful reference here. Not the quirky, surreal moments, but how they use the pace and rhythm of the Bugsy Malone song to choreograph action and camera movements, insert visuals, and shape the edit.

The three smaller, vignette-like spots are predominantly walk and talk, monologue-to-camera-sequences, but we'll avoid locked shots or one long take and look to elevate them with interesting, unexpected camera shots that show the 5G applications, autonomous factories, and artificial intelligence at work. Whether we shoot through the window of a factory, capture the blinking lights of an autonomous trolley, or the whirring mechanism of an autonomous robot, the intention here is to show as well as tell.

In both the TVC and the three vignettes, we'll combine pacy, staccato-like close-ups that capture the detail and nuance of the various automated technologies and processes, with wide shots that show the size and scale of the operations.

It's important that these locations are visually interesting, as there is a fine line between reality and boring. So we'll use an anamorphic lens to give it a softer, cinematic aesthetic. Then combine low and colored lighting with a color grade that adds texture and depth to each image, separating each scene and giving it its own character like they do in the Adobe 'Click, Baby, Click' advert (<https://www.youtube.com/watch?v=N1ltwg2nTK4>).

Time of day also feeds into this lighting approach and is crucial to the storytelling. So we'll capture the factory in the daytime when it is fully operational. The keynote event unveiling the car will happen at sunset in front of a glass building that will reflect the natural light. While lights on the stage will elevate the visuals and add volume to the presentation, helping the shots pop. Then our final location will be shot early morning, capturing the trucks as they depart under that golden-hour sun.

Linking all of these scenes will be simple but clever transitions that seamlessly tie together these moments. For example, when our CEO is giving his presentation at the keynote event he'll have a huge screen behind him, but when we cut to a close-up of our CEO the images onscreen will be replaced with Wall Street jargon such as graphs, numbers, and a countdown clock. Then as we gradually pull out we'll reveal him in the New York Stock Exchange surrounded by colleagues as the music stops and he rings the famous bell. We'll also contrast these match cut and compositional transitions with fast pans that quickly whip us from one moment to the next like in the Sprite Ginger - '2020s Coldest Drop' commercial.

Song/Music

This demo illustrates the arrangement of the song. It's beginning, middle, and end. And how it will act as the film's engine, driving us through the story.

When it comes to voicing these lyrics we want to eschew the brattish Veruca Salt and will opt for a storyteller with a deeper male timbre. Someone capable of delivering the lyrics in a style that sits somewhere between spoken word and singing, without ever straying into a musical, allowing us to seamlessly lip-sync the words of our heroes. Like in the 'Superhumans' spot, we may opt to hear the voice of an actor over the singing voice, but we will keep that as an option for post.

Instrumental swells from the 'I want It Now' song will also form the intros and outros of the three smaller, vignette-like spots that focus on different industries.

Casting

Like our spot, our actors will possess an effortless authenticity. Rather than give cheesy, overwrought performances, they'll tell us a story in a way that feels natural and conversational, allowing audiences to connect with them on a human level. This 'Facebook' spot (<https://vimeo.com/342112977>) is a good example of the kind of performances we're looking for, with people speaking to themselves rather than at the camera and at a range of volumes.

Although these characters are working professionals, we want people to see themselves in them. So we're looking for subtle, authentic screen performances. To achieve this we'll need to reach beyond the pool of commercial talent and seek out skilled, visually interesting actors. Having shot in multiple US cities, I can say without hesitation that L.A. and New York have the best pool of non-union talent to choose from.

Diversity is key. Both in the voices we hear and the characters we see. We suggest making at least two of the heroes women. Perhaps the powerful CEO and the truck driver as this challenges stereotypes and gives the film a fresher, modern feel.

We'll also need to cast extras to populate the factories, and the crowds at the keynote presentation and on Wall Street. Depending on the final budget, we can use plate shots to multiply these extras, but in some cases - such as when the drivers are getting ready to depart - we'll need to use real people.

Locations

While our casting should be centered in California, our locations don't have to and could be found in any Western state that isn't too seasonal. Although given that the films consist of just a few self-contained interiors, the typical problem of travel within California might not be an issue.

What's most important is that these factories and depots look and feel like massive global enterprises, capable of servicing national and international demand. We'll use wide establishing shots to achieve this and ensure that whatever we feature in the warehouse can be operated using 5G technology.

We'll also differentiate the looks of the locations. The factory we open on will have a super high-tech feel, with automated machinery and robotic arms. Our outdoor presentation will have a more organic aesthetic, using natural light, greenery, and the evening sky to complement the modern, glass-based architecture in the background. Our final location will feel reminiscent of a large-scale post office or Amazon. A little less high-tech and with more people in shot as hands touch the packages and we end on a human note.

Edit/Post

The edit on these spots is crucial. It's where we'll combine our seemingly disparate elements into an audiovisual symphony unified around our song. It will have a dynamic, rhythmic style and pace. An instinctive, reactive feel that follows the rhythm of the music, as it picks us up, drops us, then catches us and takes us in an unexpected direction.

We'll be teaming up with the talented editor and sound designer Josh Hegard from Arcade Edit (Reel here: <https://wdrv.it/444c29942>). His combined skillset, coupled with a short, sharp, quick-cut style and inventive, yet seamless transitions make him perfectly suited to weaving together the various visual and musical components of this spot into a tight edit.

Gunnar also has significant editing experience, having edited many of our previous commercials, so he will be able to work with Josh early on in the process to prepare a storyboard and animatic as a demo in advance. This means we'll know where the breaks are, what the tempo of each shot is, and the specific vocal syncing points for the song before shooting.

We'll also work with Josh and a VFX artist to design a visual effect or graphic with wording that conveys the presence of 5G. In keeping with the rest of the spot, this will have a realistic, visual subtlety with a dash of cinematic flair and artistry.

But while we'll go in with a plan of attack, we'll also leave room for creative inspiration once we're on set. Reacting to visual or audio stimuli that can elevate the look or sound design of the spot, and shooting extra technology inserts so we can play with tempo in post.

Script

"I Want It Now" - Network Leadership

We open with the "T" animation over a bird's-eye view of an enterprise-level manufacturing plant. We take in the sheer size of the massive operation below. A few WORKERS scattered across the carefully compartmentalized floor. Vastly outnumbered by autonomous machinery and equipment working in seamless unison.

A customized melody of the Willy Wonka 'I Want It Now' song starts up.

We cut to the BDM and PRODUCTION MANAGER looking out over the operation from above.

BDM: I want the world.

A Wall-E-like autonomous trolley wheels along the concrete floor. It carries a series of parts. It stops suddenly, then turns. Its attention caught by...

... circle of lights and scanners surrounding a camera. Together they form the computer vision of an AI. It scans a part for quality control. We cut to a close-up of the part. Then cut back to a medium shot to find ourselves...

...back in the assembly area. As the part is put together by an automated robot. Then another part. And another part.

SONG: I want the whole world.

Close-up on the narrowed eyes of a SUPERVISOR. Then a close-up of the TFB rate plan they are reviewing on their tablet. We watch as it resolves an overage automatically. Then cut back to the supervisor, smiling. They slide the tablet into their jacket pocket.

SUPERVISOR: I want to lock it all up in my pocket.

We whip pan from their jacket to...

...a car parked on stage. Outside the glass building of an autonomous car manufacturer. A crowd gathers for the unveiling. The car's bumper reads 'Powered by T-Mobile 5G'. Cameras flash as the CEO stands proudly next to the car. We cut to a close-up of the CEO.

CEO: I want today,

The images onscreen behind her are replaced with Wall Street graphs and numbers. We pull out to reveal the CEO surrounded by MEN and WOMEN in suits on stage. The CEO rings the bell on the New York Stock Exchange. The company IPOs.

CEO: I want tomorrow.

We close in on the shiny, vibrating burnished brass bell beneath them. The distorted reflection of the CROWD gathered below. We push into the bell and cut to...

...a golden-hour wide of a vast rural shipping facility. We cut inside to a sprawling, interconnected system of conveyors belts. Lined with packages.

SONG: Presents and prizes and sweets and surprises.

We quickly pan to a close-up of one of these conveyor belts. One package after another glides past. All different shapes and sizes.

SONG: Of all shapes and sizes.

We cut between a series of gauges and sensors. Critical temperature. Humidity. Weight. A WORKER looks down at the tablet in his hands. Reviewing the readings in real-time.

We're back with a package on the conveyor belt. It's diverted along a different conveyor belt. This leads out of the factory. And into a huge truck container stacked with boxes. The container door slides shut. And the truck pulls off as we cut to...

...the truck driving along a road. We're inside the driver's trailer. We see crates with sensors attached. One of them blinks. An extreme close-up of the blinking light. We pull out to reveal that it's a blip on a digital map. The cargo is being tracked in real-time.

SONG: Give it to me now.

We continue pulling out. Revealing this map on the DISPATCHER's screen. They pull up a window reading:

0% detainment fees. Drivers are 100% compliant with their hours.

And we continue pulling out. Showing all the screens lining the walls of the control room.

DISPATCH: I want it noooooow!

We cut to a wide of the dispatch facility. Our super appears.

SUPER: The results you want. With the 5G that's ready now.

VO: Unconventional thinking delivers the results you want. And there's only one provider with 5G that's ready now: T-Mobile for Business.

CARD: TFB logo

Competitive - The Network That's Ready Now

We open with the "T" animation over a shot of a truck backing into a large rural warehouse facility. We cut inside the driver's trailer. She shifts the transmission into 'P' (for Park). *An instrumental clip from "I Want It Now" opens the spot.*

We cut to a medium shot of the DRIVER.

DRIVER: 5G is critical to tracking and monitoring the assets and packages we deliver across the country. See...

The driver points to her dashboard. Our camera follows her gesture, zooming in. We see an over-the-air software update coming in.

DRIVER: Conventional carriers, like Verizon, just don't cut it. They claim they're building 5G right, but their 5G coverage drops off the minute we're out of the city.

We're back with the driver. She glances out of her side window. She sees WORKERS reflected in her wing mirror. Loading cargo into the back of her truck. She nods down towards the tablet in her hands. We cut to a close-up of the screen. The inventory automatically updates.

DRIVER: T-Mobile on the other hand has 4x the 5G coverage of Verizon—FOUR TIMES. And it's not a work in progress, it's real 5G, that's ready right now.

The driver puts her key in the ignition. The engine rumbles. Then she pulls off.

Driver: With that kind of a lead, it'll take Verizon years to catch up.

She pulls onto the highway. We cut to a close-up of her dashboard. She is rerouted due to traffic ahead. We push into this digital route and cut to...

...an aerial shot of the truck. Driving along a clear road that stretches into the horizon.

Verizon's 5G map of America appears onscreen. A few scant blotches of pink. But it's quickly wiped away by T-Mobile's far superior 5G map. Covered in pink with just a few clear patches.

An instrumental from "I Want It Now" as the super appears.

SUPER: 4x the 5G coverage of Verizon. Ready now.

VO: Unconventional thinking delivers the results you want. And there's only one provider with 5G that's ready now: T-Mobile for Business.

Demand Gen - Solutions Ready Now

Open with the "T" animation over a wide of a newly unveiled car outside an enormous autonomous car factory. Crowds are gathered. The CEO stands next to the car. Finishing his speech. But we can't hear him as...

...an instrumental clip from "I Want It Now" opens the spot.

A medium shot of the CEO. We see a label on the car bumper behind him. It reads "Powered by T-Mobile 5G". The crowd breaks out into rapturous applause. The CEO leaves the stage.

CEO: Without 5G, autonomous driving couldn't happen. But for a lot of businesses, the need for 5G isn't as obvious.

A wide of the company's vast testing facility. Then a medium-shot of the CEO dressed in the same uniform as the other engineers/dressed in his suit trousers and a shirt with the sleeves-rolled-up. They work under the bonnet of the car. We cut to a close-up of the CEO. He surveys the battery-powered engine.

CEO: T-Mobile for Business wants everyone to realize the benefits of 5G now. To do that, they've developed three innovative applications that are ready to deploy on their advanced 5G network.

We're in the car. Close up of the CEO in the driver's seat/passenger seat. He puts the vehicle through its paces around the testing track. He rounds a corner. The camera swings wildly from side to side. But he looks calm. Composed.

CEO: They're so confident they can create change for your business, they'll invest in your initial deployment for the first 6 months.

The car turns one way. And we turn the other. Out of the window. We pull out to an aerial shot of the car. Speeding around the track.

The instrumental from "I Want It Now" swells. The super appears:

SUPER: 5G solutions free for the first 6 months.

VO: Unconventional thinking delivers the results you want. And there's only one provider with 5G that's ready now: T-Mobile for Business.

CARD: TFB logo | Schedule a discover session today 1-844-428-9675

Support + Value - Support That's Ready Now

We open with the "T" animation over a bird's-eye view of an enterprise-level manufacturing plant. We take in the sheer size of the massive operation below. A few WORKERS scattered across the carefully compartmentalized floor. Vastly outnumbered by autonomous machinery and equipment working in seamless unison.

An instrumental clip from "I Want It Now" opens the spot.

We cut to a medium shot of a SUPERVISOR looking down at a tablet. Then go over his shoulder to see the screen. A TFB rate plan adjusts automatically to resolve an overage. We cut back to a medium shot of the supervisor. He puts the tablet into his jacket pocket. Turns to camera. Then sets off. Walking and talking.

SUPERVISOR: For our business, there's no time to waste. And because we can't wait, we need a partner that can support us now and into the future.

The supervisor notices a Wall-E-like autonomous trolley. It's carrying a series of parts. And it's heading directly towards him. The supervisor continues confidently. He doesn't change his course. The trolley intuitively reorientates. Moving out of the supervisor's way.

SUPERVISOR: T-Mobile for Business has put together a team focused on helping realize any business's vision.

The supervisor and the trolley cross paths. We continue with the trolley. Wheeling along the concrete floor. Then it suddenly stops. And turns. Its attention caught by...

...a circle of lights and scanners surrounding a camera. Together they form the computer vision of an AI. It scans a part for quality control. We cut to a close-up of the part. Then cut back to a medium shot to find ourselves...

...back in the assembly area as the part is put together by an automated robot. Then another part. And another part. We pull out. Revealing the supervisor watching the process with fascination.

SUPERVISOR: With dedicated 1:1 support and solutions geared towards your unique needs, they always find a way to make your goals happen.

A WORKER approaches the supervisor. Catching the supervisor's attention. They exchange a smile.

SUPERVISOR: It's the support and value you want, ready now.

The supervisor starts talking with the worker. The camera remains static as they turn away. Then walk off into the distance together. We cut back out to a wide shot of the facility. The various automated machines. Working in synergy with their human counterparts.

The instrumentals of "I Want It Now" swell as the super appears.

SUPER: 1:1 Support. Custom Solutions. Ready now.

VO: Unconventional thinking delivers the results you want. And there's only one provider that can support your business needs now: T-Mobile for Business.

CARD: TFB logo

Thank You

Thanks for getting our take on this fun, ambitious, and well-conceived spot. The ideas we've outlined here are just a starting point and we can't wait to hear your thoughts and get your feedback on what we've suggested. After all, it's a creative journey and we look forward to working with you to develop and refine this into a commercial that is as remarkable as the 5G service at the heart of it.