



INTRO

As someone who recently moved to a remote mountain area outside of New York City, I'm surrounded by endless forests, deer, as well as the odd bear. And I love it! The problem is no delivery service dares to come up here. Except for one...UPS.

I couldn't be more grateful to those heroic delivery men and women who brave unpaved mountain roads and icy snowstorms to bring us family essentials like baby formula. The way I see it, UPS are a lifeline to small towns and small businesses the world over. Delivering products to people who need them most and connecting businesses to thankful customers like me.

TONE

Just like our hardworking UPS delivery drivers, I want this campaign to celebrate the tenacity, passion, and creativity of entrepreneurs.

How?

By immersing our audience into the world of each owner and their business and reveling in their different products, processes, and people. Showing them how these entrepreneurs grow their small businesses with the help of UPS and their reliable, efficient team of delivery drivers. And capturing what it takes to be successful through a series of dynamic, seamless journeys that effortlessly connect into a cohesive whole.

After all, we don't just want to inspire our audience of small business owners. We want to empower them, right?

VISUAL JOURNEY

Look & Feel

I'd like to take a cinematic approach to each of our journeys, capturing the hustle and bustle and the everyday challenges of life as a small business owner. And doing so with real emotion and energy.

In terms of lighting, I'm imagining a warm, modern, colorful, and atmospheric palette that looks authentic and is consistent across the films.

Seamless Experience

I want to harness that energy and speed in our transitions - reflecting the ease with which UPS connects business owners to their global customers. Then we'll subtly stitch these highly kinetic match cuts and whip pans together to create a patchwork of interwoven stories and seemingly limitless experiences.

Camera Language

Like us, and the characters, we'll give our curious camera a personality of its own. It'll move through the scenes with dynamism, energy, and fluidity, immersing our audience in the experience but always following our hero and reminding them that the owners are in control. Then, when it comes to transitioning from one moment to the next, we'll do so with match cuts and whip pans that make our edit feel seamless.

CASTING

Despite their proximity, each of our different markets have a range of ethnic and cultural nuances we should be aware of and sensitive about. But I don't want to just honor these differences, I want to celebrate them.

Here's how...

SMB Owners

In my experience, small business owners come in all shapes and sizes. And these scripts perfectly capture that diversity. Whether administrators, designers, or innovators, our efficient small business owners will feel real and relatable. Possessing a natural drive and infectious passion that draws us in and makes us care. Let's take a closer look...

Takuya is an internationally renowned sneaker designer who can spend hours getting lost in the tiny details of his fresh, fashionable, and unconventional designs. As you might expect, he also takes great pride in his appearance and outfits which can best be described as casual streetwear.

Shizuka is a tea exporter with an elegant, understated wardrobe and a calm, patient, and friendly manner. Having inherited this team business, Shizuka is a firm believer that good things come to those who wait...and work hard.

And finally, we have Ken. A smart-casual speaker maker who loves being around people whether that's at a music concert or at work. For him, creativity is collaboration, and he enjoys testing out his products and his ideas with his colleagues.

UPS Delivery Men

As with our owners, authenticity is key. So I'd love to do a small casting among real but larger-than-life UPS drivers who possess a natural charm, charisma, and dedication to their job.

'UNSTOPPABLE TOGETHER - JAPAN' :60 TVC SCRIPTS

Act 1

Open on the UPS logo, accompanied by the super:

"INTERNATIONAL SHIPPING"

In a dynamic transition, we see a plane taking off, symbolizing how our SMB owners have opened up markets overseas. The plane then flies through the screen.

VO: You've won over customers from Hawaii to Hanoi

Next, we cut to introductory portraits of our protagonists. First, we see a toy figurine with a raised fist accompanied by an energetic "Yes!"

The camera pulls out and we see it being held by Takuya - our sneaker designer. He has finally cracked the concept of his latest collection in his design studio, which is full of Japanese pop culture memorabilia.

VO: ...because you had the guts...

The camera rotates around Takuya and we seamlessly transition to see KEN, a speaker maker in his office. Ken looks into the camera with a determined expression.

VO: ...to match your ambition.

The camera rotates one more time around Ken to reveal Shizuka, a Tea exporter, as she uploads a new organic brewed green tea in a glass bottle to her English e-commerce website.

VO: You chase every lead.

Act 2

Shizuka looks determined to finish her website, so she flips the camera away and we transition back to Takuya who whips out a faded denim textile and wraps it around a sneaker model. His team looks on in excitement.

The camera whip pans to Takuya doing a photoshoot of the shoe against a cool edgy backdrop. The flash goes off, a 'Buy Now' button appears, and we hear an SFX 'click'.

VO: Push every limit.

Match cut to a POV of the UPS man's phone; from behind the screen he presses on a "Delivery" button. Cut to the UPS driver making a turn onto a busy street. Cut to an aerial shot of the truck circling a roundabout in Shinjuku.

Match cut to Ken looking through a tiny hole as he adjusts a part inside the prototype speaker. Cut to a wide as Ken leads the spirited discussion between his team about a portable speaker sign.

VO: Pivoting from what's tried and tested.

Act 3

We're back with Shizuka in a green tea facility. She walks over to her mother who is overseeing the process. Shizuka takes a sip of some green tea to check its quality.

VO: Taking inspiration from the traditional, to thrive.

As Shizuka sets her cup down, we match-cut between a flurry of quick cuts. A camera traveling over a keyboard. Hands typing. Shipping labels being printed from a machine. We quickly pan over to Takuya at his desktop computer as he effortlessly prints shipping labels. His teammate sticks the last label on the box and places it over 9 other boxes ready to mail over the globe.

VO: When the right people have your back...

The camera whip pans toward the door as a UPS guy walks in. Takuya immediately smiles. The UPS guy sees Takuya's prototype next to the boxes and gives Takuya a nod of approval and a big smile. It's obvious they have a friendly relationship.

As he leaves, Takuya gets an alert on his mobile phone that says his products have been shipped out.

VO: ...reliability will stay by your side.

Act 4

The camera whip pans across an endless row of freshly brewed tea bottles ready to be shipped as we find ourselves back in the tea shop. Suddenly, the music stops. We see Shizuka drumming her fingers on the table, surrounded by her mother and another staff member as they wait in silence. Their online order lists are empty.

VO: And as you get past your limitations within,

Then loads of orders come in at once. Button-like graphics animate all around the room as customer orders pop up and the music kicks back in.

VO: You'll get through every obstacle ahead.

The graphics overtake the picture and we transition out from the screen of the UPS delivery man's phone as it lights up with several delivery jobs. He jumps into his truck.

Cut to a truck racing on the airport runway. Then to a plane in flight.

Act 5

We now see our UPS guy delivering the green tea as he hands it over to the restaurant owner at a Japanese restaurant in Switzerland.

VO: On this journey, we're with you.

Match cut to a POV shot inside a box that opens to reveal Ken reaching for the speaker. Then we cut to a wider shot of Ken and his team testing their latest speaker at Yoyogi Park. It's an international fair with an eclectic group of young people skateboarding. The group of friends are instantly curious about the speaker and in one click they connect their phone to it. Loud music plays and the group of friends start dancing to the music. The camera focuses on the speaker.

The speaker becomes an image on a mobile phone. The camera zooms out and we see an older gentleman in Italy clicking the “Buy Now” button on his mobile phone.

The camera tilts down as we transition to a POV of Ken in his office/warehouse, slapping shipping labels on a box heading to Italy. Ken takes the box with him and pushes a door open.

VO: Accomplishment is sweetest ...

Act 6

Match cut to a UPS man opening the back door of the UPS truck. Cut to a medium wide of him carrying Ken’s box. We reveal that we are in Italy’s beautiful countryside.

Cut to our Italian man in his home, playing rock hits with 2 other band members on his new speakers. The energy is high. The camera pushes in close to him as he performs a rock song. He shoves the camera to the side and we transition to our next scene.

VO: ...when the world can taste it too.

The camera pans over to a group of friends sitting at the table of a Japanese restaurant - clutching their cold drinks. They’re not just savoring Shizuka’s organic green tea. They’re loving it.

The camera whip pans again, introducing us to an African Youtuber who grabs the camera and sets up the shot as he excitedly unboxes Takuya’s denim sneaker on Youtube.

We see a montage of our characters.

VO: So be bold. Be brave.

End on “UPS Be Unstoppable” graphic lock up.

VO: Be unstoppable.

‘TACTICAL PROOF POINTS - JAPAN’ :15 TVC SCRIPTS

TAKUYA | SNEAKER DESIGNER

Open on Takuya in his sneaker design studio. Finally, his team has landed on the idea. Takuya snaps his fingers, then whips out a faded denim textile and wraps it around a sneaker model. His team looks on in excitement.

VO: As my pieces turn heads across the world,

We quickly pan over to Takuya at his desktop computer as he effortlessly prints shipping labels. His teammate sticks the last label on the box and places it over 9 other boxes ready to mail over the globe.

VO: UPS helps me stay ahead in e-commerce and go further, faster.

The camera whip pans toward the door as a UPS guy walks in. Takuya immediately smiles. The UPS guy sees Takuya's prototype next to the boxes and gives Takuya a nod of approval and a big smile. It's obvious they have a friendly relationship.

As he leaves, Takuya gets an alert on his mobile phone that says his products have been shipped out.

VO: I earn my customers' trust with up-to-the-moment tracking

Whip pan to an African teenager who's also tracking his package from his living room. The doorbell rings and he gets up to receive his shipment.

Cut to the African Youtuber now unboxing Takuya's denim sneakers on Youtube.

VO: Because worrying about shipments is so last season.

Cut to Takuya working on his next design.

**SUPER: FLOURISH
SUPER: GO GLOBAL IN STYLE
INTERNATIONAL SHIPPING
WITH UPS CUSTOMS EXPERTISE**

End on "UPS Be Unstoppable" graphic lock up.

KEN | SPEAKER MAKER

We see Ken - a speaker maker - in his office, looking into the camera. Cut to him putting the final touches on one of his handcrafted speakers.

VO: When an online customer says he wants more bass, I listen.

The camera pans around a circular table as Ken leads the spirited discussion between his team about a portable speaker sign.

VO: Then I put my heart into the hardware we create.

The speaker becomes an image on a mobile phone. The camera zooms out and we see an older gentleman in Italy clicking the “Buy Now” button on his mobile phone.

The camera tilts down as we transition to a POV of Ken in his office/warehouse, slapping shipping labels on a box heading to Italy. Cut to a closeup of the package being handed off to another employee.

Match cut to the UPS guy grabbing the package.

VO: With UPS, I get affordable rates...

Cut to a truck racing on the airport runway. Then to a plane in flight.

VO: ...and reliable international shipping.

Cut to a UPS man opening the back door of the UPS truck. Cut to a medium wide of him carrying Ken’s box. We reveal that we are in Italy’s beautiful countryside.

Cut to our Italian man in his home, playing rock hits with 2 other band members on his new speakers. The energy is high. The camera pushes in close to him as he performs a rock song. He shoves the camera to the side and we transition to our next scene.

VO: Two things that are music to my customers’ ears.

End on a shot of Ken.

SUPER: ELECTRIFY

SUPER: PLUG INTO THE GLOBAL NETWORK

SUPER: UPS INTERNATIONAL SHIPPING

End on “UPS Be Unstoppable” graphic lock up.

SHIZUKA I TEA MAKER

We see Shizuka - a tea exporter - as she uploads a new organic brewed green tea in a glass bottle to her English e-commerce website.

We now see Shizuka in a green tea powder facility. She walks over to her mother who is overseeing the process. Shizuka tastes some green tea to check its quality.

VO: You can’t rush perfection.

Then loads of orders come in at once. Button-like graphics animate all around the room as customer orders pop up and the music kicks back in.

VO: But to please my online customers,

The graphics overtake the picture and we transition out from the screen of the UPS delivery man's phone as it lights up with several delivery jobs. He jumps into his truck.

VO: ...there's a need for speed.

Cut to a truck racing on the airport runway. Then to a plane in flight.

VO: UPS takes my shipments ...

We now see our UPS guy delivering the green tea as he hands it over to the restaurant owner at a Japanese restaurant in Switzerland.

VO: ...to their global destination fast.

The camera pans over to a group of friends sitting at the table of a Japanese restaurant - clutching their cold drinks. They're not just savoring Shizuka's organic green tea. They're loving it.

VO: Because the world shouldn't have to wait long for something this good.

End on Shizuka looking to camera.

SUPER: CHARGE

SUPER: REFRESHINGLY FAST

UPS INTERNATIONAL SHIPPING

End on "UPS Be Unstoppable" graphic lock up.

PRODUCTION LOGISTICS

Shooting four films for four different markets is a pretty big job. And one that I'm relishing. But this requires a lot of planning and trust, so I look forward to building strong, collaborative, and transparent working relationships to overcome any production challenges and make this campaign a success.

MUSIC & SOUND DESIGN

I think these films could really benefit from authentic sound design that grounds the audience in the real world of our characters. Then we can complement this with subtle but

noticeable whooshing sounds that add a visceral effect to the speed of our traveling UPS drivers.

I agree that we're looking for an upbeat, inspiring track that reflects the energy, confidence, and drive of our small business owners. One that both establishes the tempo of the film and sets the tone for our edit.