

Gruen – The Pitch

CONCEPT:	Adulting is Hard
DURATION:	40"

Conceptual Framework: Halloween is the perfect holiday antidote to life's problems – and we all need the perfect pressure release valve to let our hair down in a good bit of harmless fun where the rules are just that little bit more relaxed.

Setting: Various

Visual	Audio
<i>Text appears on black</i> Australia, we live in scary times.	Drone
Horror style quick cuts of topical ABC news clips that resonate with Aussies; such as: Roaring bush fire, cracked drought-stricken earth, iceberg chunk dropping into ocean, Hong Kong riots, scenes of homelessness, Scott Morrison speeches, Asylum Seekers, footage of violence in the middle east, ABC news reader soundbite of ice epidemic, ending with clips of high security presence and bollards at events <i>Fade to black</i>	Ambient, tense sound effects and foley
<i>Text appears on black</i> Seriousness is at an all-time high.	Drones
<i>Cold colour treatment, dull/bland/grey clothing</i> Shots of morose workers in bland office. Annoying light flicker. <i>Fade to black</i>	Subtle ambient, tense sound effects Dull hum, typing, office sounds
But, one day a year <i>text flickers to Halloween font then back</i>	Jittery, glitchy sounds
<i>Introduction of small amount of colour (e.g. blue tie)</i> Man sneakily looking around, hiding Halloween costume under desk	Subtle ambient foley, tense sound effects
Lady subtly trying to jam close desk drawer crammed full of colourful lollies sealed in their bags	Subtle ambient foley, tense sound effects
Cleaner in front of cartons of eggs; caught practicing throwing technique. Quickly acts casual when it appears she might be caught <i>Fade to black</i>	Subtle ambient foley, tense sound effects
It's October 31st and we can do whatever we bloody well want.	
<i>Colour grade now bright and colourful as we hit fast action scenes</i> Parents in Halloween costumes jump out at kids from behind car in suburb. Kids scream then laugh.	Squeals, laughter
Husband watching footy on lounge. Wife sneaks behind and chucks a fake spider in his lap. He squeals and flails while she's delighted	Mannish squeal, Laughter, chatter
A herd of adult Batmen seen running away from front door clearly pleased with themselves	
Another adult pours an enormous packet of M&Ms over their head, catching in their mouth while shaking their head side to side living their best life. Builds from to a slo-mo shot.	Slo-mo sound
Doorbell rings – a family in full-on costumes are trick-or-treating. Their grandma answers door.	They shout: "Trick or treat Grandma!"
Grandma yells "TRICK!" and pulls out epic super soaker water pistol in 'terminator' style shooting scene. Family runs away squealing.	Grandma "TRICK!" Kids squealing and laughing
<i>End frame</i> Halloween.	

Because adulting is hard.

Quick post end tag

Two trollies passing in supermarket. One person pushing trolley full of normal groceries. The other person glides past riding trolley overflowing with toilet paper. Eyes lock.

Squeaking of trolley wheels

Elevator/grocery music

Subtle sounds of supermarket