



Project Details & Timeline

- Title:** Treatment Submissions for T-Mobile
- Length:** Develop a 30- or 60-second spot for T-Mobile
- Due Dates:** Detailed treatment due November 4, 2011
- Description:** Treatments for T-Mobile and Samsung spots should focus on bringing attention to T-Mobile offers and the latest Samsung devices (including the Galaxy S 4G and Sidekick 4G).
- Treatments should creatively explore ways to communicate T-Mobile's message and vision. The below advertisement concepts and slogans should be considered when developing each spot.
- Top treatments will be produced to video and showcased to T-Mobile and Samsung executives for review in national marketing.
- Target:** Target: Youth audience, 18-24 year old demographic
- Concepts/Slogans:** America's Largest 4G Network
<http://www.youtube.com/watch?v=K17RI7KguY8>
- Best. Plan. Ever.
<http://deals.t-mobile.com/unlimited-family-plans>
- Messaging Evolved
<http://samsung.t-mobile.com/messaging-phones>
- Stop waiting, start doing
<http://explore.t-mobile.com/4G-phones>
- Life's for Sharing
The T-Mobile Royal Wedding - <http://www.youtube.com/watch?v=Kav0FEhtLug>
The T-Mobile Welcome Back - <http://www.youtube.com/watch?v=NB3NPNM4xgo>
The T-Mobile Dance - <http://www.youtube.com/watch?v=VQ3d3KigPQM>
- Other Resources:** <http://www.t-mobile.com/>
<http://www.youtube.com/user/TMobile>
<http://www.facebook.com/TMobile>
- Timeline Process:** Selected filmmakers will receive feedback and revisions for their treatment/script, followed by production grants and support as well as access to either or both Samsung devices with T-Mobile plans for the production.



Project Details & Timeline

Timeline Process:

October 19 - November 4:

Call for treatments - Please note the Treatment Guidelines below (guidelines are suggested, not mandatory)

Week of November 7:

Three treatments chosen for production consideration - \$200 awarded to writers for top treatments

Production budget awarded to treatment(s) selected by T-Mobile - \$2,000+ per treatment

Week of November 14:

Production developed by treatment writer and/or selected DFN director and crew

Week of November 28:

Principal photography and 1st rough edit delivered for review

Week of January 1:

Final edit delivered to T-Mobile

Treatment Guidelines:

1. Concept/slogan (provided on previous page)
2. Synopsis (1-3 paragraphs)
3. Description of soundtrack
4. Photos or descriptions of possible locations
5. Projected number of cast and crew (links to reels appreciated, but not required)
6. Specialized prop or rig requirements, if any
7. Equipment list:
 - What gear you already own
 - What gear you plan to rent, if any