

CREATIVE TREATMENT

Project: **Xtra Fielder Marketing Video**

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DRAFT: **Final**

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BACKGROUND

Xtra Fielder is a brand new product designed to improve backyard baseball, played with plastic bats and balls, by making the game Xtra safe, Xtra fun and Xtra instructional.

Xtra Fielder is a system of four nets that replace 1st, 2nd and 3rd basemen and the catcher. Balls in play are thrown into the nets. If a ball arrives before the runner, the runner is out. Currently, runners need to be tagged out (something hard to do, since most backyard games are played with few fielders) or thrown out: this means being hit by the ball thrown at the runner by a fielder. Naturally, getting hit by the ball can hurt. It can also cause arguments, since a runner just grazed by a ball might not feel it and would claim to be safe.

Xtra Fielder eliminates arguments (it's easy to see whether or not the ball makes it to the net in time) and reduces injuries (no need to hit the runner with the ball). Xtra Fielder also comes with a complete set of game instructions that help players learn the fundamentals of the game.

The nets are easy to assemble and can be used in a variety of settings, from backyards, to the beach or even a neighborhood street or cul-de-sac.

The client plans to introduce the product on QVC and also at an Xtra Fielder tournament in August 2004. QVC requires a video as part of the product's marketing package. The video will also be run during the tournament at booths located on the tournament grounds. The video needs to be of high quality, both to impress QVC and potential customers, and must clearly show the features and benefits of the product.

Footage shot for the video may also be repurposed into a commercial for cable or broadcast.

Audiences for the video will be QVC decision makers as well as parents and children 10 yrs and older.

OBJECTIVES

The primary goal of the video is to promote and create awareness of Xtra Fielder.

More specifically, after experiencing this presentation our audience will:

- See how much fun Xtra Fielder brings to plastic bat & ball baseball.
- Know how Xtra Fielder actually improves play in plastic bat & ball baseball.
- Understand how Xtra Fielder makes plastic bat & ball baseball safer.
- Learn how Xtra Fielder teaches youngsters baseball fundamentals.
- Realize that Xtra Fielder is great for the entire family – and for all age groups.
- Want to purchase Xtra Fielder.

STRATEGIES

The three to four minute video will be designed as a stand-alone, point-of-sale marketing program. The show will be fast-paced, upbeat and fun. It will demonstrate the problems with plastic ball and bat baseball as it is commonly played, then show how Xtra Fielder revolutionizes the game.

More specifically, we will:

- Use “real people” as our talent to demonstrate the product and show the wide range of age groups to which Xtra Fielder appeals.
- Incorporate contemporary, sports and family-themed stock music to add excitement to the program.
- Employ a professional narrator reading compelling copy to explain the Xtra Fielder concept and product and motivate viewers to buy.
- Include testimonials from children, parents and coaches that focus on the aspects of fun, safety and the learning of game fundamentals.
- Feature, if possible, a celebrity sports figure, both giving a testimonial and playing with Xtra Fielder.
- Show Xtra Fielder being used in three locations: on grass, on sand and on a paved street.
- Demonstrate the simple assembly the product requires.
- Display the Xtra Fielder logo.
- Promote the Xtra Fielder Web site (as a place to order the product and obtain extra copies of games rules, for example).

CREATIVE APPROACH

Here's an idea of how the program might flow:

We start in black. We HEAR a voice (possibly the voice of Xtra Fielder inventor Mark Gibson) yell, "Play ball!"

Music begins as we fade up on a game of backyard baseball being played WITHOUT Xtra Fielder.

The narrator says that backyard baseball is played spring, summer and fall. But, as popular as the game is, there are problems. We demonstrate these problems: a batter runs after a ball because there's no backstop or catcher to stop it; a batter disputes a called strike because there's no way to judge the strike zone; a fielder tries to hit a runner with a ball and misses; a runner and fielder argue because the runner didn't feel the ball hit her and believes she is safe; a kid cries to mom after getting hit with a ball.

Then we show a game being played WITH Xtra Fielder. We see the same scenarios as before, only now we see how Xtra Fielder makes a difference, and makes the game Xtra Safe, Xtra Fun and Xtra Instructional. Through a combination of live action, music and narration, we tell the Xtra Fielder story, showing how it's easy to assemble, how it can be played by ages 5 and up, how it's perfect for the yard, the beach and the street, how it's safe, how it teaches fundamentals and, most of all, how it makes the game really fun.

We incorporate testimonials to reinforce these marketing points and end with some adults and kids happily playing in their yard, over which we see the Xtra Fielder logo and the address of the Xtra Fielder Web site.