

“Perfect Link” Proposal for Commercial

Beautiful sunrise over the horizon on the first hole.

Glistening dew.

A heron takes flight.

A sprinkler spits sparkling water. Mowers clip radiant green grass. A rake gracefully grooms a sand trap.

Laces snap tight on a pair a shiny golf cleats. A fresh box of golf balls hits the counter. Keys turn in the ignition. Golf Cart wheels clip along the sidewalk.

And now we meet our well rounded, diverse cross section of golfers: Pros, Amateurs, Retirees, soccer moms, business men, teens. All ages, genders and ethnic backgrounds.

All with various glitches in their short game. Too wide, too tight, wrists break, no follow through, bad stance. We see them all.

And then; The Perfect Link.

We narrow our focus to the most common problems and we show the putt without the Perfect Link. From directly overhead. Tight on the wrists. Tight on the ball. Up the shaft. We shoot to best emphasize the problem.

We map a computer graphic over the image so we can see how the problem spoils the putt.

Then we hand them the Perfect Link.

One camera covers the problem area and the other camera catches the genuine reaction as the Perfect Link corrects the problem. Again and again. Get the joy and buzz as they see what the Perfect Link can do for their performance.

Next, we catch them interacting with each other as they experience the joy of the Perfect Link with their colleagues and discuss how it works.

Finally we get each individual one on one to relate their thoughts on the Perfect Link after a day of first hand test driving. Were they surprised? Elated? Would they recommend it? Where can you get one? Will this improve their game? Can they not wait to pass this knowledge on to their golfing buddies?

And then we call our audience to action.

This is the device that will blow your game wide open. This will bring the fun and joy back into an afternoon of golf and kill the frustration where it lives and breathes: in your short game.

Because what could possibly be better on the greens than the Perfect Link?

I have shot on all three Disney Golf courses as well as Champions Gate, Falcon's Fire, Grand Cypress, Metro West and Bay Hill. Orlando is a golfer's paradise and an ideal location to highlight the Perfect Link. You actually have to go out of your way to find a bad course in Central Florida and I have yet to find one that isn't film friendly.

Together the production team brings over 30 collective years shooting product lines for the Home Shopping Network, Walt Disney World, Universal Studios, ABC and others with a client base that includes Nokia, Euro-Pro, Soma Life, Lynx, Cambridge Homes, Space Walk, Westinghouse, Nutrius, Anheiser Busch, Sears, Kodak, Nordic Track, Samsung, Breathe Right and Gateway.

It's important your product look good and tell a captivating story. Let's showcase it the best way possible. In addition to the above proposal, we will augment the Perfect Link with a graphic interface to demonstrate and tell the story as simply and succinctly as possible. Simplicity is the key to moving a great product. Your product works and people need to know about it.