

FLEX ALERTS

By Patrick Sherman

POWER SAVER REWARDS





HOLA!

I was excited to learn that the campaign is performing well and getting the word out about Flex Alerts. There are few things as gratifying as finding out your work is making a difference. I'm also not surprised. The sets and performances were a thing of beauty, and I'm so proud of what we created together. Now I can't wait to get the team back together! My crew and I had a great rapport with Jackie, Marin, Orlando and Veronica and I look forward to working with them all again. Then there's the Power Saver Rewards campaign. Greg the Super Power Saver superhero is a fantastic character. Thanks to your gorgeous deck, I can picture this guy perfectly.

I have no doubt this latest campaign will continue to bring Californians on board with the program. Who doesn't want to cut down their energy bill, help avoid power outages, and become a local superhero? Let's do this thing!

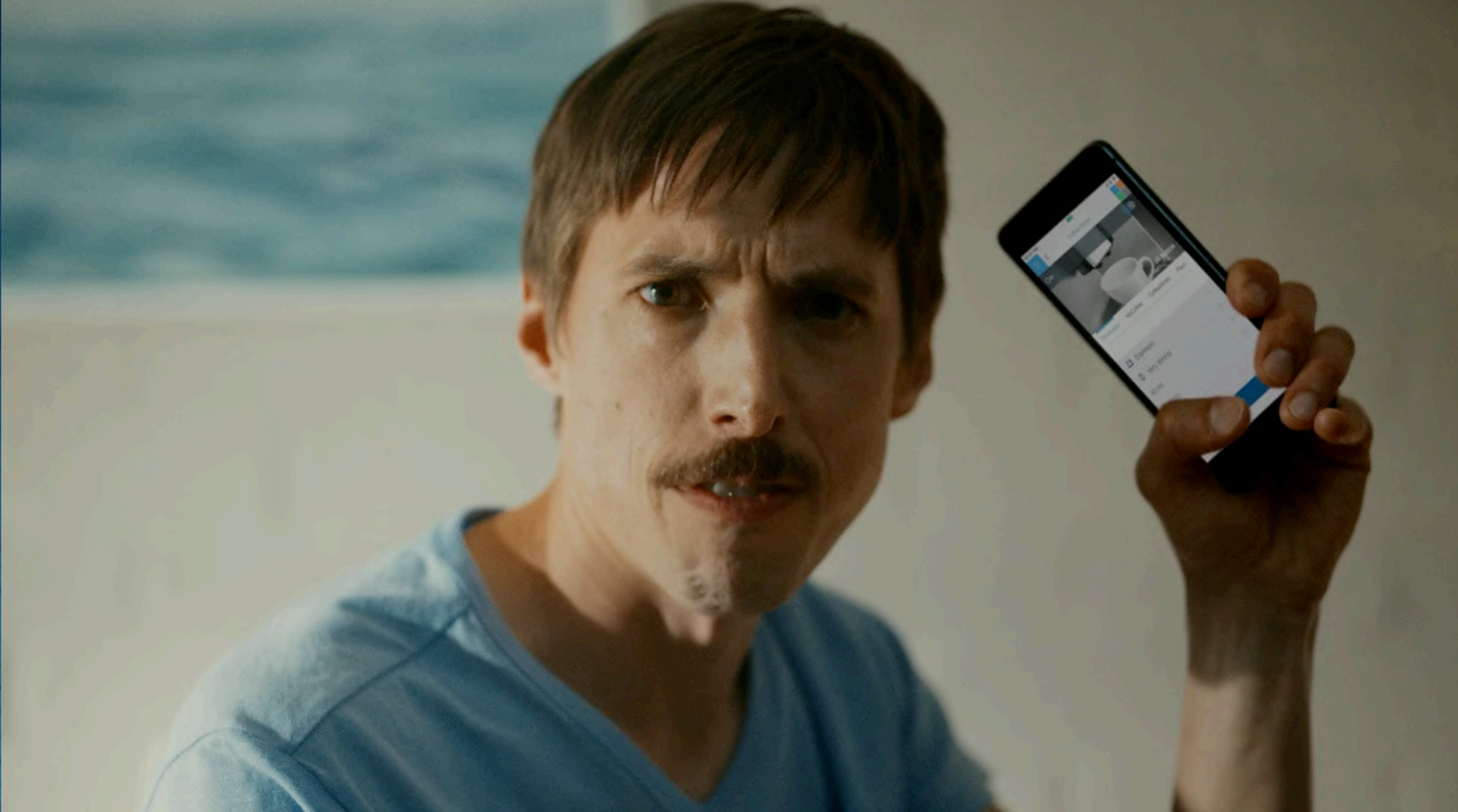
Greg the Super Power Saver

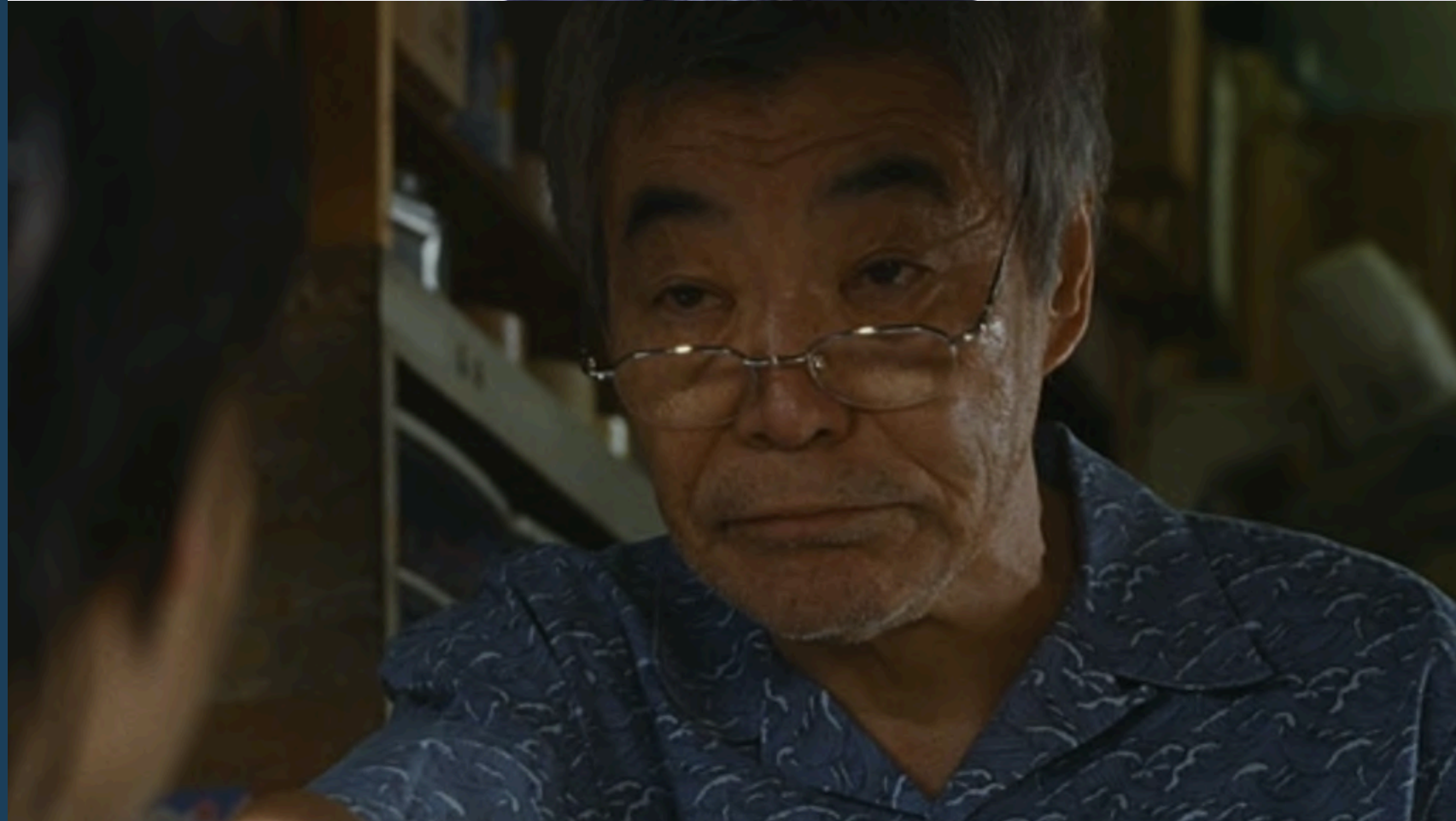
The illustration of Greg in the deck is perfect. Honestly, let's just text it to our casting director and go, "We're looking for this guy. Go get him!"

I know this character so well. In fact, as I mentioned on the call, he's my neighbor! Marty is a retired physics professor who spent something like 45 years teaching at Cal State Northridge. He's Japanese-American. He walks every day in his cargo shorts, CSUN (or UCLA or Lakers or periodic table) T-shirt and sun visor (also CSUN). He recently acquired bright orange Hoka sneakers he says have amazing arch support and make him feel like he's walking on a cloud. He also does ceramics. And he's the nicest guy in the world. That's our dude! I can definitely imagine Marty setting up a notification to turn down the AC and stop charging his devices every day at 4. He probably actually has.



While the real craftsman is busy making products,







A chunk of the humor in this campaign comes from the contrast between our pre-conception of what a superhero looks like—and this guy. He looks like the antithesis of Iron Man or Thor, but he's got a legitimate superpower: Signing up for Power Saver rewards! The guy's a genius at making adjustments in his lifestyle that save him some money, keep the grid from overloading, and doing his part to save the planet.

When viewers see this nice, relatable guy, they'll think if he can be a superhero, I can, too. He's a neighborhood hero.



BIPOC Sensitivity

As Latinos, we are especially sensitive to the portrayal of underrepresented groups, and we will be really sensitive to the portrayal of this Asian-American character. We would never lean into any of the stereotypes or treat him in a way that could be perceived as insensitive. One thing we've got going for us are the excellent scripts that treat Greg as someone who is universal in his appeal. There's no focus on his ethnicity. But we still want to make sure we treat him sensitively and will bring on a consultant to help us bring sensitivity to the portrayal of this very cool Asian-American character.





Wardrobe

Honestly, see deck. The depiction of Greg in his polo shirt, cargo shorts, super nerdy cap, and fanny pack—all in our familiar orange and blue color palette—is perfection.



Visual World

The first round of the campaign took place in a sitcom universe, and it looked awesome. For continuity and cohesiveness, let's stick to the same visual world here. The art direction will remain monochromatic and focused on the oranges and blues we established last time. The set will be largely abstracted with a crisp, graphic, evenly lit, theatrical look. The look is also very well curated, with key props also in the same palette: the barbecue grill, the fanny pack, the EV charging station. It's an abstracted, almost 2D visual representation of Greg's house. It's almost what a theater set of Greg's house would look like.









Production design and sets

Unlike the last round, this segment requires only a limited set. It's the same visual universe. Still monochromatic and focused on the orange and blue color scheme. Still featuring the lightning bolt design on the wall. But this time we will create only one background flat and film the characters against it. That's all we need! We'll include two windows with window treatments to motivate the backlight and heighten the impression of being inside an actual home. From there we will bring in props and furniture as necessary. We switch out the props—out with the pedestal, in with the lounge chair—and we're in another space. This will be great.



Keep it funny

These scripts are great. Let's do what we did last time. We start with the scripts and tweak as necessary to accommodate the actors and their personalities. We'll make adjustments as we go. If there's a way to make it funnier, we'll tweak before we shoot and continue the process on set if as necessary. If the existing scripts sound amazing once the talent brings their voices and personalities to them, we'll stick with what we've got. Super simple. Rest assured, the spots will be as funny as possible.

I'm really excited to pick up where we left off with this project and excited to work with all of you again. Thanks so much for the opportunity. I can't wait to get started!

Pat.



Thanks

Patrick Sherman



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PATRICK SHERMAN

Director

The son of an American diplomat, Patrick Sherman was born in Uruguay and raised in seven countries throughout South America and Europe. Patrick graduated from the University of Southern California with a degree in architecture followed by a graduate degree at The American Film Institute, garnering the prestigious Mary Pickford Award.

Between 1993-2000 Patrick worked as a production designer on commercials, feature films, and television shows, collaborating with directors such as Darren Aronofsky, Lasse Hallstrom, Ben Stiller, Scott Silver and Mark Waters on projects such as Protozoa, The Fountain, The House of Yes, The Mod Squad movie, and Heat Vision and Jack.

In 2001 Patrick Joined Anonymous Content where, shortly after beginning to direct commercials, his spots played to enormous success at the Saatchi New Director Showcase at the Cannes Film Festival. He has been featured repeatedly in SHOOT and ADCRITIC, was named one of the "Ten Hottest New Directors" by Creativity, was a Boards awards winner, and has been honored by Canada's Marketing Awards (garnering it's highest honor, the Best in Show) for his spot, Panasonic "Recital." Patrick's notable campaigns include the award winning Superbowl spot, "Green Light" for Ford Mustang Convertible, campaigns for ESPN, Sony, Freecreditreport.com and many others. In 2010, Patrick directed the pilot episode for Well Traveled, a travel show parody.

Having recently joined Slash Dynamic, Patrick has recently directed spots for such notable clients as T-Mobile, Comcast, Dodge, Visa, Budweiser and Boost Mobile. Patrick is represented in the Hispanic market by ALTERED.LA and in Canada by PopRock.

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