スイス

スイス

ZY X

## **CULTURAL INSIGHT**

The Super Bowl is usually filled with trailers for Hollywood's next big tentpole films. People talk the next day about the upcoming films and watch the trailers ad nauseum. So what if we created a trailer for Zoolander 3. But it's really a promotion for Duck Plump.

と
と
と

## **PR HEADLINE**

Zoolander is back! This time sponsored by Duck Plump.

- NY TIMES

## THE MEME

X

(shot of Zoolander posing with duck lips)
Duck, Duck, Goose!

スソス



スイス

NYX

スソス

ンソソ

## **ZOOLAND3R**

We create a treaser trailer for Zooland3r. The spot is very quick and mysterious hinting at the fact that Zoolander will be back. It shows a backlit silhouette profile where you can tell he has used Duck Plump with a QR code to see the full trailer.

## THE TRAILER PLOT

A young man who graduated from the "Derek Zoolander's Center for Kids Who Can't Read Good and Want to Learn to Do Other Stuff Good Too" comes back to the center to talk to Derek and tell him about his latest invention Duck Plump. But Derek has been out of the spotlight for some time now – a washed up has-been. And has retired from modeling. No one even knows where he is. But this young man makes it his quest to find Zoolander and return him to his former glory by giving him the Duck Plump he needs to regain his confidence.



















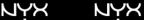






# THE "LOOK" GENERATOR

From Blue Steel and Magnum to softer looks like Le Tigre, Zoolander was known to bring a variety of different looks to the industry. Even though the all looked alike. So, let's create a "Look" generator filter on Snapchat and/or Instagram that uses Al to take your picture and pose it like Zoolander with Duck Plump, only the background would change based on what you might use the look for. A stark metallic background for high fashion, a softer, warmer pallete for catalog shoots and footwear. You could then name your "Look" and share it on social. Everyone's "Look" would be the same. But different.





ZYN

ムゲス

**ム**がス

XYZ

NYX

NÝX

NÝX



# TEASER SCRIPT

### **ZOOLAND3R SUPER BOWL SPOT**

Open on a cloudy sky. A super over dramatic score plays. The booming announcers voice begins.

### ANNCR

Every generation has a hero. One person who defines that time period. Someone that will be remembered for generations to come. And someone who is really, really, ridiculously good looking.

Big text fills the screen:

THIS SUMMER
THE
ZOO
IS
BACK!

Camera zooms down to Earth and shows a silhouette of Derek Zoolander, he turns profile, and we see he applies some Duck Plump and smacks his lips. DEREK

I'm pretty sure there's a lot more to life than being really, really, ridiculously good looking. And I plan on finding out what that is.

Fade to Black with a QR Code and text:

SCAN FOR THE FULL TRAILER

























### **ZELLEY / POKRYWKA, MRM DETROIT**

# TRAILER SCRIPT

### **ZOOLAND3R ACTUAL TRAILER**

Open on a montage of pics of Zoolander.

**ANNCR** 

He used to be suave...debonair...cool...He was a household name.

Cut to reaction shot of someone being interviewed.

WOMAN

Derek Zoolander.

Cut to an anchorman.

MAN

Zoolander.

Cut to a shot of an over-the-top woman on the red carpet.

WOMAN #2

Zoolander.

Cut to a man on stage.

MAN #2

Zoolander.

ANNCR

But now...he's broken. A shell of his former self. A recluse that's really, really, ridiculously good looking.

Cut to a title card: ZOOLAND3R

Cut to a shot of a silhouette of Zoolander outside lit only by campfire. He now has a giant gray beard.

**ANNCR** 

But everything is about to change.

Cut to a shot of Derek Zoolander's Center for Kids Who Can't Read Good and Want to Learn to Do Other Stuff Good Too. On the door we see the NYX logo.

LUCA

I need to speak with Derek. I think I have something that will...

Luca holds up a briefcase with Duck Plump on it.

**SHAR** 

He's not here. Left the industry. No one knows where he went.

Cut to a shot of Luca holding up a picture in a dessert. A man shakes his head. Cut to a shot of Luca holding up a picture to a woman in a forest. She just shrugs her shoulders. Cut to a picture of a NYC...Luca holds a picture. A man points to a swanky apartment building. Luca nods.

Cut to Luca in the penthouse of an apartment building. He knocks twice.





















### **ZELLEY / POKRYWKA, MRM DETROIT**

# SCRIPT

DEREK

Go away.

LUCA

Derek, it's me Luca. I was one of your students.

**DEREK** 

Luca?

LUCA

I have something I want to show you.

Derek walks up to the door, behind him we see a rocky mountain set that looks like the one he was sitting on earlier with a wood sticks where the fire was. He looks down then up.

DEREK

You've grown.

LUCA

I'm 30 now.

DEREK

Oh...

LUCA

We need you back. The world needs you back.

DEREK

I can't. I've lost my mojo.

LUCA

I can help with that.

Luca opens the briefcase and there's many bottles of Duck Plump.

LUCA

Go ahead.

Derek grabs the Duck Plump and puts it on his lips. Immediately his beard retracts into his face. And the spark comes back in look.

DEREK

What is this magic?

LUCA

Duck Plump. I created it. For you.

DEREK

You became a botanist?

























### LUCA

Something like that.

Cut to a montage of Derek training. He's running in the woods with Duck Plump on. He's lifting his eyebrows in front of a mirror. He's sipping a orange mocha frappucino, he's walking runways and trying to turn left, but can't – all with duck lips.

### **ANNCR**

This summer. The Zoo is back!

Cut to a montage of shots of Zoolander on a red carpet. Cut to him in a TV studio being interviewed. Cut to shots of him on magazines...all with the duck lips.

#### DEREI

I've been working on a new look.

Derek walks down the runway, turns left with ease, stares at the camera. It cracks.

### DEREK

I'm back, baby. Duck Plump. Side effects may include: confidence, swagger and complete and total awesomeness.

Cut to a title card: ZOOLAND3R





















