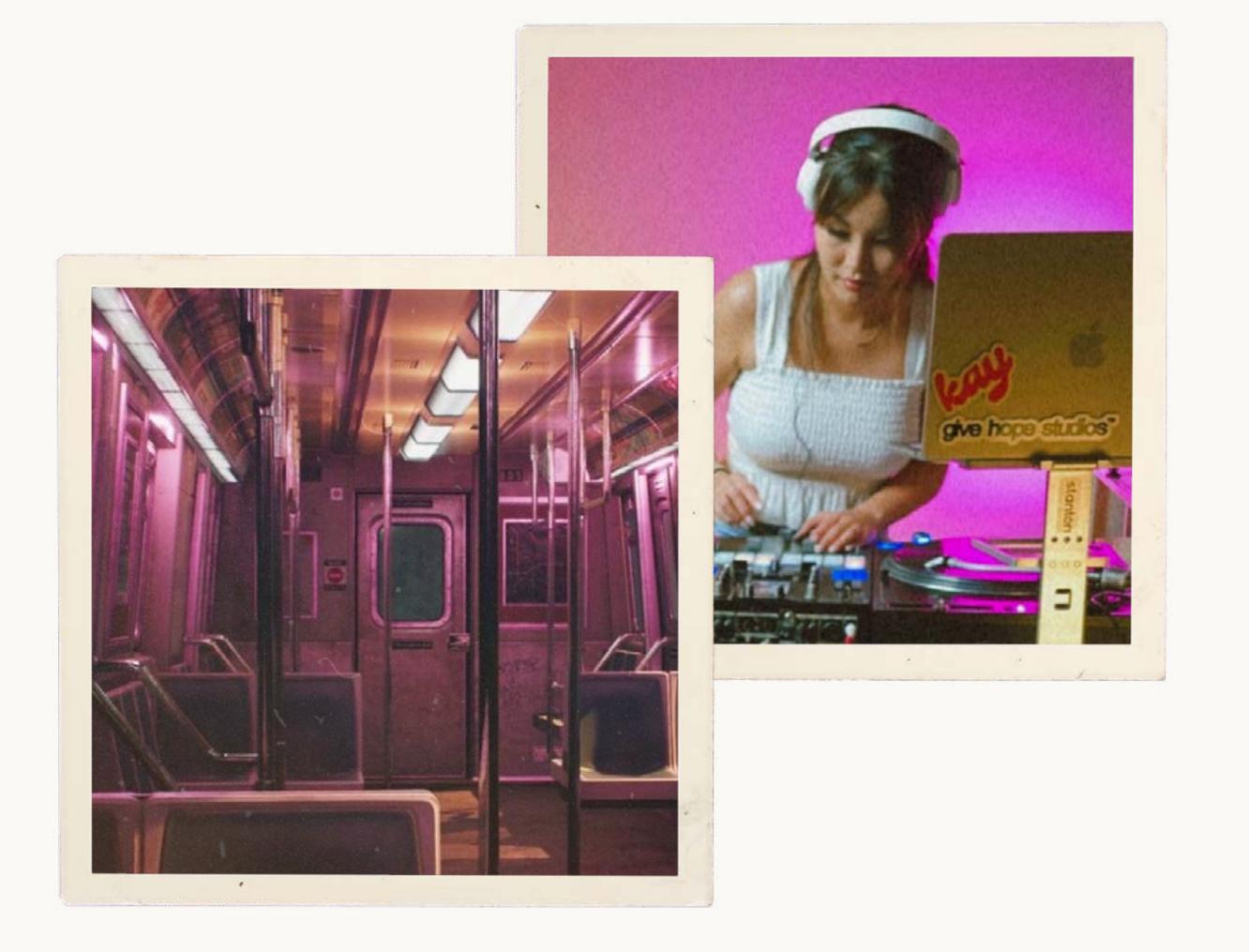


TABLE OF CONTENTS

About Moonhead	3
Project Details	4
Concepts	
Chill [Soundtrack For Strangers]	5
Upbeat [Neon Nights]	15
Thank You	22







ABOUT MOONHEAD INDUSTRIES

Founded in 2019, Moonhead Industries is a WBENC-Certified Woman Owned creative agency and production company built for the entire universe of storytelling. From first spark to final frame, we launch ideas into orbit—crafting promos that define brands, shoots that scale from scrappy to cinematic, edits that reveal the emotional core, and design + VFX that bend reality to imagination.

We create work built to move audiences: national broadcast campaigns, streaming trailers, high-gloss commercial shoots, and social-first launches—all designed to travel seamlessly across every screen.

Our award-winning crew has touched down on projects for Disney, ABC, Paramount, Marvel, Netflix, Hasbro, Mattel, MTV, Nickelodeon, NatGeo, NBC Universal, Apple... and plenty more. We thrive in the overlap where creative and production work as one—every frame built with rhythm, weight, and purpose to cut through the noise and leave a lasting mark.

At Moonhead, we don't just make content—we make stories worth sharing.









PROJECT DETAILS

TIMELINE

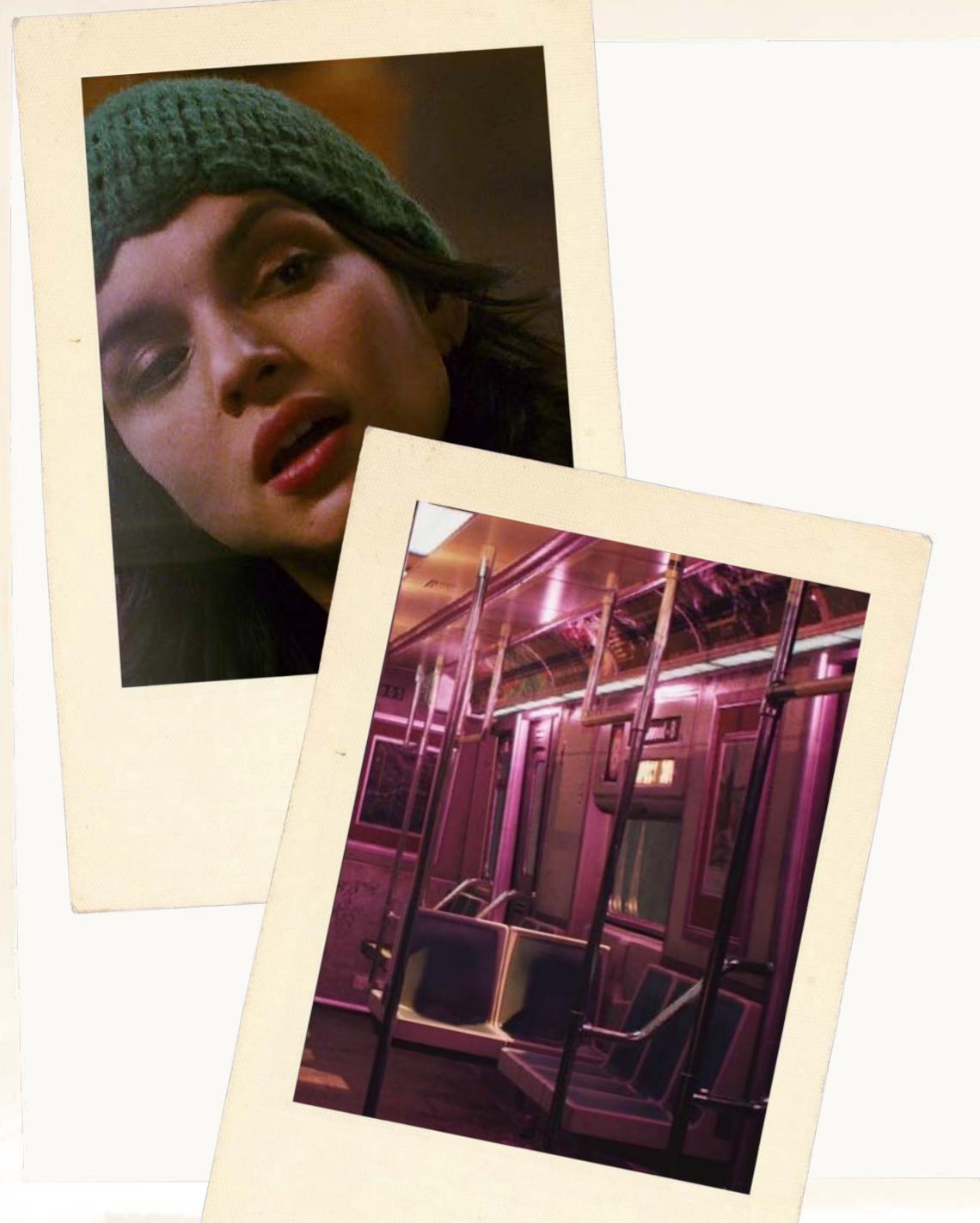
September 18, 2025 - Concepts Delivered September 24, 2025 - Project Awarded and Pre-Production Begins September 30, 2025 - Final Concepts Approved / Audio Production Begins October 9, 2025 - Video Production Begins October 28, 2025 - Completed Deliverables

DELIVERABLES [PER CONCEPT]

One 1-hour live-action DJ set video (16x9) Two YouTube Shorts (up to 3:00, 9x16) Three thumbnail images (16x9)



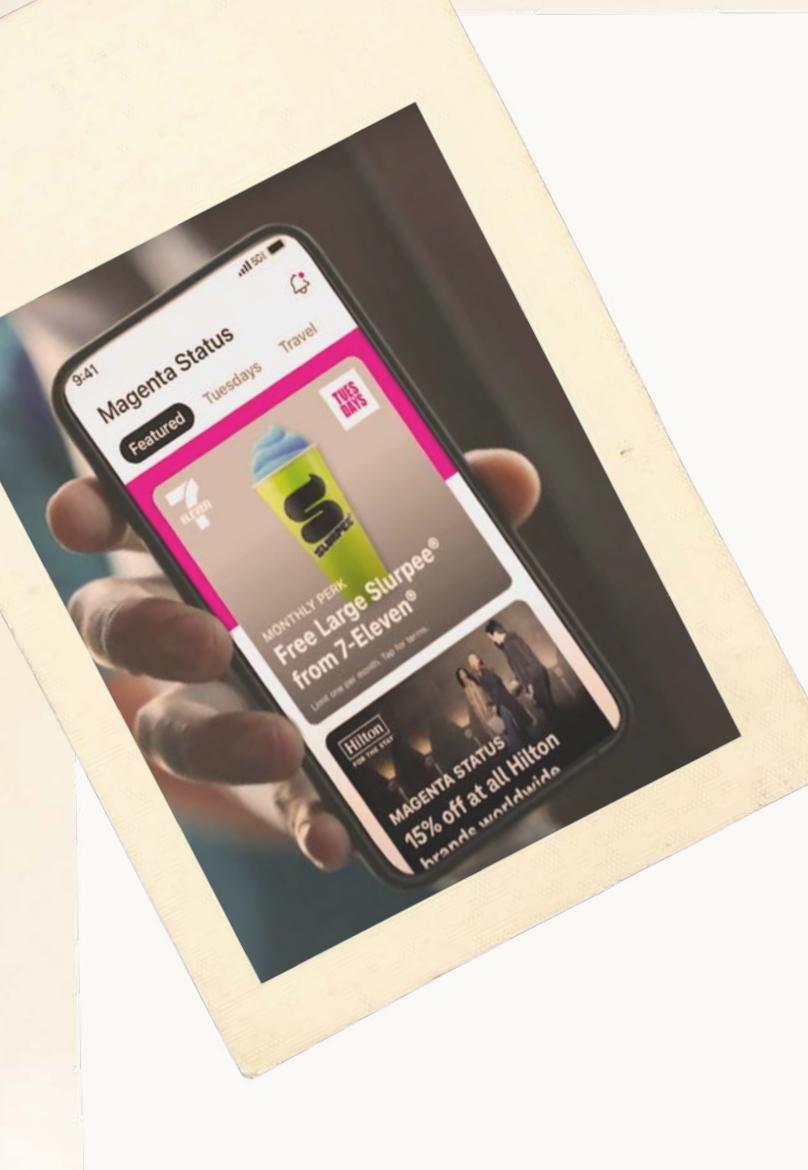




Our DJ boards a late-night subway with one carry-on: a branded-pink milk crate full of vinyl. No one notices. The train doors close. The DJ stands, removing a single record from her crate as she considers what comes next. We cut to a wide shot revealing a DJ controller has appeared at the front of the train-car. She takes her place and the set begins.

Welcome to "**Soundtrack For Strangers**" — a lo-fi, story-driven DJ set where the subway slowly transforms into a dreamscape, blending Spike Jonze-style whimsy with meditative visuals and a killer playlist.

At first, it feels like just another ride—fluorescents humming, the train gliding through its endless underground. The lights soften, changing color to a magenta that pulses to the music. The tunnels smear into abstraction. With each stop, a new vibe slips on board: riders tapping to the rhythm, a drowsy passenger nodding-off to the beat, two friends sharing snacks and headphones. But as the music blooms, the ordinary begins to bend.



MAGENTA STATUS

And those T-Mobile benefits?

We'll integrate them seamlessly, using background characters who embody different types of T-Mobile users—each showing off their Magenta Status in casually surreal ways, like:

- A quick glance at travel updates via T-Mobile's in-tunnel connectivity
- A quiet DoorDash order placed mid-set that gets picked up at the next stop
- A streaming FaceTime check-in with a friend asking, "What track is this?"
- A cheeky nod to Apple TV+ with someone binging a show across the aisle
- · A rider taking a sip of their large T-Mobile Tuesday Slurpee.





LOOK + FEEL

The DJ is the center of gravity, but the camera treats the entire environment as part of the performance. Lighting, textures, and passenger gestures all play their role in the rhythm of the set. The world feels slightly "off" in a way that's intriguing, but always warm, human, and inviting — a place you want to stay inside for an hour.

The following slides will lay out the look and feel to our approach. Please note that this concept is easily scalable. All elements from lighting, background characters, and camera movements can be adjusted to achieve either a high or low touch feel to the video.



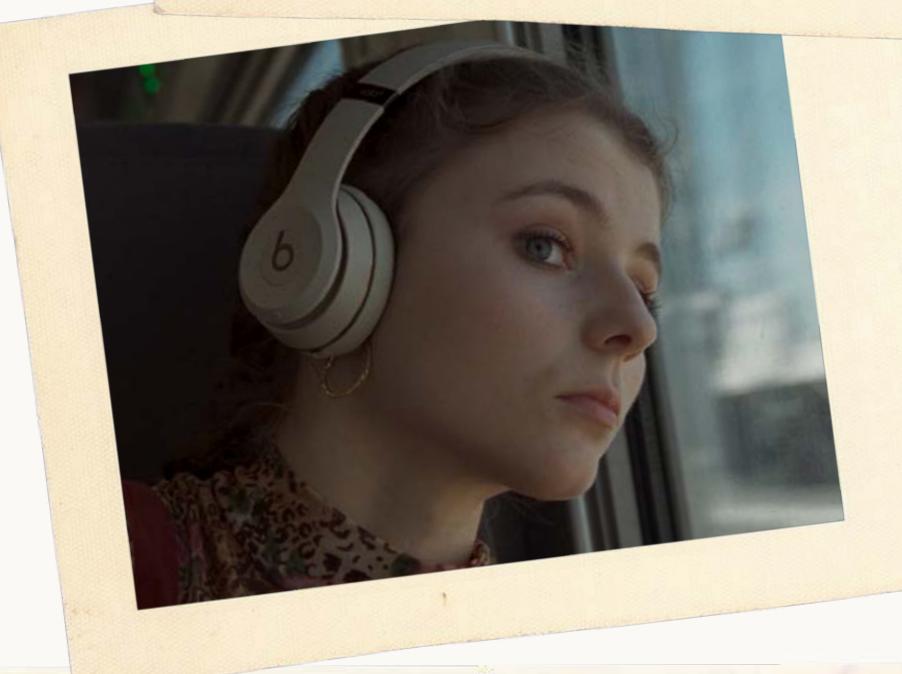
VISUAL & CAMERA STYLE:

The environment is designed to feel tactile, lived-in, and slightly uncanny — a space that looks ordinary at first glance but carries a subtle dreamlike quality.

Think of the cramped, slightly eerie fluorescents of a modern urban subway. But layered over that, we wash the space in the glowing, intimate palette of movies like Spike Jonze's Her or the films of Wong Kar Wai: soft magentas, muted oranges, dusky purples, and warm highlights that turn the mundane into something quietly romantic.

Overhead fluorescents, reading lights, and window glow are kept practical, but softened and colored to create intimate textures. The result is a world that feels grounded and familiar, yet heightened just enough to slip into a different headspace.







LIGHTING

- Ambient light comes from natural sources inside the set

 overhead fixtures, indicator signs, window glow but
 with subtle shifts in hue and diffusion to bring out soft
 pinks, muted purples, and warm highlights.
- Contrast is gentle, designed to be easy on the eyes for an hour-long viewing, but still textured enough to carry visual interest.
- · Surreal flourishes like a Wi-Fi sign flickering in rhythm or a window shifting to reveal something unexpected are treated as natural light changes, so the world never tips into feeling artificial.





COLOR + TEXTURE

- Surfaces carry imperfections: scratches, scuffs, worn fabrics, fingerprints. These tactile details keep the space authentic and approachable.
- Magenta is woven in, not as a heavy brand mark, but as an atmospheric presence — glowing panels, tinted reflections, subtle accents in clothing or props.
- The overall palette leans toward soft warmth rather than harsh neon, inviting viewers into a relaxed state while still feeling vibrant and hopeful.







CAMERA MOVEMENT

- Static wide shots anchor the performance, giving the audience space to settle into the environment.
- · Slow, creeping dolly-ins and gentle handheld drifts create intimacy, as though the camera itself is another passenger sharing the ride.
- Occasional POV-style inserts a glance through a fogged window, across a tray table, or past a commuter's shoulder — build the sense that we're watching from inside the moment rather than outside of it.
- Cuts are minimal but intentional, allowing background details and small human interactions to reveal themselves naturally over time.





THE SET A SUBWAY CAR TRANSFORMED

To create an uninterrupted hour of chilled-out, laid-back vibes, we'll be securing a dedicated subway car set — a fully dressed, production-ready environment that gives us total creative control. This space allows us to capture the texture and rhythm of a real underground ride without the chaos of an active train. We can fine-tune lighting and camera movement, while ensuring the DJ set feels authentic yet elevated.

The subway car becomes more than just a backdrop—it's a character in the piece. Over the course of the hour, it will subtly transform through curated lighting shifts, passenger interactions, and surreal flourishes, evolving from an ordinary commute into a dreamlike escape. This controlled environment guarantees consistency for long-form shooting while also giving us the freedom to stage spontaneous moments of human connection and whimsy.







LOCATION PHOTOS





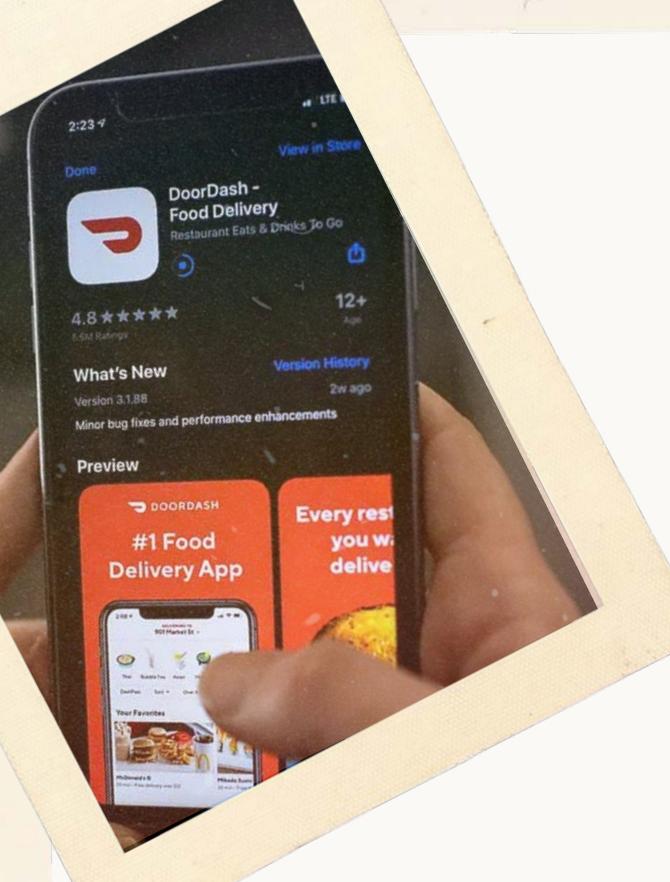




Step into a retro diner where the milkshakes glow, the jukebox hums, and the beats never stop.

This one-hour DJ set unfolds in a classic chrome-and-formica diner that transforms into a pulsing, neon-lit arena.

Magenta glows bounce off checkerboard tiles, vinyl booths, and chrome fixtures, creating a perfect backdrop for an upbeat, high-energy set that feels timeless and fresh all at once.



MAGENTA STATUS

- A late-night guest places a quick DoorDash delivery order on their phone. Moments later, a roller-skating server playfully "delivers" it across the counter in sync with the music — turning the benefit into part of the choreography.
- A booth regular chills with headphones in, streaming an Apple TV+ show on their tablet or phone while sipping a milkshake. The glow of the screen syncs with the DJ's neon lighting, becoming part of the diner's ambient vibe.
- A group of friends pile into a booth, live-streaming a clip of the DJ set for another friend who couldn't make it. They laugh, toast their milkshakes, and dance a little in place.
- Alternatively: A student sits at the counter with a laptop open, casually working on WiFi while nodding along to the beat.
- · A diner customer scrolls through ticketing perks (like exclusive access to shows) while vibing to the set. It ties into music culture and feels organic

These benefits never "stop the show" — they're background details woven into diner life.

Roller-skating servers, neon signage flickering magenta, and playful prop movement remain the core spectacle. The T-Mobile perks peek through as **texture**, not centerpieces.



VISUALS & MOVEMENT

- **LIGHTING:** Bold, candy-colored hues with magenta woven throughout neon tubes, glowing jukebox panels, and the soft shine of colored light reflections across stainless steel counters.
- **PROPS:** Burgers, fries, and milkshakes that double as set dressing. Napkin dispensers and ketchup bottles catching the light like stage props.
- **DYNAMIC ACTION:** Waiters and waitresses on roller skates weave through the space sometimes gliding past the DJ, sometimes delivering plates to "customers," other times just dancing in rhythm. Their motion keeps the energy flowing and adds a playful, kinetic layer to the visuals.







CAMERA STYLE

- **STATIC WIDES** showcase the full diner, neon signage, and DJ booth set up where the jukebox usually stands.
- TRACKING SHOTS follow roller-skating servers as they zip past, creating natural transitions and bursts of energy.
- **CLOSE-UP INSERTS** of details the fizz of a soda, a straw swirling in a milkshake, roller wheels spinning under neon light keep the vibe playful and fresh.





TONE + ARG

The energy builds like a night out with friends — starting with a cozy, vibey diner atmosphere and escalating into a full neon groove session.

By the end, the diner feels like a glowing after-hours oasis: music spilling from the booths, roller skaters looping in smooth arcs, and everyone caught up in the rhythm.









