



T Mobile®

MOONHEAD
INDUSTRIES



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About Us

Moonhead Industries is a WBENC-certified, woman-owned full-service production company and creative agency. Our diverse team of filmmakers, designers, photographers, artists, and visionary creatives are dedicated to bringing your ideas to life.

We specialize in writing, production, post-production, design, VFX, and finishing services. With an award-winning team drawn from across the entertainment industry, we've had the privilege of creating content for major brands like Disney, Marvel, MTV, National Geographic, Netflix, ABC, CBS, and many more.

From engaging social media content and TV commercials to impactful key art shoots and music videos, our mission is to craft visually striking video content that sparks imagination and gives viewers the “feels”.

We're so excited to be pitching for this T-Mobile social campaign. Our creative aims to generate excitement and relatability in a way that viewers can connect with. We love the idea of tapping into life's fun and unexpected happenings as a way to show how T-Mobile integrates into everyday moments.





Project Details

Proposed Timeline

- January 21st - Concepts Delivered
- January 23rd - Project Awarded and Pre-Production Begins
- January 29th - Final Concept/Scripts Approved
- February 3rd - Physical Production Begins
- February 21st - Completed Deliverables

Deliverables

- 4 Concepts with 6 total assets per concept
- 1x up to 25 second 9x16 video, per concept
- 5 1x1 photos at 0.5 lens/wide angle, per concept
- All RAW footage & stills

Project Budget

\$30,000 or \$3,750/pitch &/or \$3,750/video

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Cast + Style

The heart of our videos lie with our cast and their distinctive flair. Whether it's a couple on a rainy day, bouncing through the city, or a vibrant dance party beneath the SoCal stars, our characters bring the excitement, energy, and irresistible charm of youth to life — capturing what it means to be young, alive, and free.

Our cast will be outfitted in the fresh and edgy looks that are relevant today: bucket hats, oversized T-shirts, baggy jeans, and bold colors highlighting the iconic T-Mobile pink.



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Pottery Studio Chronicles

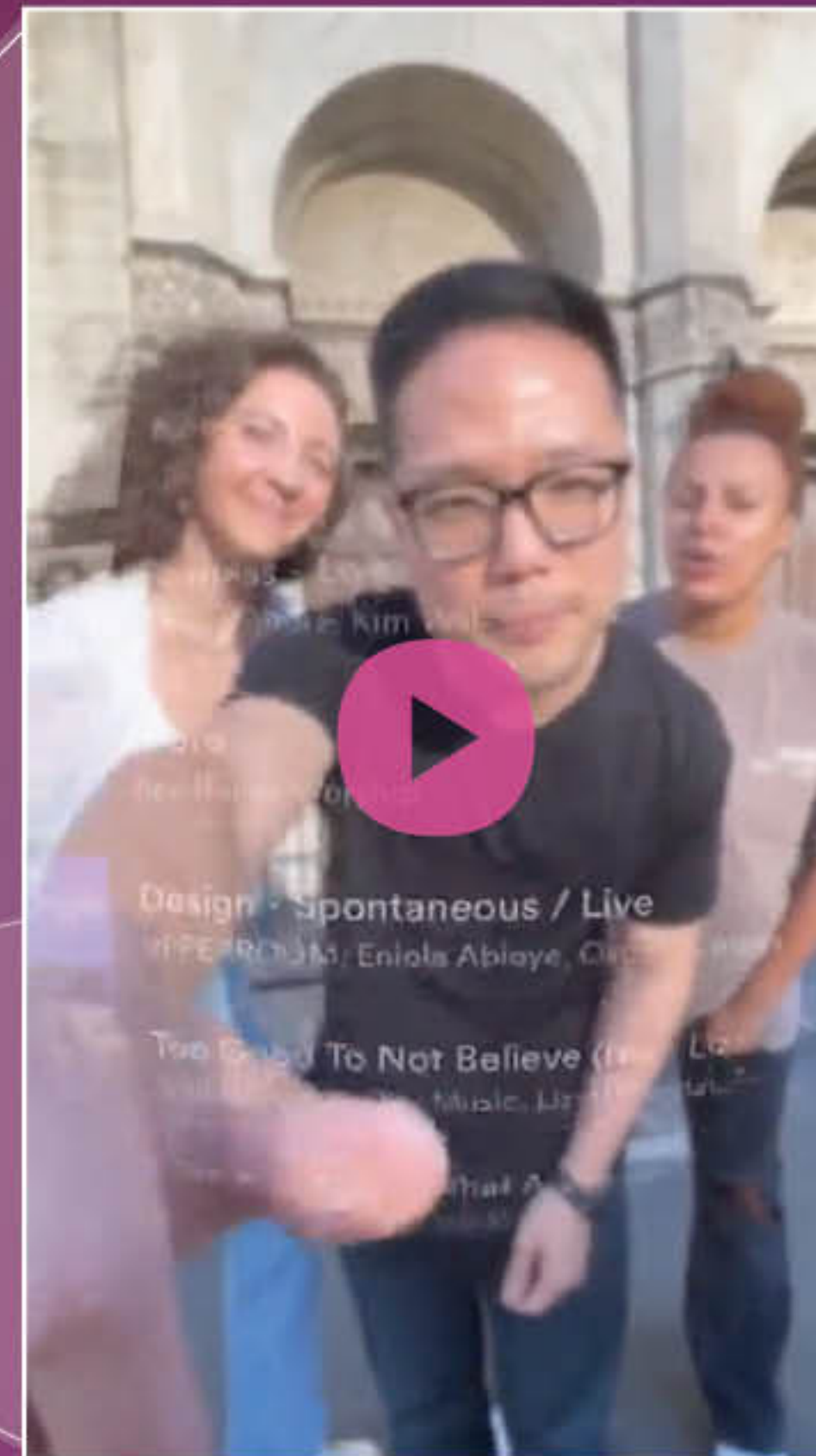
"Life. Better shared."

T STORY

We would start the video by whip-panning to our hero standing in front of a mirror at a pottery studio, taking a mirrored-selfie with his friends. This is a fun group, so they immediately start throwing up heart signs and making faces into the camera, signaling to their audience that they're ready to get messy and have some fun! As our hero and their friends take their positions at their individual potter's wheels, we would jump cut between their POV of getting their hands dirty in the clay, to moments of them goofing off with each other, to a POV shot from our hero's phone (still setup in mirror-mode from before) buzzing with comments scrolling in the foreground (EFFECT).

As our hero reacts, smiles, and engages with their audience on the phone, they tap (rhythmically to the beat of the music) on the screen... which transitions us to a later point in time and the pottery process. (EFFECT).

They proudly show off their masterpieces, taking their moment to shine, until a friend playfully wipes some clay onto his face. Our hero laughs, caught off guard. As this happens we zoom out, transitioning back into a POV shot from the phone, as laughing emojis start scrolling over the image; the audience clearly connecting with our hero in the moment.



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This video would follow our hero live streaming their pottery class. We would showcase the highlights of our hero and their friend's livestream intermixed with the audiences reactions scrolling in real-time, cultivating a sense of connection. Our hero and their friends have fun and goof off as their audience becomes active participants, fostering a community-driven experience.

This concept combines genuine, unfiltered moments of friends sharing a hobby with high-energy excitement. With fast-paced cuts that showcase the moments of our characters time in the pottery studio with sound bites of laughter, comments to the friends and followers at home who are tuning in via a social media livestream that is brought to life by killer graphics, the viewers will feel that community and authentic connection is attainable no matter where they are.

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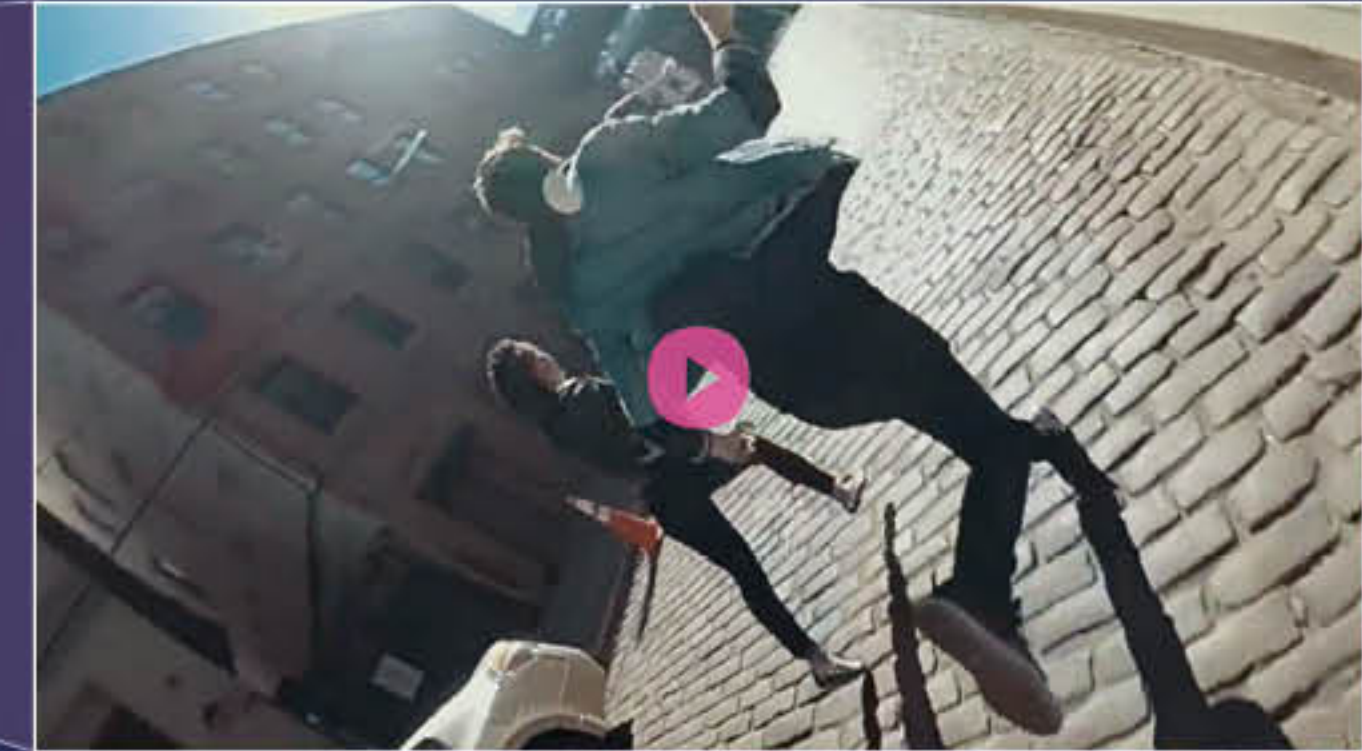
Rewind the Day

"Create your day."

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STORY

Opening via a GoPro slo-mo spin effect, we show a rowdy group of friends dancing at a rooftop party. Colored lights flicker as our hero is there enjoying the moment. After some quick cuts of our hero taking group selfies with their friends, one of the friends in the middle of the dance circle spins as everyone gives a big reaction. Suddenly, everything stops and reverses, rewinding in slow motion. We're ultimately transported back to an earlier part of our hero's day.

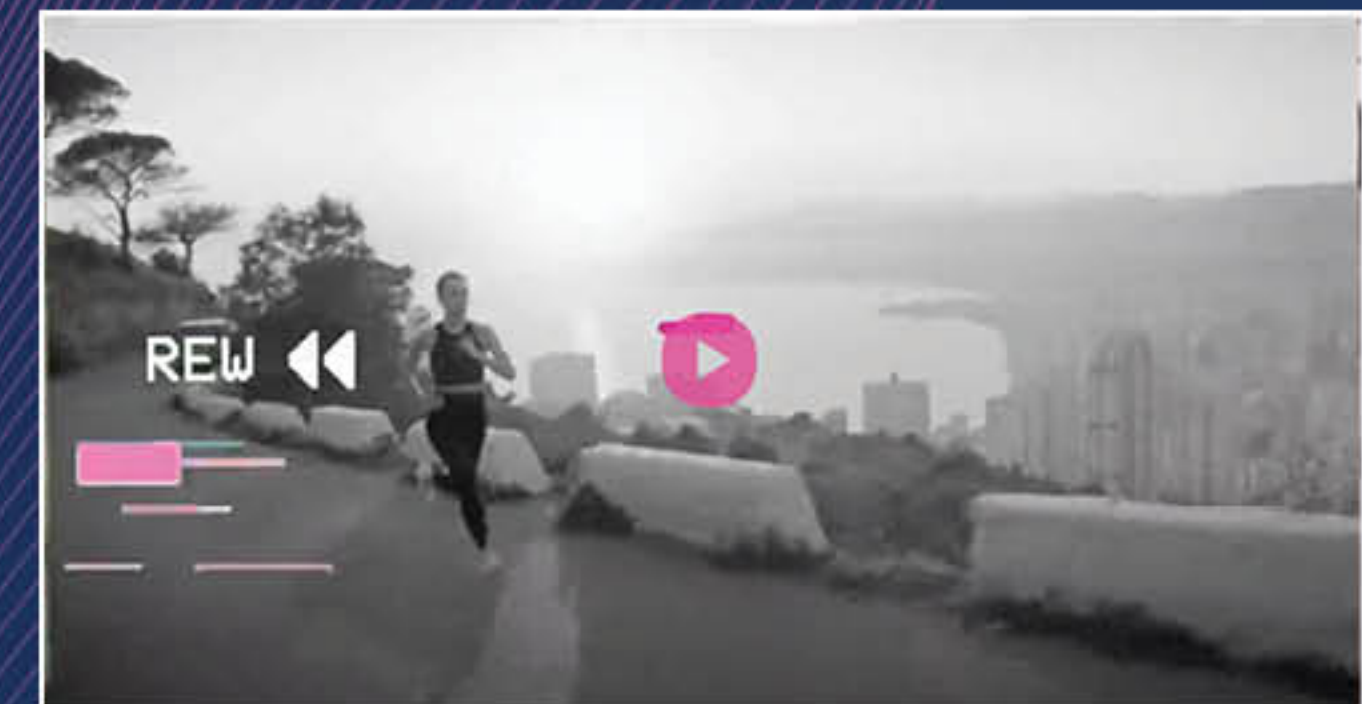


Now it's afternoon and our hero is eating ice cream outdoors with a friend eating popcorn. We catch more spontaneous, fun, recklessness...before cutting to a reverse motion shot of the friend throwing popcorn at her. This rewind takes us to...



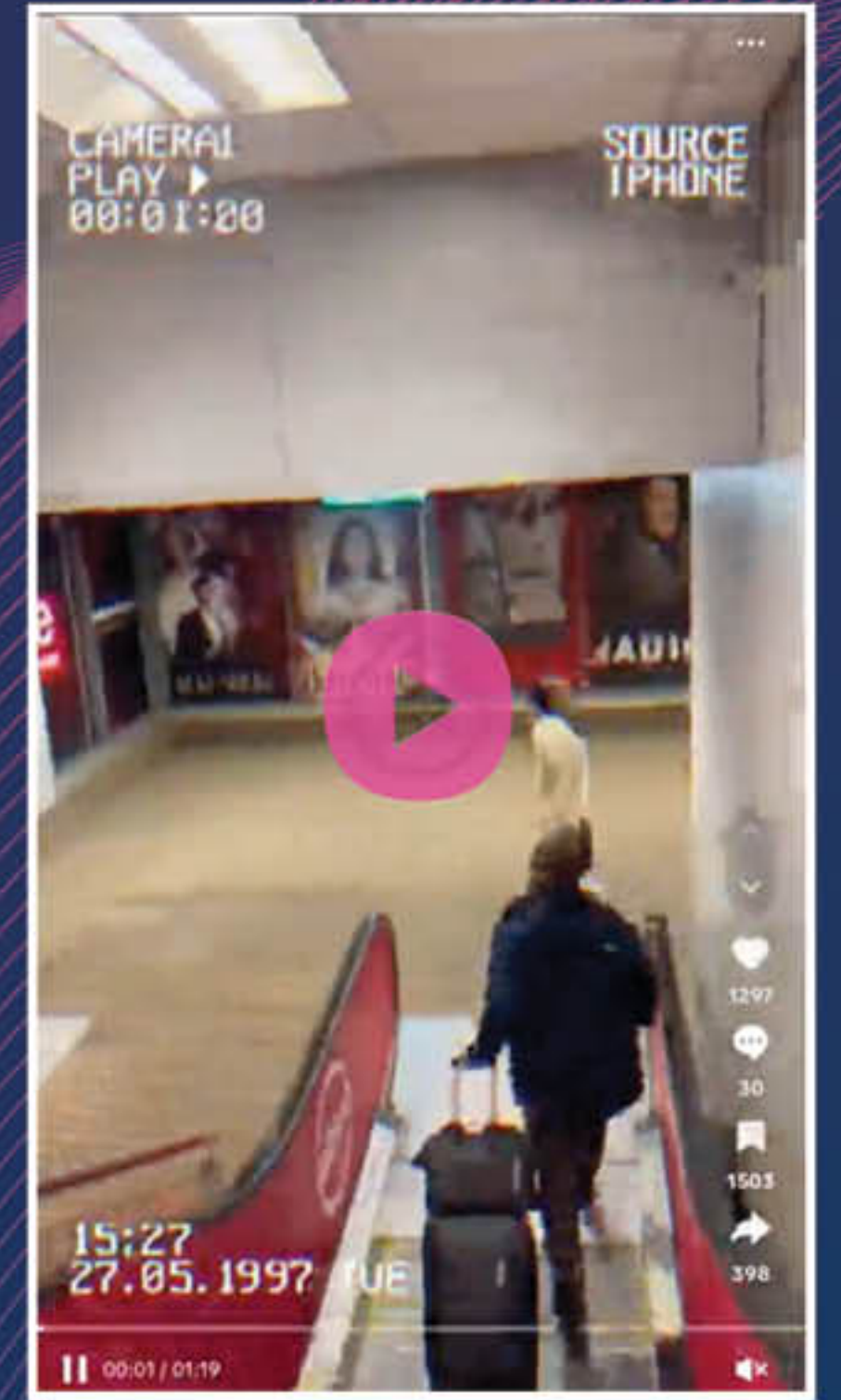
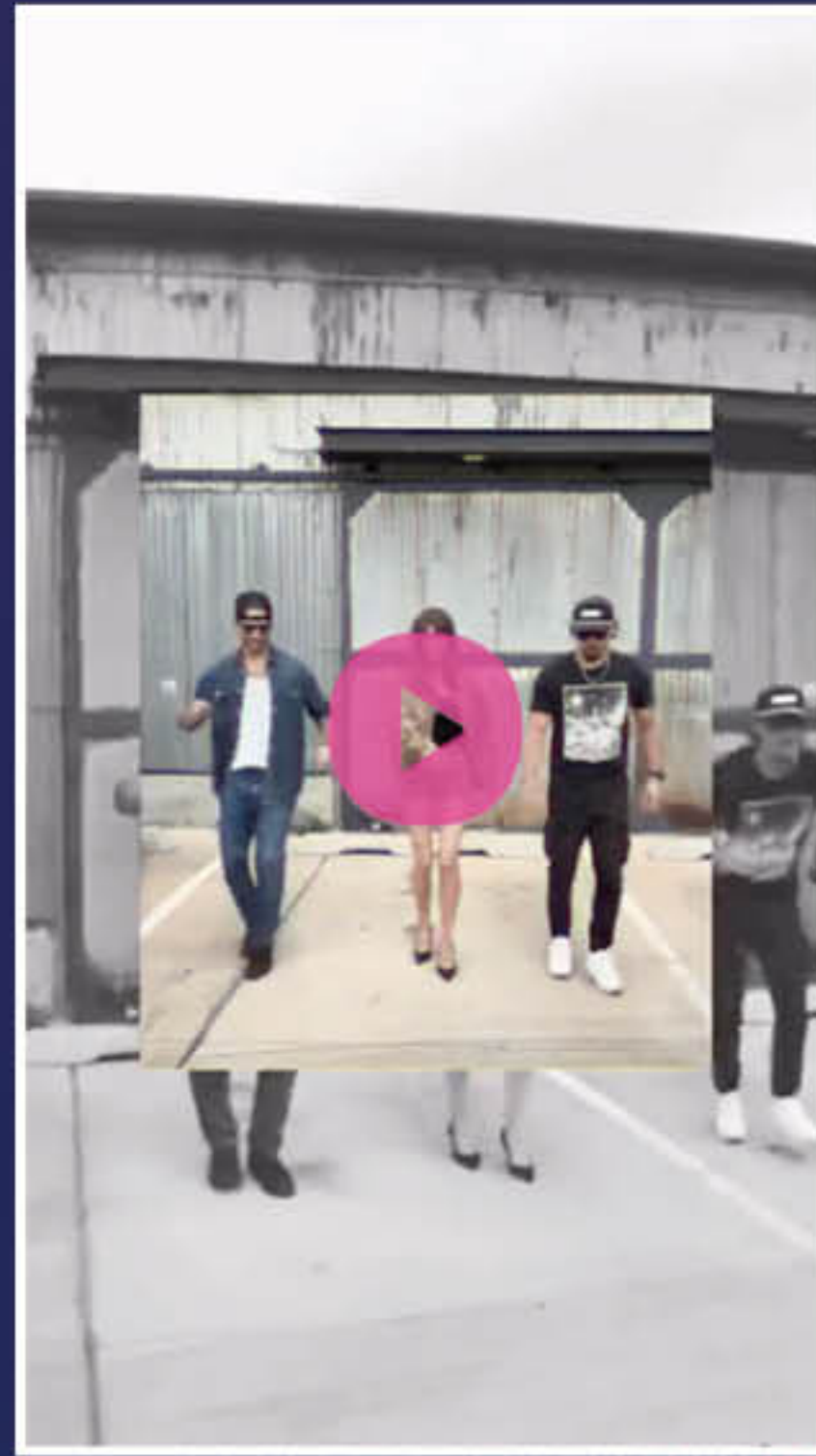
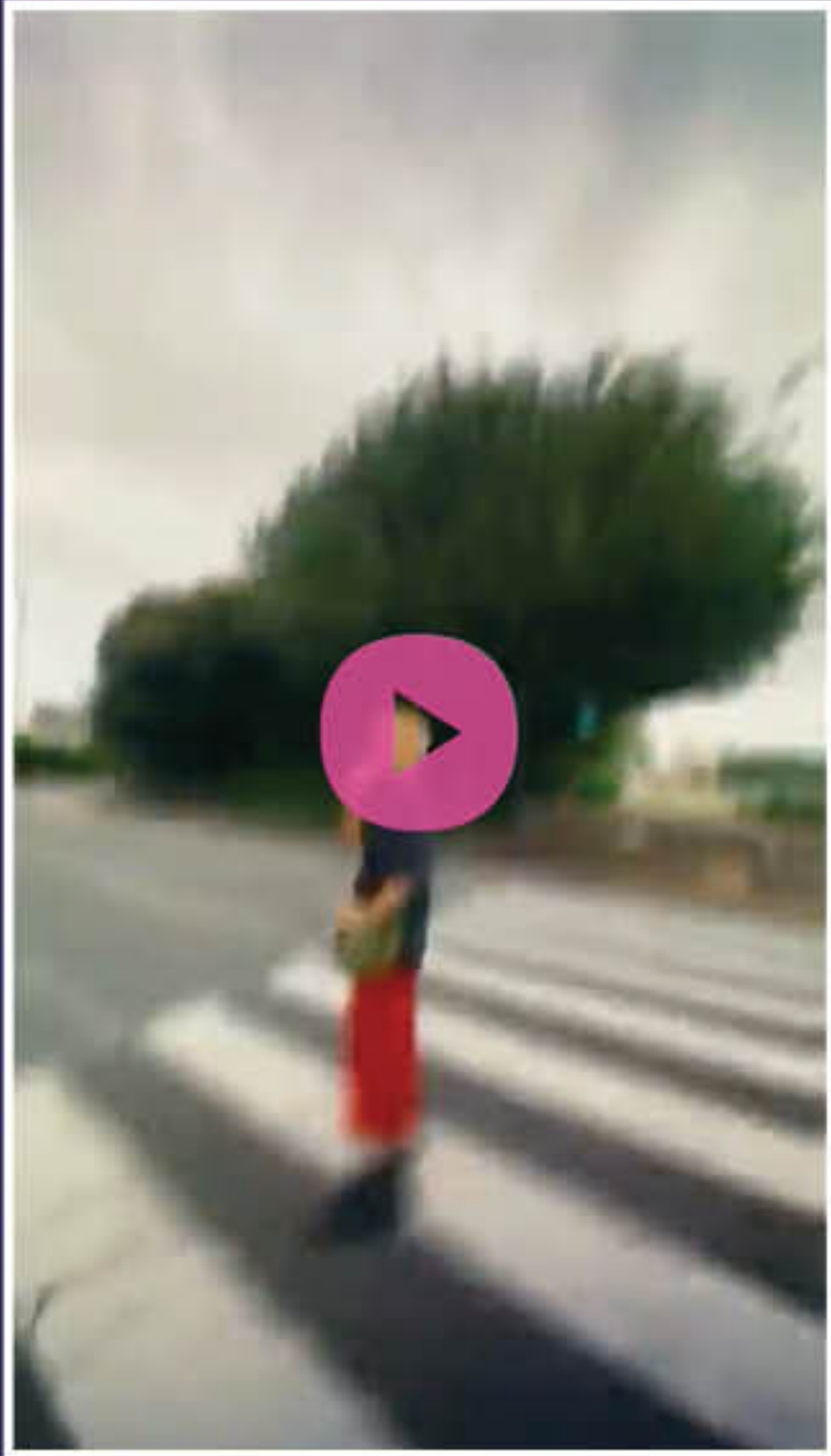
...An interior apartment! Now it's daylight and we catch a montage of our hero going through outfit changes and making silly faces in a full-size mirror.

We rewind through the day again, this time showing our hero and a different friend going for a morning jog through the park.



We continue to move in reverse until we reach our hero's apartment as she pours her morning cup of coffee, dressed in their PJs. They hear a buzz and look to their phone to see a friend messaging them asking "Any plans?". Our hero types a response with an excited but hopeful smile before taking a sip of their coffee.

(click on images below for videos)



VISUAL REFERENCES

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TONE

This project captures a youthful summer vibe, blending raw moments with intriguing reverse motion shots. It emphasizes spontaneity and connection, bringing viewers into a world full of free-spirited energy and unexpected twists. The dynamic visuals create an immersive, vibrant experience that celebrates living in the moment.

The tone of this pitch starts out with flashing lights and quick high paced/wide angled swinging visuals of dance floor magic and thrill to get us to the raw, silly moments of friends hanging out to picking out of an outfit. Using speed ramps and jump cuts, this will create that energy and excitement for the viewer to feel confident so that they can take the helm of their day knowing that even if it starts out aimless, it can turn joyful at any moment when they are with the people they love.





The Invincible Thread

"Big world, made small."

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STORY

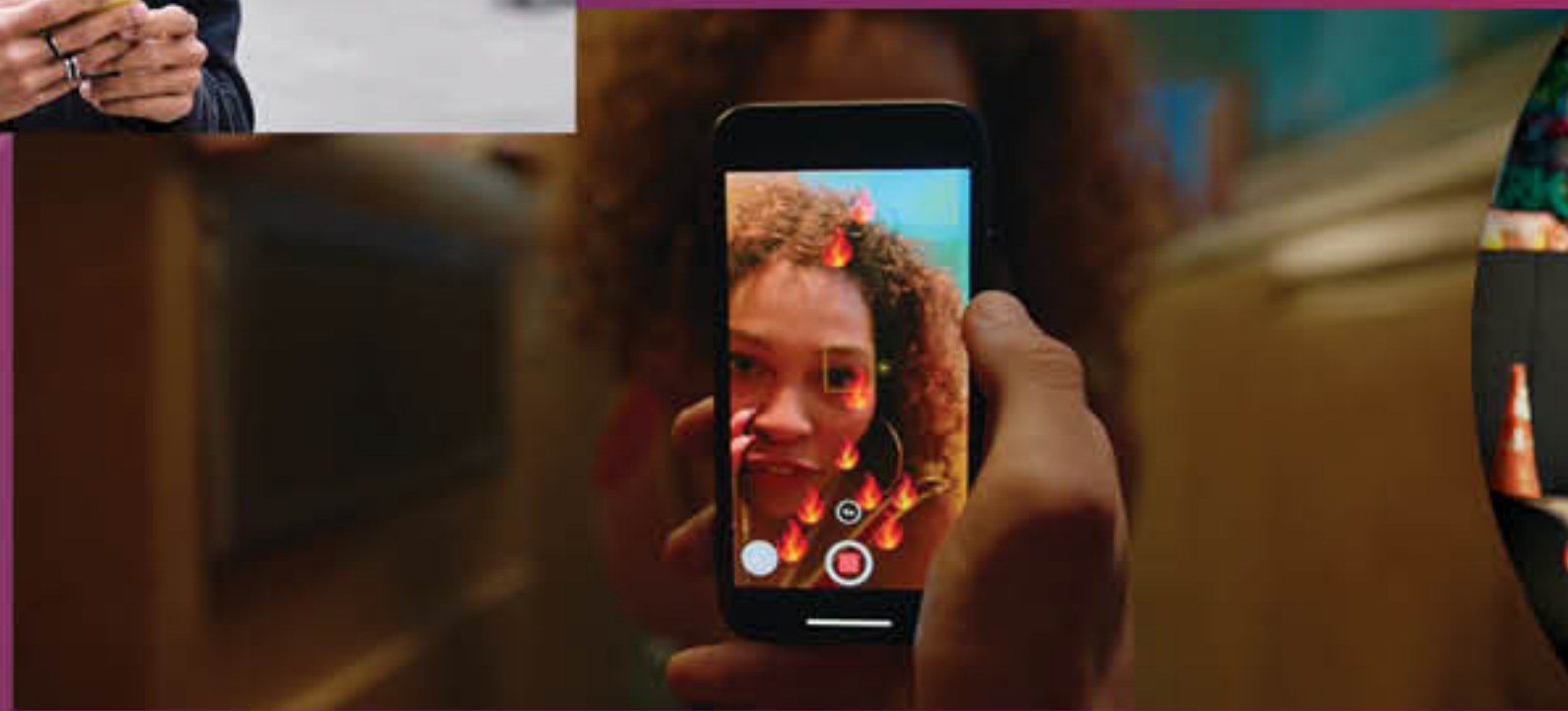
We open on our hero, a roller skater, vibing out to music with some headphones on as she glides through a park on a lovely sunny day. She's in her element, as displayed by her rhythmic movements synced to the beat of the music. Zooming out, we see that her friend has been recording her on a live stream from a set of nearby bleachers.

As we're looking at the screen of the phone, we zoom out from the screen (with magenta lines swirling around the phone) to see a young professional watching her live skate video as he's jumping on a subway train for his morning commute. Using this visual graphic inspiration ([here](#)), he comments on the video saying "What?! She's so good!" (Appearing as GFX text above the phone.) Another text appears saying, "Check this out!"

We cut to a wide view of his profile as he continues to walk through the subway while putting his phone in his pocket. As he walks behind a column, we transition to reveal another person walking in the same direction. ([transition example](#))

We're now focused on a group of friends walking on a city street at night time, dressed for a night on the town, getting the sense that they're in a different time zone. Phone in hand, one girl receives a graphic magenta-colored "ping" ([effect example](#)). She looks and it's the skate video. With a big smile, she comments back saying "Love this!" (again appearing as GFX text) before giving the video an exclamation point reaction. The camera comes around to zoom in on the phone in her hand, transporting us back to our first location where the livestream of our Hero Skater is taking place. The skater rolls up to her friend's phone, giving a wave and a smile to everyone watching the livestream!





TONE

Even though we're a big world, we can make new connections everyday. Using seamless transitions, we want to highlight how quickly people can share and get inspired by one another. It's a big world, but T-Mobile makes it easy to feel small and connected.

This concept aims to harness the power of an energizing beat to create that feeling of invincibility. Using dynamic yet effortless shifts between locations whether it be a cellphone or a flag pole, seamlessly guided by the iconic T-Mobile pink thread, the music and visuals combine to evoke a sense of electrifying ease in the viewer, making every connection feel unstoppable.



TMT Umbrella

"Your Connections Covered"



STORY

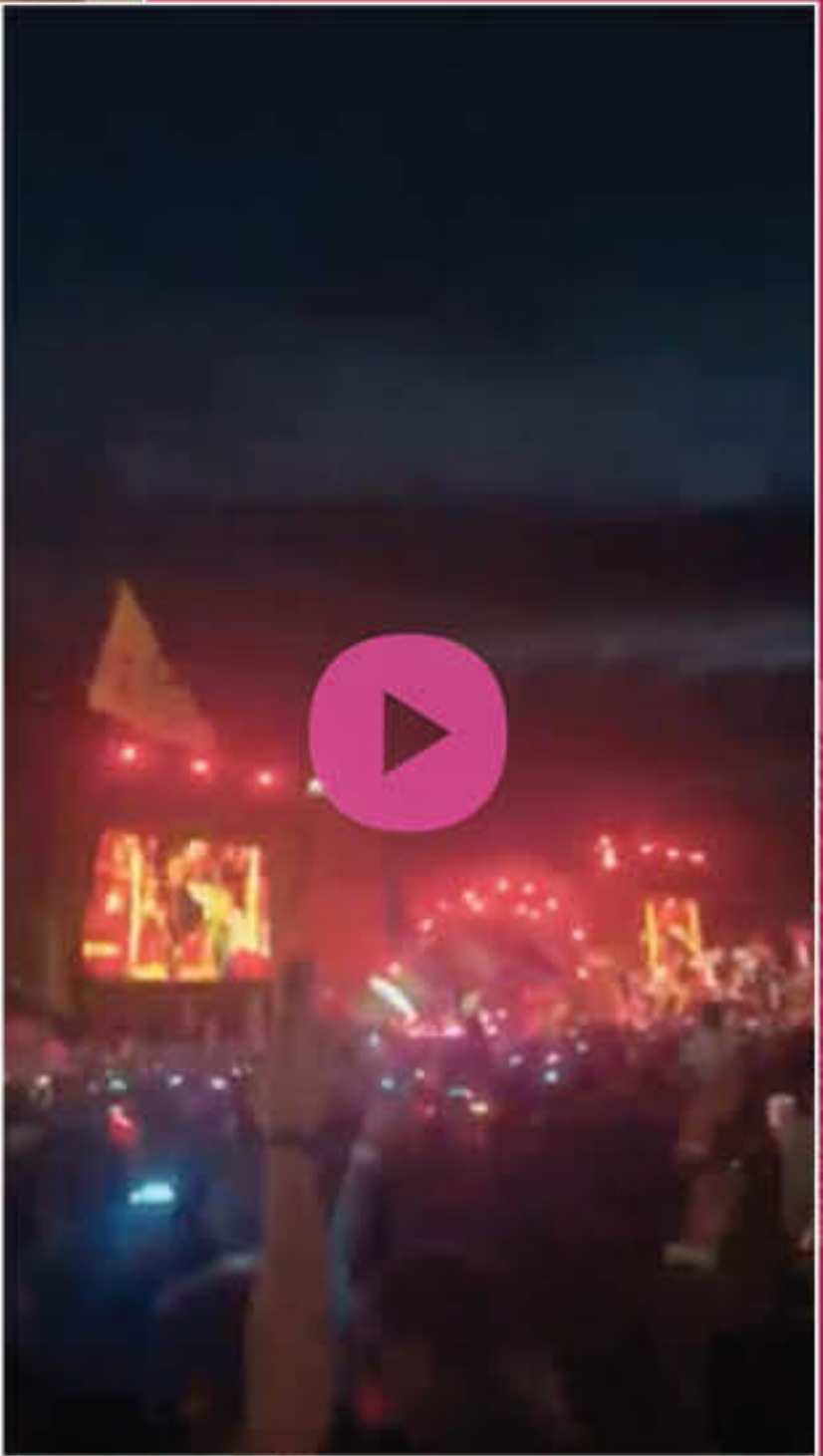
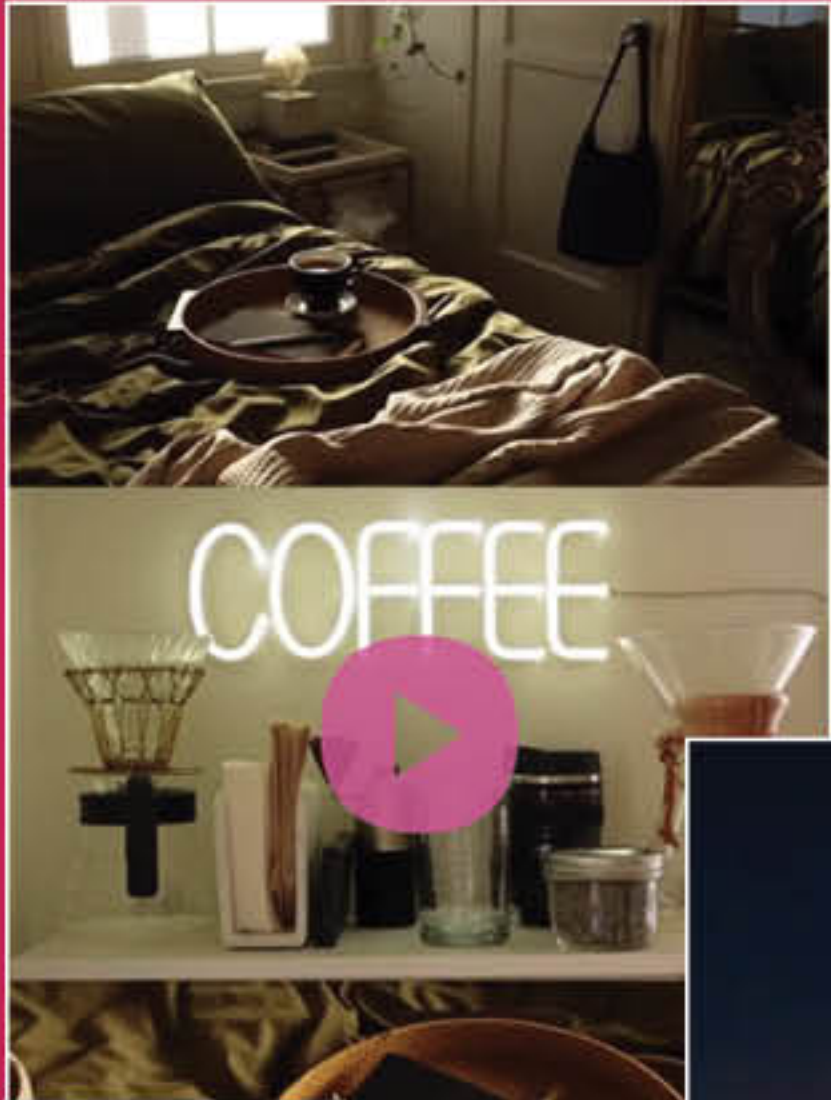
We open on our female lead on the street and sensing a little rain coming, she opens her pink T-Mobile umbrella and approaches our male lead, who stands disheveled while holding his leather jacket over his head.

The two exchange glances. She gives him a smile and motions for him to come closer underneath her umbrella. He smiles back and... We cut through time, just a few moments later, as the two are running down the street, dashing through puddles with the pink umbrella held aloft.

Jumping through time again, we watch as they record phone moments of each other while they grab tacos from a food cart. Now, no longer raining, she jumps on his back (umbrella still in hand) and they playfully laugh and run down a street. The camera gazes up at them so we can see vibe-y rom-com-esque bokeh emanating from the hanging string lights that adorn the city street.

The couple ends up back at her door, where she mischievously grabs the phone from his jacket pocket. She opens the umbrella, creating a veil between the two as she writes something on her hand and takes a selfie. She puts it back in his pocket, closes the umbrella. Walking away, he opens his phone to see her making a kissy face with the writing “Tomorrow night?” on her hand.

To create the high energy feel of this piece we will implement a rapid editing pace and occasionally break into a three-layered stacked split-screen. This will allow us to convey both the narrative information of a scene but also give us the ability to showcase emotionally resonant close-ups and reaction shots. These techniques will create a sense of being fully “in the moment” with our characters and help deliver much of the video’s emotion. ([inspo here](#))

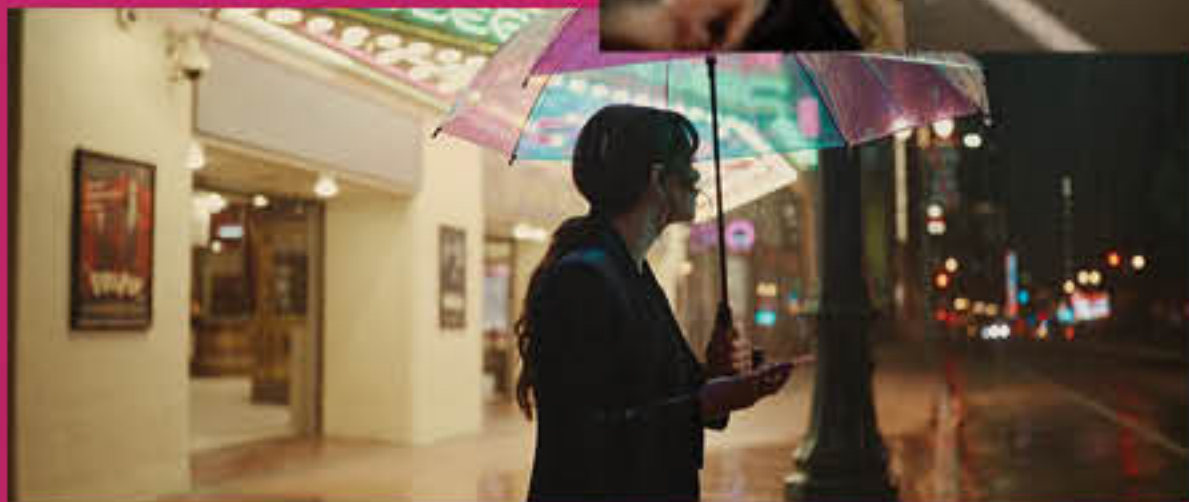
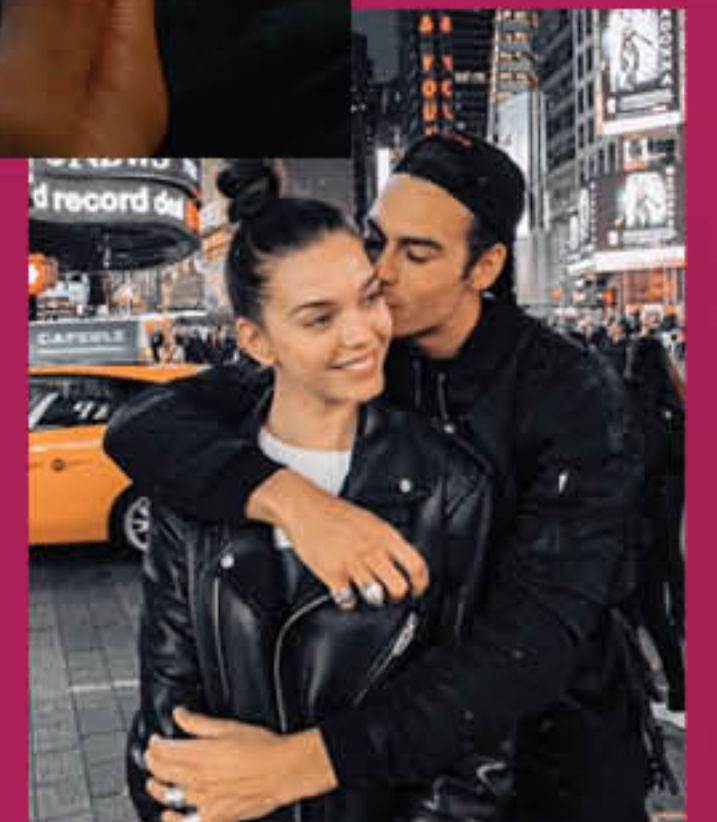


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tone

Equipped with a bold T-Mobile umbrella, follow a young couple on a spontaneous rainy date in the city, capturing their connection through a mix of playful self-shot moments and an outsider's perspective. The umbrella helps to highlight endearing moments of connection, playfully used to drive their story.

Blending the whimsical charm of a Wes Anderson-inspired rom-com with the authenticity of a self-recorded "home video", the vibe of the piece is sweet and exciting, striking a perfect balance between fun, lighthearted romance and the thrill of a off-the-cuff moments. Close-up shots and chemistry of smitten smiles and stolen glances between our hero female and hero male will establish the intimacy of our story. Our locations around LA from city stringed lights to tall buildings paired with quick shots of running, laughing, and smiles will create the feeling of excitement; that anything is possible. Overall, the audience is invited to not only enjoy the couple's cute and intimate moments, but also to engage with the T-Mobile branding, subtly woven into the experience.



Thank You!

Thank you so much for looking through this deck!
We look forward to talking with you in person and sharing our vision for these concepts in more detail.

If you have any questions in the meantime, please feel free to reach out.

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