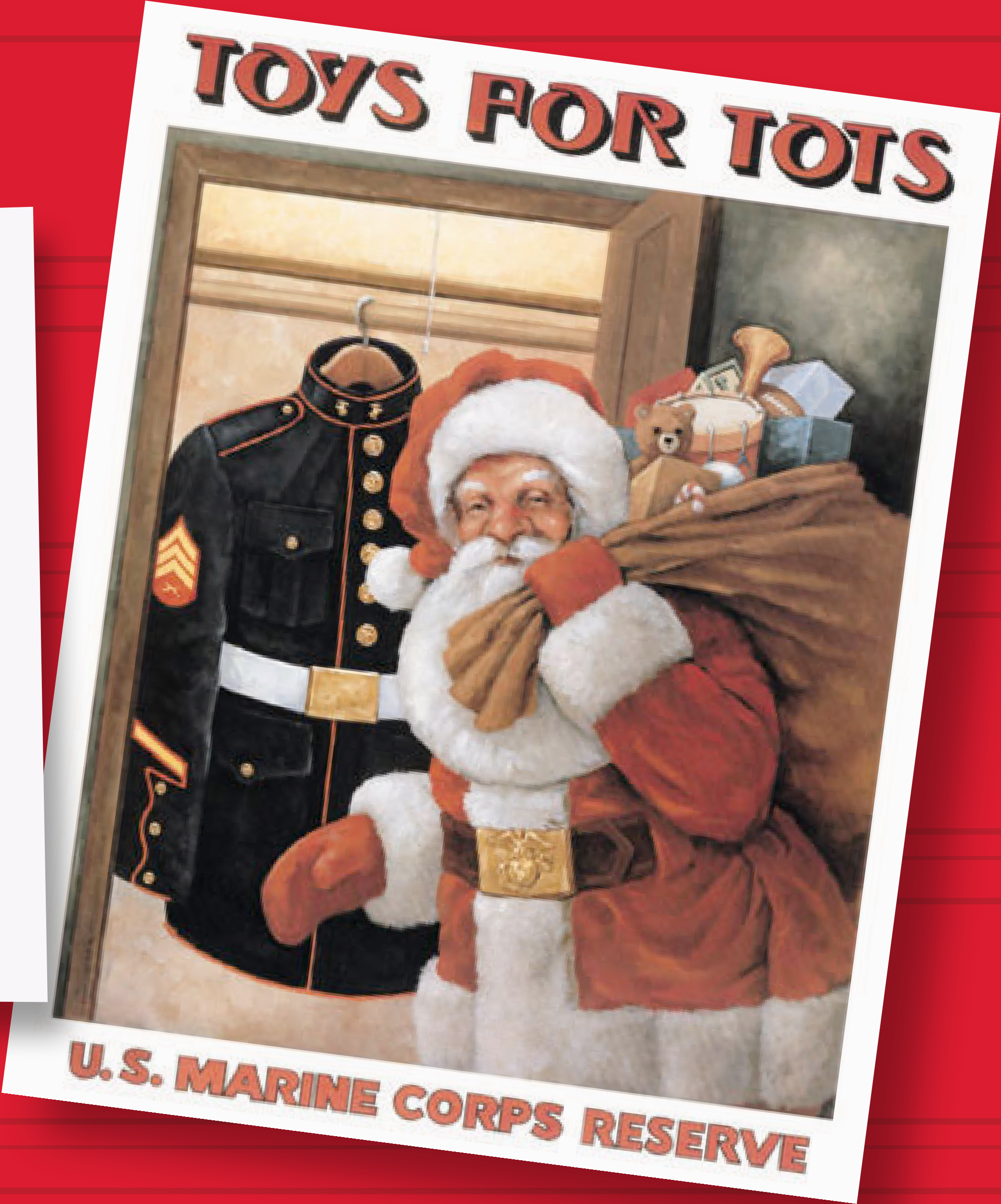




MOONHEAD  
INDUSTRIES

# TABLE OF CONTENTS

<b>PROJECT DETAILS</b>	<b>3</b>
<b>OBJECTIVE</b>	<b>4</b>
<b>AUDIENCE</b>	<b>5</b>
<b>TONE</b>	<b>6</b>
<b>PITCH CONCEPT - “Dear Santa”</b>	<b>7</b>
<b>ROUGH SCRIPT + STORYBOARDS</b>	<b>9</b>
<b>THANK YOU</b>	







## INITIAL PROPOSED TIMELINE:

**May** – Concepts Delivered and Project Awarded  
**May/June** – Storyboard Developed and Delivered  
**June** – Final concept/script approved  
**July** – Physical Production begins  
**End of Sept.** – Completed deliverables

## PROJECT BUDGET:

**\$190,000**

## DELIVERABLES:

1x :30 (16x9)  
1x :15 (16x9)  
1x :30 (9x16 Social Asset)  
1x :15 (9x16 Social Asset)  
1x Radio Spot (Audio-only version or custom piece)  
Potential “Micro Videos”

# OBJECTIVE

The objective of “Dear Santa” is as simple as it is sincere: donate! With our eager kid hero writing an impassioned letter to Santa, we’re encouraging the viewer’s inner child to take the wheel, remembering the magic and nostalgia of Christmases past in the hopes of inspiring them to help make this holiday EXTRA meaningful for children in need today.

We also know this time of year can be chaotic and complicated (here’s looking at YOU too many holiday parties), but by seeing this family in action, we’ll drive home that picking up and donating a toy doesn’t need to be a chore; it can be a simple, fun and heartfelt way of spreading joy!





# OBJECTIVE

The objective of “Dear Santa” is as simple as it is sincere: donate! With our eager kid hero writing an impassioned letter to Santa, we’re encouraging the viewer’s inner child to take the wheel, remembering the magic and nostalgia of Christmases past in the hopes of inspiring them to help make this holiday EXTRA meaningful for children in need today.

We also know this time of year can be chaotic and complicated (here’s looking at YOU too many holiday parties), but by seeing this family in action, we’ll drive home that picking up and donating a toy doesn’t need to be a chore; it can be a simple, fun and heartfelt way of spreading joy!



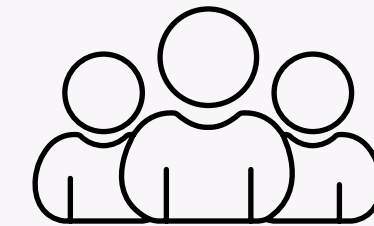
# AUDIENCE



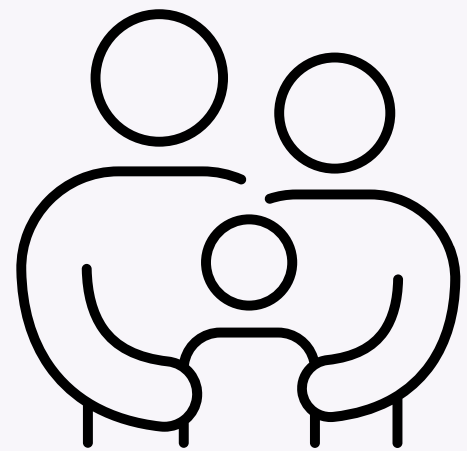
Supporters /prospective supporters of Toys For Tots who have contributed/want to contribute to the toy drive.



Disney fans and theme park guests who may see this PSA at a Disney location.



Disney employees and their families.



Parents/grandparents who are already gift shopping for children.



Anyone and everyone else with the means to give.



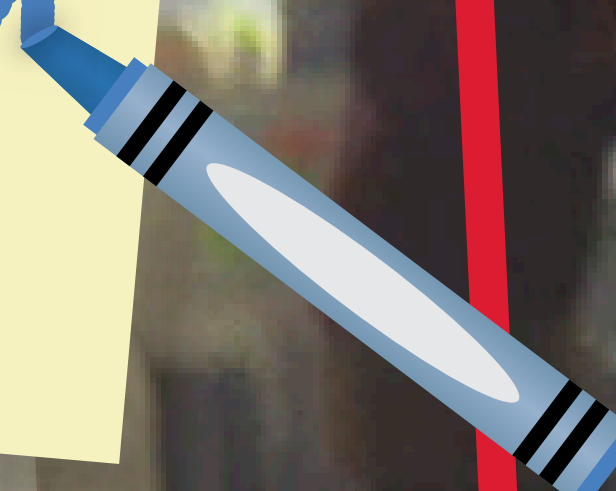
# TO NE

This spot is a spirited combination of sincerity and playfulness with a touch of magic. The earnest VO delivered in a child's voice will serve as the heart of the piece, while the juxtapositions of holiday visuals like sleepy parents and antlered dog provide a breezy touch of comedy to balance out any over sentimentality. At the store, our child steps front and center to become the hero of the piece, delivering their toy to the donation booth before we pump up the feel-good vibes as we see the toy change another child's Christmas forever. Finally, we'll sprinkle a bit of Christmas magic on the final beat, as the new kid's eyes light up at the prospect of their new toy delivering an extra special message only they can hear!





DEAR  
2ANTA







DeAR  
2ANTA







We open on snow coming down outside a bedroom window. A child wakes up, excited! Is it Christmas already?! They quickly hop out of bed, grabbing a colorful pen and some paper that they begin scribbling a note on. “Dear Santa...”

As we hear the child read their letter, we intercut with scenes of their family going on a fun Christmas quest, our kid always bubbling with excitement and cheer as their parents good naturedly keep up.

“I hope I’m not interrupting a long winter’s nap...” the kid jumps on their parents’ bed, eager for everyone to get up Up UP! “And that the reindeer are doing well...”

CUT TO: our kid adjusting some toy reindeer antlers on the long suffering family dog in between bites of breakfast. Mom and Dad try to down some coffee out of matching holiday mugs in the kitchen.

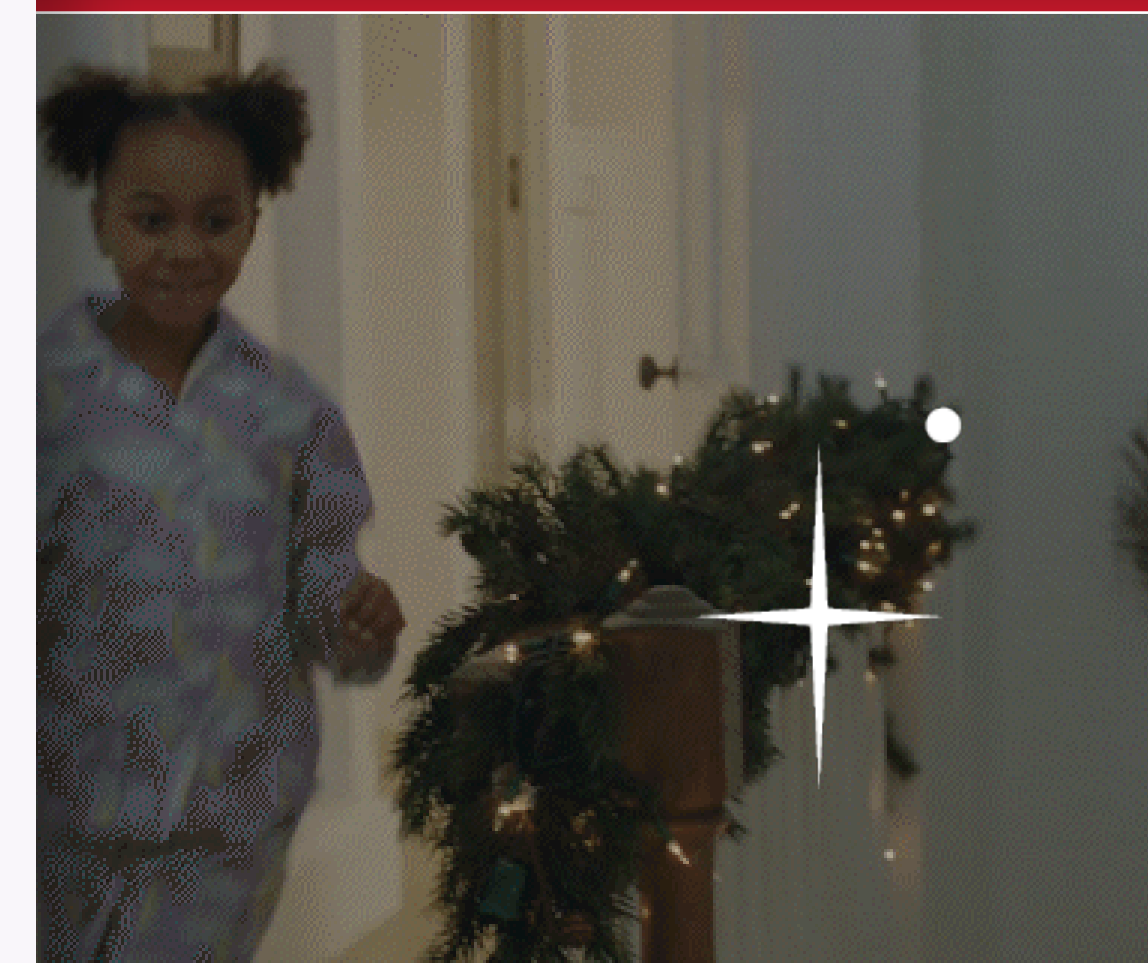
“This Christmas, I wanted to ask you for something EXTRA special, if that’s okay?” We see our family—bundled up in festive winter clothes—leaving the decked halls of their house behind in the family van.

Things take a more sentimental turn, as we soon realize this loveable kid is taking the magic of the holiday season into their own hands this year. “It’s SUPER important.”

CUT TO: The child staring upwards, brow furrowed as they think through a VERY important decision. “I wouldn’t normally ask, but since you’re Santa and all, I knew you’d understand.” The child points—that one- and Mom reaches up, pulling down an adorable plushie from (what we reveal) is the toy aisle they’ve been standing in.

OUTSIDE: Our Kid holds the plush toy close as the family exits the store. “If you could make sure a SPECIAL kid on your list gets this, I’d really appreciate it.” Mom points and the child rushes over to a TOYS FOR TOTS table. They skid to a stop just short, taking a moment whispering in the toy’s ear so only we can hear-- “Say hi from me, okay?”—before proudly presenting their gift to a Marine.

CUT TO: Another living room in another home on Christmas morning. We see a different child opening up a gift—it’s the plushie! They hug it close, then their eyes widen. They lean in, listening carefully. Suddenly, the child giggles. We end with keyables/VO that play out over these ending beats.





# SCRIPT + STORYBOARDS



## INT. KID'S BEDROOM - MORNING

Snow falls outside a window ringed with Christmas lights. Our precocious KID in PJs sits at a kitchen table. We watch as they intently write something on a piece of paper:

KID (V.O.)

Dear, Santa. I hope I'm not interrupting a long winter's nap...

## INT. PARENTS' BEDROOM - MORNING (MOMENTS LATER)

Mom and Dad are fast asleep as Kid jumps onto the bed.

KID

Up up up! Today's the day!





**INT. KITCHEN - MORNING (LATER)**

Kid adjusts plush reindeer antlers on the family DOG.



KID (V.O.)

Are the reindeer doing well? Do the  
elves have enough cocoa?

Mom and Dad sip down coffee from matching holiday mugs.

**EXT. FAMILY HOME - DAY (LATER)**

The whole family (bundled up) hop into their van and  
leave their cutely decorated house behind.

KID (V.O.)

This Christmas, I wanted to ask you  
for something special.

**INT. STORE - TOY AISLE - DAY (LATER)**

Kid looks up at an unseen shelf. They seem  
determined, as if this is the most important  
decision in the world.

KID (V.O.)

I know you don't mind, because you're  
Santa and all.





Kid finally comes to a decision and points. That one.  
Mom reaches up and pulls down an ADORABLE PLUSHIE. The Kid  
takes it, holding it close.



**EXT. STORE - PARKING LOT - EVENING (MINUTES LATER)**  
The family exit the store through the automatic  
doors.

KID (V.O.)

If you could make sure your most  
special kid gets this gift, I'd SUPER  
appreciate it.

Kid points off-screen. Mom and Dad  
nod encouragingly. Kid runs off--  
with plushie-- and comes to a stop  
in front of:

**EXT. STORE - TOYS FOR TOTS STAND -  
SAME**

A friendly MARINE looks up with  
a smile. Kid whispers into the  
plushie's ear:

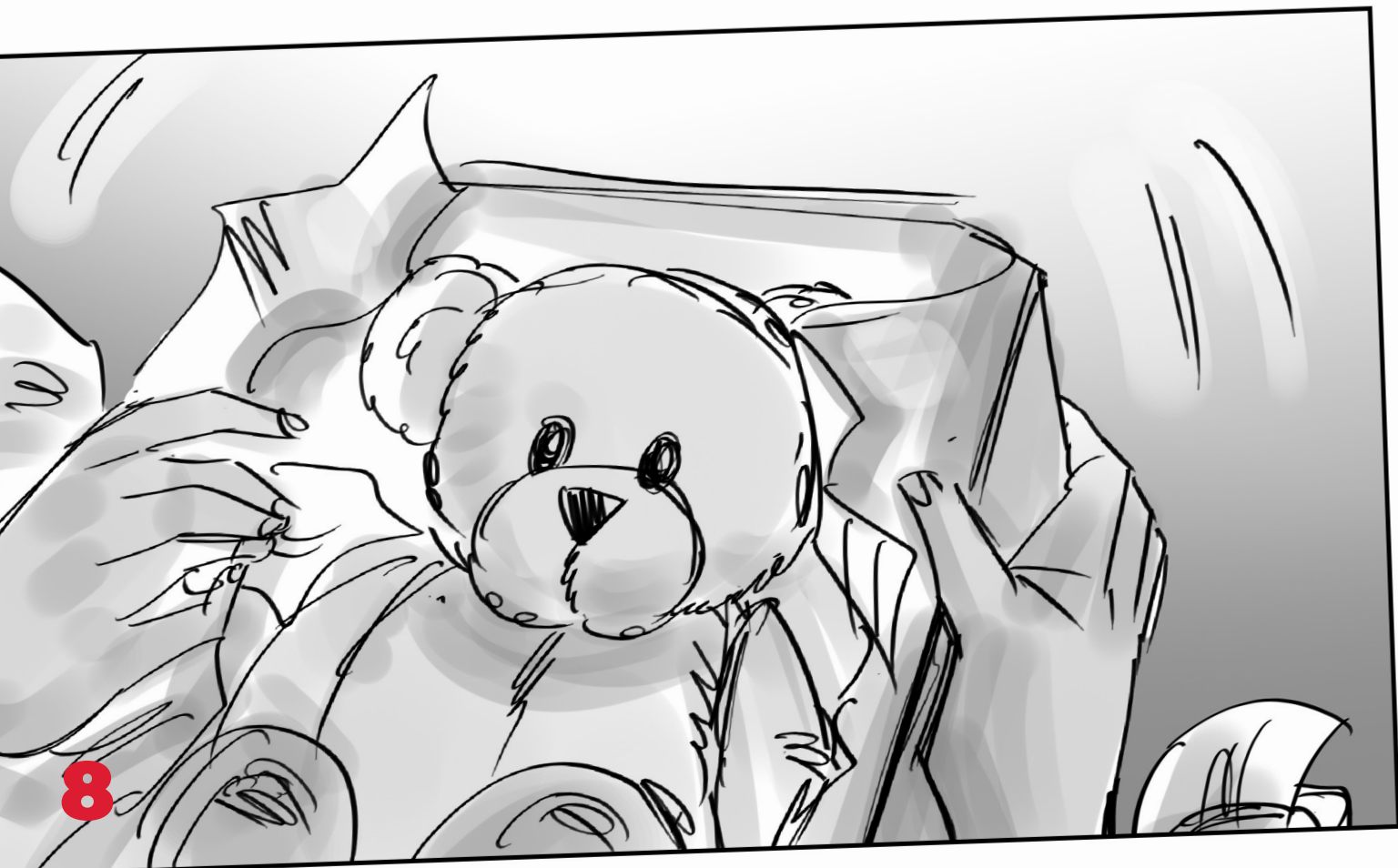
KID

Say hi from me, okay?

Satisfied, Kid holds out the plushie. The Marine  
gingerly takes it.







**INT. OTHER KID'S HOUSE - LIVING ROOM - DAY (MORNING)**

OTHER KID opens up a gift. They squeal with excitement as they pull out... THE PLUSHIE! They love it-- giving it a hug-- before pulling back slightly. They seem a little confused.



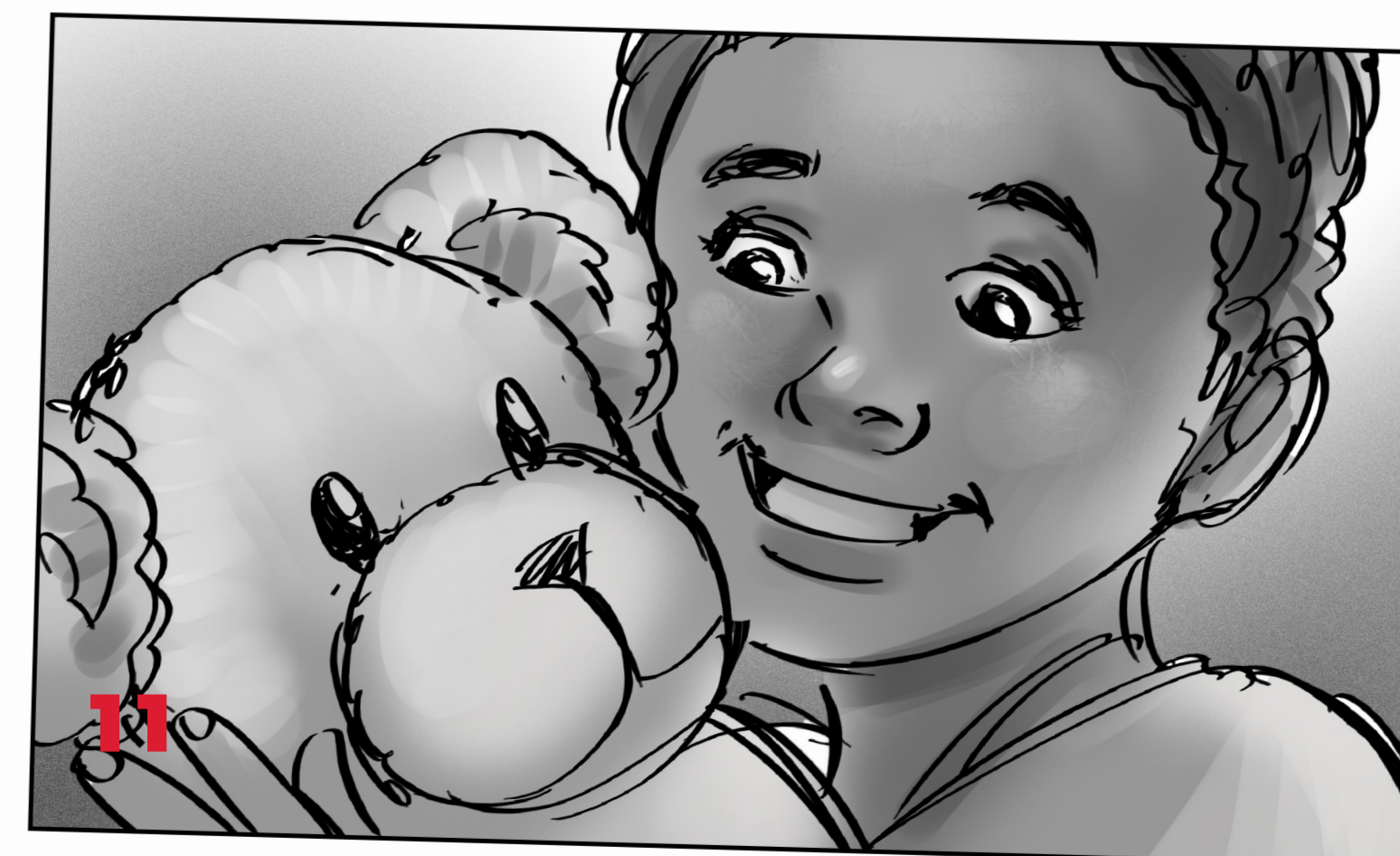
They hold the plushie to their ear, listening carefully and nodding in understanding.



**NARRATION (V.O.)**

Share the love this holiday season.

Suddenly, they light up with a smile, giving the toy an even BIGGER HUG.







**EXT. OTHER KID'S HOUSE - LIVING ROOM WINDOW - SAME**

We pull back from this lovely sight, snow falling once again.

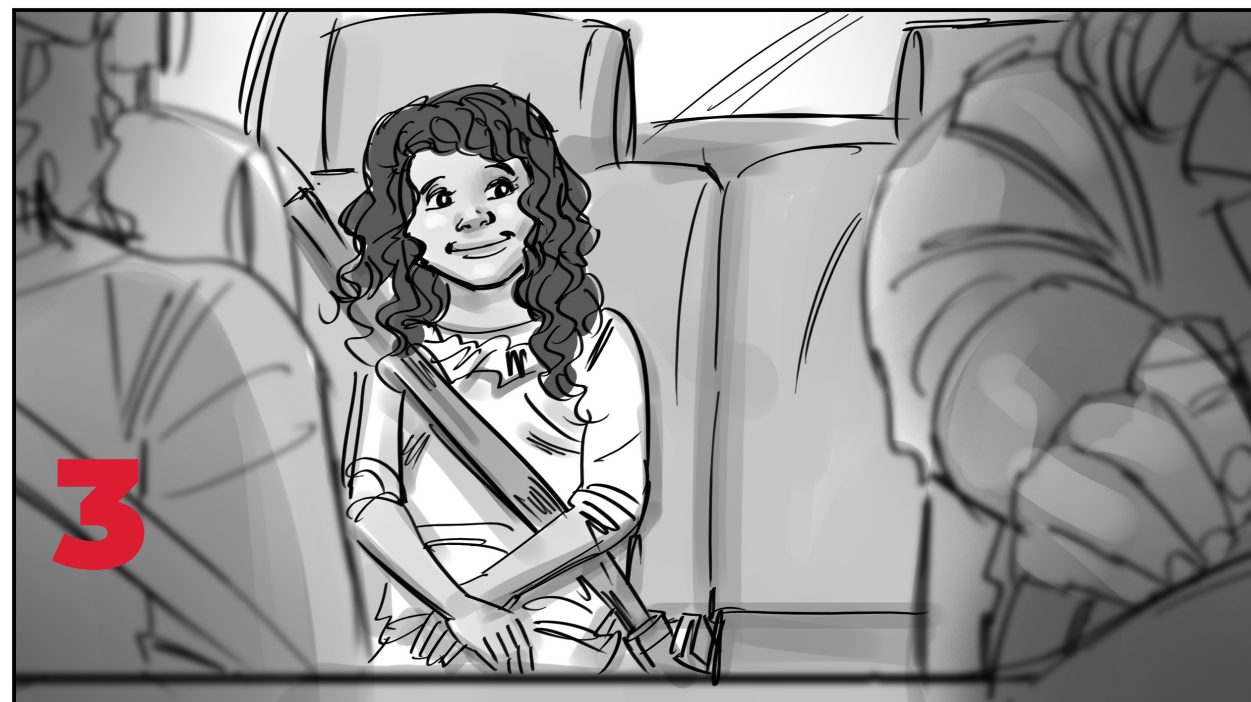
NARRATION (V.O.)

Donate and help the marines deliver  
hope to a child in need.

CLOSING KEYABLE GFX.



# ROUGH SCRIPT + STORYBOARDS



## INT. KID'S BEDROOM - MORNING

Snow falls outside a window ringed with Christmas lights. Our precocious KID in PJs sits at a kitchen table. We watch as they intently write something on a piece of paper:

*KID (V.O.)  
Dear, Santa. I hope I'm not  
interrupting a long winter's nap...*

## INT. PARENTS' BEDROOM - MORNING (MOMENTS LATER)

Mom and Dad are fast asleep as Kid jumps onto the bed.

*KID  
Up up up! Today's the day!*

## INT. KITCHEN - MORNING (LATER)

Kid adjusts plush reindeer antlers on the family DOG.

*KID (V.O.)  
Are the reindeer doing well? Do the  
elves have enough cocoa?*

Mom and Dad sip down coffee from matching holiday mugs.

## EXT. FAMILY HOME - DAY (LATER)

The whole family (bundled up) hop into their van and leave their cutely decorated house behind.

*KID (V.O.)  
This Christmas, I wanted to ask you  
for something special.*

## INT. STORE - TOY AISLE - DAY (LATER)

Kid looks up at an unseen shelf. They seem determined, as if this is the most important decision in the world.

*KID (V.O.)  
I know you don't mind, because you're  
Santa and all.*

Kid finally comes to a decision and points. *That one.*

Mom reaches up and pulls down an ADORABLE PLUSHIE. The Kid takes it, holding it close.



EXT. STORE - PARKING LOT - EVENING (MINUTES LATER)

The family exit the store through the automatic doors.

KID (V.O.)  
*If you could make sure your most  
special kid gets this gift, I'd SUPER  
appreciate it.*

Kid points off-screen. Mom and Dad nod encouragingly. Kid runs off-- with plushie-- and comes to a stop in front of:

EXT. STORE - TOYS FOR TOTS STAND - SAME

A friendly MARINE looks up with a smile. Kid whispers into the plushie's ear:

KID  
Say hi from me, okay?

Satisfied, Kid holds out the plushie. The Marine gingerly takes it.

INT. OTHER KID'S HOUSE - LIVING ROOM - DAY (MORNING)

OTHER KID opens up a gift. They squeal with excitement as they pull out... THE PLUSHIE!

They love it-- giving it a hug-- before pulling back slightly. They seem a little confused.

They hold the plushie to their ear, listening carefully and nodding in understanding.

NARRATION (V.O.)  
*Share the love this holiday season.*

Suddenly, they light up with a smile, giving the toy an even BIGGER HUG.

EXT. OTHER KID'S HOUSE - LIVING ROOM WINDOW - SAME

We pull back from this lovely sight, snow falling once again.

NARRATION (V.O.)  
*Donate and help the marines deliver  
hope to a child in need.*

CLOSING KEYABLE GFX.





**INT. KID'S BEDROOM - MORNING**

Snow falls outside a window ringed with Christmas lights. Our precocious KID in PJs sits at a kitchen table. We watch as they intently write something on a piece of paper:

*KID (V.O.)  
Dear, Santa. I hope I'm not  
interrupting a long winter's nap...*

**INT. PARENTS' BEDROOM - MORNING (MOMENTS LATER)**

Mom and Dad are fast asleep as Kid jumps onto the bed.

*KID  
Up up up! Today's the day!*

**INT. KITCHEN - MORNING (LATER)**

Kid adjusts plush reindeer antlers on the family DOG.

*KID (V.O.)  
Are the reindeer doing well? Do the  
elves have enough cocoa?*

Mom and Dad sip down coffee from matching holiday mugs.

**EXT. FAMILY HOME - DAY (LATER)**

The whole family (bundled up) hop into their van and leave their cutely decorated house behind.

*KID (V.O.)  
This Christmas, I wanted to ask you  
for something special.*

**INT. STORE - TOY AISLE - DAY (LATER)**

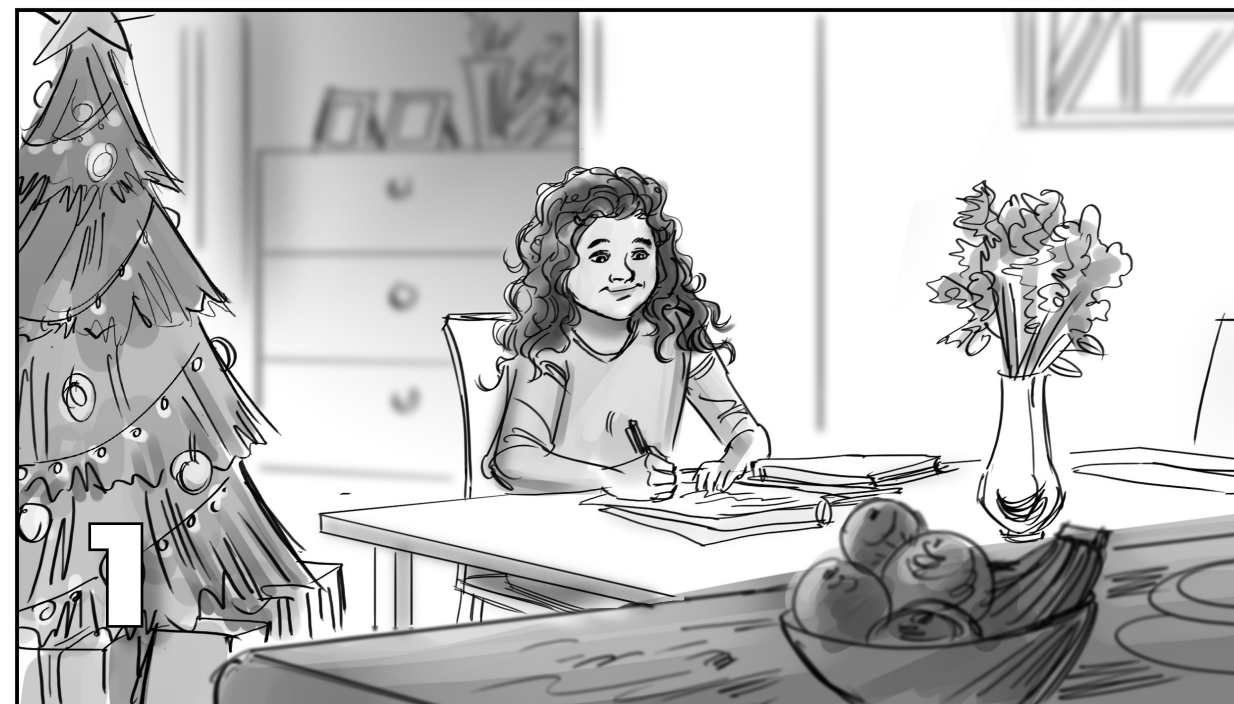
Kid looks up at an unseen shelf. They seem determined, as if this is the most important decision in the world.

*KID (V.O.)  
I know you don't mind, because you're  
Santa and all.*

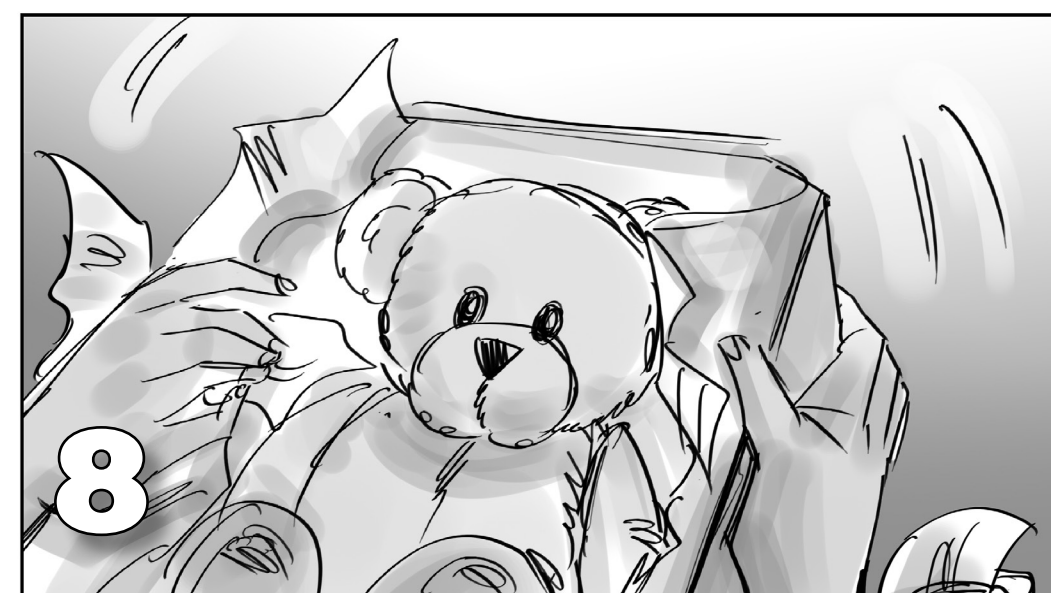
Kid finally comes to a decision and points. *That one.*

Mom reaches up and pulls down an ADORABLE PLUSHIE. The Kid takes it, holding it close.

# ROUGH SCRIPT + STORYBOARDS







**EXT. STORE - PARKING LOT - EVENING (MINUTES LATER)**

The family exit the store through the automatic doors.

*KID (V.O.)  
If you could make sure your most  
special kid gets this gift, I'd SUPER  
appreciate it.*

Kid points off-screen. Mom and Dad nod encouragingly. Kid runs off-- with plushie-- and comes to a stop in front of:

**EXT. STORE - TOYS FOR TOTS STAND - SAME**

A friendly MARINE looks up with a smile. Kid whispers into the plushie's ear:

*KID  
Say hi from me, okay?*

Satisfied, Kid holds out the plushie. The Marine gingerly takes it.

**INT. OTHER KID'S HOUSE - LIVING ROOM - DAY (MORNING)**

OTHER KID opens up a gift. They squeal with excitement as they pull out... THE PLUSHIE!

They love it-- giving it a hug-- before pulling back slightly. They seem a little confused.

They hold the plushie to their ear, listening carefully and nodding in understanding.

*NARRATION (V.O.)  
Share the love this holiday season.*

Suddenly, they light up with a smile, giving the toy an even BIGGER HUG.

**EXT. OTHER KID'S HOUSE - LIVING ROOM WINDOW - SAME**

We pull back from this lovely sight, snow falling once again.

*NARRATION (V.O.) Donate  
and help the Marines deliver hope  
to a child in need.*

CLOSING KEYABLE GFX.



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 us at any of the below...

