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Subway  
Jared Kids "Life Story"  
MMB  
Prepared by Brand New School  
July 31, 2014

**SUBWAY**





Thanks for thinking of us for this great project. We absolutely love the idea of retelling Jared’s story through a modern, fresh and energetic animated sequence. We can already visualize this very unique spot for Subway coming to life and we’re excited by all the possibilities.

On the following pages, we’ve explored different ways for the illustrated story of Jared’s life to unfold, developed a range of character studies, and created complementary background designs.

We look forward to discussing these ideas at our next opportunity.





*As the story of Jared progresses, we imagine that the animation sequence itself will evolve - more active elements, brighter happier colors, more overall energy contained in each frame. In this way, every element on the screen will re-enforce Jared's inspirational story.*

### Storyline

We see overweight Jared seated and eating a burger at a burger stand. He stands up and slowly begins to walk. As soon as Jared stands up, three or four more junk-food places pass through the background faster and faster as if it were a time-lapse sequence. Jared passes each restaurant he gets progressively larger each time. He's seen holding more burgers, donuts and other foods as he walks. The sky above the fast food places are cloudy. There are no birds in the sky. As Jared walks a runner, a cyclist, and a young child on a scooter all effortlessly zip past Jared.

Jared stops walking and has a happy, curious look in his eye when he notices Subway. The clouds have dispersed and there are rays of sunshine beaming down on the restaurant. He walks into Subway from the left and exits from the right side. When

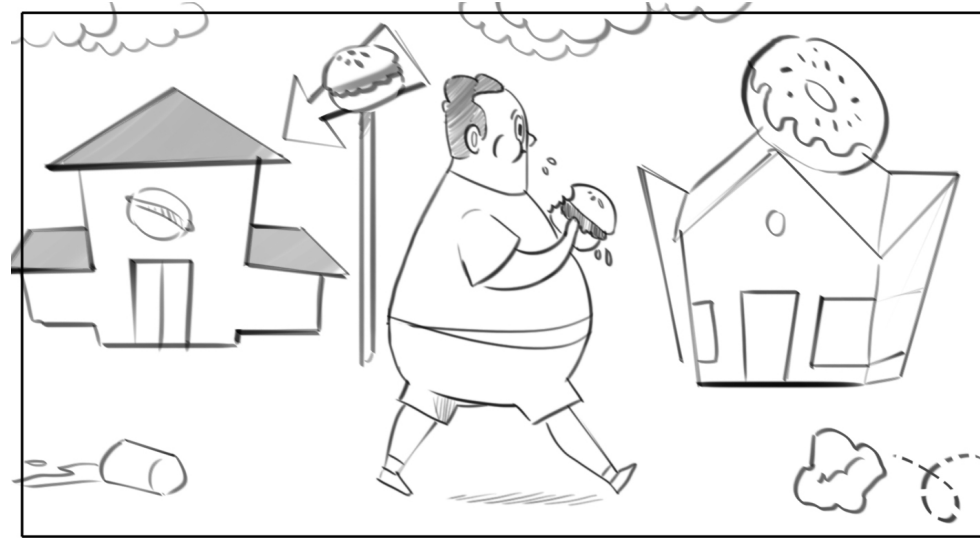
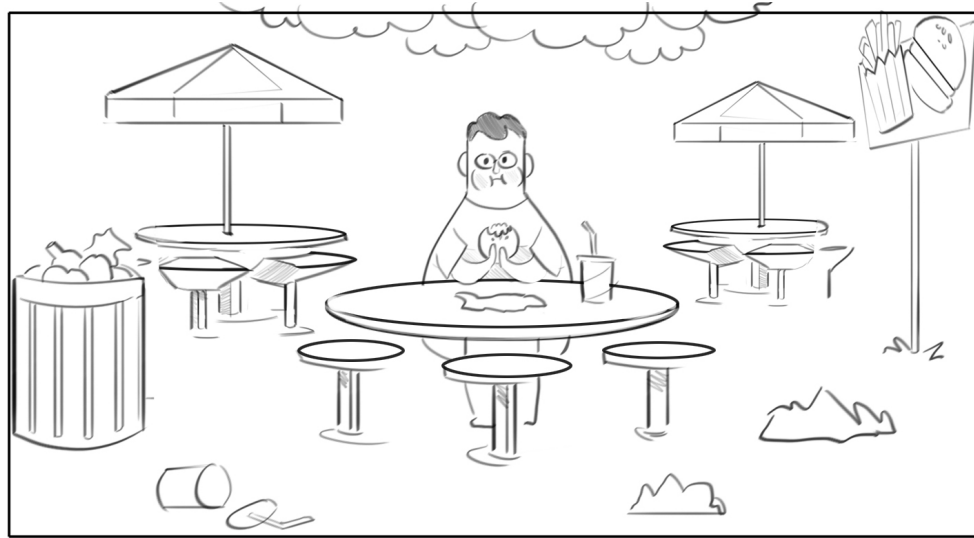
we comes out, he's holding a 6 inch Veggie Delight Subway sandwich. Camera quickly pushes into a close up of the sandwich in his hand. The sandwich spins around and transitions into a Subway t-shirt that Jared is wearing.

Jared continues walking, and rapidly slims down when the voice over says "Guy loses over 200 pounds." He's walking along a stylized city street that leads into an idyllic town square and then on to a city park. These background changes become faster and faster, similar again to a time-lapse type sequence to signify that Jared has kept it up for 16 years now. Jared now passes the child on scooter, the cyclist, and the runner that had passed him earlier in the sequence.

Finally, we see him arrive at the park to meet his family. Jared walks towards the camera and his wife and kids join him from both sides of the screen. They walk to the edge of the park where we find a stand-alone Subway store. As we hear Jared say the last line of narration, the family enters the store. Camera booms up to the Subway sign on the top of the store and comes to a rest. We see a happy bird sitting on the roof chirping away. The tagline "Eat Fresh" animates over the shot, just under the sign.

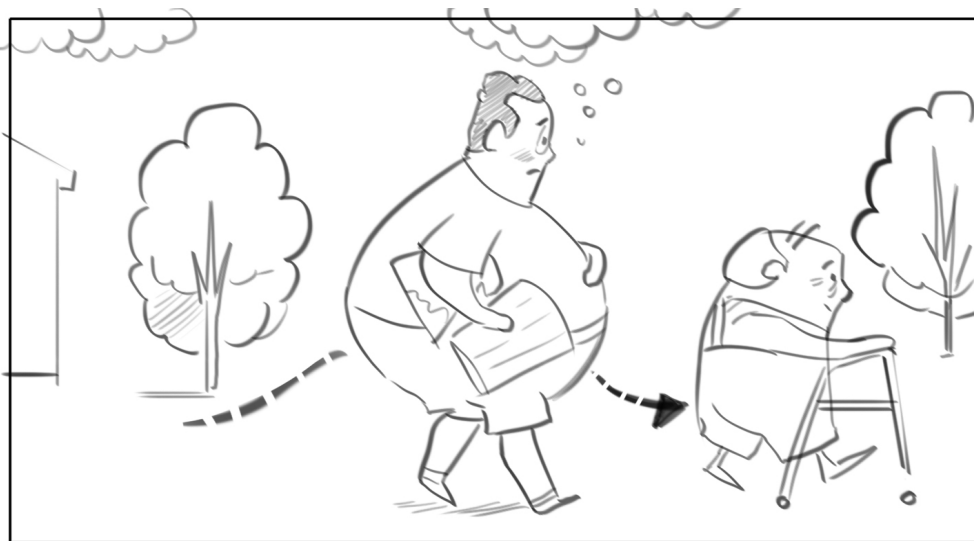






VO: Young guy eats too much junk food...

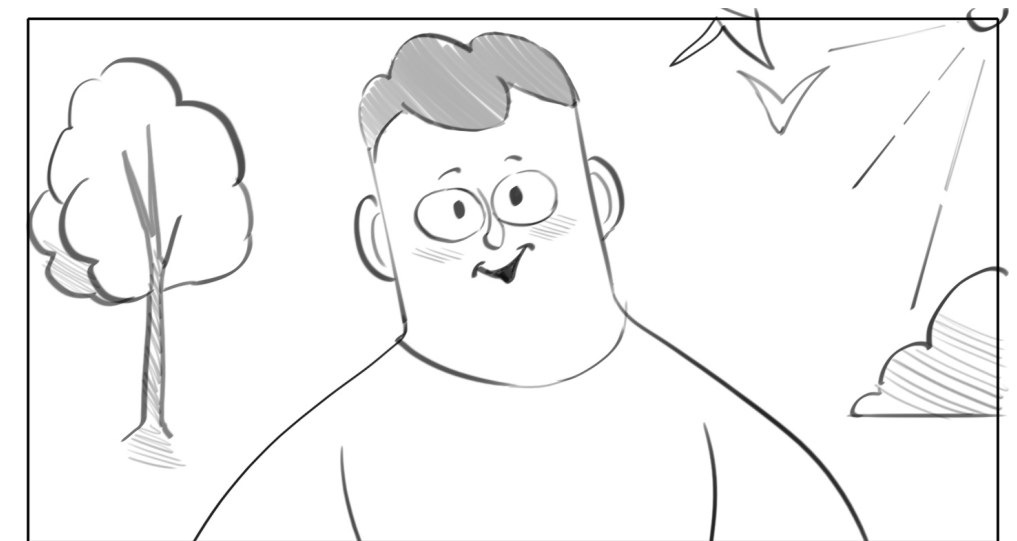
VO: and gains...



VO: a LOT...



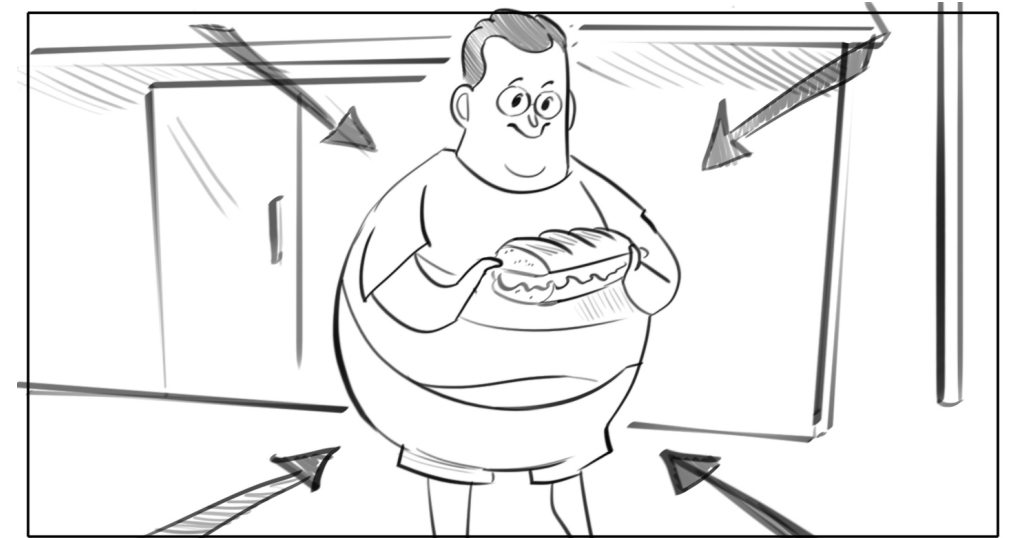
VO: of weight.



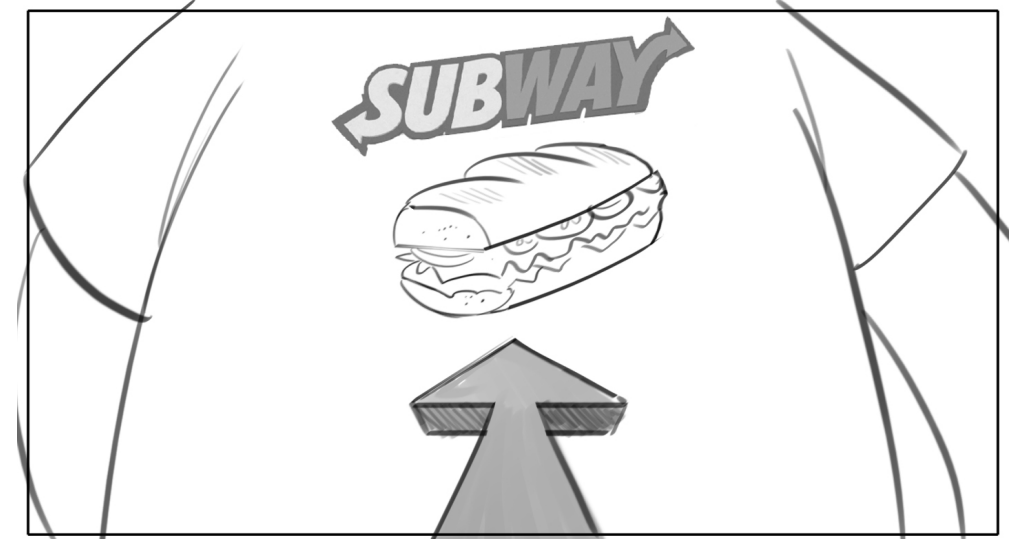
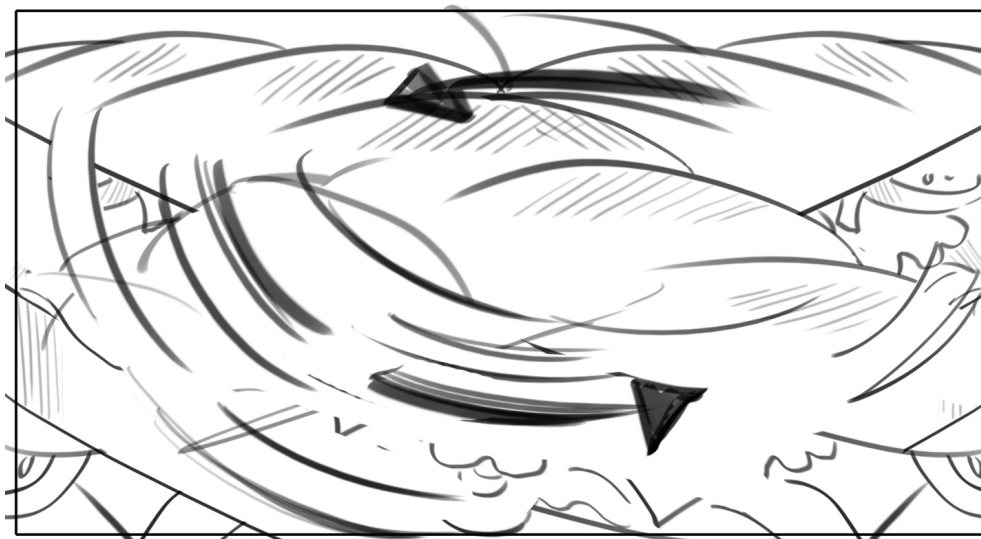
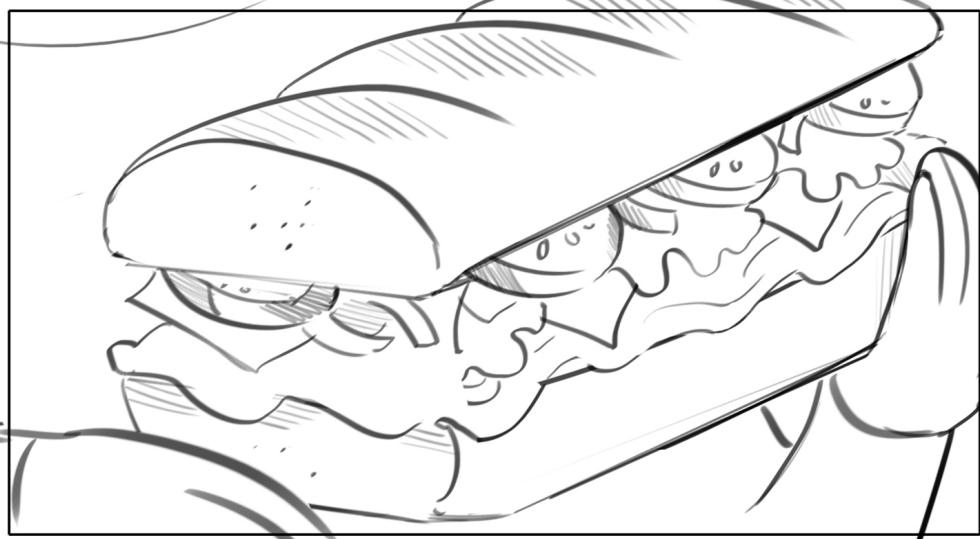




VO: Guy changes life...



VO: by eating at Subway...







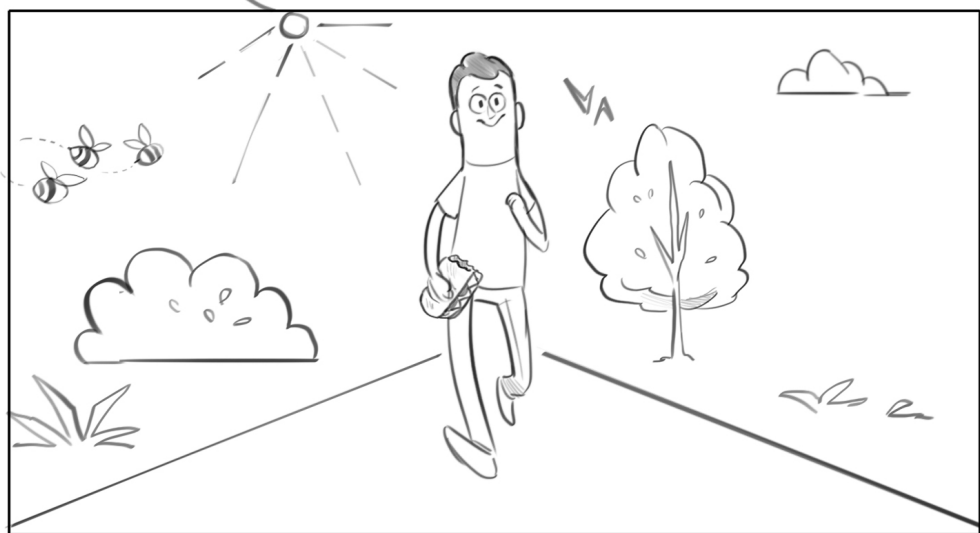
VO: Guy loses over...



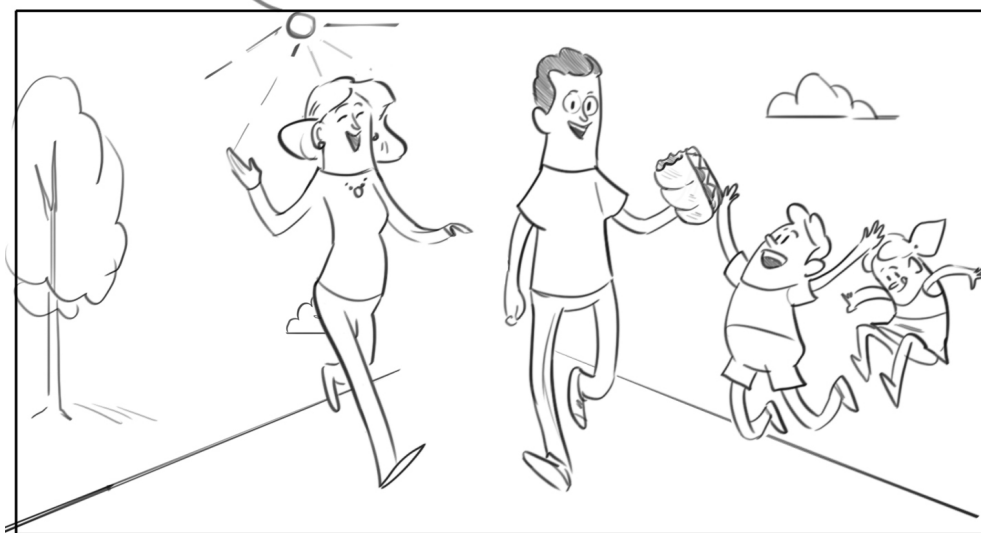
VO: 200 pounds....



VO: and keeps the weight off...



VO: for 16 years.



VO: Guy now has two kids and even more reason to make smarter choices...



VO: and inspire young people everywhere.





VO: Guy lives happily ever after...



VO: eating really good subs along the way.



VO: This is my story. Ready to write yours?

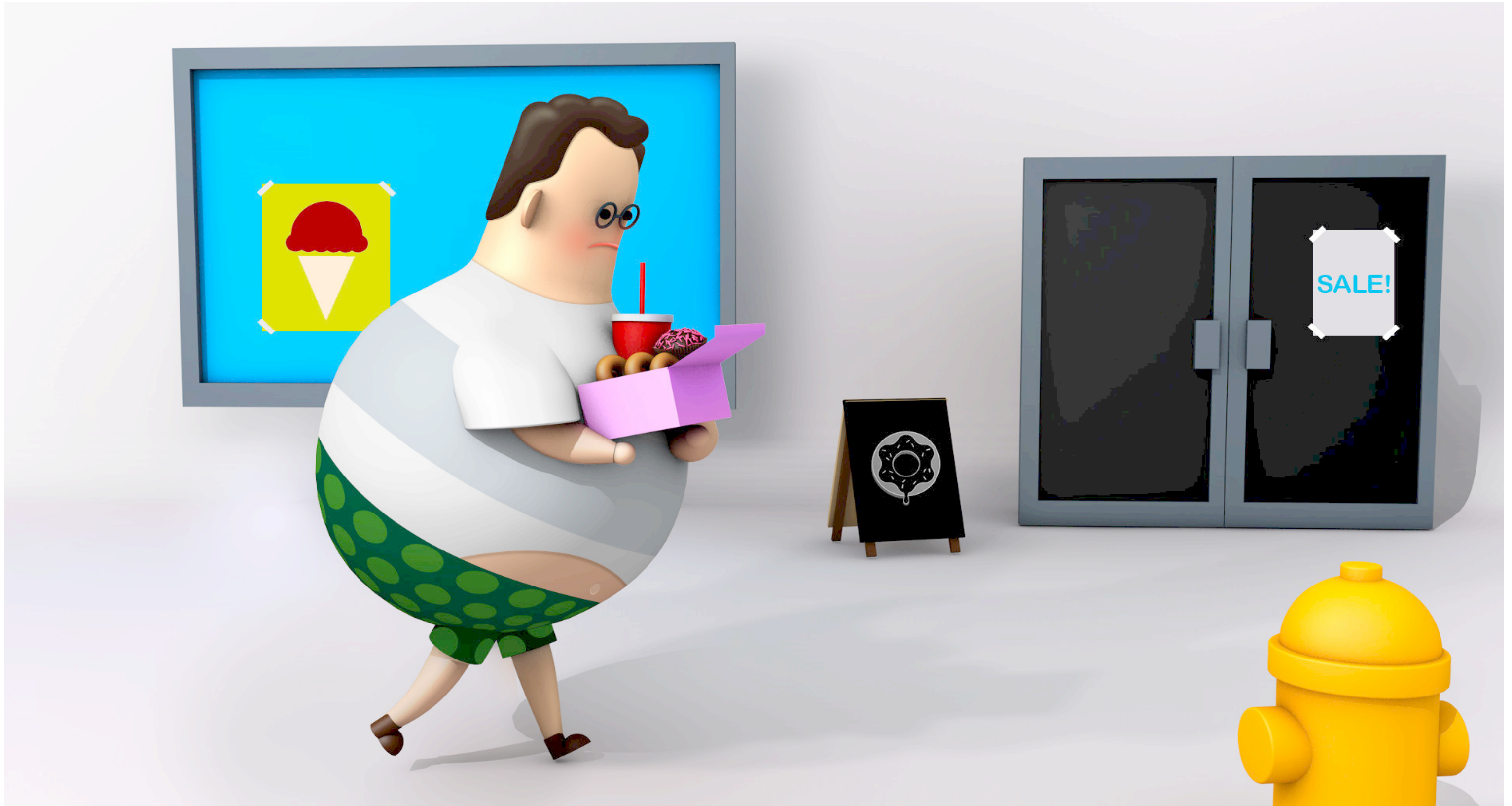






We like the idea of having the “before” version of Jared being somewhat unhappy and dressed in drab clothing. As he becomes thin Jared, he brightens up and becomes sharply dressed.









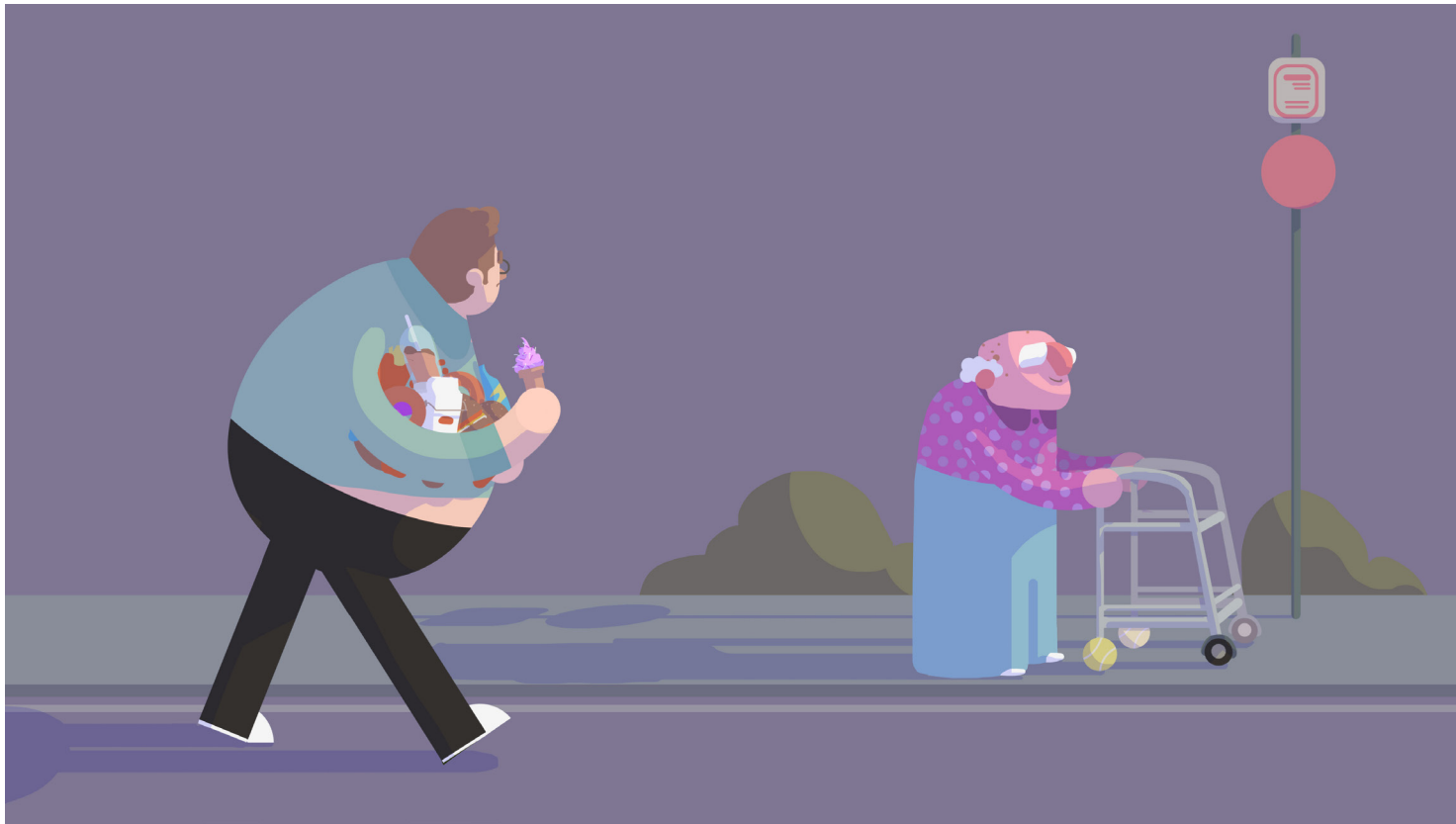


One major design consideration during our character explorations was how much detail to include, and how much the proportions should match actual humans.













## Environment & Background Studies

When considering the overall look of the spot, we gravitated towards taking a minimal, stylized approach to the environments and backgrounds.

Combining generous amounts of negative space with clean, fresh and bright key elements will focus the viewers eye firmly on the main action. Any background elements should complement the narrative, rather than compete for the audience's attention.





By using a color palette complementary to, and including the Subway brand colors, we will create a unique and ownable look for this spot. Subtle textures add to the richness of the images.

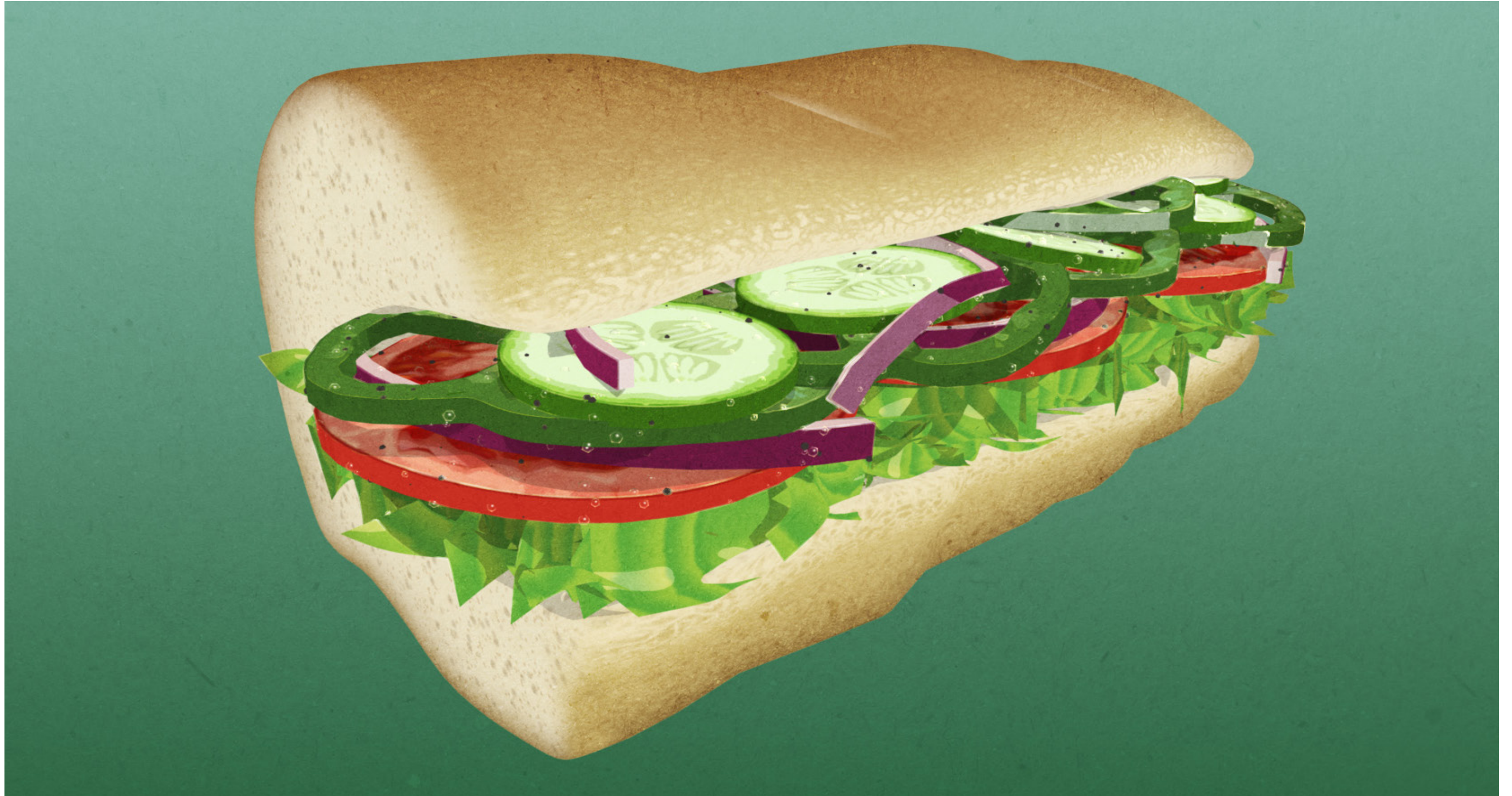




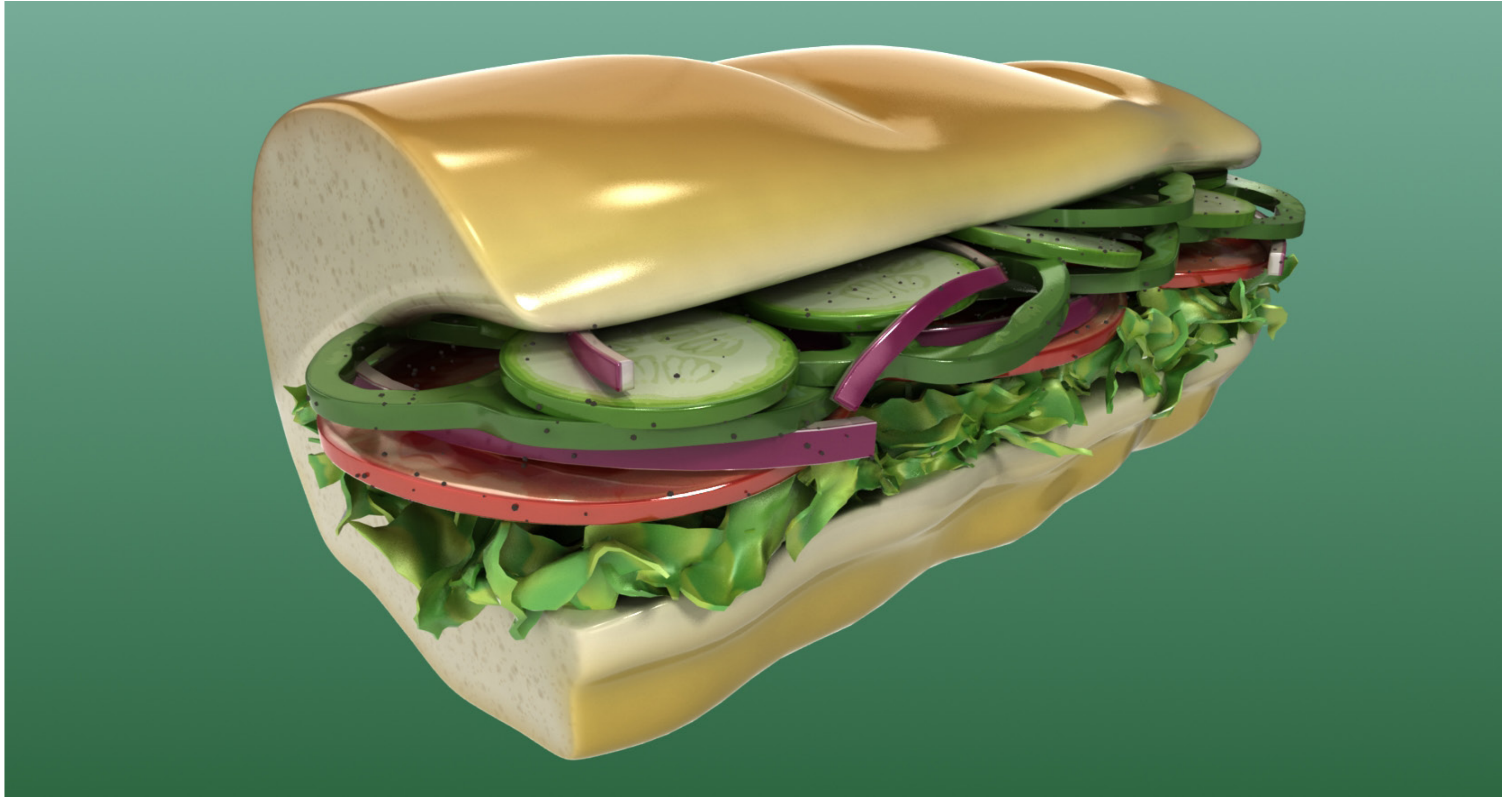
















For the opening shot of Jared sitting in his chair with storybook, we will build a set representing a corner in Jared's home. The style of the room should be warm and inviting, not too over-styled or modern, but contemporary and casual.

The style of the chair should also match the room and the tone of the spot. A nice aged brown leather club chair would be perfect.

These images represent some of our thinking in this direction.

We will record sound on set with Jared setting up the animated sequence. For coverage and editorial options, we also suggest covering Jared reading the end of the script on camera, should we ever want to bookend the spot with live action Jared.

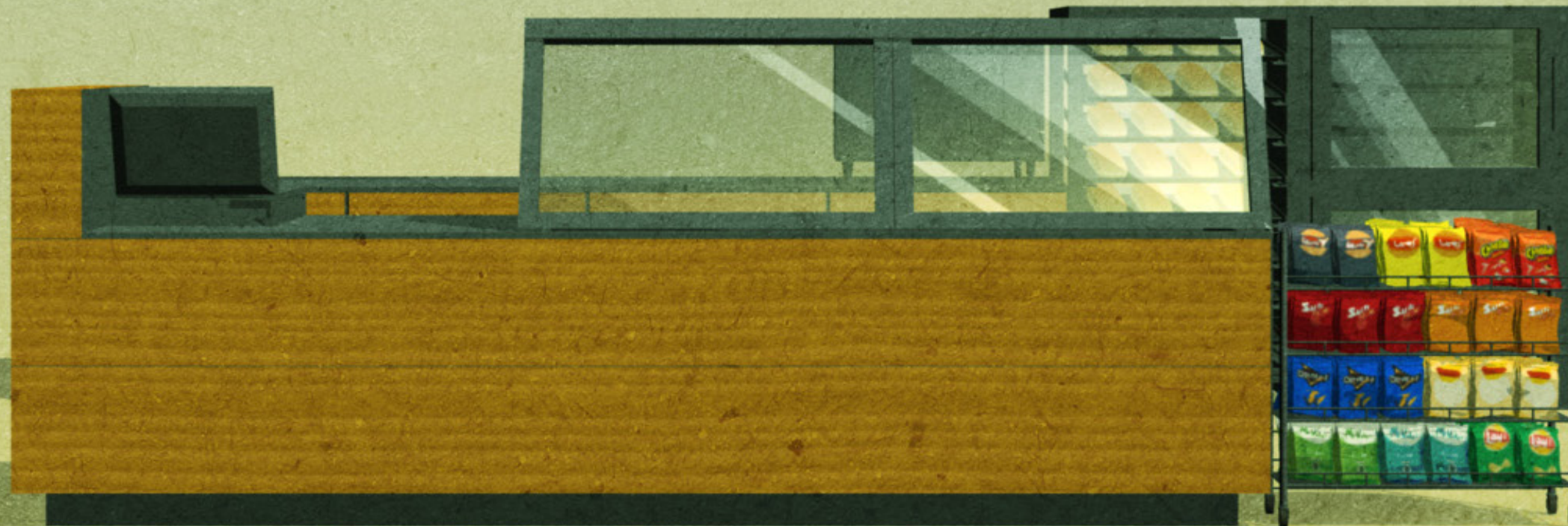




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We've had a lot of fun exploring these designs and hope to collaborate further to bring this fresh new concept to life.

Thank You.



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