

Synthetic Pictures

Client	SkyCaddie	Title	"Enabler Pops Out 2"
Agency:	NYCA	Job #	08-024



Golfer 2

Caddie

Mission: Dismantle their beliefs and dependencies on sprinkler heads or other yardage markers. The essence of the spot is to show a golfer selecting a club based on a crutch system (sprinkler, stake, etc). The enabler pops out and delivers information that would not otherwise be available, not by sprinkler or laser. The new information enlightens the golfer, he becomes confident because he's made a better choice in selecting the right club to help him score.



Shot 1: GOLFER off the fairway on the left side off the hole. Over the shoulder view shows a large tree blocking the line of sight to the pin.

Objective: Establish the situation: Line of sight and no crutch to even rely on.



Shot 2: close up on the golfer as he clearly questions his shot.

Objective: show indecision

DOLLY REVEAL

Dolly to reveal caddie reading from his SkyCaddie

CADDIE: There's a creek you can't see at 169. And a tree overhanging at 157...

Objective: show indecision. Introduce SkyCaddie character



Shot 3 (edit option): Creek cutaway

SFX: Creek water running

Objective: Adds drama of a bad decision costing you strokes.



Shot 4: CADDIE: It's 215 to the back edge if you're going at the pin.

GOLFER: [said softer but confident]- got it [options: good/ yeah /thanks]

Objective: Show dependence on product and reaction to complete and accurate information builds confidence.



Shot 5: Confidently pulls 9 iron from bag.

SFX: quick club pulling sound

Objective: Completes decision making



Shot 6 (edit option): Quick cut to tail end of swing. CADDIE is clearly not there.

SFX: ball crack noise

Objective: Action completes the scenario

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Shot 7: Golfer on par three teebox with yardage plate that reads: hole 12 par 3 (blue) 190 (White) 176 (red) 118

Objective: Establish the situation and show crutch.



Shot 8: Rack focus to reveal of caddy behind golfer/ CADDIE steps into frame

Objective: Intro SkyCaddie character.

CADDIE: It's 164 to the front of the green over the bunker on the right. 188 to the back edge.

Objective: Information builds trust.



Shot 9 (edit option): Cutaway of pin near a bunker
CADDIE (cont'd): ... or stay left and its 175 to the middle.

Objective: Adds drama of a bad decision costing you strokes.



Shot 10: GOLFER: [said softer but with confident hope] Got it (options: yes/ alright/ ok)

Objective: Show dependence on product and reaction to complete and accurate information.



Shot 11: Device cutaway with intelligreen screen.

Objective: Product branding. Where the accurate information comes from.

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Shot 12: cut to wide shot mapper/caddie gone, showing golfer now holding the SkyCaddie.

Objective: Reveals mapper was not there and that he is the SkyCaddie product.



Shot 13: golfer changes clubs

Objective: Information changed golfer's mind.



Shot 14: Golfer swings confidently

Objective: Action completes the scenario.



V0: Only SkyCaddie walks every yard of the same ground you will play to provide distances you can trust, just like a tour caddie does for their pro.

Visual : SG5 and guarantee graphic

Visual : logo, tagline, save5strokes.Com

Objective: call to action and branding.