



 **Modern
Story**

FILM PRODUCTION BLUEPRINT

GREAT MARK WESTERN



OVERVIEW

This Creative Blueprint aims to capture the totality of discussions we've had around the Great Mark Western brand and its story.

The following content in this document addresses the project as a whole from a high level. We know there are multiple audiences for this story, and at least 2 videos with separate intents will come out of all of the content captured. As a result, the creative direction will be different for both videos, thus this document sums up what we're shooting for, and less what we're editing for.





PURPOSE OF VIDEO

To tell the story of the reason Great Mark Western exists - because of Continental's tireless pursuit of excellence in delivering top - notch dining experiences.





DELIVERABLES

- 20 minute documentary
- 3 minute story-based promo



TARGET DEMOGRAPHIC

We plan to approach the shoot with the End Customers in mind. In doing so we will cover the majority of our bases with the following 3 intended audiences:



END CUSTOMERS
the people who ultimately consume the steak.



RESTAURATEURS
the people whose restaurants are built around sourcing quality products like what Great Mark Western provides.



CATTLEMEN
the people who work directly with the cattle, and have a vested interest in the details of managing the herd.

We will likely need to ask additional questions in our interviews that End Customers wouldn't need to know about - content for Cattlemen for instance - but in general, End Customers is the thread that will bind all 3 audiences together.



THE STORY

Great Mark Western was born out of an obligation - to deliver nothing but excellence to Continental's clients and customers. There was a period however where they were not able to deliver on this when it came to the quality of their beef. When the meat you provide for your customers is sourced from different companies not under your control, the result is a product that suffers in consistency and flavor among other things. Continental found themselves in this position, and decided to go to great lengths to "build a better mousetrap."

Built on the foundation of expertise from nearly three decades in the food service industry, and with the help of veteran cattle ranchers and experts in controlling genetics, Continental is able to deliver on excellence. Their herds are handpicked and properly cared for with detailed attention to characteristics that guarantee flavor and tenderness.

What can't be unpacked in a single short video is the sheer amount of variables that go into developing quality beef, from the genetics and skillful management of the herd, to the region, the grass, the water supply and much more. Raising cattle is an art form, and our aim in this production is to peel back the curtain on this art and give viewers a compelling and informative glimpse into Continental's pursuit of excellence.





THE APPROACH

Following the guidelines outlined in the Science of Storytelling document, we will adhere to the four pillars of story concept as detailed in the subsequent pages of the document.

The production at the ranch will be approached with a balance between carefully crafted cinematography and run-and-gun documentary-style shooting. This approach will enable us to capture a wealth of content during the 5 days on the ranch, resulting in a series of films that are visually stunning, emotionally rich, and deeply compelling.

It is important to note however that our preferred method of storytelling is a mixture of preparation and spontaneity.

We want to plan to cover all of our bases, but we also want to follow the emotion where it leads. In the editing phase, Great Mark Western/Continental should expect a story that is constructed based on flow and feeling, and not so much on black and white chapters, such as “environment” and “genetics.” This will also not be edited in the order things were shot. So expect us to mix it up and take the viewer on a ride.





1 PURPOSE (Keywords)



PRODUCT

The tenderness, consistency, flavor, quality, marbling, and wholesomeness of Great Mark Western beef are what makes the end product what it is. We will likely back this up with a chef testimonial about the difference between this beef and cheaper alternatives.



CATTLE

With relevant interviewees, we will cover topics including conservation, stewardship, breed distinction, and diet/feed.



ENVIRONMENT

The ranch represents an environment for the cattle that is steeped in history and optimized for quality. In addition to those sentiments, we will touch on the region at large and specifically the Red Hills, as well as the ranch lifestyle.



PAYOFF

All of these factors and characteristics culminate in a scene featuring a chef musing about the importance of quality. We will pair that with stylized cooking shots that show off the meat in all its glory, and we will bring out the emotion in this story of excellence as we show the meat served to a table of discerning and hungry guests.



COMMUNITY

The importance of community gatherings will display raw emotion for your meat products. We will show Great Mark Western Beef events with large groups. Smiling happy faces and great conversation enjoying outdoor meals together.





2 PEOPLE

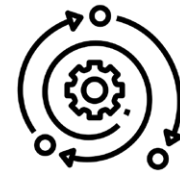
MAIN ANCHORING STORYTELLER

JIM BARDY

Jim best displays your character model attributes with the 3 big requirements...



DESIRE



COMPLEXITY



UNIQUENESS

We'll conduct Jim's interview in Michigan, but we intend to capture supplemental content with him at the ranch, showcasing him walking around and providing insights into various aspects such as the ranch, the cattle, and the meat itself. Additionally, we'll script some voiceover for him to read, further enhancing the storytelling aspect of the video.



HIGH PRIORITY SUPPORTING CHARACTERS

KEVIN HORN

Plantation Manager

Kevin is the backbone of this whole operation. He manages all the land and does everything on these properties and with the herd. With a long history as a cattleman, he will be able to speak to the specifics of the breed, cattle's heritage, and all the work that goes into raising well-cared-for cattle.

HUNTER HORN

Herd Manager

Hunter is Kevin's son. He brings the scientific side to our story, able to speak intelligently about the genetic aspect of this work, tying together genetics, care for the animals, routine and feed development.

MITCH MCILROY

Private Forester

Mitch is a remarkable character who does all of the land management with Kevin. He can tie land management to the cattle industry as we peel back the layers of this story.



HIGH PRIORITY SUPPORTING CHARACTERS

SLOAN WALKER

Waukeelah Farm Supply

Sloan works with Kevin on all of the planting and feed decisions. He is the ranch operator who has a herd of his own. The Walker family is a very well-known name in Florida, so Sloan brings a slight element of celebrity to our film.

REBECCA WEEKS

RW Livestock Ultrasound

Rebecca has the insanely interesting job of handling all the ultrasounding on the cattle. Through the data she gathers, she's able to objectively tell how the beef will perform on the plate, and exactly when to slaughter for optimal flavor and tenderness.

CHEF

To be determined

We will interview a well-spoken chef who can speak to why all of this effort matters both to the chef, and to the guest.



OTHER CHARACTERS TO FILM

TRAVIS DOBOSENSKI

Vice President of Culinary Operations, Continental

Travis is very well-spoken and is the Vice President of Operations for Continental. Everything going into Co-Cousine is under his leadership. Travis we will film locally if time permits.

THOMAS PRINGLE

Cowboy

He is a cowboy amongst the herd. He is also African American which is less common in this industry.



A close-up photograph of a person's hands operating a CNC machine. The person is wearing a black watch on their left wrist. The machine is dark and complex, with a small screen displaying a technical drawing. The background is slightly blurred, showing a factory environment with warm lighting.

6 ESSENTIAL QUESTIONS

Characters in some way should answer these questions

- 1 How did you get into this?
- 2 What problems do you solve?
- 3 Why do you do what you do?
- 4 What makes you different?
- 5 How do you want people to feel?
- 6 What action do you want people to take?

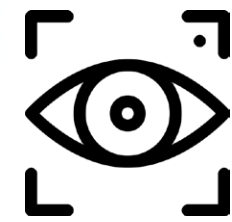
We will facilitate communication of these questions through a variety of methods, including interviews with the characters, on-the-job interviews and voiceover narratives.



3 PLOT

Plot keeps audience engaged. We engage with **CONFLICT**

 **BEGINNING = Setup**  **MIDDLE = Journey**  **END = Resolution**



HOOK

Customers of Great Mark Western are leaving the company for other products due to some inconsistency's.



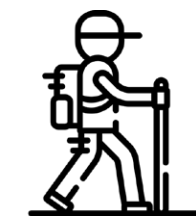
CONFLICT

When sourcing meat from various external suppliers, a lack of control can lead to inconsistency and flavor discrepancies in the final product. Facing this challenge, Jim and the team take proactive measures to ensure a superior offering for their customers.



INITIATION

Jim's conversation with Patricia McGulney yields the identification of three prospective companies warranting further research.



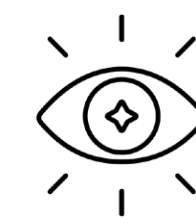
JOURNEY

Jim embarks on a journey to tour each of the three companies, meticulously discovering what each has to offer in line with Western's desire for greater control over their products.



RESOLUTION

Jim and his team play a pivotal role in defining the organization's culture, fostering a sense of community, and bridging the gap between siloed teams, thus establishing newfound consistency across the board.



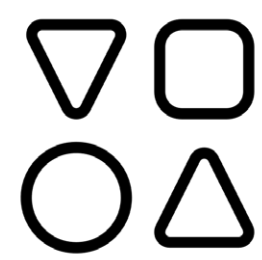
JAB

With a newfound depth of emotion, the digital brochure crafted by Continental continues to effectively persuade prospective customers to enlist their services. Serving as the primary motivator, the brochure sparked a notable uptick in sales. As sales surged, Great Mark Western's clientele gained a sense of security, fostering long-term loyalty.



4 PLACE

Visual communication enhances your narrative by letting your images convey the story. Business Location, Job Site Location and Remote Locations. Place is used to communicate portions of your 6 PLOT POINTS.



OBJECTS

Cuts of meats, cattle, restaurant prepared dinners, food supply, digital brochure & machines for processing.



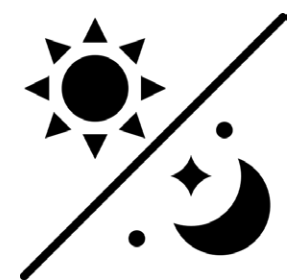
ENVIRONMENT

Farm operations, processing plant, restaurant activity, chef's preparations, Great Mark Western's bbq awards dinner.



SITUATION

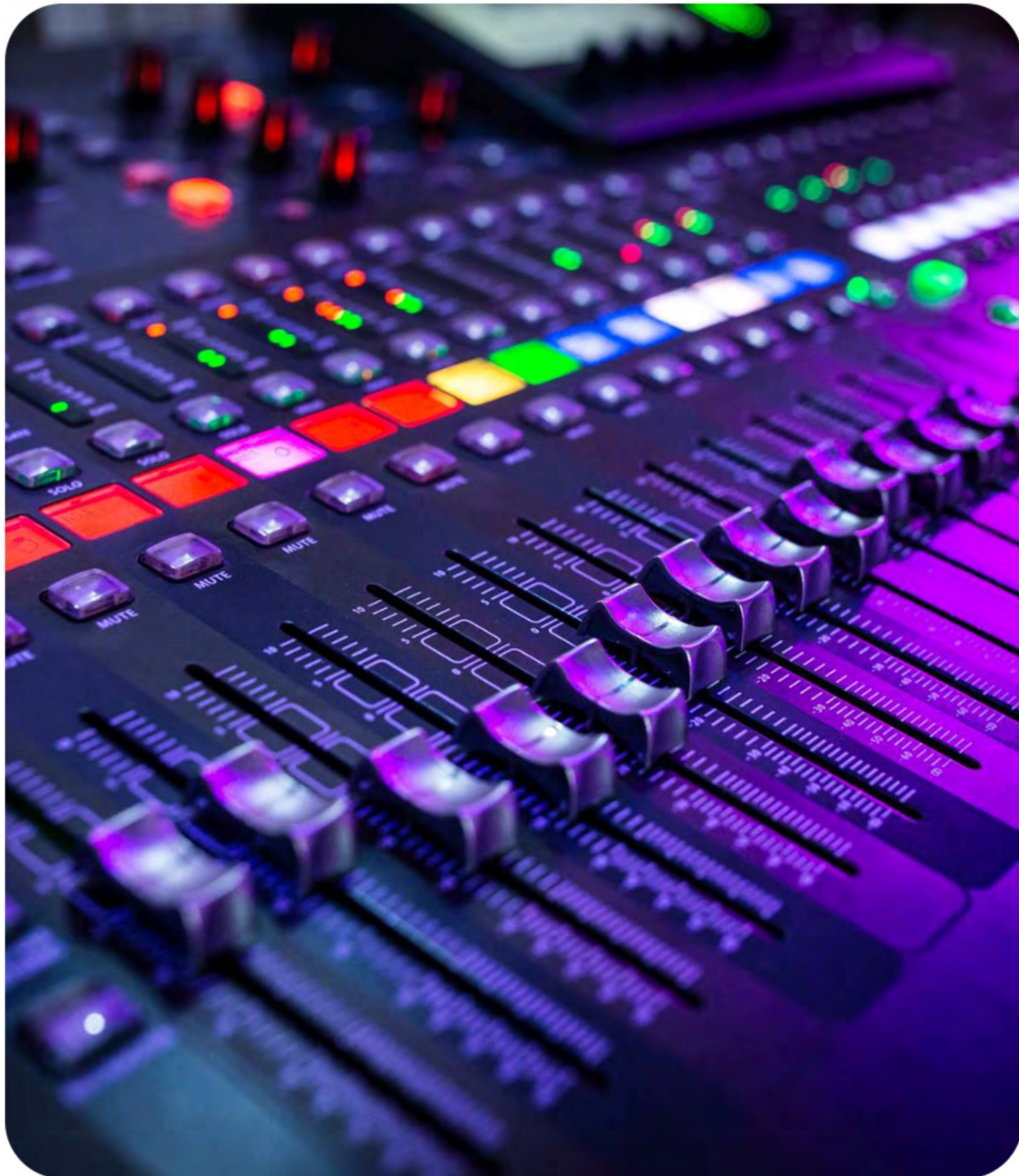
Jim's discussions in the respective companies while identifying the three potential companies for further research.



TIME

The passage of time is crucial in the process of feeding the cattle's diet, as it determines the frequency & cost required to ensure the best end products are achieved.





SOUNDTRACK SAMPLES

These soundtrack samples are meant to give you an idea of the various tones we anticipate for these pieces, specifically the long version. We often use song selections from this list in the final film, but many times we veer off this path. These songs represent the range of music that is often present in a long-form story like this, as the tone of the story shifts and evolves throughout the piece.



SOUNDTRACK SAMPLES



“Circle of Life” by Letra

A song like this would be our bread and butter. There is a lot of beauty on the ranch, and the surrounding environment, as well as beauty in the animals and the mission of Great Mark Western. This type of tone emphasizes those moments.



“BEAUTIFUL HEART” BY ADRIAN WALTHER

Typically for the content towards the middle of the story, a song like this would sit well in the background and communicate “things are happening, everyone’s doing their jobs, the cattle are happy - look at everything operating smoothly.”



“Live a Little Longer” BY Yarin Primak

You wouldn’t immediately think of a hip hop song as a good choice for a southern cowboy-themed piece. However, a song like this is great in transitional moments where we want to pick the viewer up and drop them off at the next point in the story with an unconventional piece of music.



“First Sunrise” BY Ardie Son

We imagine there are some interesting characters that keep the ranch running. We don’t want a long piece like this to be all serious and emotive all the way through. We want to break it up with a bit of humor here and there and show off certain personalities. This song is upbeat and a bit quirky, keeping our story moving forward while injecting some personality along the way.





INSPIRATION

We pulled 2 samples for us to center ourselves around that reflect the cinematography, story development, sound design, etc. That we envision for Great Mark Western.

View samples below.



Aquafisk iceland

Modern Story is prepared to approach this production much like we approached our documentary, AQUAFISK ICELAND BASED, WORLD RENOWNED; the trailer for which is bellow. The vibe is somewhat similar but what we really want all the stakeholders to glean from this is the cinematography, sound design, titles, and tone shifts with the different music that is present in Modern Story work. Underpinning all of those characteristics will be our deep focus on story and emotion wherever we can inject it, while also educating our audience in the process.



HIGHWAY CATTLE

Bellow is a trailer for a documentary called Highway Cattle. The cinematography and sound design are really strong in this piece. Story is lacking in our opinion, but it's a good visual reference.



LET'S DO THIS !

We believe this is a story worth telling and we're very much looking forward to getting our hands dirty on this project.

Let's do it!





modernstory.org // +1 610-772-7708 // jason@modernstory.org