

Budweiser
'Hold My Beer'

INTRO

Whilst men may play the game, women know the score.

—Habeeb Akande

Once made equal to man, woman becomes his superior.

—Socrates

Better bitch than mouse.

-The Notorious RBG

The tide is turning in the battle of the sexes and it's exciting. You can hear the echoes of those glass ceilings shattering, playing fields not just being leveled - but completely bulldozed to make way for groundbreaking equality.

Boardrooms and break rooms worldwide reverberating with a viral call to action on every battlefield... and now there's one more field of battle to add to the list:

The classic American dive bar.

That traditional domain of hard working, beer drinking American men striving for eternal glory on the green felt of a pool table, the pocked cork of a dartboard... or even the fearful leaning tower of giant Jenga. Alcohol-fueled games of chance that separate the men from the boys... and the girls. Until now.

Sorry guys, meet Charlize.

Like an alien visitor from the coolest planet in the thuggiest solar system, Charlize is going to show up and turn this bar upside down. Mercilessly dominating every game she takes a stab at.

Kicking everyone's ass - and doing it one handed! ... All while putting Budweiser's delicious new Copper Lager front and center.

This film may be a slightly tongue-in-cheek call to arms, but it's still a call to arms. A damn fun one. And I can't wait to hit the bullseye.

APPROACH

We all want to see Badass Charlize wreaking havoc in this bar. But to really land the right brand of humor, we need to find that fine line between reality and fun, gouge it in the bartop and never cross it.

To establish that line, everything about this universe needs to feel authentic. From the lighting to the setting to the casting. Not one bit should ever feel like a standard, overlit glossy commercial. And once we've grounded the world in this realism, we'll then have the freedom to make our action more heightened and hyper-realistic as Charlize dominates. This should definitely feel like a short, fun action film - high energy, high impact, highly cinematic. It may even be clever to actually shoot this in 35mm film to get a more cinematic feel. But let's discuss this.

That said, it should never be too serious, or it'll be boring. It should be fun, but not slapstick. It's a delicate balance, so we may want to throw an abundance of games into the mix that may even be considered too funny or over the top. The more the merrier if we've got the time, then we can see how it all shakes out in the edit.

A lot of the humor will spring from how ridiculously talented she is at everything (one handed!). And once our audience understands the conceit from the more mundane billiards and darts games at the start, then we can start pushing the limits and have real fun with the other games she takes part in.

So, the film should begin in a very conventional, classically cinematic way. Slow, steady and composed...dolly track moves, carefully framed and photographic shots. Then perhaps she's thrown a pool cue from offscreen - a challenge that she accepts. Boom boom boom. She nails every shot and runs the table. Picture classic cinema like 'Color of Money'. This then becomes our way into the crazy gaming montage. Each moment getting more frenzied, fun and over the top as she starts competing in everything this bar has to offer. When this montage starts, we go looser and faster. Handheld, fast cuts, playing with sound, people cheering in frenzied madness as Charlize takes over. Very poppy and cinematic as the raw energy organically builds towards each new game. All of it ramping to the crescendo when she finds the mechanical bull. In the aftermath, we'll go back to the classic cinematic camerawork when she finally spills her beer at the end.

CASTING

As discussed, a lot of this world will be brought to life by the characters who populate it. We're not casting models or flawless actors and trying to pass them off as locals. No - we need realistic, authentic people who you'd find at a bar like this in middle America. 80% men, 20% women representing all walks of life, ages and looks - but they need to be interesting. Great, expressive faces full of personality that bring a colorful presence to each moment. What's vitally important is that each of these people feels comfortable expressing who they really are on camera because that raw authenticity will translate and make everything about this film feel even more grounded and real.

For Charlize, we'll only have her for a day. So we need to figure out what she'll be available and what we'll need her for, then use a body double or specialists who can legitimately kick ass in these games and bring these moments to life.

LOCATION

Again, we need this bar to feel real. The more authentic and raw - the more we can play with the humor and the games. As discussed, this and the cast will be the foundation that grounds everything.

I would love to shoot this in a real American dive bar that will check all the boxes. Again - something that will bring an authentic vibe that you just can't easily duplicate without a massive amount of set-dressing and tricky lighting. From the sticky floors to the scuffed bartop, there's an unmistakable, raw patina to a legit dive bar that will give us that edge we want. And if we can't find THE perfect bar, we can do a bit of construction in one to make it work if need be.

MUSIC & SOUND DESIGN

Our sound design is an important piece to this film. Especially up front, where the standard jukebox tunes and ambient bar sounds will establish this place as a legit dive, setting the mood and grounding us for what's to come.

It's when Charlize starts competing that things will really get interesting. The music will be an inflection point - transitioning us into her world of crazy badassery. So, we should find a track that creates a fun juxtaposition.

I see two directions to go with this. My first idea is that when we open, we're listening to something relatively standard/mundane in the background. We then transition to something more fun and dynamic that represents who she is in this situation. Instinctively, I was thinking

that Charlize would not only pick something that runs completely counter to what's playing in the bar when we open, but a contrast to what would be the normal, stereotypical 'badass action montage song' that an audience would expect.

So, what if Charlize goes to the jukebox with her beer in hand and picks... a 90's rap track. Something that really balances out the typical Americana-dive-bar-vibe. Biggie's 'Hypnotize', 2pac's 'All Eyez On Me' or M.O.P.'s 'Ante Up' (obviously the clean versions to avoid the swearing). Or, perhaps she goes in a completely different direction and chooses something as unique as Mozart's 'Lacrimosa'. Any of these choices would mine even more comedy while getting more insight into Charlize's character - making her seem even more badass by picking something completely different. This film NEEDS an unexpected track like one of these to make it even more three-dimensional and special - something we've seen before.

Regardless of what direction we ultimately choose, let's have an open mind about it. Because there's something amazing about going against the obvious.

PRODUCT

The Budweiser Copper Lager will be featured in every scene - since it will constantly be in Charlize's hand as she destroys her competitors. Like you said, it won't get in the way of her skills - in fact, it may actually make them stronger. However, when first presenting the beer we will turn it into a highly cinematic experience that makes the mouth water and the taste buds yearn for hoppy love.

As discussed, there are a variety of ways to present how we first introduce the beer and its distinctive new black tap handle and how we approach the packshot.

For the opening, I love your idea of the 'meta introduction': Featuring the current Copper Lager spot and its voiceover playing on the TV over the bar... which becomes the narrative over the bartender's perfect pour, filling the glass with delicious lager... which is then passed along to Charlize who we reveal has been waiting patiently.

Instead of having a standard narrator over the spot, this 'meta-solution' is a fantastic, natural transition to the product that seamlessly begins our film. We could even play with the sound of the TV, having it naturalistically muffled below the background noise of the bar. Of course, we can always go with the standard voiceover, but I really think that this meta version breaks the mold in a playful, cinematic way.

For our packshot, I love the idea of a more static, composed shot at the end. A 'still life' of the beer. Perfectly framed and giving a great, final punctuation point for the film.

THE GAMES

I think it's important that we shoot her playing as many games as possible. Whether they all make it into the film or not, an overabundance of these moments will give us plenty to play with in the edit. Giving us super quick moments to cut between that will also allow us to scale the comedy up or down depending on how outlandish each game is.

So, standard bar fare like billiards, darts, pinball, Coaster Flip can give way to increasingly crazy (yet plausible) games found in more outlandish dives. Games like arm wrestling, a punching bag machine, warm weather curling, axe throwing... or even something not so common like 'five finger fillet' (ref: <https://www.youtube.com/watch?v=NT0epw9P7-o>). The list could go on and on and I'd love to work together with you to find even more dive bar games that we can use.

FILM

HOLD MY BEER "60

We open on the previous Budweiser Copper Lager commercial... reveal it's playing on a TV in a worn-in, comfortable local dive bar.

The friendly bartender pours a fresh Copper Lager into a frosty glass, diving into this beautiful liquid world as the commercial's voice over narrates his pour of this delicious new beer.

VO: Budweiser and Jim Beam introduce the Budweiser Reserve Copper Lager. Aged on Jim Beam barrel staves.

He finishes his pour, tops off the draft glass... and hands it to his customer... who we reveal is Charlize Theron.

She leans against the beat up, scuffed up mahogany bar - dressed in a leather jacket and an old vintage concert tee. She accepts the Budweiser Reserve Copper Lager with a nod.

However, just as she's about to take a sip, a group of townies behind her start making a ruckus playing pool.

She's going to knock them down a peg.

Charlize takes her beer, gets up off her stool to head towards them. As she starts to walk towards the group of guys she turns to someone on the way and says, "Hold my beer." But then she pauses, and says, "Actually..." She ends up keeping the beer.

In a super fast-paced, quick cut montage we watch as:

- She steps to the jukebox, picks her special song.
- A pool cue flies in from off screen.
- She expertly snatches it with one hand and a smirk. IT'S ON.

The quick cuts continue, using dynamic 'Boogie Nights' - style transition shots as:

She hits four pool shots in a row - all with one hand, never losing a drop of precious lager. As everyone looks on, impressed... the energy builds and -

We cut into a montage of her kicking everyone's ass in bar games while never letting go of her precious lager. The crowd of townies is huge and frenzied! Some cheer, loving every moment of her domination. Some look at her with completely demoralized, helpless eyes. The sound and feel of the montage creating an amazing dynamism - propeling our story forward.

Cut to a dart slamming into the direct center of the board as she holds her beer confidently. Cut to her mastering pinball with one hand as a group of onlookers watch in disbelief. Indoor curling. Blindfolded axe throwing. Arm wrestling. Five Finger Fillet. A punching bag machine.... The list goes on and on.

The fast-paced montage suddenly stops as we see the face of a mechanical bull.

A reverse shot as Charlize notices her next foe, furrows her brow. It's a moment suspended in time...

We suddenly cut to her riding the bull at full speed while she keeps her glass of beer perfectly steady in her hand like a Steadicam. Doesn't even lose a damn drop.

Charlize raises her glass in the direction of the bartender. A quick cut reveals his astounded face.

END CARD

Charlize confidently walks back toward her spot at the bar and is finally about to take a sip of her beer when all of a sudden someone bumps into her and she spills a little. She looks at him.

Charlize: "...really?"

PACKSHOT

"30 CUTDOWN

For our cutdown, the film could be just as effective if we remove the mechanical bull scene - leaving off when Charlize first has her stare down with the mechanized animal... getting the impression that after we're gone, she'll be climbing aboard to slay yet another challenge.

THANKS

Like I said, I really like this script and I think there's a great film to be made here. One that really stays in people's minds. Thanks again for thinking of me.

Let's talk soon.