



OPTUM

A TREATMENT BY DIRECTOR

HELLO

We are living in a time of heightened self-empowerment. More than ever, people believe that we can build, control and protect our health. We are realizing and harnessing the power of our bodies and minds to fight disease, extend our lives--and quite simply, to be happier.

Professional golfers are a prime example of this human evolution. Their holistic approach to improving their game sets an example for the rest of us. People are envisioning successful outcomes in life just as Jason Day visualizes a drive. We no longer simply admire Brooks Koepka's workout; we emulate it.

One man's approach is unparalleled. Rory McIlroy's legendary preparation now incorporates a mental regimen of meditation, juggling and mind training. Like Rory, Optum recognizes that our personal and individual growth don't have to be achieved alone. Just as professional golfers rely on their support groups, Optum's teams provide the attention and care we need to sustain healthy lives. It also takes a strong team to make a successful film and I'd be honored to be a part of this one.



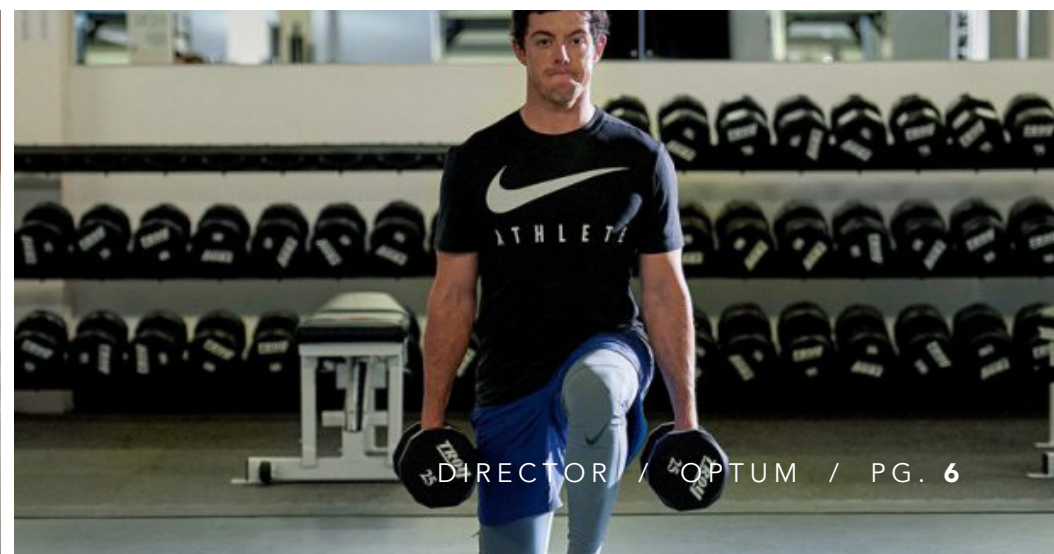
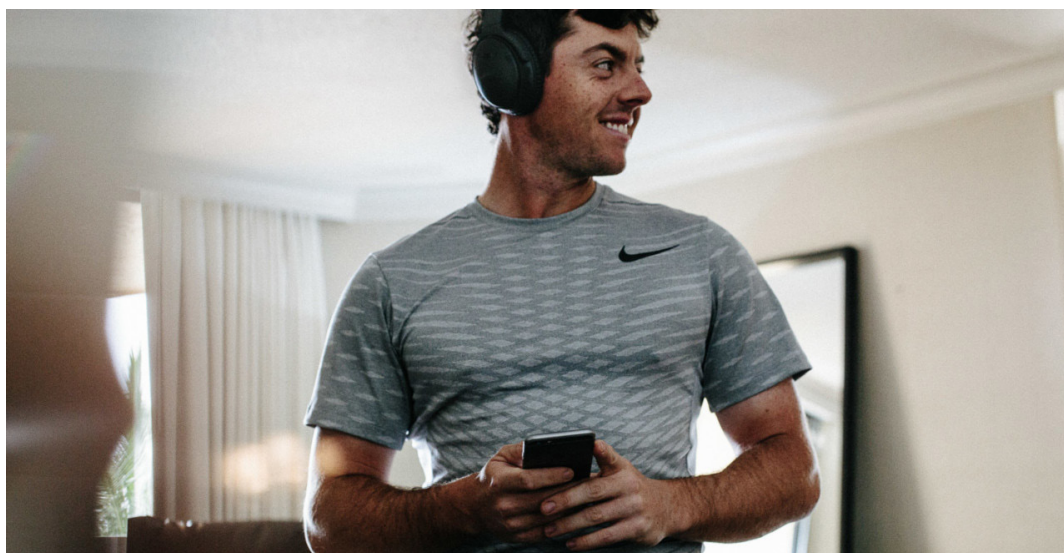


THE CONCEPT

One way this film will connect with the audience is by portraying the best golfer in the world as relatable. Thanks to social media, the walls between professional athlete and fan are crumbling. The public's intense appetite to know how pros mentally approach the game is matched by their growing willingness to share this part of their world. There's beauty in this vulnerability, and our film captures that.

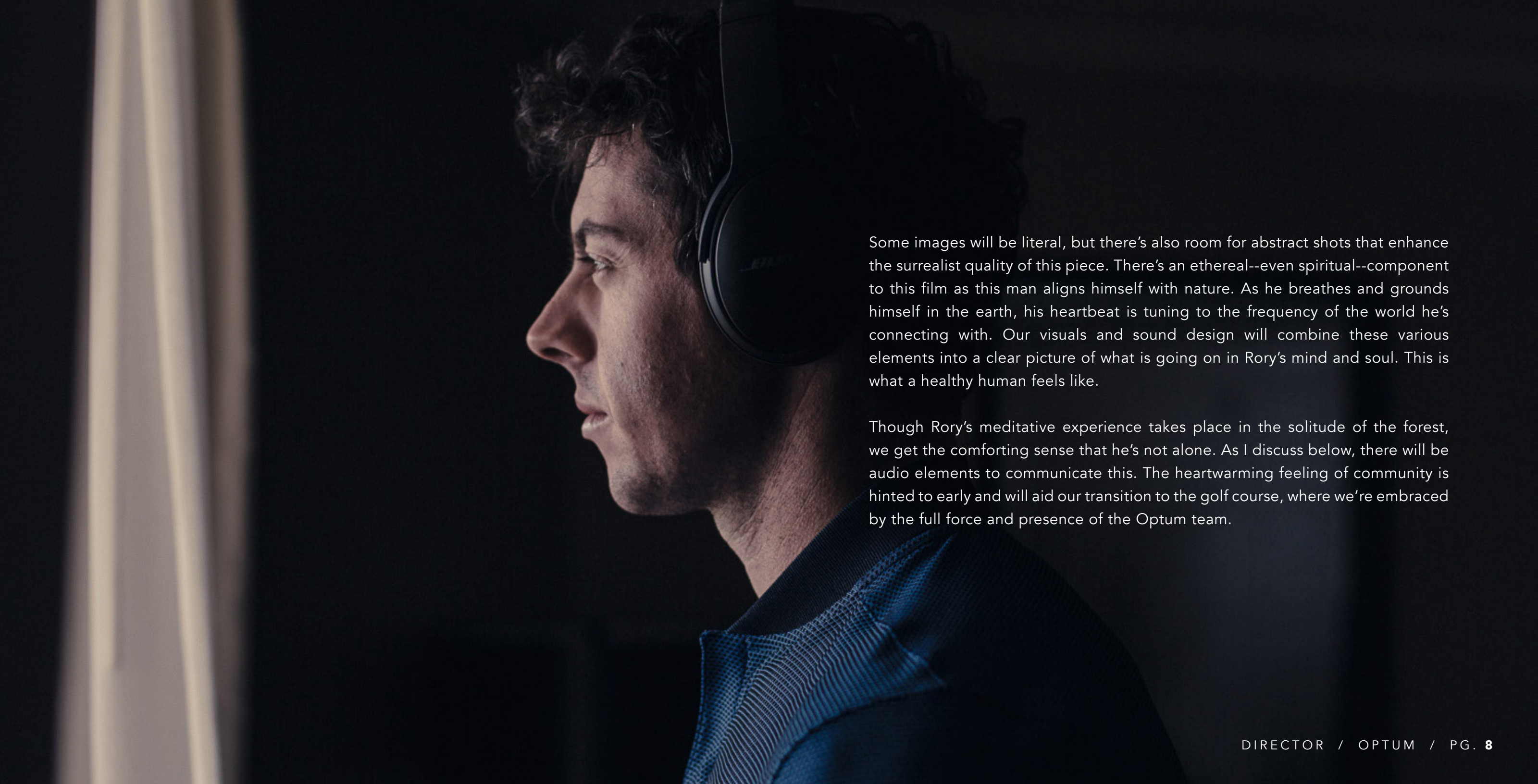


Optum is giving us insight into Rory's world in a way that is accessible and identifiable to us. While the average viewer can't swing a club like him or match his physical prowess, we can aspire to his mental and emotional fitness. What he applies on the course we can exercise in our personal and professional lives. This film shows that his actions are within our reach, further closing the gap between professional athlete and the regular people Optum serves.



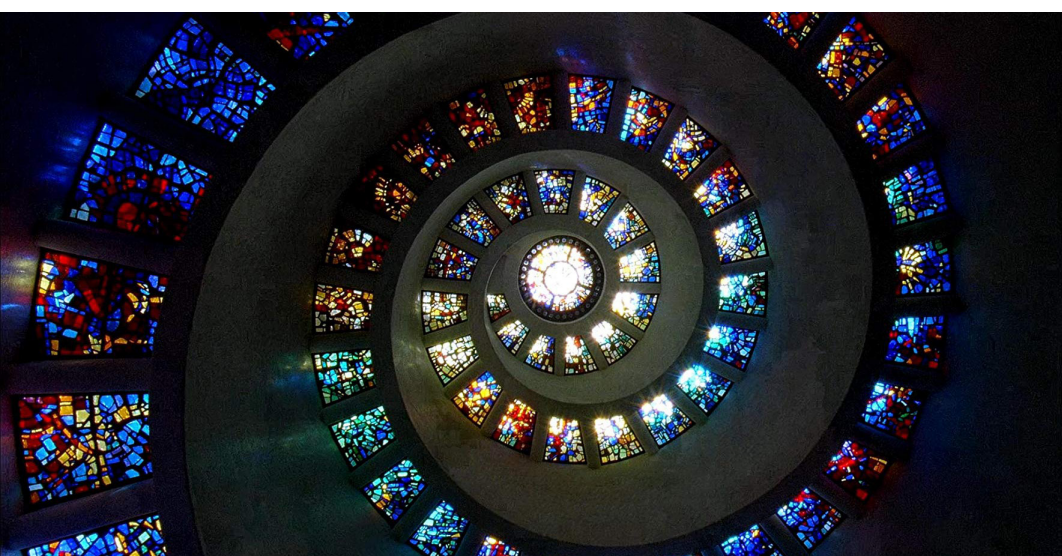
APPROACH & TONE

I want to capitalize on the creative freedom presented in the script. We will capture the action described, from the meditation and pushups to the juggling, but we should key in on the inner life Rory is experiencing in this moment. His thoughts can be translated into a montage of moments in his life; snapshots of all the work and preparation that made Rory a champion. The discipline. The 4:00 am workouts. The tireless repetition. All the health-driven choices he's made to reach the pinnacle of his craft.



Some images will be literal, but there's also room for abstract shots that enhance the surrealist quality of this piece. There's an ethereal--even spiritual--component to this film as this man aligns himself with nature. As he breathes and grounds himself in the earth, his heartbeat is tuning to the frequency of the world he's connecting with. Our visuals and sound design will combine these various elements into a clear picture of what is going on in Rory's mind and soul. This is what a healthy human feels like.

Though Rory's meditative experience takes place in the solitude of the forest, we get the comforting sense that he's not alone. As I discuss below, there will be audio elements to communicate this. The heartwarming feeling of community is hinted to early and will aid our transition to the golf course, where we're embraced by the full force and presence of the Optum team.





LOOK & STYLE

Our film will be beautiful and cinematic. Simple but elegant. In similar work I've shot with athletes, I strive to immerse the viewer in the consciousness of our hero with specific camera technique. There's almost a spinning movement rotating around the character, creating a sort of dream state within their minds that draws the audience in.

The camera movement is kinetic but fluid, and places the viewer in the moment with our hero to give a personal and experiential feel. For the most part I will roam freely on an Easy Rig that lets the audience flow with Rory's physical and mental action. Naturally, every shot will feel like it was organically captured as a fly on the wall.



Some shots will be macro, perhaps the details in iris of Rory's eyes or the blades of grass tilting in the wind. This will balance with the grandeur of a forest wide shot. We can also change camera speed to show things in slow-motion, as if time is slowing down for him.

Because we're witnessing a different level of consciousness, the imagery and movement should be glorious. Almost a divinity to it. Our film will have an elevated aesthetic that looks and feels magical.

Camera filtration and a cinematic color grade will help create a look that feels totally specific and unique to this meditative world.





SCRIPT

We open on the most spectacular forest you've seen. In the clearing ahead, a man in Nike compression gear sits alone, cross-legged in the grass, directly across from camera. This wide shot shows the trees towering over him. We hear wind passing through leaves. Perhaps softly muted crickets or cicadas.

We push in to see that the man is meditating, eyes closed. We continue pushing in, revealing that this is Rory McIlroy.

SUPER **Rory McIlroy, 2019 PGA
Tour Player of the Year
Optum Health Ambassador**

His rhythmic breathing harmonizes with the subtle sounds of the forest. There's a surreal quality to this moment. Over Rory's closeup we hear his first line.

RORY VO: **Building a strong mind and body...**





We see images from his mind. His subconscious. His memories.

Rory sitting up in his bedroom as early morning light pours through the window.

Rory stretching in his sun-drenched kitchen, preparing for the day.

An overhead shot of Rory carrying clubs across a fairway, his feet leaving prints in the dew. He's the first one on the course.

All the while, we hear his slow, steady breath.

RORY VO: ...builds optimal health so I can be at the top of my game.

He stretches his arm muscles, does a lunge or some push-ups. He's as strong as a boxer, but as flexible as a yogi. We pan closely along the muscles in his arms, with the forest floor just out of focus in the background.

We see more mental images:

Fruit being thrown into a blender.

Analyzing a 3D schematic of the 12th hole at Augusta. Thinking hard. Nodding.

Smashing a medicine ball to the gym floor.

Jotting a note in the margins of a book.

**RORY VO: Optum knows that in healthcare,
success relies on having the right team
to bring everything together.**

Rory juggles oranges. We see more footage of him training and preparing, accompanied by the subtle voices of other people in his life. They float in and out, perhaps even overlapping, like whispers in the wind.

A trainer urging him along: "One more, Rory! One more..."

A parent offering non-golf wisdom: "I know what you're made of, son. You just have to..."

A caddy whispers: "115 yards but you got a little headwind. I think the wedge is..."





RORY VO: As an athlete, I'm surrounded by that kind of team, and Optum believes everyone else should be.

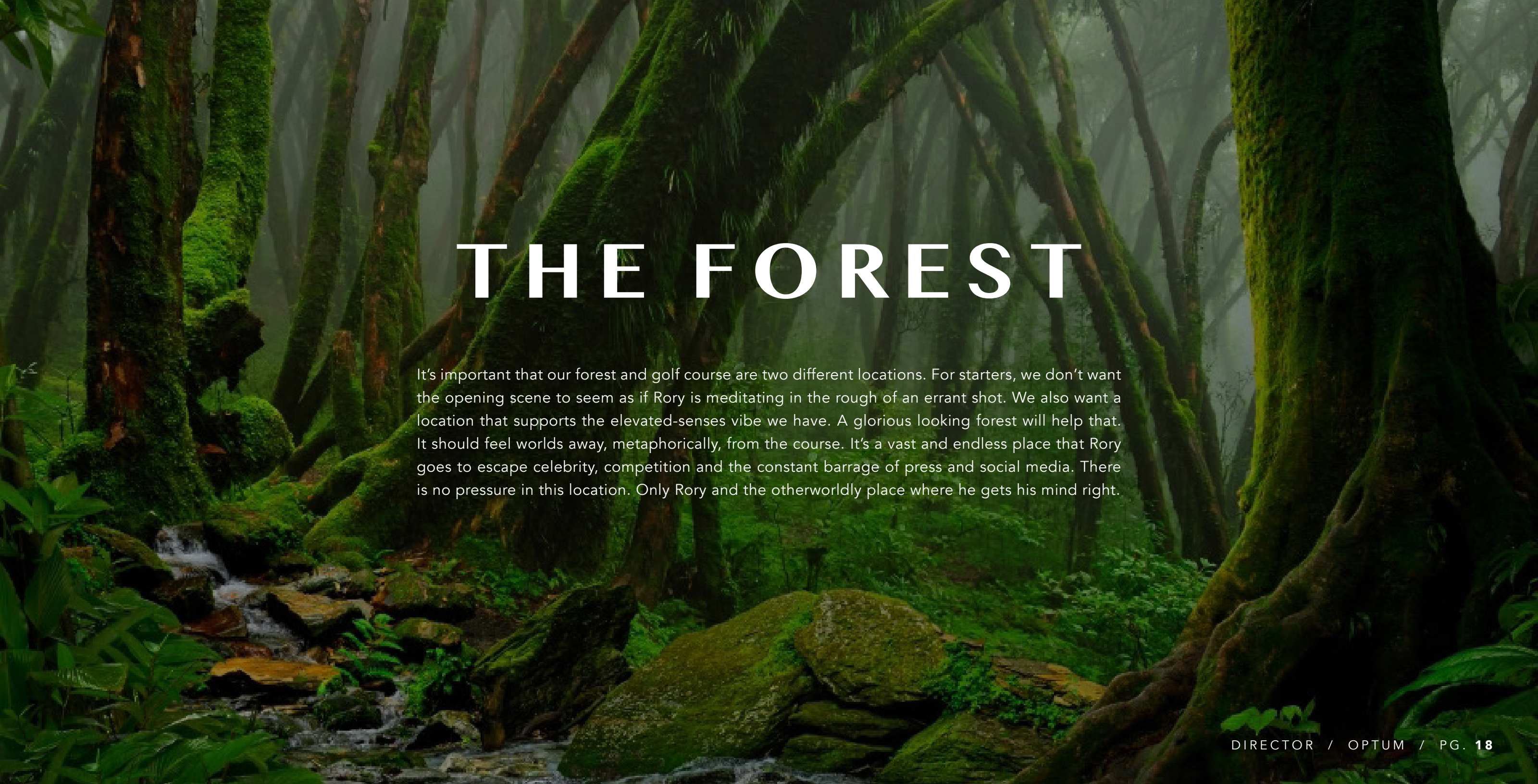
We cut to a closeup shot of Rory's face. His eyes are still closed but now he's wearing a hat. It's sunnier than inside the forest. He opens his eyes.

We cut out wide to reveal he is in his stance on the tee box, ready to drive. This is competition. He's flanked by his caddy and surrounded by supporters, some of whom are in Optum-colored clothing.

He crushes his drive as his swing reveals the **O**. The supporters cheer.

VO: Optum. We know how. We are the how.

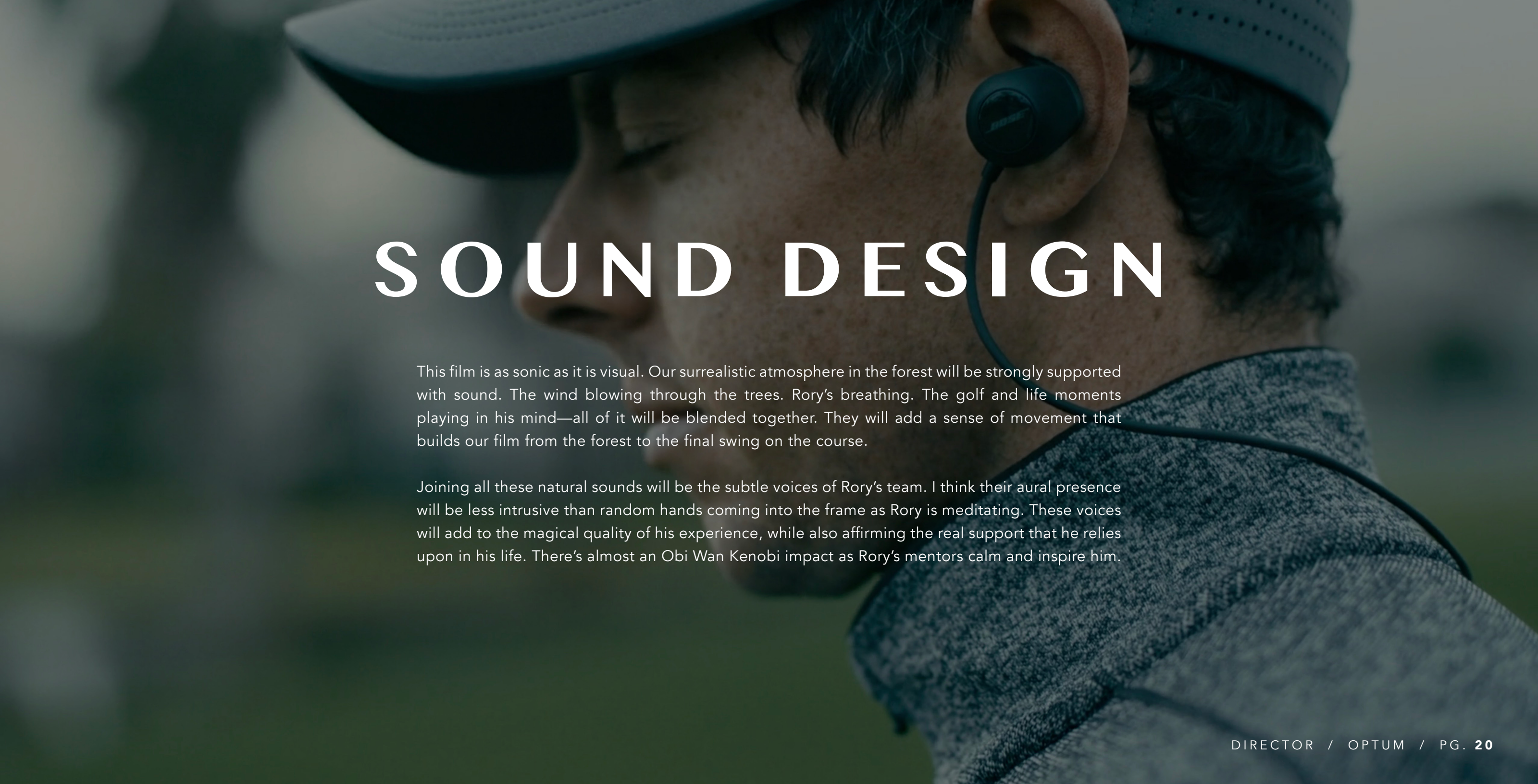
LOGO: OPTUM. How Well Gets Done

A lush, moss-covered forest scene with a small stream flowing over rocks in the foreground. The trees are tall and slender, with thick moss growing on their trunks and branches. The ground is covered in a dense carpet of green moss and ferns. The overall atmosphere is serene and mystical.

THE FOREST

It's important that our forest and golf course are two different locations. For starters, we don't want the opening scene to seem as if Rory is meditating in the rough of an errant shot. We also want a location that supports the elevated-senses vibe we have. A glorious looking forest will help that. It should feel worlds away, metaphorically, from the course. It's a vast and endless place that Rory goes to escape celebrity, competition and the constant barrage of press and social media. There is no pressure in this location. Only Rory and the otherworldly place where he gets his mind right.





SOUND DESIGN

This film is as sonic as it is visual. Our surrealistic atmosphere in the forest will be strongly supported with sound. The wind blowing through the trees. Rory's breathing. The golf and life moments playing in his mind—all of it will be blended together. They will add a sense of movement that builds our film from the forest to the final swing on the course.

Joining all these natural sounds will be the subtle voices of Rory's team. I think their aural presence will be less intrusive than random hands coming into the frame as Rory is meditating. These voices will add to the magical quality of his experience, while also affirming the real support that he relies upon in his life. There's almost an Obi Wan Kenobi impact as Rory's mentors calm and inspire him.



As important as sound is, I think its absence will be impactful as well. We start with just his breathing and the soft sounds of the forest. Things will pick up sonically, especially with the corresponding voiceover. But in the moment we find ourselves with Rory on the course, we should have a beat or two of silence. It's a culmination of all his effort to block out the figurative noise in his life. The audience gets to bask in that quiet, and we are drawn further in. We could consider coming full circle to the sparse sounds of his breathing. Then he rips his shot. Thwack! The roar of the crowd and final VO fill the space, carrying us through the final Optum logo.

TRANSITION

I will have my attention on the tonal shift that takes place as we move from the forest to the golf course. There's a lot we can do to separate these two worlds in a way that is subtle and tasteful, but also comprehensive. The visual distinction between the forest and the tee box/fairway will go a long way. So will the change from hatless Rory in his Nike compression clothes to his familiar competition wardrobe.

Whereas the meditation and preparation sequences have a magical quality, these last shots at the course will feel hyper real. There can be a shift in the editing style and the sound design when Rory transports us mentally and physically to the course. We get the sense that this is an intense moment, scrutinized by the gallery and millions of fans across the world watching live. But we are assured by the preceding 20 seconds that he couldn't be more prepared for this real-life moment. We realize everything until now was taking place inside his head. The consistent element carrying us across these two worlds is the support he has from others.



OPTUM

Just as with golf, life is about teamwork and preparation. Rory's support group in the first part of our piece—trainers, mind coaches, caddies, family members—hints to the equally valuable team that Optum provides to all of us. When we see some of these Optum representatives in the golf course section, they'll feel like a continuation of the people in his meditation.

There are a few ways we can represent the Optum team members on the course. A few could wear Optum colors or perhaps the graphic logo appears on a couple shirts scattered throughout the supporters. We can also consider a sponsor banner that is organically placed near the tee box. I look forward to collaborating on the perfect composition to make sure the Optum presence is felt impactfully and naturally.



CASTING & PERFORMANCE

I've had the benefit of shooting a campaign for Callaway where I was immersed in the lives of multiple PGA tour golfers over the course of a year. My experience with capturing the game of golf and its nuances, as well as the men who play the game, will come to bear here. From NFL players to Olympians, my comfort directing professional athletes makes me well suited—and excited—to work with Rory, whom I have always admired. I'm glad that Optum and Rory have developed a working relationship for over a year and I would be honored to steward that with you.

As for people on the golf course, we didn't discuss if you want actual Optum workers or actors. Know that I'm equally comfortable casting and directing both. I'm eager to discuss further with you.

BODY DOUBLE

Because we have a finite amount of time to work with Rory, we will film the golf and meditation scenes with him, but the rest of the scenes with a body double. Specifically, the action I inserted into the script: early morning wakeup, throwing fruit into a blender, etc. I believe these additional moments and scenes will add scope and fullness to Rory's preparation process. We're honoring the many individual actions that contribute to his routine and his success. My Samsung spot with Ashley Wagner utilized a body double for 50% of the spot, so I know how to work this element in efficiently and undetectably. I'm adept at maximizing time with celebrity athlete talent, but this approach will give us flexibility and enhance our final film.



THANK YOU

This project is an opportunity to create something that looks, sounds and feels unique. Rory McIlroy is simultaneously human and superhuman, and we love him for it. This film should have that same special quality of being both relatable and magical. I'm fired up to bring it to life with you.

-Director