



# TEMPESTO LAUNCH

BGW - HOW DOES IT FEEL?

It's an adrenaline rush - the roar of the engines, before launching down a ramp and sailing over a row of school buses. The heat of a flaming hoop, with hopeful eyes looking on. The butterflies are quickly ousted by intense focus; Shaking hands are replaced by white knuckles gripping cold steel and rubber. You are transported into the mind of a Daredevil.

Thanks for the opportunity to work with you on the Tempesto Launch. Honestly, who doesn't love daredevils? The history is rich, the legends are revered, and everyone wishes to be that person at some point in their life. So needless to say, it's an exciting project, that we can't wait to run with.



## QUESTIONS | OBJECTIVES

As we understand it, you are looking for a creative partner - someone to help with possibilities and solutions. Which is perfect because we are obsessive problem solvers. Our first step in the process was to start with a few key questions, and then use it as a model for this treatment and our ideal development.

- How do we promote a ride, without actually showing the finished product?
- How do we tie the front half (daredevil) to the back half (coaster)?
- What do we design that is exciting, fresh, and closely associate it with the brand?
- Logo animation? 3D Possibilities? Etc.



# 3D MODEL & ANIMATION

All of our concepts will benefit immensely from having a model of the coaster. As a part of any of the following plans, (or any new plans we work on together) we are going to build a 3D model of the Tempesto ride.

At this stage it will not be prepared as photo-realistic, but built to be used as a graphic element. Our camera will be able to fly through the coaster, at a first person view. We will also be able to use it for wide and medium shots of the coaster itself.

An additional idea we had, is building and rigging a section of the coaster - so that it can "Build" itself as it goes. It's an exciting way to reveal the track of Tempesto, without needing to show the full ride, complete with people. Please see the reference below.

## Headphones

*Please look at the first :06 of this spot - and imagine instead of a cable, it's the track of the coaster, flying through the clouds - building itself as it goes.*

<https://vimeo.com/33174546>

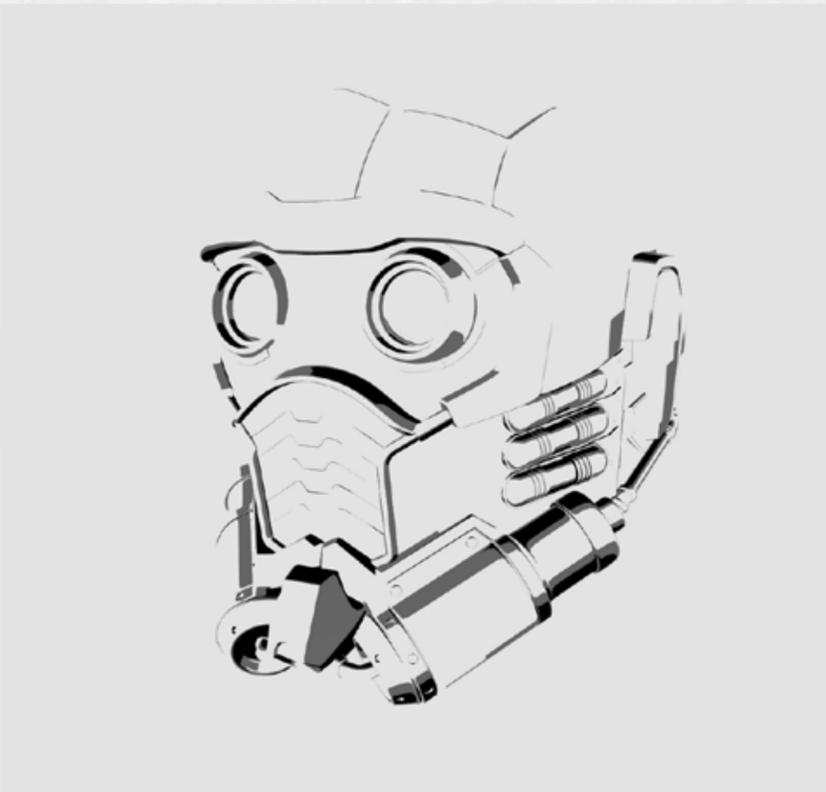
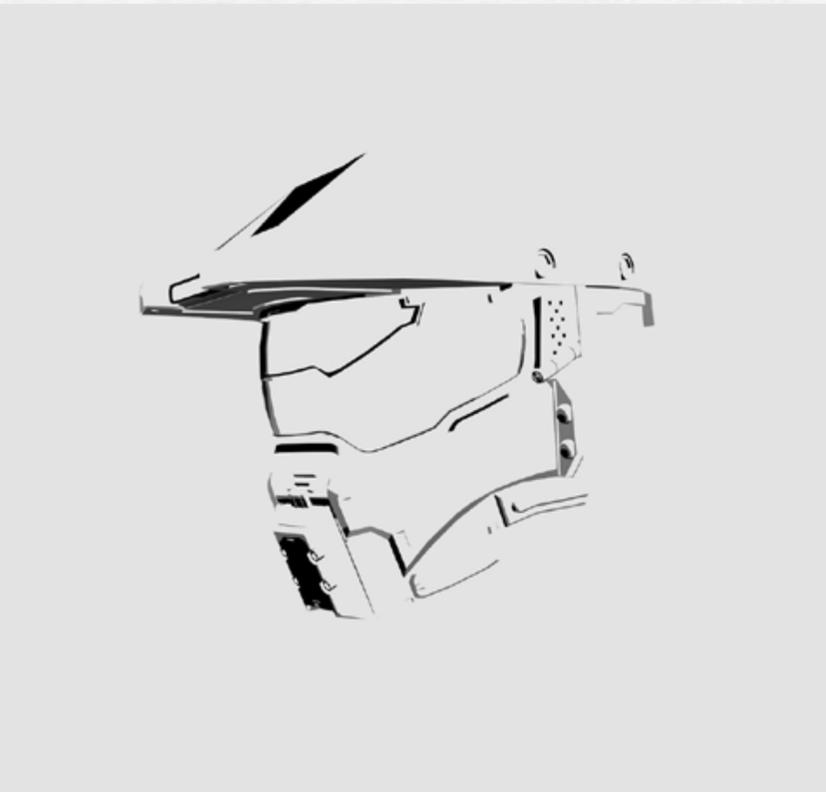


# VERSION 1 - EVOLUTION

The Evolution of the daredevil, resolving in the daredevil in you.

This approach is 100% motion graphics. We will do a small studio shoot for references and then design/animate on top of the footage.

The camera rotates around one character, as he/she transforms from leather helmet and goggles to modern day hero.



# EVOLUTION - ANIMATIC/SOUND DESIGN



<https://vimeo.com/119596142>

PW: bg2015

(turn the volume to 11)

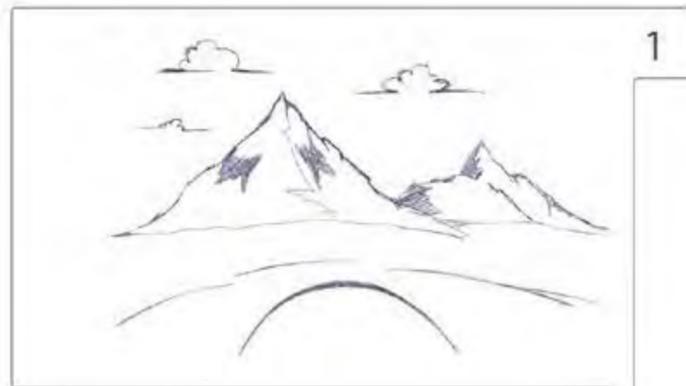
Open on an airy, mountainous, landscape, sleek motion graphic design. The top of a leather helmet begins to peak from the bottom of the screen. Iconic vintage goggles on top of the helmet. The camera is rotating slowly around the main character. He flips his daredevil scarf over his shoulder, and pulls down the goggles.

The camera continues to rotate around, and our character changes from early 1930's to 1960's stuntman, complete with cape blowing in the wind. As the camera rotates behind our Knievel character, it widens out and reveals a ramp and flaming hoop over his shoulder.

The camera rotates past the halfway mark, it reveals another evolution of the daredevil, with a more modern helmet. (1990's) She reaches up to close her shield and transforms into a Felix Baumgartner/Travis Pastrana type modern day daredevil.

On the completion of the circle, our character cuts to a child, with goggles, very close up. As they go backwards on the coaster is space, a track follows. It's building itself on as the viewer is taken on a POV ride of the coaster through the clouds.

The coaster eventually morphs back into the flaming hoop, which is reflected in the goggles of a daredevil. The camera pulls back to find our child daredevil again, the logo transforms from the goggles and we cut to a wide shot of the coaster, offer frames and eventually the Busch Gardens logo.



1



2



3



4

WHAT DOES THE DAREDEVIL FEEL BEFORE HE REVS HIS ENGINE?



5



6



7



8

BEFORE HE ENTERS THE INFERNO.

WHAT IS HE THINKING



9



10

BEFORE HE TAKES THE LEAP.

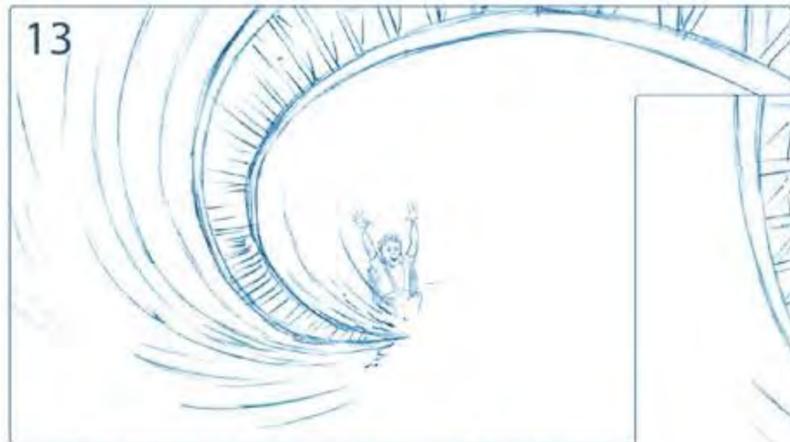


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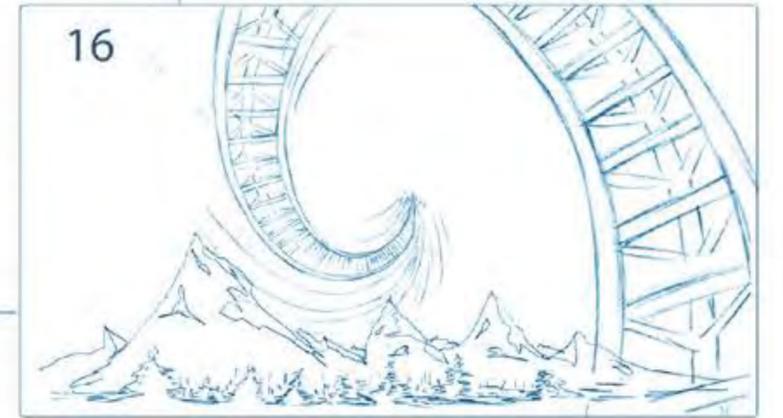
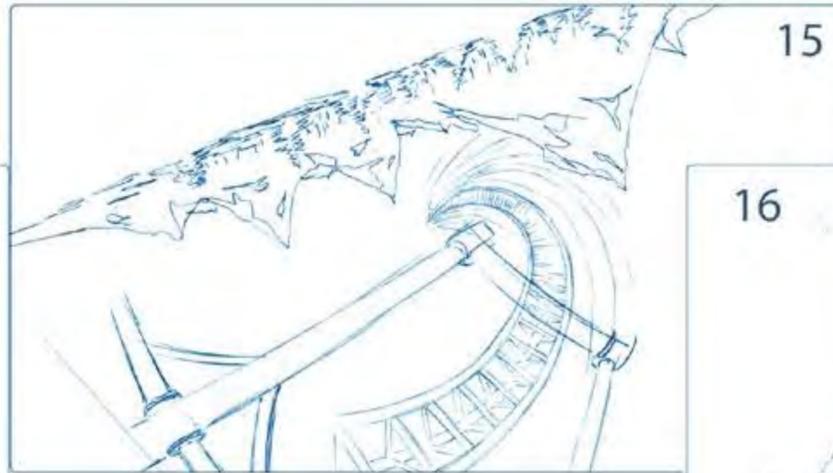
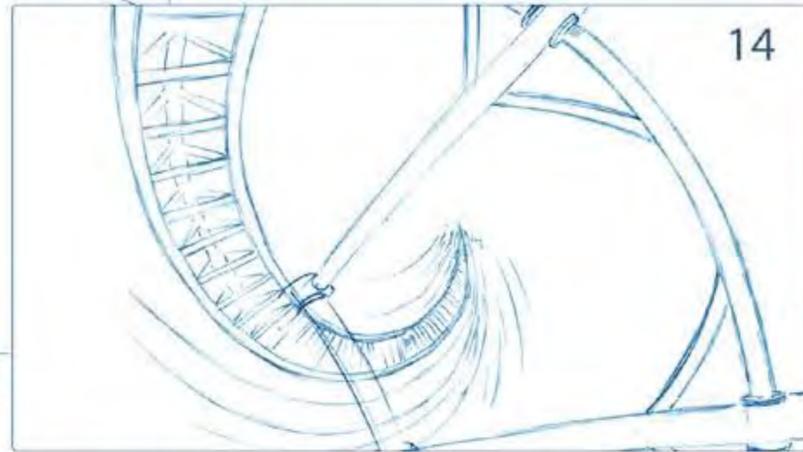
YOU TELL US.



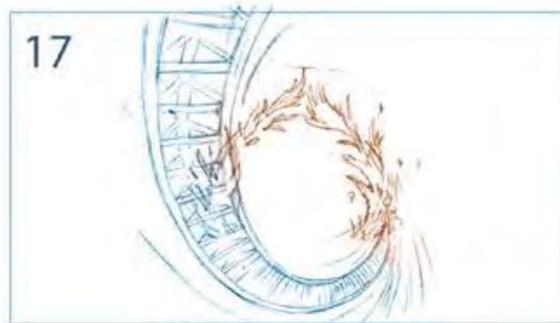
12



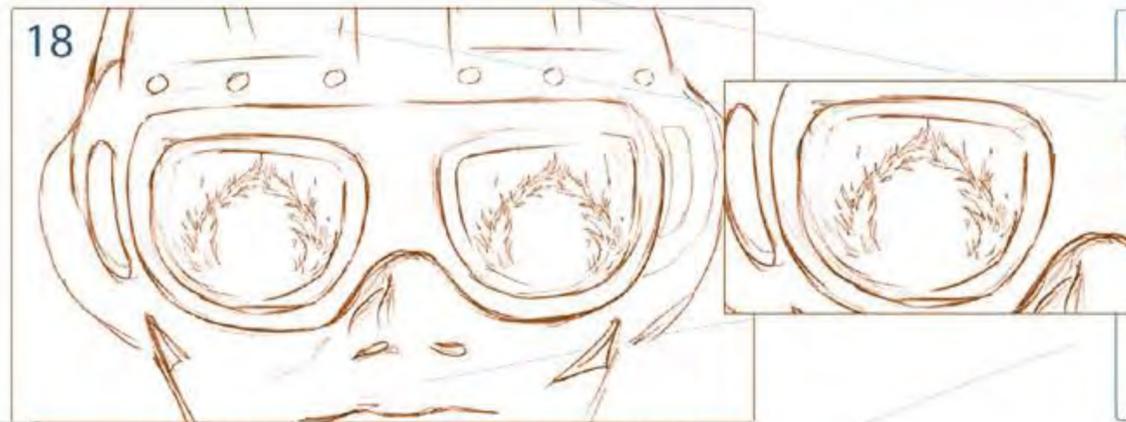
EXPERIENCE THE NEW COASTER  
AT BUSCH GARDENS



LAUNCH OVER THE EDGE . FORWARD, BACKWARDS AND FORWARD INTO A LOOP DE LOOP, PICKING UP SPEED EVERY TIME.



INSPIRED BY THE



GREATEST DAREDEVILS IN HISTORY



FOR THE DAREDEVIL IN YOU.



EXPERIENCE TEMPESTO AND GET...



OFFER COPY

UNLIMITED VISITS WITH AN ANNUAL  
PASS FROM \$11/MONTH.



ONLY AT BUSCH GARDENS

STYLE FRAMES: VERSION 1 - EVOLUTION



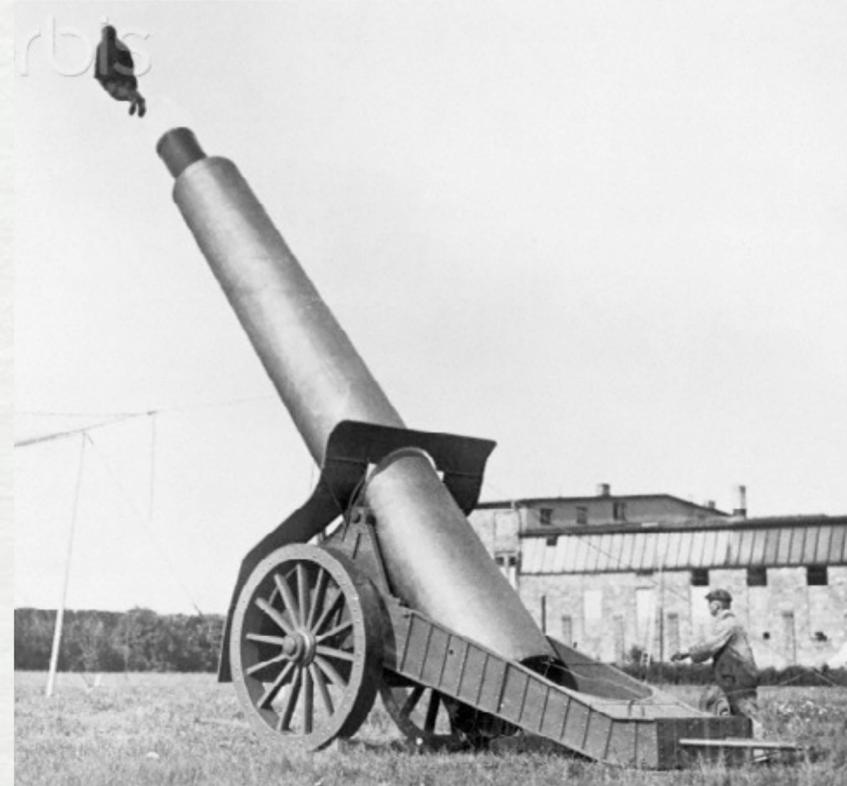
# VERSION 2 - PROJECTION MAPPING

This is a sophisticated method of bringing the stills to life. We will build 3D environments for each image, complete with 3D particles and moving elements. (i.e. Scarf blowing in the wind, dirt flying out behind a tire)

The photos and coaster footage will both have an airy, cloud and light filled aesthetic; almost surreal in nature.

Please click this link as a reference for this technique.

<https://vimeo.com/66769975>



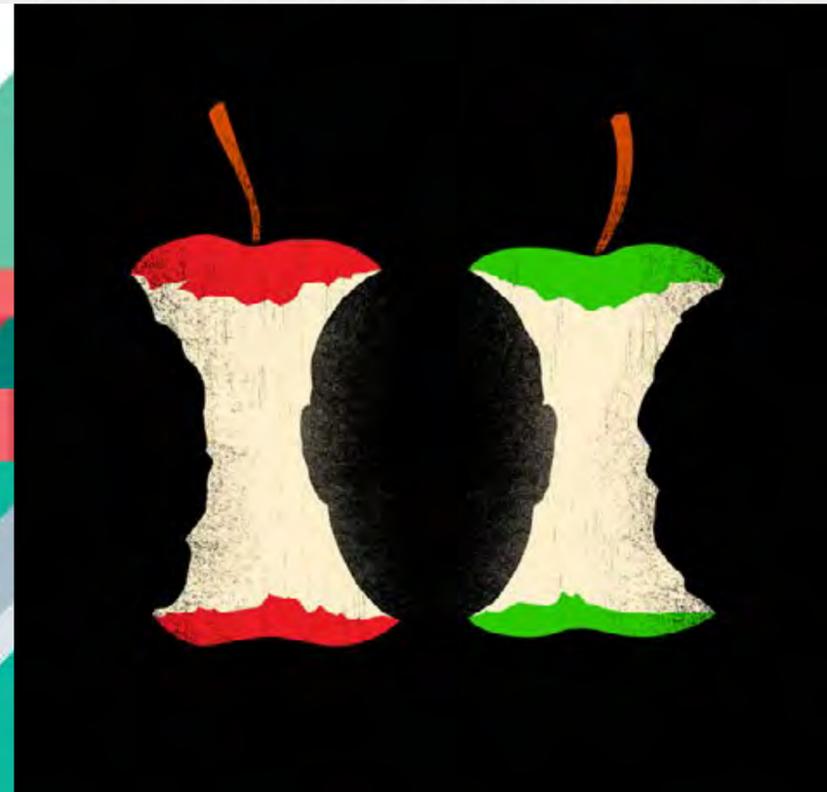
# VERSION 2 - PROJECTION MAPPING

## STYLEFRAMES



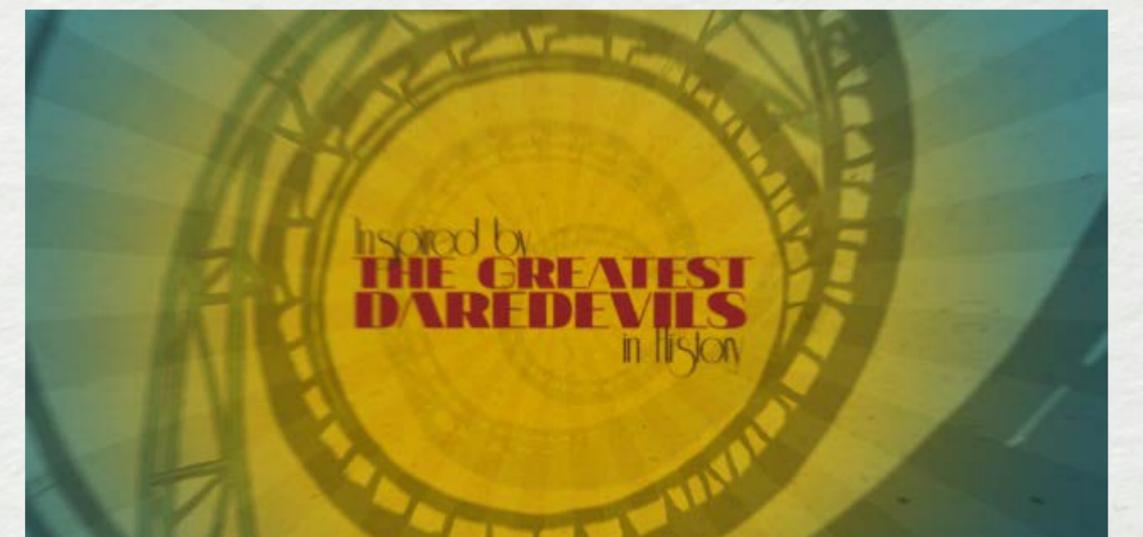
# VERSION 2A - GRAPHIC STILLS

We mix motion graphics with the stills. It would be a similar structure as V2 but with a different look. The background would supply most of the motion, and the foreground (pictures) would have a slight movement to them.



# VERSION 2A - GRAPHIC STILLS

## STYLEFRAMES





# **VERSION 2 & 2A STORYBOARDS**

The boards below are a sample, and obviously not set in stone. They are intended to be a possible story structure, and can apply to either the V2 or V2A look.

All images in the boards are available as stock.



WHAT DOES THE DAREDEVIL FEEL BEFORE HE REVS HIS ENGINE?



WHAT IS HE THINKING

BEFORE HE ENTERS THE INFERNO?

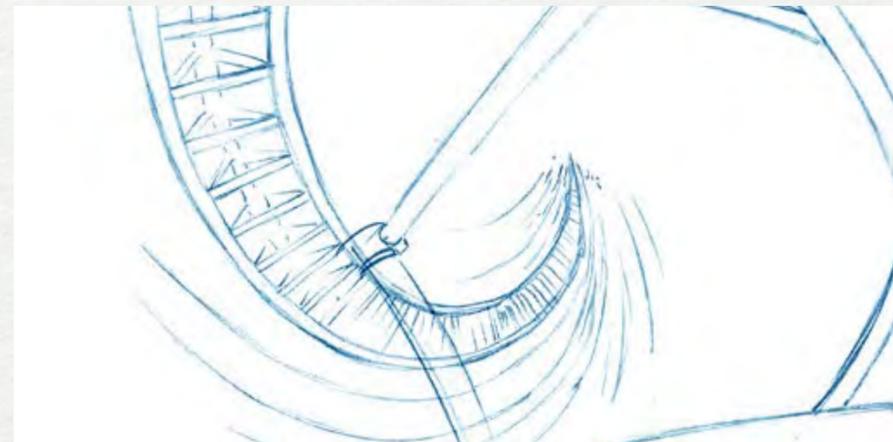


YOU TELL US.

BEFORE HE TAKES THE LEAP?



EXPERIENCE THE NEW COASTER AT BUSCH GARDENS LAUNCH OVER THE EDGE



FORWARD, BACKWARDS AND FORWARD



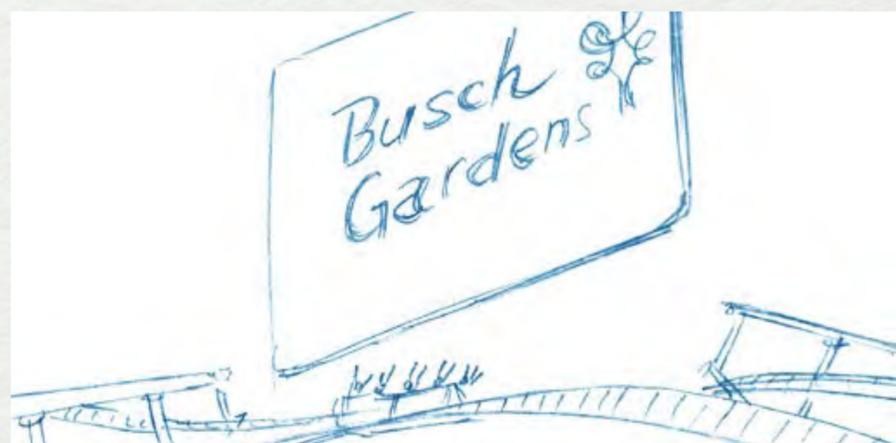
INTO A LOOP DE LOOP, PICKING UP UP SPEED EVERY TIME



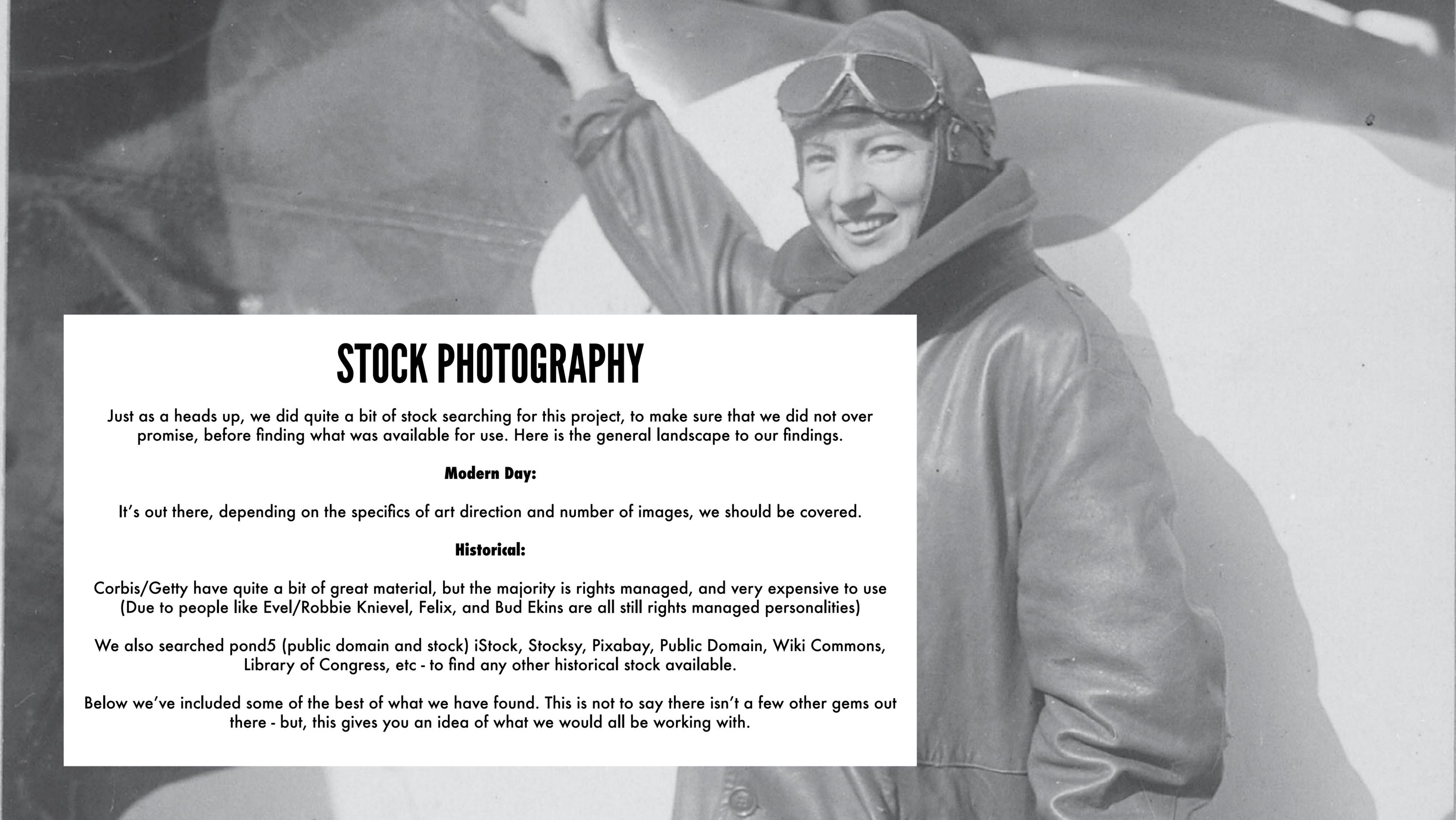
INSPIRED BY THE GREATEST DAREDEVILS IN HISTORY, FOR THE DAREDEVIL IN YOU.



EXPERIENCE TEMPESTO AND GET UNLIMITED VISITS WITH AN ANNUAL PASS FROM \$11/MONTH



ONLY AT BUSCH GARDENS



# STOCK PHOTOGRAPHY

Just as a heads up, we did quite a bit of stock searching for this project, to make sure that we did not over promise, before finding what was available for use. Here is the general landscape to our findings.

## **Modern Day:**

It's out there, depending on the specifics of art direction and number of images, we should be covered.

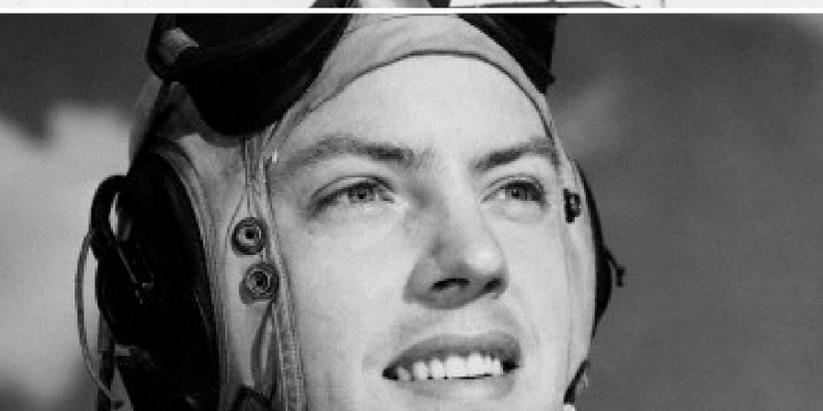
## **Historical:**

Corbis/Getty have quite a bit of great material, but the majority is rights managed, and very expensive to use (Due to people like Evel/Robbie Knievel, Felix, and Bud Ekins are all still rights managed personalities)

We also searched pond5 (public domain and stock) iStock, Stocksy, Pixabay, Public Domain, Wiki Commons, Library of Congress, etc - to find any other historical stock available.

Below we've included some of the best of what we have found. This is not to say there isn't a few other gems out there - but, this gives you an idea of what we would all be working with.

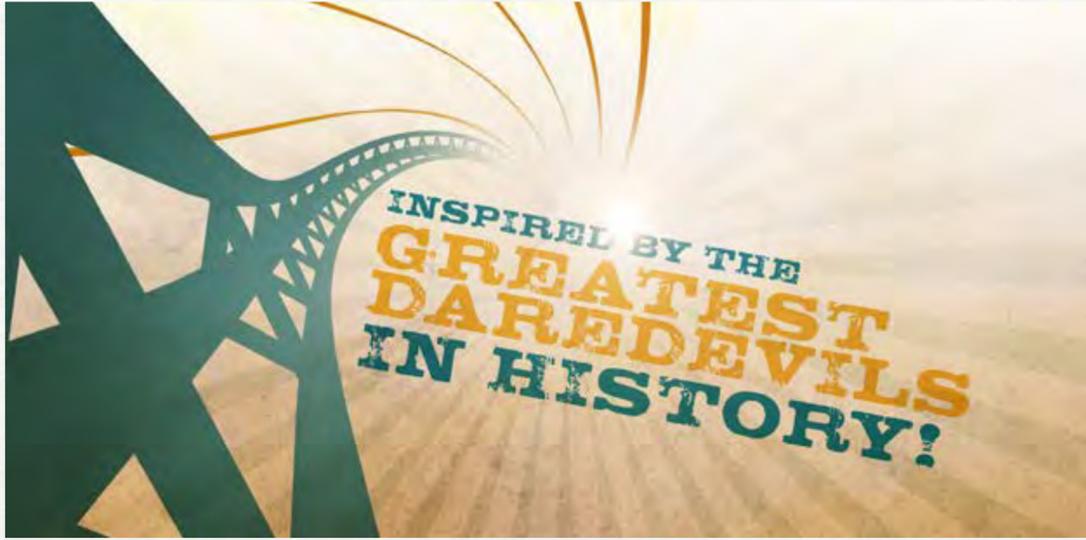




# MISC. CREATIVE EXPLORATIONS



*^This frame is part of an idea, based around illustrating old images, and applying the projection mapping idea (V2) to the illustrations. It requires bit more R&D and we can certainly explore this option more if it's jumping out at you. An illustrator in our network did this piece and it looks sweet so we dropped it in.*





## THANK YOU

We are excited about Tempesto. We are also not locked into any designs or ideas, it was all created as an attempt to give you all a more clear vision of the possibilities for this project.

We would love to talk about your ideas, and what jumped out at you from this treatment. We are comfortable with taking anything from this document and changing/tweaking it to meet a different set of needs or different aesthetic.

Please call with any questions or thoughts, we love to collaborate.