

SPRITE® Refreshing Films™: **Script Brief**

We are thrilled to announce the 2011/2012 SPRITE® Refreshing Films™ (“SRF”) Program script writing challenge. In this packet you will find all the details needed to write a script. For additional information on script submission please see the Educator Packet or email Aviva Kleiner at aviva818@gmail.com.

**Background**

SPRITE Refreshing Films™ is designed to empower and showcase the talent of up and coming film students. SPRITE wants to provide a national platform that encourages youth to express their true self by writing, creating, producing, and directing short films.

**Our Target Audience**

Since the days of our old campaign “Obey your Thirst” teens have evolved from seeking outward rebellion, agitation, and blatant nonconformity to a more balanced, informed and connected youth culture. These teens gravitate towards behavior and actions that feel authentic and that value self-expression. They are more open-minded and value diversity more than ever before.

They see themselves as the cultural and lifestyle explorers of their generation. They are bold and self-empowered to try new and different things, always being at the forefront of culture, technology, and trends. In their minds, they are empowered to succeed, to make change and take over the world, therefore, they are constantly looking for the truth, what is tangible and what is authentic. Their core guiding value is to be true to self.

**Desired consumer response**

Inspired to express my true self

**SPRITE® Refreshing Films Script Challenge:**

SPRITE wants to see the creativity and artistic liberties of students as they write a 2-3 minute short film that brings the SPRITE to life based on the brands theme and tone listed below. All scripts must tie back in some way to the theme, and use the creative idea as a filter.

**Theme: To be True to Self**

**Creative Idea/lense: Intensity that cannot be contained**

**Tone:** Edgy, Youthful, Authentic, true to self, honest, Inspiring, slightly humorous

**Genre:** Action, Comedy, Drama, or Thriller

This challenge includes authentically integrating the brand without making it a commercial. Product integrations is allowed, this film will be produced under the Commercial SAG agreement.

In addition SPRITE has teamed up with Universal Studios to help inspire students through their films. Each scriptwriter must review and choose one “inspiration movie” from the list of Universal films below. You will be asked to provide rationale for why you chose this film, and how it inspired you to write your original screenplay.

**Universal Films “inspiration” List:**

* *The 40-Year-Old Virgin, 2005 – Comedy*
* *8 Mile, 2002 – Drama, Urban*
* *American Graffiti, 1973 – Comedy*
* *American Pie, 1999 – Comedy*
* *A Beautiful Mind, 2001 – Drama, Suspense*
* *The Bourne Identity, 2002 (Supremacy 2004, Ultimatum 2007) – Action, Suspense, Drama*
* *The Breakfast Club, 1985 – Comedy*
* *Car Wash, 1976 – Comedy, Urban*
* *Do the Right Thing, 1989 – Drama, Urban*
* *The Fast and the Furious, 2001 – Action, Urban*
* *Fast Times at Ridgemont High, 1982 – Comedy, Drama*
* *Inglorious Basterds, 2009 – Action, Thriller*
* *King Kong, 2005 – Action, Adventure, Drama*
* *Meet the Parents, 2000 – Comedy*
* *The Nutty Professor, 1996 – Comedy, Urban*
* *Sixteen Candles, 1984 – Comedy*

Eligible students may write and submit scripts as an individual or as part of a team. Up to two eligible students may form a team ("Team"). You can be part of only 1 team but you can submit as many scripts as you’d like for consideration. The script should be no more than 2- 6 pages in length.

**Script Guidelines and Restrictions:**

* Must be typewritten and its recommended that courier 12 point font is used and not be less than or exceed the stated number of pages;
* Must be in English;
* May only have live action characters (*i.e.*, no animals or cartoons);
* Must not contain any indecent, vulgar, obscene, or offensive material or any other material, including, but not limited to, material surrounding terrorism, guns, foul language, and/or adult content which would prevent the film from earning a G or PG rating once produced;
* Must not contain material which is (or promotes activities which are) sexually explicit or suggestive, obscene, pornographic, violent (e.g., relating to murder, the sales of weapons, cruelty, abuse, etc.), discriminatory (based on race, sex, religion, national origin, physical disability, sexual orientation or age), illegal (e.g. underage drinking, substance abuse, computer hacking, etc.), offensive, threatening, profane, harassing, defamatory, libelous, infringing or otherwise objectionable to Sponsor);
* Must not ridicule, denigrate, or embarrass movie theater operators or their employees, or cast the movies or the movie-going experience in a bad light;
* If the script contains a character under the age of 13, the character must not be portrayed holding or drinking a beverage product, must be restricted to a secondary role and must appear with an adult in the same scene;
* Must not be based in whole or in part on the work of any other person, or persons not on the Team (including without limitation, any other fictional or non-fictional material, published or unpublished, produced or unproduced), unless it qualifies as a legitimate parody under U.S. copyright law;
* The script pages must be numbered;
* Must contain a title page that ONLY includes the title; and
* Must NOT display the name(s) of the Team member(s), or the name of a School.