

LEAGUE OF  
LEGENDS



# ULTIMATE

DIRECTED BY MILES & AJ

SX SIXTYTWO SIX



WE COULDN'T BE MORE EXCITED ABOUT THIS PROJECT — ESPECIALLY SINCE WE'RE GAMERS OURSELVES (WELL, MILES PLAYS AND AJ USUALLY JUST WATCHES ON DISCORD...BUT WE BOTH LOVE THE GENRE).

Working with Coca-Cola has been a goal of ours for a while (pretty much since we saw the Los Perez's "Open That Coca-Cola" spot!). "Iconic" doesn't even begin to do justice to the brand, and with this project, we have the opportunity to take their global reach even further—into the virtual world of the future, where every fan is the center of Coca-Cola's universe.

This campaign already has everything going for it. By creating an identity that's even bigger than the product itself, we can reach audiences across the globe, inviting them into a futuristic first-person adventure like they've never seen. This is an ambitious venture for sure, but we've come up with a plan to seamlessly execute and elevate it (let's call it our secret formula).

Let's dive in and we'll walk you through our ideas.

# DIRECTOR'S NOTE



# NORTH STAR

## “METICULOUS IMAGINATION” IS OUR GUIDING LIGHT.

With this phrase as our mantra, we’ll create something that is both authentic and elevated, dreamy and detail-driven.

Think stunning cinematography punctuated by out of this world visual effects. Groundbreaking tech that literally puts the viewer in the middle of the action. Stories that grow, because they’re not just stories you watch—they’re stories you experience. And let’s just say that when you see yourself transformed into a robot humanoid or a secret agent, you definitely want to show your new guise to the world!

The viral potential of this campaign is profound. This won’t be just a campaign. It’ll be a worldwide cultural phenomenon.



# EXPERIENCE

THIS IS A MONUMENTAL CONCEPT. IT NEEDS TO BE. IT'S COMPLETELY REVOLUTIONIZING HOW BRANDS INTERACT WITH THEIR AUDIENCE. LET'S EMBRACE THAT BY GIVING IT THE EPIC SCOPE IT DESERVES.



# PILLARS OF CREATIVE

3 KEY TENANTS FOR COCA COLA ULTIMATE:

- 1 >\_LIVE ACTION PRODUCTION
- 2 >\_VISUAL EFFECTS
- 3 >\_VIDEO GAME INSPO



# LIVE ACTION PRODUCTION

OUR AESTHETIC IS VIVID,  
BOLD, AND OTHERWORLDLY.

To make it feel truly out of this world, we'll shoot overseas. Somewhere that offers stunningly surreal landscapes (and doesn't pigeonhole us into an "American city" vibe).



# VISUAL EFFECTS

WE'LL TAKE OUR WORLD BUILDING TO THE LIMIT,  
CRAFTING CG SCENES THAT ARE UNDENIABLY JAW  
DROPPING, YET EXECUTABLE FOR OUR PROJECT'S SCOPE.



# VIDEO GAME INSPO

LIKE WE SAID, WE'RE VIDEO GAME FANS OURSELVES. AND THAT MEANS WE HAVE AN ENDLESS CATALOG OF GAMES IN MIND THAT WE COULD DRAW FROM.

Picture homages to League of Legends landscapes, characters and game-play. MOBA-style vantages. 1st and 3rd person camera angles.

And not only could we draw inspo for style, genre, camera angles, and character development, we could pack the spot with fun easter eggs that the gaming community will know and love (without using exact IP, of course... it's more about including sly nods to iconic games).



# WORLDS



# CYBERPUNK CITIES



# RETRO FUTURE LOFT



# COSMIC SUBWAYS



# THE COSMOS



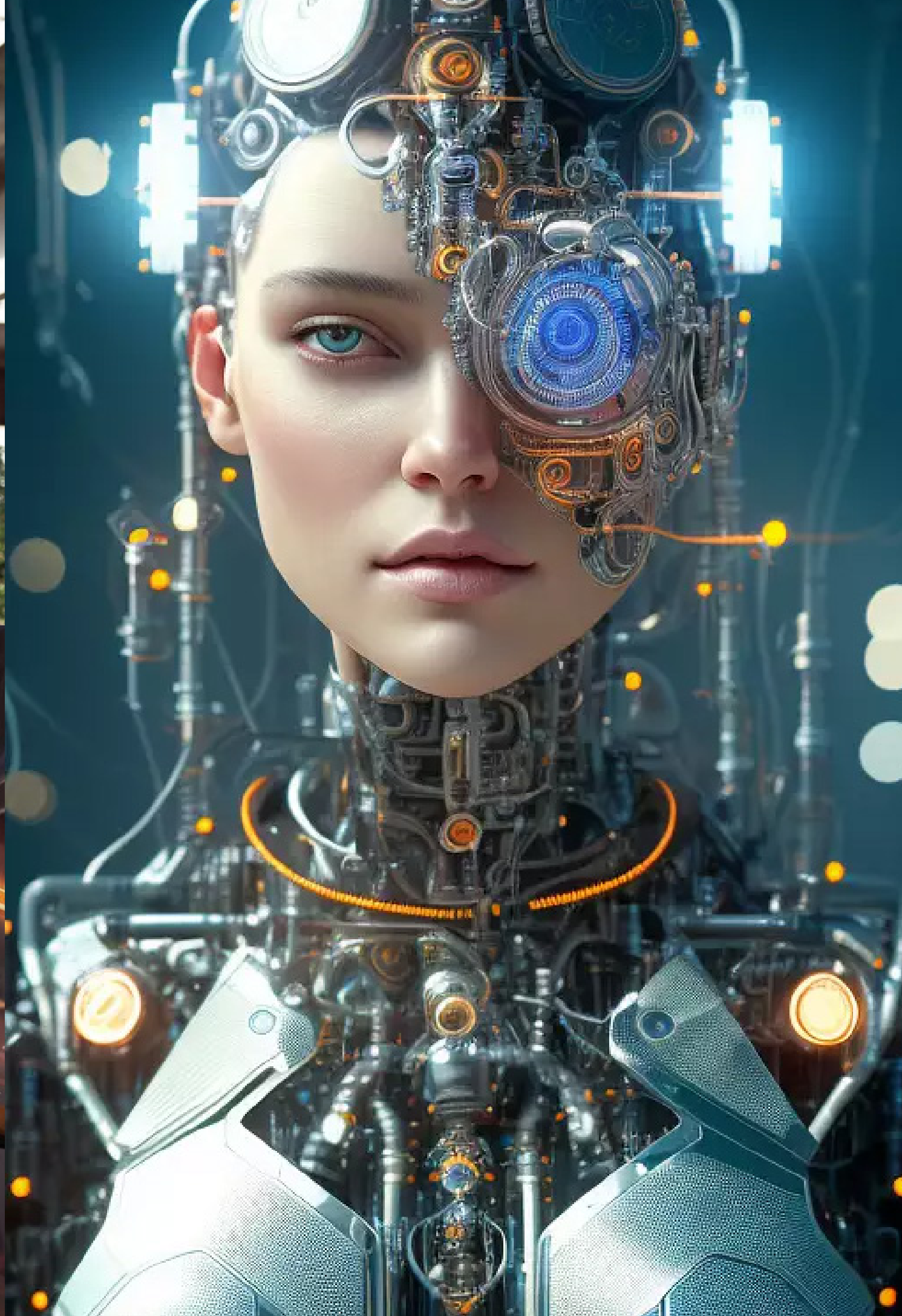
# LUSH MOUNTAIN VISTAS



# CHARACTERS

OUR WORLDS WILL SEAMLESSLY BLEND CGI + LIVE ACTION, WITH CHARACTERS FROM ALL OVER THE CREATIVE UNIVERSE CONVERGING IN A SINGLE SPOT.





DIRECTED BY  
MILES & AJ





LEAGUE OF  
LEGENDS  
Coca-Cola  
CREATIONS  
Ultimate  
LIMITED EDITION FLAVOR



SX SIXTYTWOYSIX



## CASTING THE RIGHT TALENT, TO IDENTIFY WITH THE WORLD.

While the audience will be able to place themselves in this experience we recognize the need to find the perfect talent who can embody the range of different video game characters. We will be inclusive and diverse in our casting scope, focusing on acting ability and connection to the content. Their look should be relatable and aspirational that all people can connect with.

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# LOOK & FEEL



# IMMERSIVE CINEMATIC FANTASTICAL



## YOU CAN'T GET MORE IMMERSIVE THAN PUTTING YOURSELF IN THE GAME, RIGHT?

We'll create stunningly immersive compositions that literally place fans in a new world. This isn't your typical sci-fi universe. It feels vibrantly real. Richly detailed. Completely unique. It's a place fans will want to revisit—and will want to invite others to experience for themselves.



# COCA-COLA ULTIMATE IP

WE'LL INTEGRATE THE PRODUCT SUBTLY  
THROUGHOUT BY INSERTING THE COKE  
ULTIMATE IP IN UNEXPECTED PLACES.

We might see it in the irises of our characters' eyes. The glitter eddying in the atmosphere. The macro details as we transition from one scene to the next. Wherever it shows up, it'll help make our universe feel unique and ownable, without ever making the product integration feel heavy-handed.



# CAMERA



# MOVEMENT

A PERFECT BALANCE OF METICULOUS  
CALCULATION AND ORGANIC FLUIDITY.

Our live action and CG cameras will dance through our landscapes, moving quickly, purposefully, and gracefully with our talent.



# PERSPECTIVE

We will use POV angles where the camera becomes the character's eyes, or a 3rd person center-punched rigged to emulate a MOBA battle.



# POST



# EDIT

WE ARE INCREDIBLY LUCKY IN THAT  
ONE-HALF OF OUR DIRECTING TEAM  
IS ALSO A KILLER EDITOR.

Miles has edited all of our videos to date, as well as numerous national campaigns for brands such as Nike, Apple, YSL and Samsung.

As a partnership, we value planning and pre-visualization during pre-production, since it flows directly through to the cutting room floor where Miles takes the reins. By focusing on our end product in the pre-and-during production stages, we not only ensure that we hit our run time goals while nailing all of our transitions, we get to the finish line with a visually cohesive product that keeps viewers locked in.



# MUSIC & SOUND

OUR MUSIC WILL BOLSTER THE SOUND DESIGN  
AND BE JUST AS IMPACTFUL AS OUR IMAGERY.

We love the idea of creating an ever-shifting sonic landscape—one in which our music  
mimics the environmental changes as we go from one world to another.



# SOUND DESIGN

THE SOUND DESIGN IS RIPE WITH  
POSSIBILITIES FOR IMMERSION.

Working in harmony with the music, we'll create soundscapes that bring our worlds to life—from the grandest flourishes (battle sounds!) to the tiniest detail (what's it sound like when a robot moves?).



# THE STORY

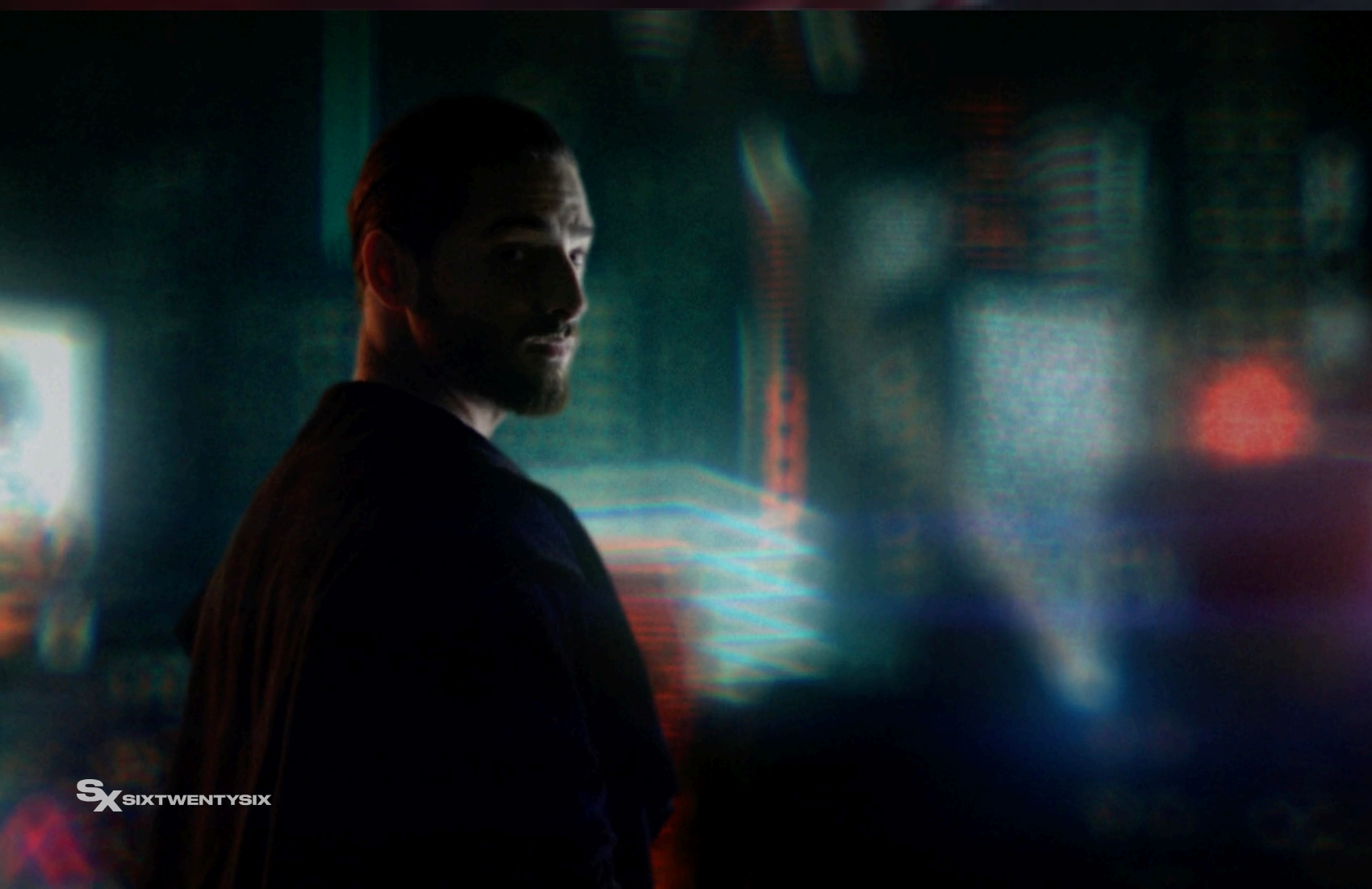


We open at night in a brutalist cyberpunk city. Camera cranes down through the rain as it booms down and we as we softly push into our hero robot-humanoid standing at the street corner. They turn dramatically towards the lens, revealing their face for the first time.



Camera pushes into a POV of our character as a HUD comes up. Holographic graphics glitch on in corners of our frame; XP status bar, compass, wallet etc. A waypoint appears in the center frame, moving as our camera (& hero) looks around the city. The way point style is based on the Coke Ultimate graphics. Our hero begins to run towards the way point, bringing them down a wet alleyway, each step causing the distance on the way point to shrink. Street merchants are selling real and CGI goods in this alley way. Our hero

arrives at the way point, and it's above an old shopkeep with a red scarf, monocle, and big white mustache- this guy has a story or two to share. The shop keep holds up a digital totem that floats above his hand, with an aura of color around it (sunglasses, head piece or necklace). Our hero grabs them (also floating in his hand) and XP charges through his hand in to his arm. He initiates a video call that pops up on his HUD. On the other end, our Cosplayer getting ready, her reaction is pure excitement!





Camera pushes into that video call, our hero cosplayer is getting ready in her sci-fi flat, her friends get ready behind her with energy and excitement. These three cosplayers (one live action, one half & half and one full CG) look amazing- it's truly a moment for all of them, transcending into their true selves. As camera pushes into the room, we pass our lead Cosplayer to reveal our Hero now in her apartment, holding the totem for her to take. She does and it's the last piece for her costume, she is overjoyed. A gold coin emotes out of thin air and bobs in front of our hero, he snags it with excitement, again causing his XP to flow through his body, charging him up. Cut to a top down shot of the coin being flipped up towards the lens. An easter egg moment to put some insignia on the coin that resonates with LoL or Coke Ultimate. At minimum distance from our lens it slows so we can see what is on it, covering most of our frame. As it falls back down to his hand our hero is now sitting in the futuristic subway.





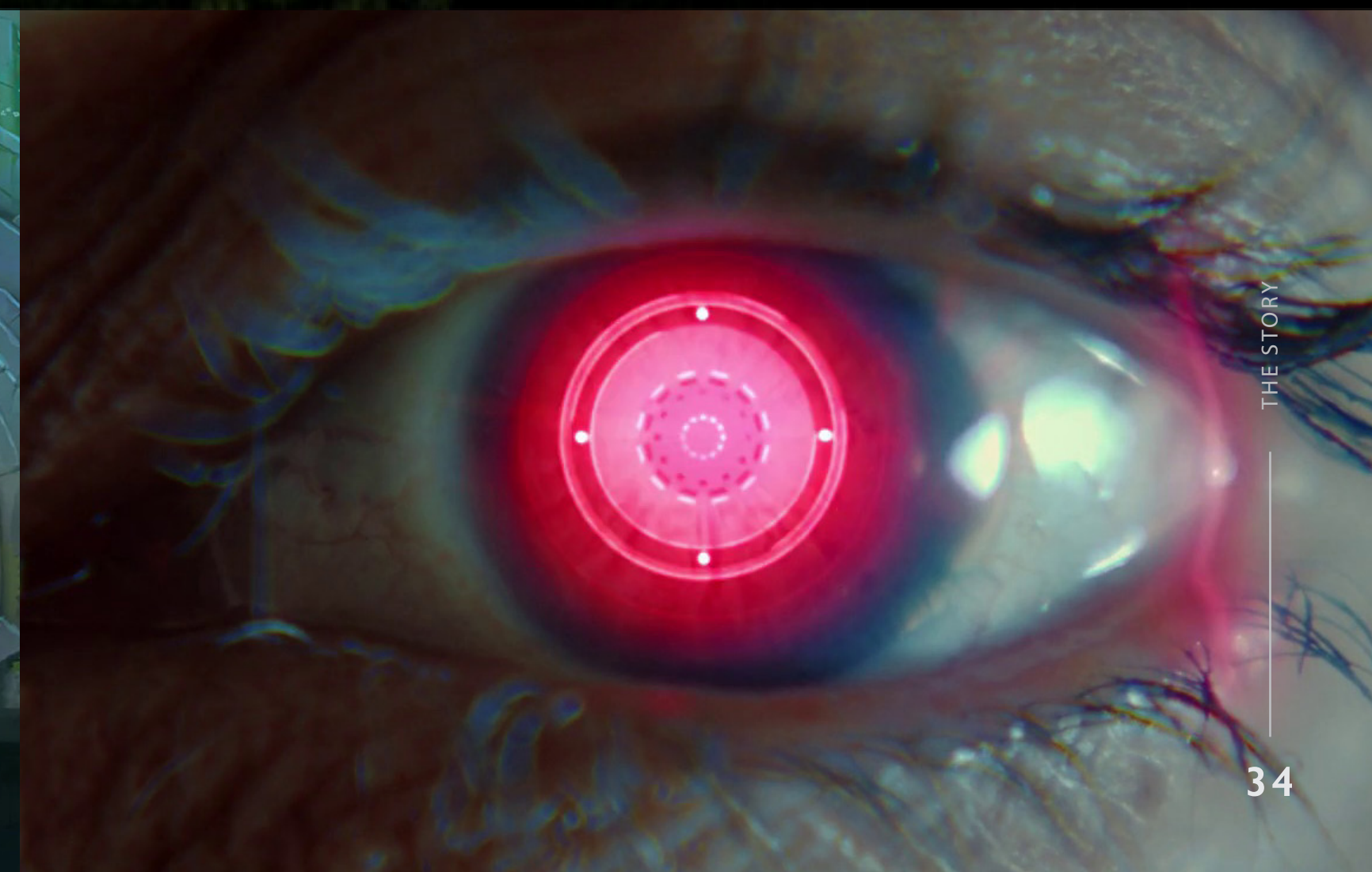
Flickering lighting gag (train moving through a cosmic tunnel) and we cut to a wide of the subway car. Our hero is sitting next to a notable gamer, playing a translucent handheld gaming device. Our hero looks over to it as he drinks a can of Coke Ultimate. The notable gamer catches his eye and he gives him a smirk and a wink.

The notable gamer notices the Coke can and gives him a knowing nod. Our hero crushes the can in his hand, causing XP to funnel through him again. Suddenly the subway car breaks apart. We see our hero fall through the cosmos along with rogue train cars drifting into space and a neighbor planet right below us. Camera and our hero enter into the atmosphere of the planet, plummeting through chaos of neon light and atmosphere. Montage sequence of our hero cycling through varying media styles; 3D, 2D, 8bit, low poly, live action etc.

This sequence is a series of fast cuts before we are back to our hero as he was. His cloak is flapping in the wind as they falls to the earth. The cloak flies off as gold bits of armor assemble onto them as they fall.



We cut to ground level of this new lush mountainous planet, as our hero is fully decked out in new gold armor. They land in a one knee power pose with a shockwave explosion of color. On the dramatic push in, our character lifts their head for one last beat. Another smirk as XP pumps through them, engulfing them in a charge of color before we cut to a final wide aerial shot of our hero running onward to their next adventure into the lush forest of this distant planet.





# THANK YOU

THANKS AGAIN FOR THINKING OF US! THIS IS AN INSANELY COOL CAMPAIGN, AND IT HAS THE POTENTIAL TO BE TRULY GROUNDBREAKING—NOT JUST FOR COCA-COLA FANS, BUT FOR GAMERS, TECH ENTHUSIASTS, SOCIAL MEDIA MAVENS AND BEYOND. WE'D BE HONORED TO TAKE THIS ONE ON.

WE'RE ALL ABOUT COLLABORATION, SO DON'T HESITATE TO HIT US UP IF YOU WANT TO TALK THROUGH ANYTHING ELSE. YOU KNOW WHERE TO FIND US.

LOVE,  
M&AJ