

**Project Title:**

Anchorman: 007 Trailer Redux

**Prepared by:**

Michael Figge

**Objective:**

To create a movie trailer using Anchorman footage to make the viewer believe Anchorman is a new spy film.

**Target Audience:**

Middle age business men, young adults, college kids. People who are James Bond fans.

**Timeline:**

Preproduction Feb 3rd-10th / Production Feb 10th- 15th / Post-production Feb 15th-19th

**Deliverables with Deadlines:**

Storyboards due: Feb 10th, Rough Cut due: Feb 17th, Final Due date: Feb 19th

**Budget:**

Will estimate costs based on current standards. (basically free, except paying for school and adobe cc)

**Synopsis:**

I am to take a movie that is already in existence and using footage from the movie, create a trailer to make the chosen movie seem like it is a different genre of film.

I am going to use the famous 007 theme song and take shots from anchorman that are similar to the action shot styles of James bond movie trailers.

**Treatment:**

James Bond is a classy man, and so is Ron Burgundy. I intend to use this to my advantage. By showing certain scenes from the movie Anchorman where they are getting ready to go on TV, and pieces from the silly fight scenes, I should be able to make the audience feel as if Ron Burgundy will be the next 007 type movie. I really like the early 007 movie trailers with the funny slide cuts and very colorful use of the 007 logo. By imitating these transitions and 70's color palates, the viewer will be reminded of older spy type movies. I will find quotes from Anchorman that seem threatening, and use imagery of sexy women from the movies to acquire that bond feel, as well as use the main 007 theme song that is featured in every 007 movie. The sound should put the viewer over the edge with assurance that this is a James Bond Action Movie, not a silly comedy about competing news anchors.

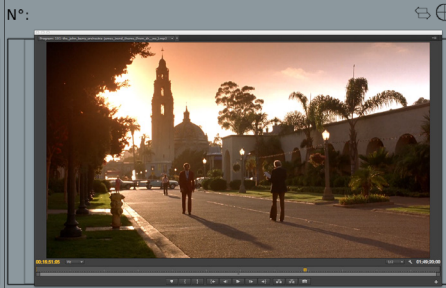
# Project 1: Trailer Redux - Creative Brief

Michael Figge

## Storyboards:



Show green preview rating screen, and MGM lion logo, then start up 007 theme song, fade from black to this helicopter flying, fade out back to black.



Editing on the beat of the song, fade back into this image of Ron walking, fade back out to black without showing the man throwing trash at him.



Fade in and out from black to show Brian flipping his gun around showing this lady



As the theme song peaks, show Ron getting his belt ready.



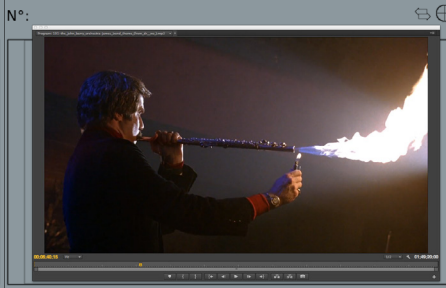
(New Women.) <- graphic that ia shown before next 3 frames  
----Fade into her saying, "Hello"  
Song is at its mellow groove



(New Gadgets.)  
----Fade into them opening the door, but fade out quick as to be mysterious as to whats inside.



(And New Villains.)  
----Show an angry Vince Vaughn, "I hate you Ron Burgandy!"



Music gets a little louder and more intense, start showing action shots from the movie. Swiping them in and out like old 007 trailers.



Fade into showing close up shots of weapons, editing to the beat of the theme song.



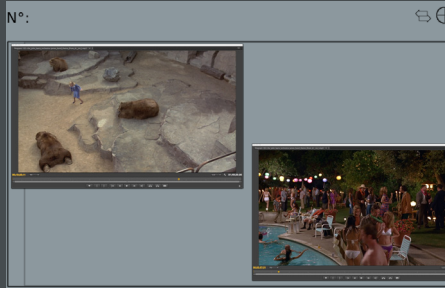
Slow fade in and out of Vince Vaughn looking very serious and holding his weapon.



Car chase/ jump cut to car crash/ jump cut to nor almost being stabbed, but fade to black quick without showing much of the shot.



Fade back into fight scenes and a man getting tossed into a car.



Lady screams, and party scenes.

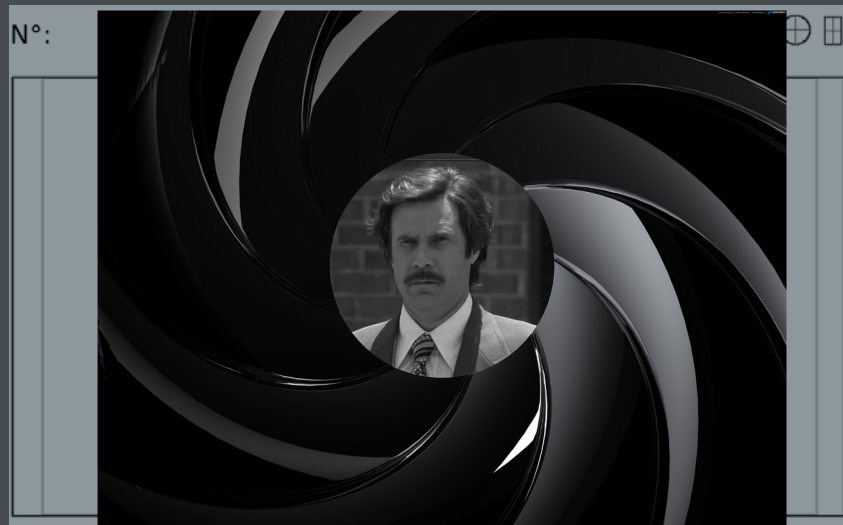


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Have the cliché gun barrel at this point, song peaks and a 007 graphics fades in as the song goes to silence.

Style frames:



Cliche gun barrel with a B&W treatment. (007museum.com)



Logo Idea for the movie. (logo00.com)



A swipe between fighting action and party relaxing that is often contrasted in Bond trailers.