

Melanie Cassino
Writing Across Media
Video Script

Live Video: <https://www.instagram.com/p/DaoIJYKDkgR/>

Creative Concept

Melanie embarks on a journey in Netflix House with the Stranger Things Party. She never thought it was possible to unlock her powers and experience her favorite show, but she knows anything is possible. She takes her audience intimately through the experience, immersing them in a Stranger Things episode with acting, video effects, real-time moments, and a journey through the experience with live speech and voiceover. She incorporates the teachings of the show, her love for the show, and roleplaying the experience as a member of the Party, along with her usual messaging of authenticity, being yourself, and a love for television and the magical storytelling it brings, as an aspiring screenwriter herself.

Voiceover Script & Outline

The scene opens to Melanie walking into Netflix House, curiously looking around and clutching her Walkie Talkie when someone shouts through it:

WALKIE VOICE (VO): "Code Red, Mel!"

She pulls it to her face quickly, in fear.

MELANIE: "What's wrong?"

WALKIE VOICE (VO): "We need your help. We don't have much time."

The voice gets cut off. The lights flicker and the room goes dark, along with the traditional "gargling" noise that accompanies the Upside Down in Stranger Things. When the light emerges, the scene shifts to Melanie in the lab in the Stranger Things experience, swallowing, and the screen pauses on her shocked face in The Upside Down.

MELANIE (VO): "This is how I ended up in the Upside Down at Netflix House Philadelphia."

The scene shifts to Melanie walking into Hawkins Lab.

The scene continues with Melanie moving through the experience, revealing Dr. Brenner and the Rainbow Room.

MELANIE (VO): "I didn't think it was possible to unlock my powers like Eleven and Will."

Melanie trains in the lab, and crushes A soda can, working alongside scientists. She looks triumphant.

MELANIE (VO): "But they showed me that anything's possible when you believe."

She shows havoc beginning to brew in the lab, with guidance from Will, Mike, Max, and more. She looks amazed.

MELANIE (VO), *shocked*: "The Party's here. Vecna's back. I thought it was all over."

MELANIE (VO): "I have to save Hawkins... and luckily I have the Party by my side."

Melanie moves through The Gate, looking around. The demogorgons jump out, and Melanie's fearful, before she fights.

MELANIE (VO), *fearful*: "The Gate's open. And demogorgons are even *scarier* up close."

Melanie moves through the experience, dodging and fighting danger in a sequence of action. It's magical and intense.

MELANIE (VO): "Stranger Things taught me that my power was inside of me all along. And I can't believe I get to experience my favorite tv show in real life."

Melanie hears the message from the Party and showcases their messages on the screens around her.

Moving through the experience alongside the Party with excitement and thrill, Melanie concludes in the finale, defeating Vecna and closing the Gate.

MELANIE (VO) *or live speech*: "I guess I am a real life, honest-to-god sorcerer."

Melanie leaves the experience, walking into Netflix House with a sigh of relief, and a wide smile on her face. The music softens. She moves into the restaurant and begins to dive into a [Scoops Ahoy] sundae. She begins to take a spoonful, when she hears static from her Walkie Talkie.

WALKIE VOICE (VO): "Mel... we might need you again."

A smile grows on Melanie's face, and she puts her spoon down.

MELANIE (VO): "On my way."

The lights flicker, and the scene fades to a short compilation of the experience entrance, and a pan out on Netflix House, with text over it revealing the new Stranger Things experience at Netflix House King of Prussia.

MELANIE (VO): "Experience Stranger Things: The Immersive Experience... now open at Netflix House Philadelphia."

THE END

Shot List

Scene/Shot	Description	Size	Movement
1	Melanie walks through Netflix House's main entrance hallway, holding her walkie	FS or MFS	Slow Zoom Out / Dolly Out

	talkie.		
2	She holds the walkie talkie closer, hearing the news.	MS or MCU	Static
3	Melanie appears in the Upside Down or a key location in the ST experience.	FS or MFS	Static / Slow Zoom Out
4	Melanie is Hawkins Lab, listening to the Party's messages.	MS or MFS	Static / Tilt
5	The surroundings of Hawkins Lab, with the Party speaking.	MFS or MS	Tilt
6	Melanie moves through the experience.	FS or MFS	Dolly In
7	Melanie arrives at the Rainbow Room, interacting with the scientists.	FS	Static
8	Dr. Brenner / etc are shown.	MS	Static
9	Melanie unlocks her powers with scientists in training.	MFS	Static / Slow Zoom In
10	Havoc begins in the lab, showing moments of danger from demogorgons/etc in the lab.	MFS	Quick Tilts / Pans
11	The Party speaks on screen.	MCU	Static
12	Melanie looks in awe at seeing the Party.	MS or MCU	Static / Slow Zoom In

13	Melanie walks through the Gate.	MFS	Dolly Out
14	Demogorgons jump out.	MS	Static
15	Melanie fights and uses her powers in the experience's action.	MFS	Slow Zoom Out
16	Melanie moves through the experience with action.	FS	Dolly Out
17	Shot of experience - Max speaking, Vecna, etc.	MFS	Static
18	Melanie concludes by defeating Vecna and closing the Gate. Shows Gate closing.	MFS	Zoom Out
19	Melanie's triumphant reaction.	CU	Static / Slow Zoom In
20	Melanie walks through Netflix House hallway or gift shop, sighing in relief.	MFS	Dolly Out
21	Melanie sits in the Netflix Bites restaurant, eating ice cream.	MFS or MS	Static
22	Melanie hears static from her walkie talkie and lifts it up to her face.	MCU	Slow Zoom In
23	Experience entrance.	FS or MFS	Pan
24	Netflix House building exterior.	FS	Slow Zoom Out / Dolly Out

Planning Sheet - Creative DDB Brief

Client: Netflix

Brand: Stranger Things: The Immersive Experience at Netflix Philadelphia

What is the business problem or the business opportunity?

There is a new experience at Netflix House Philadelphia called Stranger Things: The Immersive Experience. It has just opened, and there's a large opportunity to attract new customers to this experience.

Who are we talking to? Who influences them?

We are talking to television aficionados, fans of Stranger Things, Netflix subscribers, and locals to Philadelphia and the Tri-State Area looking for unique activities.

What's going on in their lives? What cultural tension can we resolve or passion can we appeal to?

These are customers looking for joy and escape from the realities of everyday life. They're looking for fantasy, thrill, excitement, and immersion into one of their favorite pieces of media. It gives them relief and escape from realities such as work, stress, political tension, and responsibilities.

What do we want them to talk about when they talk about this idea?

We want customers to talk about how realistic, enjoyable, and immersive the experience is, and share the experience with friends and family to increase attendance.

What idea must we plant in their minds to get them to feel and talk this way? (Keep it single-minded, clear & unsexy.)

We want to carry a firm message with this experience: that a person's power is inside them all along! We want to empower them with confidence, strength, and belief. We want this to be the conclusion of the experience, and for them to discuss this with others to inspire them to unlock their power in the experience as well.

Why is it true?

It is true because humans have all of the power that they need to do what makes them happy and what they strive for, but often need a push, reminder, and burst of confidence to believe this.

Hashtag:

#NetflixHouse #StrangerThingsTheImmersiveExperience