


Title: **Halloween Habit (Everyday Is Halloween)**

Concept: **Halloween Habit** takes viewers through a single day in the life of a ghost participating in experiences that can be purchased on Groupon. Fueled by a driving synth soundtrack (ideally Ministry's *Everyday Is Halloween*), the video puts a funny, seasonal spin on enforcing Groupon as a daily habit while highlighting the experiences that can be purchased on Groupon.

VIDEO/GFX/SFX NOTES	COPY
<p><i>SUPER: [Groupon logo]</i> <i>TBD</i></p> <p><i>MUSIC: <a href="#">Everyday Is Halloween by Ministry</a> intro.</i></p> <p><i>VIDEO: Establishing morning shot of an empty bedroom. Camera stops on a double bed, neatly made up with two pillows and a white sheet.</i></p> <p><i>Suddenly, the sheet begins to rise up on its own, ending in an upright position to reveal the classic iteration of a ghost—two just simple eye holes. He floats out of the shot as if rising to get his day going.</i></p> 	

*JUMP CUT: Shot opens with a high-energy scene at a dance-exercise class. A group of women/men excitedly move:*



*Ghost enters the shot wearing a terry cloth headband. He excitedly wiggles and bounces with the the groove of the group; the participants smile and stare ahead, unphased by his presence.*

*JUMP CUT: Shot moves to a relaxing spa setting where ghost is reclining on a table with his face painted in dark green to resemble a clay masque.*



*JUMP CUT: Shot of ghost sitting with 4-5 human friends in a casual restaurant. Someone tells a jokes and everybody*

*laughs—the ghost has no mouth, so he reacts holding his sides and nodding his head in unison with the crowd as if he is the life of the party.*



*JUMP CUT: Shot pans to a movie theater audience. The ghost sits in the back row.*

*The audience gets visibly startled by a scary scene in the movie. Everyone winces in terror but the ghost remains motionless and unphased.*



*JUMP CUT: Ghost is now bobbing around within the audience at a live concert, holding up a lighter at the encore, etc.*

VO [spooky deep-tone voice]: Not making Groupon part of your plans for everyday fun...may just end up haunting you.

VO: Download the Groupon app now to discover 100s of things to eat, see & boo anytime.

<i>SUPER: [Groupon] MOAN THE EXPERIENCE.</i>	

CUTTING BOARD

Music: Everyday Is Halloween, Ministry

Music will be 1 minute instrumental intro to the song until the ending scene when the lyrical portion "Because Halloween Is Everyday" will play over the outro and Groupon: Moan the Experience will come onto the screen.

Scenarios (possibly in order of sequence)

Opening shot: shot of a bed headboard. Ghost rises into view of the screen

Gets up and goes to gym or yoga. Maybe bobbing on the treadmill while mixed among other runners. Or participating in a yoga class among other regular folks.

Goes into a juice bar and orders a bright green smoothie drink

Visits a posh looking spa enters a suite a labeled floatation tank

Attends a paint nite event at a bar and paints a halloween themed painting.



Ghost swaying back and forth at an Oktoberfest event with a giant stein of beer in his hand

Ghost bouncing in a trampoline park

Ghost sauteing food in a pan during a cooking class

Sitting in a movie theater with other audience members ... scary scene comes on the screen and everyone else jumps back. The ghost just sits there unmoving

Walks through

Goes to eye doctor to get fitted for glasses. Scene would echo the Bob the ghost scene from Halloween

Ends with ghost dancing as part of audience in a concert

Make Groupon a part of your everyday or it may end up haunting.

Find 100s of things to eat, see & boo.

[Groupon]

Moan the Experience

Jogging

Coffee

Masque at the spa

Lunch with friends

Eye doctor

Float Tank

Paint Nite (halloween painting)

Movie theater/out and about dancing at concert



