

RE/MAX NATIONAL VIDEO SCRIPTS

Demographics

Millennials – :15, :06 (2 concepts presented for each)

Gen X – :15, :06 (2 concepts presented for each)

Concepts Used from 2019 National Campaign

Don't worry, we've done this a million times.

That's the Sign of a RE/MAX agent.

Find a home that's right for you.

MILLENNIALS :15
Concept 1
Nest Metaphor

Actors Needed:

Son: Man, late 20s/early 30s, bird costume, Caucasian

Mom: Woman, late 50s/early 60s, bird costume, Caucasian

Agent: Man or Woman, 30s or 40s, business casual with balloon pin, Hispanic, Asian or African American

Sets needed:

Kitchen

Exterior of house

We open with a shot of a man (the son) in a bird suit (like cheap mascot, nothing fancy, the more ridiculous the funnier) sitting at the kitchen table. He looks very defeated, annoyed. No music, it's silent, we can only hear birds chirping outside. Then we see a woman (the mom) walk into frame and stand over him, also dressed in a bird suit, with a gummy worm hanging out of her mouth.

Quick cut close-up of worm hanging from the mom's mouth.

Quick cut back to wide shot of the two in the kitchen. The mom is totally still, staring at the son, and waits. Then the son speaks:

Son

(very annoyed and almost sad, exhales and with eyes closed says...)
Mooooom.

Then the son looks forward with blank eyes, gives in, and tilts his head back and opens his mouth. We see the mom lean down to "mama-bird" the son the worm. And cut (so we don't actually see it happen).

Motion graphic scene slide

VO

Finally time to fly the nest?

VO continues with a shot of an agent dropping keys into the son's hand (he's still in the bird suit), as they both stand outside the door to a new home. Son looks at the camera and gives us a "hell yes" nod of the head.

VO

A RE/MAX agent can help find a home that's right for you.

Motion graphics with brand end title card

VO

To all our first-time buyers – don't worry, we've done this a million times.

MILLENNIALS :06

Concept 1

Nest Metaphor

VO over the shot of an agent dropping keys into the son's hand (he's still in the bird suit), as they both stand outside the door to a new home. Son looks at the camera and gives us a "hell yes" nod of the head.

VO

Helping you finally fly the nest.

Motion graphics with brand end title card

VO

That's the sign of a RE/MAX agent.

MILLENNIALS :15
Concept 1
Big Baby

Actors Needed:

Son: Man, late 20s/early 30s, casual but nicely dressed, Caucasian

Mom: Woman, late 50s/early 60s, stereotypical mom outfit, Caucasian

Agent: Man, 30s or 40s, business casual with balloon pin, Hispanic, Asian or African American

Sets needed:

Bedroom

Exterior of house

We open with a shot looking up at a mom rocking her child from POV of the baby. We hear twinkling baby music as the mom, with a crazy look in her eye, says:

Mom
Oh my sweet boy, I hope you never grow up.

Cut to a close-up of a man's sleeping face (the son) being rocked in mom's arms, he's wearing a bonnet. The baby music comes to a slow halt. The man starts to wake up and blink eyes. He quickly realizes what his mom has done.

Son
(screams at mom)
AGHGHGHGGHGHGH!!!

Quick cut to mom's face, still POV from baby, scream overlaps son's

Mom
(screams at son)
AGHGHGHGGHGHGH!!!

Both
(wide 2-shot of son in mom's arms on son's bed)
AGHGHGHGGHGHGH!!!

Motion graphic scene slide

VO
Needing your own space?

VO continues with a shot of an agent dropping keys into the son's hand, as they both stand outside the door to a new home. Son looks at the camera and gives us a "hell yes" nod of the

head. The “stereotypical” mom is behind the son tapping his shoulder and doing other annoying things.

VO

A RE/MAX agent can help find a home that's right for you.

Motion graphics with brand end title card

VO

To all our first-time buyers - don't worry, we've done this a million times.

MILLENNIALS :06

Concept 1

Big Baby

VO over the shot of an agent dropping keys into the son's hand, as they both stand outside the door to a new home. Son looks at the camera and gives us a “hell yes” nod of the head. The “stereotypical” mom is behind the son tapping his shoulder and doing other annoying things.

VO

Helping you get some space from your mother.

Motion graphics with brand end title card

VO

That's the sign of a RE/MAX agent.

GEN X:15
Concept 1
The To-Do List

Actors Needed:

Mom/Dad: Woman/man, late 50s/early 60s, any ethnicity

Agent: Man or Woman, 30s or 40s, business casual with balloon pin, Hispanic, Asian or African American

Sets needed:

Wall with a whiteboard or kitchen with a refrigerator

Exterior of house

With upbeat whistling music, we see close-up of hands (man or woman) post a to-do list on the fridge (or we open with the list of chores written on a hanging whiteboard). It reads:

Help Maddie with her senior project

Clean the gutters

Take Hank on a walk

Research real estate market

Pick up dinner

Pay bills

With a VO, and a tight shot on the to-do list, we see people walking by, in and out of frame, in a quick time lapse, maybe a dad carrying a solar system diorama, crosses off “Help Maddie with her senior project” or we see a woman with funny goggles and a leaf blower, she cross off “Clean the gutters” and for time sake, we don’t have to see everything played out for it to appear crossed off. And all of this is happening very fast.

VO

There are days it feels like our to-do lists are never done.

Then we hear a dog bark and person off camera says: “Sorry Hank!” And you see mom/dad rush into frame holding a dog, cross off “take Hank on a walk” and run out awkwardly. At this point, it’s clear they’ve crossed off everything but “Research real estate market”

Then, with the VO continued, we see an agent come into frame with a relaxed attitude. They cross off “Research real estate market.”

VO

A RE/MAX agent will help you with all the important details.

Cut to close-up of agent’s face as they look at the camera and wink. When they wink we hear a *ding.*

Then it’s a shot of the agent playing with Hank the dog in the front yard with a VO:

VO

To those who never slow down – Don't worry, we've done this a million times.

GEN X :06

Concept 1

The To-Do List

With a VO, we see an agent come into frame with the to-do list on the wall, and with a relaxed attitude, he or she crosses off "Research real estate market."

VO

Helping you complete your to-do list.

Motion graphics with brand end title card

VO

That's the sign of a RE/MAX agent.

GEN X :15
Concept 2
Peace of Mind

Actors Needed:

Guru: Man, any age, comedic actor, dressed in (non-specific to any ethnicity) yoga clothing that is very over-the-top, Caucasian

Student: Man or Woman, late 40s, early 50s, dressed in comfortable meditation/yoga clothes, must be able to sit cross-legged and do very simple yoga, any ethnicity

Agent: Man or woman, 30s or 40s, business casual with balloon pin, diversity would be nice, must be able to do very simple yoga, Hispanic, Asian or African American

Set needed:

A "Zen Den": blankets on the walls, spiritual trinkets and messaging all around, incense burning.

We hear the guru speak as we pan up to reveal a yoga guru who is clearly over the top and ridiculous. He's in what appears to be some sort of "zen den." He's sitting cross legged in a meditation position, eyes closed. We hear ambient music playing and see incense smoke curling up.

Guru

Now imagine you're deep in a forest...

Cut to the Gen X yoga student, just your average Joe, sitting cross legged directly across from the Guru, looking around the room with shifting eyes, clearly contemplative and not focused. We still hear the guru speaking in the background as the student's inner monologue comes in:

VO- inner monologue of Gen X yoga student

I wish I had a new *house* deep in a forest. I really need to do some research tonight and get my home on the market. I wonder if it's priced right...

Cut to Guru who is very annoyed with the student, stops what he's is doing, maybe tosses a book he had in his hand on the floor in anger (in a very comedic way).

Motion graphic scene slide

VO (NOT internal monologue)

Having trouble finding zen?

With a VO over the top, we see the Gen X student start to do a very simple standing yoga pose, just then a real estate agent comes into frame and does the pose with them. They notice each other. The Gen X student seems very relieved the agent is there and goes deeper into the pose.

VO

RE/MAX agents have the experience to make buying and selling your home – a little more relaxing.

Close up of real estate agent's face as he or she does the yoga pose, and then they wink at the camera and we hear a *ding.*

Motion graphics with brand end title card

VO

To all those seeking peace of mind - don't worry, we've done this a million times.

GEN X :06
Concept 2
Peace of Mind

With a VO over the top, we see the student start to do a very simple standing yoga pose, just then a real estate agent comes into frame and does the pose with them. They notice each other. The student seems very relieved the agent is there and goes deeper into the pose.

VO

Helping you find peace of mind.

Motion graphics with brand end title card

VO

That's the sign of a RE/MAX agent.