



# Jungle Cashword

with Hannah Levy



A still from a television show showing two men sitting on a black leather couch in a living room. The man on the left is wearing a light-colored, long-sleeved shirt and dark pants, looking towards the right with a surprised expression. The man on the right is wearing a blue long-sleeved shirt and blue pants, looking towards the left with a surprised expression. The background shows a kitchen area with a white stove and a black microwave on the counter.

## I love a buddy comedy or a TV best friendship. Superbad, Barb and Star, Joey and Chandler, Romy and Michelle, Step Brothers.

Two people whose flaws and virtues are laid bare by their differences. Who make each other better and need each other despite not always wanting each other. The joy as an audience member of stepping into a well-worn friendship and feeling like you're part of it. Two very different peas in a pod—one neurotic pea and one uninhibited pea. You know, classic pea stuff.

The joy of this spot is that it has the fun of a buddy comedy squeezed into 30 seconds. We've got the contrast of this well-worn friendship with the absurdity of the world transforming around them. The more specific that friendship feels, the more memorable our world-building can be. If we elevate our visuals while keeping performance at the front and center, we'll create a piece that introduces Digital Instants with a bang. Let's get into it.



## 01 Craft compelling characters:

We need to create characters and a friendship that feel like they live beyond this 30 seconds. Our viewers will put down their phones to watch, and then pick them back up to play during the other ads that aren't as good as ours.



## 02 Build showstopping visuals:

The production design should feel transformative. We're not just placing a few Monstera plants in the corner, we're making a world that's alive and fantastical. The camera language will match the design and become more lush as the spot goes on. Let's create immersive visuals that wow viewers and leave a lasting impression in their minds.



## 03 Leave our audience wanting to play Digital Instants:

All roads--our performances and lush visuals--lead back to Digital Instants. We're using our storytelling to evoke the fun, immersive experience of playing, while leaving them with concrete information--you can make actual money.



**Our comedy comes from the contrast between this grounded friendship and the fantastical heightening around them.**

Big visuals will get a smile on their own, but that turns into a laugh when we see that they're so focused on playing, they barely notice what's changing around them. It's not that they're oblivious, the performances feel real because they're so into Cashword. It's like how I would walk into my brother's room as a kid when he was on the computer and he wouldn't acknowledge my presence for a full 30 seconds. I guess IM-ing his crush, Brittany, was pretty immersive too.

After we introduce our viewers to the game, we want to keep surprising them with bigger reveals on every cut. First some vines, then some chic attire, and finally we build to the big payoff—the sloth—to really heighten and earn those laughs. The grounded performances will play well against these big visuals, but I'll make sure to get a range of reads so we can dial it up or down in the edit. That way, we can have bigger takes in our back pocket if they feel earned.

**Our job here is to introduce this  
new mobile take on a classic...**





**...whether you're playing a Jungle Cashword scratch-off, or Digital Instants, you're launched into this fun, immersive world where anything is possible.**

We want the excitement of playing evident in every shot. Let's use sounds and colors from Jungle Cashword to draw a greater link to the game and cement the idea that any option you choose will be a blast. When we shoot the scratch off and the phone UX, we'll choose heroic angles and crisp beautiful lighting so the product shines.

07

# Look & Feel

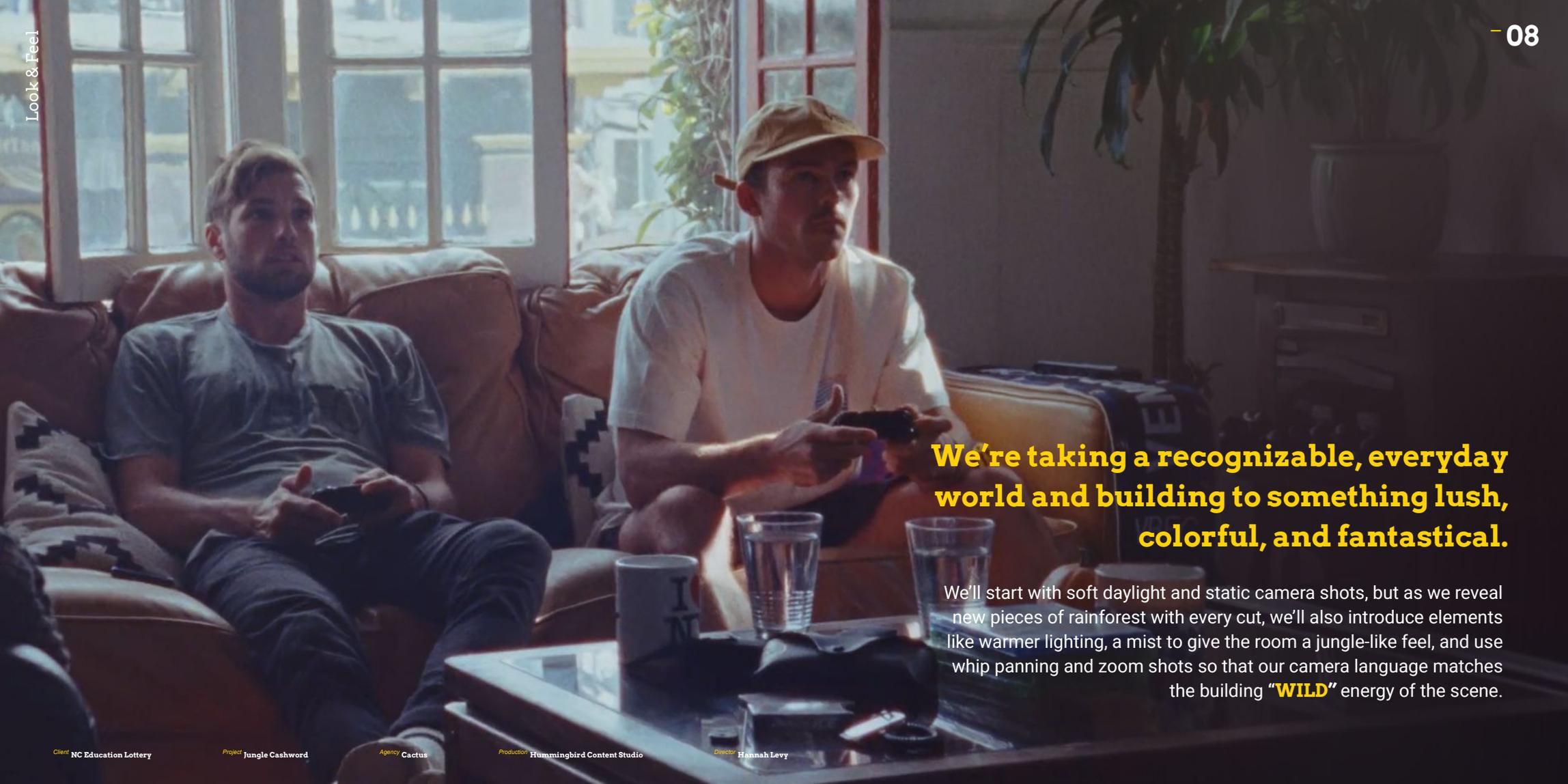
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**We're taking a recognizable, everyday world and building to something lush, colorful, and fantastical.**

We'll start with soft daylight and static camera shots, but as we reveal new pieces of rainforest with every cut, we'll also introduce elements like warmer lighting, a mist to give the room a jungle-like feel, and use whip panning and zoom shots so that our camera language matches the building **"WILD"** energy of the scene.



## It should feel like the jungle is taking over with each pop.

Vines and leaves are growing out of bookcases, area rugs become mounds of moss, the recliners turn into hammocks. And with each added element, I want to include some movement, like a small wind effect on the leaves, or a vine finishing growing. It's also important that the set changes occur in both the foreground AND the background. A foreground vine will feel more immediate and immersive. It won't be a visual gag, as much as an extraordinary, transformative set piece. Think *Jumanji*, but with a little less danger and a lot less Kirsten Dunst.

11

# Talent & Casting

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**I love to work with talented improvisers. Alts and builds are inherent to my process, so we're looking for actors who are used to thinking on their feet and can give us a variety of reactions quickly.**

I want people who can nail a non-verbal reaction as much as a line delivery. The success of the spot lies in the chemistry between our two characters. Making them feel distinct, but still able to play off of each other is what will help the comedy flourish. Let's bring our actors in in pairs for callbacks so we can really get the chemistry on its feet.

# Andy

Andy is the kind of guy who would give you the shirt off his back. He's very techy. He gets every new iPhone the second it comes out and tells himself that it's an investment. He loves sports, but he doesn't play them because his first love is his couch. He has a sharp wit, but also a soft spot for his best friend Greg, although he probably wouldn't admit that part out loud.

# Greg

Greg is a super sweet, harmless guy. He's a little clueless sometimes, but ironically he's never lost a game of clue. He takes a joke really well. Most of the time it's because the joke went over his head, but who doesn't want a guy like that around? He's not Dr. Dolittle but, according to him, something a little extra is going on when he talks to animals. Unfortunately, he owes Andy the 50 bucks he's about to win from that scratch off.

15

# Script

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Open on two twenty-something guys, Andy and Greg, hanging out at their apartment in their favorite recliners. As their dialogue unfolds and the camera cuts back and forth, the scene transforms.

**ANDY:** What are you doing?

**GREG:** Playing a Jungle Cashword Scratch-Off. You?

Tropical plants and vines have appeared, weaving their way around the walls and furniture.

**ANDY:** Playing Digital Instants Jungle Cashword!

**GREG:** Say what now?



Greg is suddenly wearing a pith helmet and a beige vest. The rugs have turned into heaps of moss and jungle birds squawk in the background.

**ANDY:** Digital Instants. Doing what you're doing, right here.

Andy is now in a silk leopard print robe and wearing a blingy diamond-encrusted "WILD" necklace.

**GREG:** *(tilts his head)* On the phone??

**ANDY:** On the phone. *(over the shoulder of game play)*

**GREG:** But I can win \$150K.

**ANDY:** *(simultaneously mimics)* ...win \$150K. Me too.

*(stacks of cash now fill side tables, which are now boulders)*

**GREG:** Instantly?





The recliners have been replaced with hammocks. Thickets of vines and a large Kapoc tree have sprouted behind them.

**ANDY:** Yessir. (a gold jaguar statue appears)

**GREG:** Real cash money?

**ANDY:** The real-est.

Pull wide to reveal a sloth wearing a matching "WILD" diamond necklace is hanging out nearby.

**GREG:** Cool. *(a beat)* Have you always had a sloth?

**ALTS:** *(feeling left out)* How come he gets a necklace?

*Hi there, I'm Greg. (reaches out to shake the sloth's hand)*

*(to the sloth) Please watch out for the jaguar.*

*I thought the landlord said no pets.*

**ANDY:** I bought him one too.

Andy keeps playing. Cut to an art card featuring the Jungle Cashword Scratch-Off and Digital Instant.

I'd love to do something fun and memorable for the art card. Here are three ideas:

- 01. Greg and Andy's hands bring their phone and scratch off into frame as the camera SNAP ZOOMS and lands on them.
  - 02. We rig the phone and scratch off to a vine and either lower them into frame or have them dangling in frame.
  - 03. We use sloth puppet hands to show our sloth holding both items.
- VO:** Jungle Cashword.  
Two ways to play, two ways to win instantly.



## A Note On The Sloth:

I love the sloth idea, but just to keep the conversation going, here are a couple of ALT ideas for that ending:



01

The “table” with all the cash on it starts to move! Reveal: it’s actually a GIANT TURTLE.



02

We pull out WIDE, hear the ROAR of a BIG CAT and pull back to see the silhouette of a lion’s head/ears in the foreground. The guys look at each other, like, “that can’t be good.”



03

They play it off like it’s not a big deal.



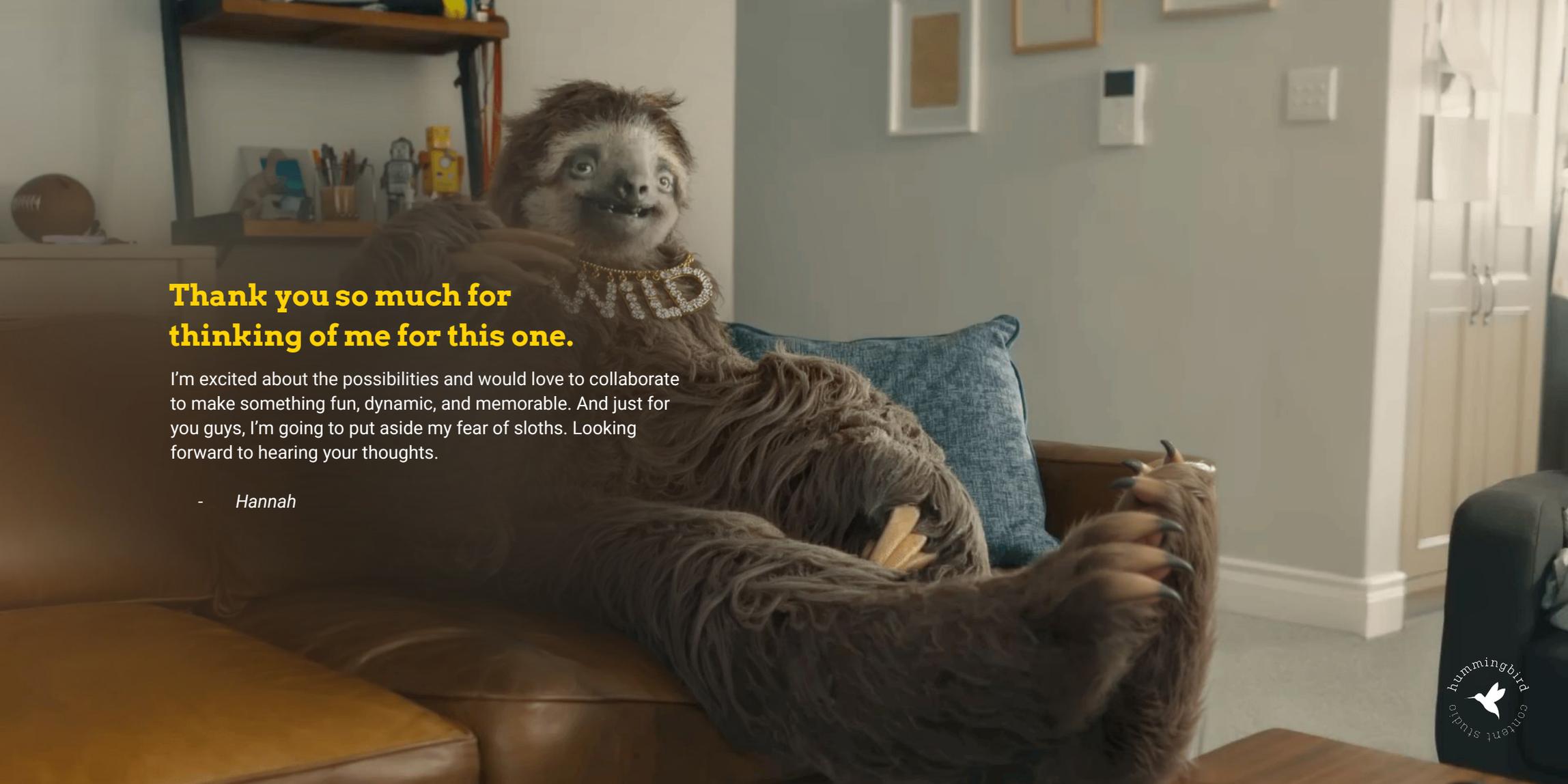
I want to make sure we have not only different levels of performance, but also different lengths of each line so we're never in a position where the story doesn't fit into 30 seconds.

I also want to incorporate the soundscape of the game into the ad to create a more immersive and cohesive experience. Maybe a "ding" or a "pop" from the app can accompany the cuts / the sounds of props appearing.

Bringing in rainforest sound effects that build with each cut will help immerse us in that world. I'm also open to using a diegetic track coming from a speaker that gradually builds into the score. These are all elements we can explore.

**I started out as an editor,  
so I'm always thinking  
about the edit.**



A sloth is sitting on a brown leather couch in a living room. The sloth is wearing a gold chain with the word 'WILD' written on it. The sloth is looking towards the camera with a slight smile. The background shows a living room with a blue cushion, a wooden shelf with various items, and a white door.

**Thank you so much for  
thinking of me for this one.**

I'm excited about the possibilities and would love to collaborate to make something fun, dynamic, and memorable. And just for you guys, I'm going to put aside my fear of sloths. Looking forward to hearing your thoughts.

- *Hannah*