

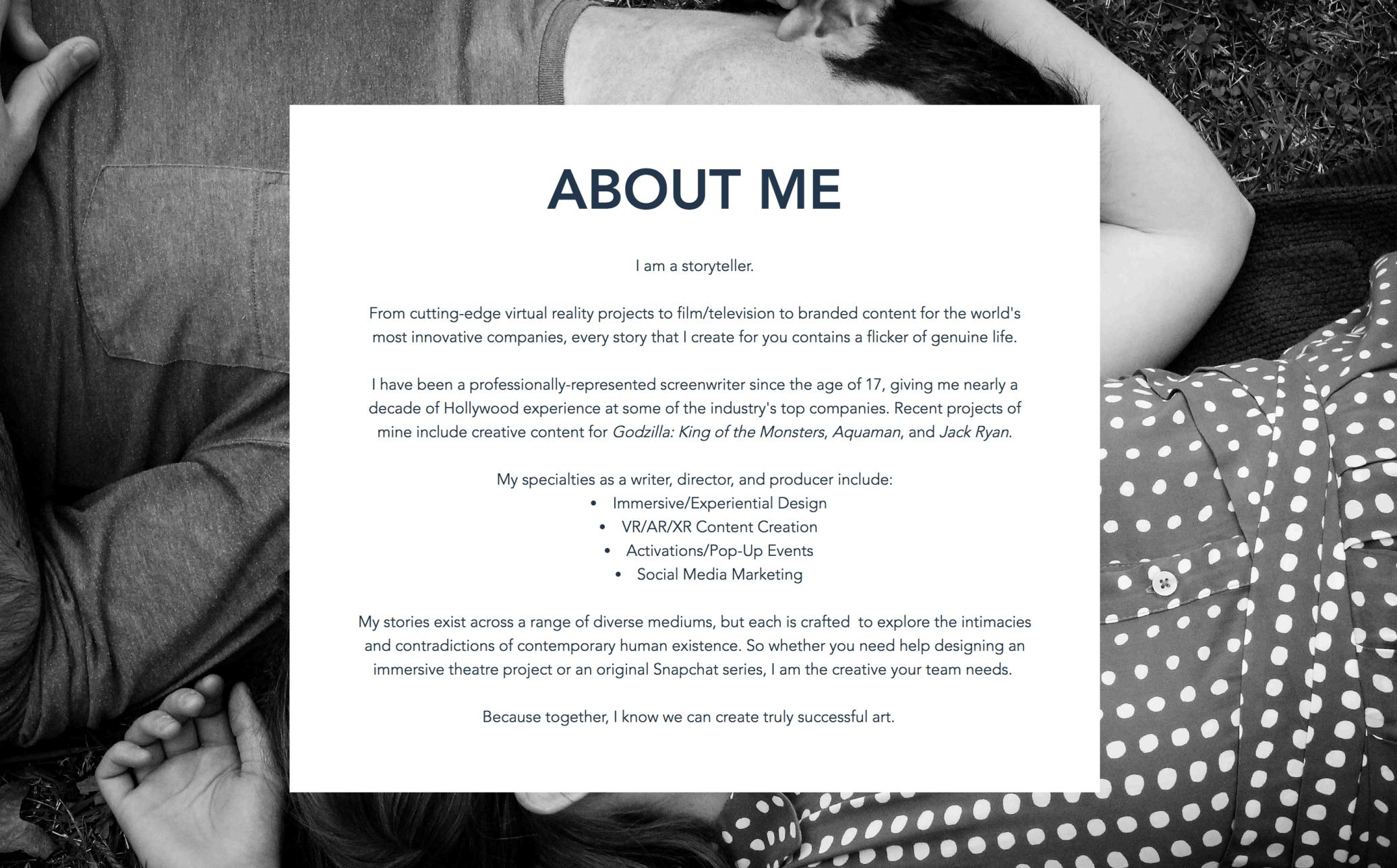


LELAND FRANKEL

WRITER + DIRECTOR + CONSULTANT

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ABOUT ME

I am a storyteller.

From cutting-edge virtual reality projects to film/television to branded content for the world's most innovative companies, every story that I create for you contains a flicker of genuine life.

I have been a professionally-represented screenwriter since the age of 17, giving me nearly a decade of Hollywood experience at some of the industry's top companies. Recent projects of mine include creative content for *Godzilla: King of the Monsters*, *Aquaman*, and *Jack Ryan*.

My specialties as a writer, director, and producer include:

- Immersive/Experiential Design
- VR/AR/XR Content Creation
- Activations/Pop-Up Events
- Social Media Marketing

My stories exist across a range of diverse mediums, but each is crafted to explore the intimacies and contradictions of contemporary human existence. So whether you need help designing an immersive theatre project or an original Snapchat series, I am the creative your team needs.

Because together, I know we can create truly successful art.

MY CLIENTS + BRANDS





Image Spot for VaynerMedia
Directed by Juan F. Zuleta



**THIS
MOMENT**

**DIDN'T
JUST
HAPPEN**

Frank

**EMBRACE YOUR HISTORY.
JOIN THE FAM.**

Image Spot for Shell Gasoline
Directed by Juan F. Zuleta



#makethefuture

© Shell International 2019.

A photograph of three workers in an oil field at sunset. The workers are silhouetted against the bright, golden light of the setting sun. They are wearing hard hats and work clothes. In the background, there is an oil pumpjack. The overall mood is one of quiet determination and hard work.

**Sometimes to innovate,
you need to go places you've never been.**



Shell iShale™

The Field Of The Future Is Here Today.





IHOP + SOULPANCAKE

TOGETHER WE MAKE STUFF THAT MATTERS



CREATIVE CONCEPTS



3 EPISODE SERIES

WARMING THE HEARTS OF THE GRINCHS

Everybody knows a real-life Grinch: Someone sour-faced and affronted by the so-called “Holiday Season.” While the odds of these people actually being named Grinch are as tiny as the titular grump’s shriveled little heart, that won’t stop us from scouring the nation for real-life individuals and families who share a last name with Dr. Seuss’ world-famous character. Then, through a blend of IHOP’s deliciousness and SoulPancake’s signature humor and heart, we will bombard them with life-affirming holiday fun with a comedic host that brings out the innermost joy in every Grinch!

Either by showing up on their doorstep or inviting all the Grinchs to one location under a false pretense, we’ll pull off an epic surprise of magical proportions! Possible activities for us to surprise the Grinchs will include a hilarious ambush by a choir of mariachi carolers, letting them play with a basket of “reindeer” (actually puppies wearing fake horns, like the Grinch’s dog Max), or an impromptu horse-drawn carriage ride down the block while helpers sprinkle them with fake snow. All this will culminate in presenting each family with a delicious stack of IHOP green pancakes. These will finally win the Grinch families over - and earn their holiday gratitude.

Through **WARMING THE HEARTS OF THE GRINCHS**, SoulPancake will help affirm public recognition of IHOP’s dedication to the holidays, while connecting with both individual consumers and a wider digital audience - all through featuring our hallmark blend of hilarity and sincerity.

Possible hosts include celebrities with high-crossover affinity among both IHOP and SoulPancake fans including Fine Brothers, Rhett and Link, Jim Gaffigan, Brittany Furlan, Chris D’Elia, Iliza Shlesinger, Josh Wolf, or Gary Owen.



AT&T

AT&T Corporate Sponsorships

Proposal

10.11.2018

Mirrored Media



CONCEPT #1 : RWBY CENTRAL

Fullscreen and Rooster Teeth will team up to design and construct the first-ever double-decker booth at RTX, resulting in a fan-centric hub where convention-goers can access an array of exclusive RWBY content - all powered by AT&T.

This towering booth will be a centerpiece at RTX, visible from every vantage point within the convention. Our booth promises 360-degrees of interaction, with unique activations on every side. A sleekly-modelled stage will resemble the towering, Gothic exterior of the Beacon Academy, acting as the focal point of the activation. Here, we will host Rooster Teeth talent meet-and-greets, one-of-a-kind talkbacks, and live performances, like a special episode of *Master and Apprentice*. Imagine influencers and top weapon craftsmen on stage re-creating the actual weapons from *RWBY* and *Gen:LOCK*. The entire stage experience can be livestreamed thanks to AT&T so fans around the world can tune into RTX and experience the takeover.



CONCEPT #2 : SCAVENGER HUNT

The *RWBY* Scavenger Hunt will take dedicated fans into the convention and beyond for a chance to win exclusive series takeaways, in addition to all-time bragging rights. Using AT&T-powered AR, visitors will receive a call-to-action from Ruby Rose, asking them to help collect hidden Dust crystals around the convention and surrounding areas - for instance, at local AT&T flagship stores. By using their knowledge of *RWBY* trivia, they will unravel clues to various geotagged locations, discovering either real or digital crystals. As fans collect all the clues, fans will be directed to a top-secret off-site location: a *RWBY*-themed ramen bar tucked away near the convention, featuring many of the fun, modular activities from our *RWBY* Central concept. Video games, AR-integrated cosplay, and talent meet-and-greets are some of the rewards waiting for those whose love of *RWBY* knows no bounds. And that's in addition to the takeaways and social media-friendly AR photo opps, all powered by AT&T.



OPEN WORLD STORIES

RESPECTFULLY SUBMITTED BY PROLOGUE IMMERSIVE 11.07.17

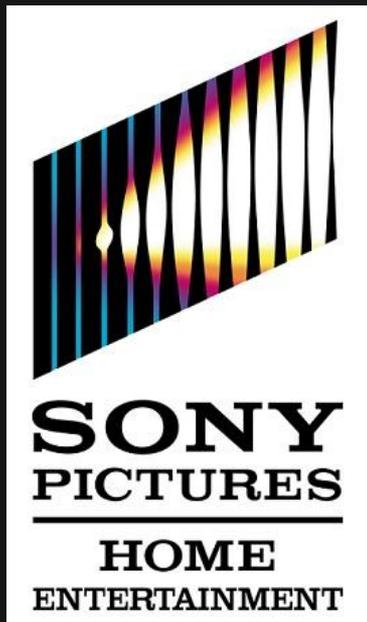
PROLOGUE
IMMERSIVE

CUSTOM CAMPING WITH MOOSEJAW

Our Yosemite Custom Camping experience gets an update with this Moosejaw-centric take on outdoor adventuring. Users can choose from an array of camp set-ups to peruse, based on whether they're travelling solo, with a partner, or with the whole family. Then, after deciding where they want to make their camp, from wooded national parks to sweeping cliffsides, they enter the experience. Each set-up contains an array of Moosejaw products, from headlamps to tents to backpacks to cookware. If a user handles any of these, they will be swept into a scenario where it makes the most sense - for example, an umbrella will cause rain to start pouring down, or a lantern will cause the sun to set behind them. This creates a completely immersive, interactive world where every last item they see is a hands-on Moosejaw adventure - one that prepares them for taking those last steps and venturing into the wild for real!







ADGREETZ

Personalized Video Proposal



Spider-man: Homecoming

Tom Holland (or look/sound-alike) Personalized Video Message (activated and shared via social media).

Spider-Man on a rooftop speaking into a crummy camera:

"Hey, **ANNE!** Can you see me okay? Can you hear..."

He scratches his head and mutters:

"Note to self, ask Tony for new camera..."

Turning back to us:

"Look, the reason I'm calling you up **ALL THE WAY OUT IN CALIFORNIA** is 'cause a little bird told me you've been spreading rumors. Yeah, rumors, telling people that yours truly, the incredible Spider-Man, is actually *THIS GAL...*"

He holds up a photograph of ANNIE VALLE (Facebook profile picture)

"Grade A dweeb. You think that's me? Seriously?"

He tries to put down the photo, but can't - it's stuck to his hand. During the following, he struggles to rip it away.

"Look **ANNIE**, all I wanna say is that maybe you should cut out all the hypothesizing about who I really am. Go back to, I dunno...**PLAYING TENNIS** or **WATCHING MOVIES** or whatever other stuff you like to do. But stop asking about my secret identity! This is serious stuff, okay? So whatever you do, if some guy in a goblin mask on a hoverboard shows up at your place asking, don't tell them we spoke, you get the gist."

Voice-over: "Spider-man: Homecoming Blu-ray and digital download available THIS FRIDAY in LOS ANGELES. Click to order now."

Spider-man: Homecoming

Spider-Man: Homecoming Personalized Video Photo “Web” Collage

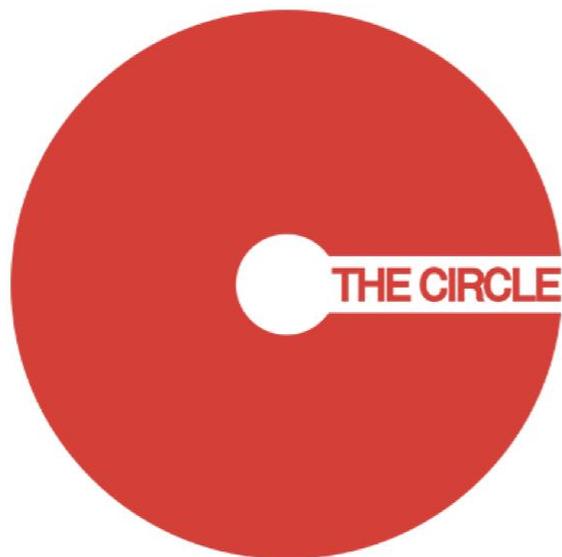
The concept: fans are prompted to send a photo “web” between mutual friends. The end result is a cut down *Spider-Man: Homecoming* trailer intercut with personalized text and images pulled from social media that both the sender and recipient are tagged in together.

For example :

The following would be intercut with clips from *SM:H* and photos of both sender and recipient, perhaps in an animated style, with web graphics overlaid to suggest that the photos are suspended in the air:

“**ANNIE** – remember all the adventures that you and your **FRIEND KERRY** have had together? Now **SHE** wants you to swing into action with **HER** again and come and watch Spider-Man : Homecoming this weekend!

Voice-over: “Spider-man: Homecoming Blu-ray and digital download available THIS FRIDAY in LOS ANGELES. Click to order now.”



THE CIRCLE

PERSONALIZED VIDEO CAMPAIGN

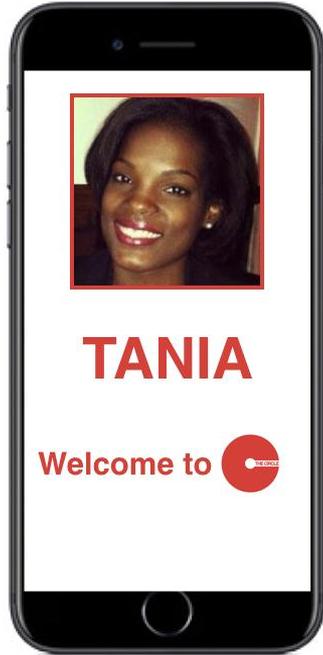
APRIL 2017

12.9.2016

ADGREETZ

JOIN THE CIRCLE

THOUGHT-STARTER



We open on a white void. Bing! A photograph of user appears. Bing! Another! Bing! Bing! Another and another and...we get closer and closer, Ken Burns style, with each new image. And it's not just you - it's also your significant other, and your mother and your father and siblings, friends (anybody that we could read on Facebook as being related or directly connected to you). No music besides a low tone, no text or voice-over or anything yet.

Montage will increase rapidly then cut to the image of a map, and a "pin" dropping down on your location. When the pin drops, one final image of the viewer and their name would fade into view.

"Welcome to The Circle."

And then The Circle logo, link to site, trailer or ticket sales.

JOIN THE CIRCLE THE FLOW



INTRO MEDIA

The personalized experience will be promoted via email, FB, display, premium video and TV.

The audience will be prompted to click or go to a vanity URL to “join the circle” and receive their personalized welcome video

LANDING PAGE

Users will get to the landing page and will accept a FB app allow in order to receive their personalized welcome video.

FACEBOOK MESSAGE

The Circle can now communicate with users at any time via email or Facebook Messenger.