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Screen Reading

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Title: xxxxxx
Author: xxxxxx
Locale: North Pole, Santa
Circa: 1980s, Today
Format: Screenplay
Length: 104 pages
Genre: Christmas/Santa
Budget: Medium to high
Draft Date: 20xx
Coverage Date: 12/24/2021
Prepared by: Shawn Carter

LOGLINE

AAA grew up in the Northpole, but has left SANTA to go be a political speech writer in New York and ended up in an ad agency dissatisfied. Now she has to save Santa from the ad agency ruining Christmas via modernization.

SUMMARY

AAA dreams of being a political writer and grew up in the North Pole. Now SANTA and her dad BBB are visiting to implore her to come for Christmas to the North Pole. They are unsuccessfully luring her back. Turns out Santa left his job at an ad agency to become Santa in the Northpole. MRS CLAUS has hired an III, an accountant to replace the CCC ELVES. AAA has lost friends when she tells them she's from the Northpole. AAA struggles to rebrand the Northpole and her job is on the line. AAA gets a fresh set of ideas from an OLD WOMAN about marketing Christmas to young people. Santa is getting a brand new in-fashion hip-hop suit as part of a rebrand and scrap the reindeer for pandas. Santa's new accountant is trying to reorganize Santa's operation. There is a try to rebrand Santa with

O'Donalds fast food. Turns out the money problems started when MRS. CLAUS signed a contract with the ad agency in the 80s. The corporation is threatening the North Pole if they don't pay after the contracts are signed. Turns out in the 80s Santa got a corporation to help him run operations and now they are interfering how Christmas is marketed. The board is happy with the rebrand of Santa, while Santa hates it. Now the board is cutting the elves after cutting the reindeer out of Christmas further frustrating Santa. AAA thinks she can save the day by flying back to the Northpole. The board hires MR HENCHMAN to do a job on Santa. The board chairman plans to take over from Santa as Head Festive Man and hand out coupons rather than gifts. Mr Henchman hires MR MINON to help steal Santa's sleigh in the Northpole. AAA makes it halfway from the airport to the Northpole and rides a wolf pack the rest of the way. AAA learns about the reindeer firing and realizes her part in the rebrand mistake. Mrs. Claus lets Santa know that there is only one copy of the contract signed. JASPER and ARCHIE, elves, spy on the newly hired Chinese immigrants working to replace the elves. Jasper and Archie are planning a rumble to protest the lost elf jobs and dispatch the Chinese. They are politely let into the room by a CHINESE WOMAN. The elves and Chinese break out in a chorus battle. The Chairman arrives at the Northpole and enters the city. The Henchman and MR MINON struggle to command the elves to get the sleigh. The rumble has descended into a brawl between elves and Chinese. ROGER begins to rap how everyone can work together. The elves and Chinese agree to stop rumbling. IIII lets AAA know that he has a plan to help Santa regain control of his business. The Henchman and Minon are ready to steal the sleigh and are joined by the Chairman to deliver coupons. Santa and team try to stop them, but they get away into the sky. The sleigh comes apart and the villains jump out into a snow bank bruised up. Santa's sleigh is unrepairable from the crash. Wolves surround the Chairman, which AAA uses as leverage to get the contract back. She tears up the contract. Santa is sad as he will miss Christmas without his sleigh. Santa finds away to deliver with his monorail and the elves and Chinese pack up the presents. AAA volunteers to help deliver presents from the flying train. The train is too big to fly long, so Santa lands the train. The flying Pandas arrive back and they decide to add them to the train to fly better. III presents a plan to save the Northpole and get rid of the marketing corporation. Mrs. Claus offers AAA the chance to be her mayor speech writer. Santa successively

starts dropping presents all over the world. Everyone joins in a chorus of Christmas carols. Snowman is on the beach enjoying his escape from the law.

COMMENTS

It is a modern take on Christmas with what-if scenario of an ad agency and accounting firm reengineering Christmas. It is a fun interpretation with the reality of Chinese workers making the real toys of Christmas vs Elves fantasy; this may be considered too offensive for overseas China market, even though its reality, due to loss of government face similar to Avatar reaction. Families may not want to show their kids the reality of the toy making operations in China, so the film could fall between the cracks vs selling in both Western and Chinese markets. The pacing in the film is very fast. Some scenes are short and crams a lot of information, possibly confusing the audience with the flash backs. The convoluted plot points jump back and forth in the story with a lot of flashbacks. The elves speak an elvish of gibberish that could be funny, but just seemed unoriginal with repeated lines. It is a bit unbelievable that AAA would still be into Santa at 18 if her dream was to go to college and become a writer. The college scenes could likely be minimized or cut in film. One scene could be cut based off the info we learn from the henchman, no need to show them in the plane per say. The concept relies on very familiar Santa Claus story with a twist of modern Chinese labor and corporate interference. There is a good character arc of AAA leaving the Northpole to come full circle to save the Northpole and leave the ad agency. Santa likely should have had to stare down Mrs. Claus signing the contract, but in the end overlooks it leads to less stronger character arc for Santa. Mrs Claus who caused the whole issue goes unpunished in the story is unsatisfactory considering the mass damage she caused; I think she would be very regretful maybe even confrontational with Santa. The tale is a reflection of writer desires may be a smaller audience than the general audience. Production value would be high to medium with CGI of Northpole and flying scenes. Most of the scenes could be done inside a studio.

CONCLUSION

The story has some potential in a new type of Christmas story, but likely needs some rewrites in the characters of Mrs. Claus as well as market testing on local China reception.

RATINGS GRID:

	<u>Excellent</u>	<u>Very Good</u>	<u>Good</u>	<u>Fair</u>	<u>Needs Work</u>
Artistic		X			
Commercial			X		
Premise			X		
Story			X		
Main Characters		X			
Minor Characters			X		
Dialogue			X		
Visual Elements	X				
Title			X		

SCRIPT WRITER: SHAWN CARTER

PASS/CONSIDER: LOW CONSIDER