

SPOKE TO A BLOKE

CONCEPT



WHO WE ARE

At Green Thumb Media, we believe that doing good for the world can also be engaging and good for business. We see challenges - even big global ones - as an opportunity to grow, innovate, and do better. We're focused on making that path easier for everyone.

By providing high-end, collaborative video and content solutions, we empower organizations to amplify their impact and share their story with the world. Through innovative strategies and exceptional production values, we ensure that every project we touch is impactful, professional, and designed to scale.

Founded in 2021 by former New York Times journalist and award-winning documentary filmmaker Matt Siegel, Green Thumb's collaborative approach means we work hand-in-hand with every partner, ensuring their values are at the core of everything we do together.

We're here to help organisations grow, make a meaningful difference, and build a future that's better for everyone.

HOW WE COLLABORATE

Spoke to a Bloke exists to get men talking. Unfortunately, we all know that isn't the easiest task to accomplish. Men struggle to acknowledge that they even have feelings, let alone speak openly about them. So, your mission is two-fold: first, you have to lead a conversation to make people aware of the struggles men have with discussing their feelings. Second, you have to give men permission to have those conversations.

We can support you to accomplish your vision by creating an attention grabbing, eye-catching and thoughtful video campaign designed to get men talking. We will work together with you and your team to craft an intentional campaign that is laser-focused on your organisation's goals and maximising ROI.

The best, most potentially viral video in the world won't succeed if we put it on YouTube and cross our fingers. That's why every project that we work on includes a marketing and public relations strategy that ensures you have the best chance possible of reaching a wide audience.

CONCEPT 01: *INSIDE VOICE*

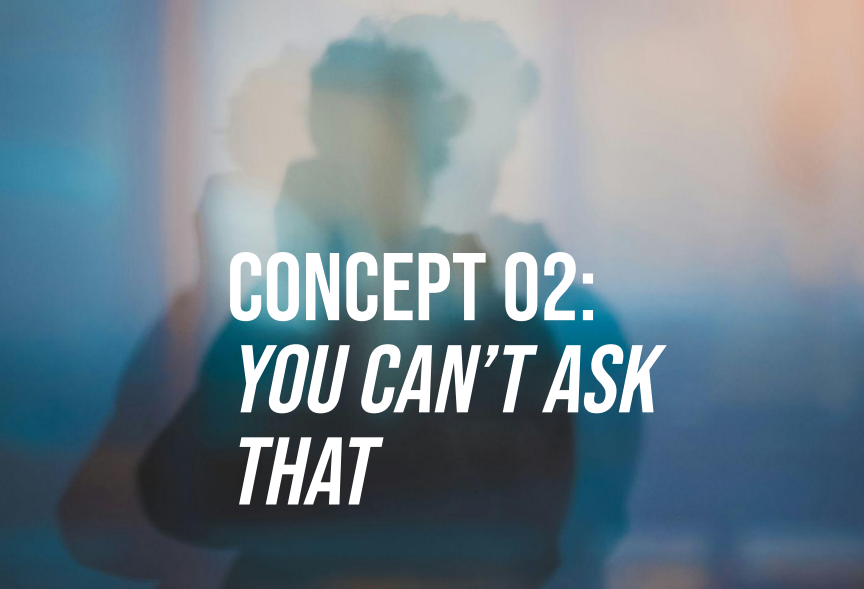
A confident-looking CEO sits at the head of a long boardroom table, flanked by underlings. As we hear the words coming out of his mouth, we see the living embodiment of his inner voice leaning over his shoulder and whispering in his ear: "I'm a fraud. I'm a fraud. I'm a fraud."

A dad sits curled up on the lounge with his smiling family watching telly. As his wife leans over to kiss him, we again see the living embodiment of his inner voice leaning over his shoulder and whispering in his ear: "If they had any idea who I really was, they'd be out the door."

In this series of vignettes, we give voice to the inner thoughts of men who appear to have it all together and deliver a simple but devastating idea: you have no idea what's really going on inside someone else's head... unless you talk to them.



The "Anger Translator" for President Obama on Key & Peele

A blurred background image of a person, possibly a man, in a blue and green color palette.

CONCEPT 02: *YOU CAN'T ASK THAT*

So much of the stigma surrounding men's mental health is created by our inability to discuss it openly and honestly. That's why, in this campaign, we will be taking it to the streets and asking normals punters to answer taboo questions about mental health.

Filmed in a mobile studio tent located at a prominent public location in Sydney, our crew will invite men off the street to step inside and answer questions like:

Have you ever felt depressed?

True or False: men who talk about their feelings are weak

Do you know anyone who's taken their own life?

opening a frank, public conversation space about men's mental health, we will spark a broader conversation that ends well beyond the day.



The background of the slide is a composite image. The top half shows a close-up of a person's hands holding a camera, with the word "FILM" visible on the lens. The bottom half shows a close-up of a person's face with a large, dark, stylized tattoo on the forehead that reads "The Monster".

CONCEPT 03: *LET THE MONSTER OUT*

Taylor O'moore McClelland is a former World's Strongest Man competitor known professionally as "The Monster." He's 6'4" tall, 145 kg and covered with tattoos from the top of his shaved head to his toes. He's the kind of guy people cross the street to avoid. He's also been suffering with depression, social anxiety disorder and suicidal ideation for his entire life.

Bullied in school, ferried between foster homes, Taylor built an exterior to keep people out. Now, in an attempt to help other men and young people suffering silently, he is pulling back the curtain for a frank exploration of men's mental health.

But Taylor isn't alone in having a monster inside. In an ongoing series of 2-minute vignettes, we feature a mix of celebrities (Andrew Robb; Ian Thorpe; Osher Gunsberg) and regular blokes telling personal stories of the monster that grows inside men when they can't talk about their feelings.

WHAT'S NEXT?

We see concept and campaign development as a collaborative journey, where each voice brings a unique perspective. Often, the fusion of different ideas leads to something entirely new.

Once a direction is agreed upon, we develop the concept further, refining the script, crafting storyboards, and guiding you through every stage of the filmmaking process.

When it comes to distribution, we recommend partnering with specialists in marketing and PR to ensure the content reaches its full potential and finds the right audience. We can bring in those specialists and manage their work in house, or collaborate with an existing partner of your choice.

WE'RE HERE TO HELP

Green Thumb is excited to support the **creation of video assets** for Spoke to a Bloke as you continue to grow domestically and internationally.

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