DIRECTOR__Director's Quick Note

COACH

REVIVE YOUR COURAGE FT. HALEY PHAM

HEY!

Thank you so much for sharing this project — I absolutely love it.

Dear Haley feels completely in my wheelhouse: fashion, documentary, voiceover-driven, full of quirky humor, nostalgia, and human truth. It's intimate and cinematic but still playful and full of life — exactly the kind of world I love to build.

For me, this film is about reflection — Haley writing to her past and future selves — but it's also about tone and rhythm.

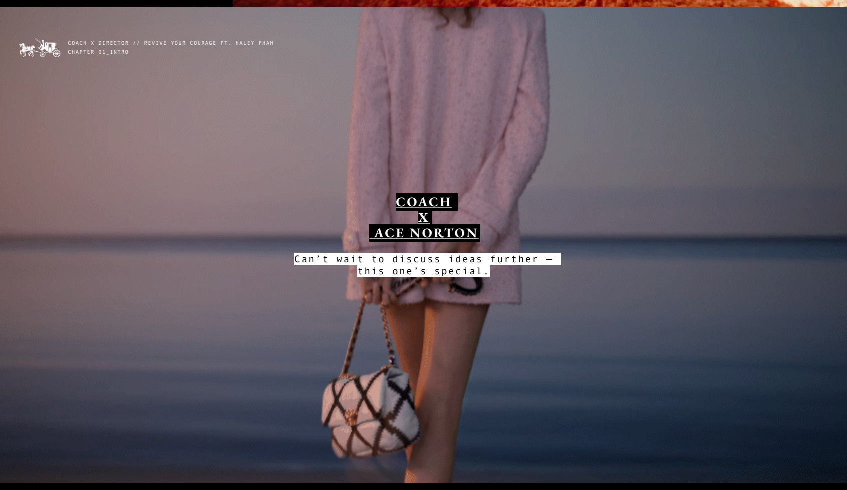
I see it as a lyrical collage of moments, memories, and fashion. Over her voiceover, we cut between elegant, emotional vignettes and clever cutaways — Haley posing, laughing, remembering — little snippets that make it feel handmade and real. The voiceover carries the emotional thread; the visuals keep it surprising, fast, and stylish.

Over her voiceover, we can basically do whatever we want — a yearbook photo that suddenly comes to life, a mirror reflection where she catches a slightly older version smiling back, little surreal touches that feel clever and unexpected.

I'd love to cast a younger version of Haley to re-enact certain moments —

much like the Elle Fanning campaign. Stylistically, I'd love to blend the polish of a fashion film with the imperfection of home video. Think 16mm textures, VHS inserts, and clean editorial framing — the contrast between those worlds keeps it fresh. We cast a young Haley for flashes of her past, cut to re-creations on VHS, then back to the present, all tied together with rhythm and humor.

Ultimately, Dear Haley should feel deeply personal, effortlessly stylish, and emotionally resonant — a cousin to the original Coach campaign, but told with a wink and a heartbeat.



COACH
X
ACE NORTON

Can't wait to discuss ideas further — this one's special.

OUR TALENT

Haley Pham isn't just our lead — she's our author, muse, and creative voice.

Her natural authenticity and humor are the heartbeat of this campaign. The film will lean into what makes her magnetic: her charm, wit, and ease on camera.

My approach with Haley will be to create an atmosphere that feels collaborative and open — a space where she can be herself while we elevate her world cinematically. She's a storyteller by nature, and our job is to give her story shape, rhythm, and beauty without ever losing that honesty her audience connects to.

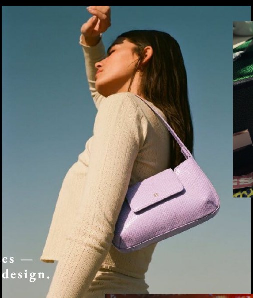
We'll shoot fast, stay loose, and embrace the happy accidents — those in-between moments of laughter, thought, or quiet reflection that reveal who she really is.

ART DIRECTION

COACH is about real people in real spaces — authenticity elevated through taste and design.

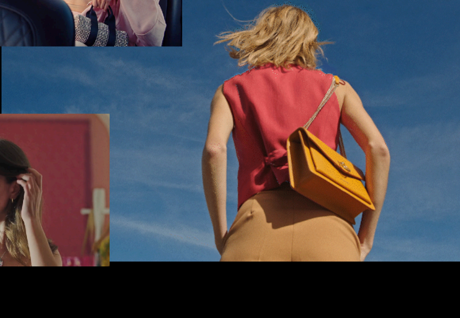
Our world feels personal, tactile, and cinematic: a blend of refined realism and quiet intimacy. Each environment — Haley's writing desk, her bedroom, the car window catching light — feels lived-in and beautifully composed.

Objects tell her story. The Tabby, a pen, an open notebook, a half-drunk coffee cup — these details become emotional markers, symbols of her creative life. The art direction mirrors her evolution: nostalgic and warm in the "past," minimal and confident in the "present."



YOU SAID FOREVER

Color will carry emotion: soft daylight, neutral tones, and subtle accents from the COACH palette — warm golds, blues, creams, and touches of rose. The palette feels grounded but aspirational, a reflection of COACH's effortless cool and timeless sophistication.



CAMERA & LIGHTING

The camera moves like memory — gentle, fluid, and full of feeling.

We’ll follow Haley with a quiet rhythm, letting light and movement guide the emotion. Each shot captures a sense of presence: her hand gliding over a notebook, sunlight spilling across the page, a reflection shifting in glass.

We’ll embrace natural light and real texture — golden mornings, soft mid-day tones, that nostalgic late-afternoon glow. When we enter memory or reflection, the texture can shift — slightly grainier, imperfect, more analog — 16mm inserts, VHS overlays, handheld cutaways that blend seamlessly with polished digital frames.

Every camera move should feel intentional, emotional — pushing in for intimacy, pulling back for reflection. The combination of documentary softness and fashion precision defines this film’s visual language: cinematic yet human, elevated yet honest — unmistakably COACH.

THE SCRIPTS

Here’s a quick overview of the scripts —

I’ve added some ideas for the cutaways for the voiceover moments. Once selected, I’ll expand and refine everything in the next pass, but this should paint a clear picture of the direction I’m leaning toward :) Again, this is all very rough — nothing set in stone. Think of it as a brainstorm, a launch point for discussion between us as we start shaping the project together.

Concept 1

REVIVE YOUR COURAGE

Dear Haley, Past

We open on Haley getting ready for an event — soft daylight spills across the room, clothes draped over a chair, quiet anticipation in the air. She rummages through a few boxes she’s been meaning to unpack.

She opens that box we all have — bedazzled binders, an old dance trophy, a faded prom corsage… and there it is: her lucky Tabby. She opens it carefully. Inside — a lip gloss, a hair clip, a few glitter pens, and a worn notebook. She glances at her watch. There’s still time to write.

Haley VO:
Dear Haley, I’m writing to tell you how much I miss you — and that I’m on my way to do something big. Bigger than anything we’ve done before. Sadly, we’re not running for country-music-star-president.

But I could really use some of your wonderful bravery right now.

Like that time you cut your bangs — and made it work. Clipped our family album to build a magazine. Made a tutu out of Mom’s curtains — and ultimately got scissors banned from the house. And as I write with this glitter pen,
It dawns on me— You’re right here with me.
I still bake cookies for my friends, randomly break into pirouettes, and laugh out loud at my own thoughts.

So come what may,
I won’t run after courage —
I’ll just wear it.
Just like you did.
Haley places the letter in Tabby, and leaves for the event.
Film ends with Art Card:
Coach
#TheCourageToBeReal

Cutaways

CONCEPT 1a

Here is a list of potential cutaways and clever things we can do to elevate the story during the voice over sequence:

Mirror Reflection Trick

As she looks up from writing, her reflection flashes to her younger self for a split second — poetic, subtle, emotional. Super cool!

Yearbook Comes Alive

A freeze-frame of Haley’s old yearbook photo which suddenly blinks or winks to camera- FUN!

VHS Flash Cuts

Playful jump cuts between current-day Haley and grainy VHS footage of her younger self dancing, crafting, or laughing…

Mini montage of chaos

Haircuts, glue guns, magazine clippings — edited like a music video scrapbook.

Match Cuts & Echo Shots

Young Haley twirls in her bedroom mirror- adult Haley spins into her event dress, same motion, same light, different era.

Tutu

Fabric flying, scissors snipping — Haley twirls in a makeshift tutu made from her mom’s curtains. “Made a tutu out of Mom’s curtains —”

Concept 1b

REVIVE YOUR COURAGE

Dear Haley, Future

We open on Haley at her desk, morning light spilling across scattered notebooks and coffee cups. Beside her sits her Tabby handbag, polished and confident, like a quiet manifestation of her future self. She pauses for a moment, gathers her thoughts, and begins to write.

Haley VO:
Dear Haley,
I wonder where you’re writing from.
If a second book has found its ending.
If mornings still start with coffee and too many ideas at once.
I wonder if you just got an award — and maybe started a nonprofit
that sends physical trophies to adults, because honestly, we all need it.
Is your book being turned into a screenplay?
Are you exploring new genres?
Met Oprah yet? Be honest.

And if any of this came true, would you let me know?
I don’t mean to overwhelm you.
I really wrote to say, In case no one’s told you lately…
That I hope you’re still writing stories that scare you a little, and
living the ones that surprise you a lot.
Whatever page you’re on, I hope you remember —
you have the courage to keep going.

She slips the letter into her Tabby, closes her notebook, and smiles — a soft, confident ending that feels quietly cinematic.

Film ends with Art Card:
Coach
#TheCourageToBeReal

Cutaways

CONCEPT 1b

Here is a list of potential cutaways and clever things we can do to elevate the story:

Future mirror shot

She catches her reflection and sees a slightly older version smiling back.

“Met Oprah yet?” cutaway

Instant tongue-in-cheek moment of Haley doing a mock interview with a cardboard Oprah standee.

Funny trophy gag

quick, funny montage of a Haley receiving an adult trophies- : “Haley Pham — Courage in Progress.”, “Most Improved Sleeper.”,etc

Concept 2

COURAGE IN REVIEW

This piece should feel like a cinematic scrapbook — a reflection told through rhythm, texture, and edit. I imagine it as a day in the life that quietly folds in pieces of her past: morning coffee, journaling, a drive, a calm evening — all intercut with real archival footage from her YouTube, milestones, and moments that shaped her. We open on a calm, cinematic "day in the life." Haley's morning unfolds in quiet, intentional gestures — watering her plants, journaling, feeding her dog, grabbing her Tabby as she steps into the day. These moments act as the spine of the film. Between them, we intercut fragments from her online world — pulled from her own YouTube archives, photos, and video snippets — a living scrapbook of her milestones, successes, and transformations.

IF WE WANTED TO- To connect it all, we could introduce a simple visual device — Haley pressing play on a vintage projector or stepping into a small theater, watching her own life unfold across the screen. The past and present blur together, creating something emotional, real, and deeply personal.

Stylistically, it's a blend of natural light, analog texture, and fluid pacing — a poetic edit that moves like memory itself. The Tabby becomes her constant — a marker of growth and courage carried forward.

COURAGE IN REVIEW

We open on Haley's morning routine — soft sunlight pours through the window, coffee brews in the background, her Tabby rests by the chair. She moves with quiet intention: watering plants, journaling, making breakfast, checking notes. Each action feels deliberate, almost ritualistic — the calm rhythm of a life in motion.

As she steps out into the day, we begin to layer in fragments from her past — archival stills and video moments that trace her journey. The present and the past overlap, flickering together like memory unfolding.
Haley VO:

Beginnings always send me back — not to who I was, but to every
version I had to become to get here.
Hi, I'm Haley — and this is my Courage in Review, curated by Coach.

SUPER: Haley Pham's Courage in Review, by Coach.
By now, most of my life has lived online.

I've been a dancer, a makeup artist, a teen vlogger —
There was a time when a few hundred views felt like a dream.
Then one day, it became a million subscribers —
It hasn't all been easy.
I changed — a lot — in front of everyone.
I built things. I broke things.
I started a brand. Got married. Took a beat, and found my passion.
I traveled all fifty states in fifty days.
Wrote eighty-three thousand words.
And somewhere in the middle of all that — In quiet mornings, and road trip playlists,
I fell in love with life again.
It's been a journey of heart drops, mic drops, and maybe a little madness.
But like any good story, I'm glad I didn't skip ahead.
I'll just keep turning the page —
with the courage to see what comes next.
Film ends with Art Card:
Coach
#TheCourageToBeReal

Cutaways

COURAGE IN REVIEW

Here is a list of potential cutaways and clever things we can do to elevate the story:

Polaroids & Tape Decks

Close-up of Polaroids and travel souvenirs being laid out like breadcrumbs of her past.

Window Memories

If she's driving in the car maybe we see archival footage and memories superimposed onto the window as she looks out…

Match Cut Montage

A young Haley dancing in her room / adult Haley moving through sunlight in a similar rhythm.

Old YouTube Footage Revival

Haley reacting to her teenage self on screen; the glow of her laptop lights her face as she laughs.

50 States in 50 Days

A blur of highway signs, motel lights, gas stations, and sunrise horizons — each one snapping like a memory flash.

Projector Moment

I thought it could be beautiful and cinematic if Haley found herself alone in an empty theater — or perhaps in her living room with an old 8mm projector. She sits down and watches her life begins to play across the screen: grainy YouTube clips, dance rehearsals, road trips, her wedding, moments of joy and exhaustion. It's nostalgic but powerful — watching her own story unfold as if she's both the audience and the author, reflecting on how far she's come.

MUSIC

The music should feel upbeat, playful, and full of personality — something that moves with the rhythm of Haley's story.

It should drive the pace of the edit and transitions while keeping the tone light, emotional, and fun. A modern track with a touch of nostalgia will make the whole film feel alive and effortless.

Edith Piaf - "Non, Je Ne Regrette Rien"

The Strokes - "You Only Live Once"

"My Way" — Frank Sinatra

Nancy Sinatra - "These Boots Are Made for Walkin'"

Polo & Pan - "Mexicali"

France Gall - "Laisse Tomber Les Filles"

Common people - Pulp

IN CLOSING

If you've seen my work, you know my passion lies in creating real yet heightened worlds — spaces that blend authenticity with style, humor, and surprise. I love the balance of fashion and storytelling, the beauty of strong art direction mixed with a touch of irreverence.
This project has all of that — the heart, the playfulness, and the potential to be something truly special. I'm genuinely excited about where this can go and would love to keep the conversation going as we shape it together. Let's make something unforgettable.

All the best,

Director