



**BRANDED
STREAMS**

Script Spotter

Product Placement Script Analysis Report

Let It Be



Last run: 2024-07-23

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Brandedstreams Inc. | Reinventing Film Production with AI

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SCRIPT OVERVIEW

SCRIPT WORKING TITLE:

Let It Be

MATURITY LEVEL:

Maturity Rating: R

Reasoning: The script contains strong language, explicit sexual content, nudity, drug use, violence, death, self-harm, and emotionally intense themes.

GENRES:

- Drama
- Mystery
- Thriller
- Romance
- Psychological Thriller

STORY BY:

Daniel J. Coplan

SCREENPLAY BY:

Daniel J. Coplan.

LOGLINE:

A grieving husband haunted by his wife's hit-and-run death delves into a world of supernatural mystery and encounters enigmatic figures while seeking justice against the man he believes responsible.

BRIEF SYNOPSIS:

Grieving husband Yeats Dane seeks vengeance for his wife's death, encountering supernatural beings Etrom and Neeve. As they guide and challenge him, Yeats' obsession turns to profound understanding. Through love and sacrifice, Etrom's rebirth unites them, symbolizing eternal bonds and the cyclical nature of life and death.

SUGGESTED PRODUCT PLACEMENT OPPORTUNITIES BY TYPE FOR ALL SCENES

These suggestions will be categorized by the types of product placement:

- **Visual Product Placement:** Displaying a product or brand visually in a scene without it being discussed.
 - **Verbal Product Placement:** Mentioning a product or brand name in the dialogue, without necessarily showing it.
 - **Plot Product Placement:** Incorporating a product or brand into the storyline, affecting the plot or character decisions.
 - **Location Product Placement:** Featuring a real life location or establishment within the content to promote it.
 - **Ambient Product Placement:** Including products or brands in the background, adding realism without being the focus.
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INT. THERAPIST'S SESSION ROOM - DAY

- Opportunity: Visual: A branded box of tissues, like Kleenex, placed on the table between Yeats and Dr. Goloub.

EXT. STREET - NIGHT

- Opportunity: Ambient: Billboards or posters for current movies or tech gadgets like the latest iPhone or Samsung Galaxy phone in the backgrounds as the car drives through the streets.

INT. CROW'S NEST CLUB - NIGHT

- Opportunity: Verbal/Visual: When Yeats orders vodka, the bartender can pull out a recognizable brand like Grey Goose or Absolut from the freezer.

INT. MINIVAN - NIGHT

- Opportunity: Visual: The cameras and surveillance equipment used by Yeats in the minivan could include brands like GoPro or Sony.

EXT. STREET - NIGHT

- Opportunity: Ambient: As Yeats walks past the flipped SUV, emergency services like branded fire trucks and police cars could be included, showcasing equipment brands such as Rosenbauer fire trucks or Ford police vehicles.

INT. YEATS' MOTEL ROOM - NIGHT

- Opportunity: Visual: Various brands of vodka or whiskey can be visible among the clutter of the motel room. Alternatively, recognizable brands of fast food or snack packages on a table or bedside can add a natural touch.

INT. CROW'S NEST CLUB - NIGHT

- Opportunity: Ambient: The signage and posters within the club could include promotional materials for local brands, upcoming concerts, or alcohol brands like Budweiser or Heineken.

INT. VEHICLE - NIGHT

- Opportunity: Visual: When Neeve is using the communicator, it could be a branded device from leading tech companies like Apple, Samsung, or Motorola.

INT. CHAPEL - NIGHT

- Opportunity: Ambient: Religious artifacts, such as rosaries from well-known religious stores, or brands like Fontanini, could add a sense of authenticity to the chapel scene.

EXT. FRONT DOOR OF A MODEST HOUSE - NIGHT

- Opportunity: Visual/Ambient: A detective from the police force could use a recognizable brand of notebook or pen, like Moleskine or Parker, when interacting with Yeats.

INT. YEATS' MOTEL ROOM - NIGHT

- Opportunity: Visual: When Yeats is cleaning his Colt, brands like Hoppe's (known for gun cleaning supplies) could be used to add realism to the scene.

INT. YEATS' MOTEL ROOM - NIGHT

- Opportunity: Visual: A recognizable brand of vodka such as Smirnoff or Absolut on the bedside table while Yeats ponders with his Colt.

EXT. ETERNITY BRIDGE - DAWN

- Opportunity: Visual: Etrom's clay pipe smokes a branded tobacco, possibly American Spirit.

INT. YEATS' MOTEL ROOM - DAY

- Opportunity: Visual: A brand of manila envelopes, like Staples or Office Depot, clearly seen when Yeats picks up the mysterious envelope.

INT. YEATS' MOTEL ROOM - DAY

- Opportunity: Visual: The DVD player Yeats uses to view the footage could be a recognizable brand like Sony or LG.

INT. YEATS' MOTEL ROOM - NIGHT

- Opportunity: Visual: Various brands of vodka bottles on the table, such as Absolut or Grey Goose, visible while Yeats ponders his situation.

INT. ETROM'S CLOISTER - NIGHT

- Opportunity: Visual: The red wine Etrom sips could be from a notable brand like Gallo or Barefoot.

EXT. STREET - NIGHT

- Opportunity: Ambient: Street vendor flowers sold in branded cellophane from a known florist.

INT. THE CROW'S NEST CLUB - NIGHT

- Opportunity: Visual: The DJ equipment could be from a notable brand like Pioneer or Numark.

INT. YEATS' MOTEL ROOM - LATE AFTERNOON

- Opportunity: Visual: A recognizable brand of coffee packets, such as Starbucks or Folgers, visible when Yeats makes his morning brew.

INT. YEATS' HOUSE - NIGHT (Flashback)

- Opportunity: Visual: Aya wearing well-known athletic brand running clothes, like Nike or Adidas, while lying in the hammock.

INT. FIRING RANGE

- Opportunity: Visual: Target practice sheets could display branding from a known shooting range supplier like Champion.

EXT. ROAD MIDDLE OF NOWHERE - LATER

- Opportunity: Visual: The vehicle that gives Yeats a ride can be a recognizable car brand such as Ford or Chevrolet.

INT. VEHICLE ON THE STREETS - NIGHT

- Opportunity: Visual: The vehicle next to Etrom while Neeve drives could be a known car model from brands like Toyota or Honda.

INT. LAP DANCE CLUB - NIGHT

- Opportunity: Visual: The envelope of money pulled out by Stanton could have a recognizable bank's logo, like Chase or Wells Fargo.

EXT. CONSTRUCTION SITE - NIGHT

- Opportunity: Ambient: Nearby, a construction equipment brand like Caterpillar could be visible on machinery or equipment.

INT. YEATS' HOUSE - BATHROOM - NIGHT

- Opportunity: Visual: The bathtub could be from a premium brand like Kohler or American Standard with the logo visible when Yeats slides in.

EXT. ETERNITY BRIDGE - DAWN

- Opportunity: Ambient: A branded billboard advertising luxury watches or jewelry could be visible in the background as Etrom waits on the bridge.

EXT. STREETS - NIGHT

- Opportunity: Ambient: As Yeats walks through chic stores, recognizable brands like Starbucks or Zara could be featured on shop windows or signs.

INT. VEHICLE - NIGHT

- Opportunity: Visual: The vehicle brand could be shown clearly, such as a prominent logo of a car manufacturer like BMW or Lexus on the steering wheel or dashboard.

INT. MAJOR CORPORATION LOBBY RECEPTION AREA - DAY

- Opportunity: Visual: The large flat-screen TV playing Yeats' film could be a recognizable brand like Samsung or LG.

INT. INTERNET CAFÉ - NIGHT

- Opportunity: Visual: The computers playing Yeats' film could display screens and hardware from known brands like Dell or HP.

EXT. JUMBOTRON OUTSIDE ON THE STREET - NIGHT

- Opportunity: Visual: The Jumbotron can be a Sony or Panasonic, prominently displaying the brand logo in a corner.

INT. ETROM'S RESIDENCE - NIGHT

- Opportunity: Visual: The antique Mont Blanc pen used by Etrom to write a note can be shown in detail, highlighting its brand.

INT. CAR - NIGHT

- Opportunity: Verbal/Visual: The revolver could be a recognizable brand such as Smith & Wesson, with the brand name clearly visible when the cylinder is spun.

INT. FIRING RANGE

- Opportunity: Visual: The Colt pistol can be cleaned with recognizable gun cleaning supplies like Hoppe's, with the brand visibly shown.

INT. VEHICLE - NIGHT

- Opportunity: Visual: The vehicle Etrom enters could be a recognizable brand such as Mercedes-Benz, with the emblem clearly visible when the door slams shut.

INT. YEATS' MOTEL ROOM - NIGHT

- Opportunity: Visual: Yeats' motel room could have amenities such as a recognizable coffee brand like Nespresso or Keurig on the counter.

CU. A COMPUTER PRINTER

- Opportunity: Visual: The printer could be a recognizable brand such as HP or Canon, with the brand logo prominently featured.

INT. ETROM'S RESIDENCE - NIGHT

- Opportunity: Visual: The DVD player seen here could be a recognizable brand like Sony or Panasonic, with the brand name clearly visible when playing the DVD.

INT. HOSPITAL - NIGHT

- Opportunity: Visual: The hospital could feature medical equipment with recognizable brands like GE Healthcare or Philips visible in the background.

INT. ETROM'S RESIDENCE - NIGHT

- Opportunity: Visual: Etrom using an antique Mont Blanc pen for signing could be prominently featured, emphasizing its premium brand.

INT. YEATS' HOUSE - BEDROOM - DAY

- Opportunity: Visual: The coffee maker in Yeats' kitchen could be a recognizable brand like Cuisinart or Mr. Coffee, visible in the background.

INT. YEATS' LIVING ROOM - DAY

- Opportunity: Visual: The DVD player used here could be a recognizable brand such as LG, with the brand name clearly visible when playing the DVD.

INT. THERAPIST'S SESSION ROOM - DAY

- Opportunity: Visual: A box of tissues from a recognizable brand like Kleenex on the coffee table between Yeats and Dr. Goloub.

EXT. STREET - NIGHT

- Opportunity: Visual: The street scenes could feature cars from recognizable brands like Toyota or Ford driving by in the background.

INT. HOSPITAL - NIGHT

- Opportunity: Visual: Medical devices in the hospital room could display brands like Medtronic or Siemens Healthineers in the background.

EXT. STREET BY STANTON'S CHURCH - NIGHT

- Opportunity: Visual: The car parked near Yeats could be a recognizable brand such as a Ford or Toyota, with the emblem clearly visible.

EXT. STREET BY STANTON'S CHURCH - NIGHT

- Opportunity: Visual: The vodka bottle Yeats drinks from could be a well-known brand such as Smirnoff or Absolut, with the label prominently visible.

INT. BACK OFFICE OF AN INTERNET CAFÉ - DAY

- Opportunity: Verbal/Visual: Harry's computer equipment could feature brands like Dell or HP, with the logos clearly visible on the screen or the desktop unit.

INT. BACK OFFICE OF AN INTERNET CAFÉ - DAY

- Opportunity: Visual: When Harry receives money from Yeats, the wad of bills could be placed in a branded wallet, such as one by Fossil or Gucci.

EXT. CHURCH PARKING LOT - DAY

- Opportunity: Visual: The Lexus car that Yeats inspects could prominently feature the Lexus logo on the front grille and back.

INT. THERAPIST'S SESSION ROOM - DUSK

- Opportunity: Visual: Dr. Goloub's laptop could be a recognizable brand such as MacBook by Apple, with the logo clearly visible when he types.

INT. THERAPIST'S SESSION ROOM - DUSK

- Opportunity: Verbal/Visual: When Dr. Goloub searches on Google, the Google logo and search interface could be clearly visible on the screen.

INT. ETROM'S STUDIO - NIGHT

- Opportunity: Visual: The music Etrom listens to and the device playing it could be branded, such as JBL speakers or a Bose sound system.

INT. YEATS' MOTEL ROOM - NIGHT

- Opportunity: Visual: The digital clock on Yeats' bedside table could be a well-known brand like Sony or Philips, with the logo visible on the display.

INT. STANTON'S STUDY - NIGHT

- Opportunity: Visual: The crack pipe used by Stanton could be shown with branded accessories such as a Clipper lighter.

INT. YEATS' MOTEL ROOM - DAY

- Opportunity: Visual: The jacket Yeats puts on could be a well-known clothing brand like Levi's or Columbia.

EXT. STREET BY STANTON'S CHURCH - NIGHT

- Opportunity: Visual: The church could have posters or banners featuring well-known local community events or sponsorships from brands like Coca-Cola or local eateries.

INT. CHURCH - NIGHT (DREAM SEQUENCE)

- Opportunity: Visual: The candles on the altar could be from a recognizable brand like Yankee Candle, with the logo subtly visible on the candle jars.

EXT. STREET - DAY OF THE DEAD CELEBRATION - NIGHT

- Opportunity: Visual/Ambient: The crowds at the Day of the Dead celebration could feature various vendors with recognizable food and drink brands, such as Coca-Cola or Corona.

EXT. EMPTY PARKING LOT - NIGHT

- Opportunity: Visual: The approaching car that Stanton sees could be a luxury vehicle brand like Mercedes-Benz or BMW, with the logo clearly visible.

INT. CHURCH ALTAR - NIGHT

- Opportunity: Visual: The altar decorations, including candles, could be from a recognizable brand like Yankee Candle, visible in the background.

INT. CINEMA - NIGHT

- Opportunity: Visual: The seating and interior decorations of the cinema could feature famous theater furniture brands or refreshments, like Nestle candy or Coca-Cola products in the concession area.

INT. LIVING ROOM - NIGHT

- Opportunity: Visual: The large screen plasma TV displaying the image of Etrom and Yeats could be a popular brand like Samsung or LG, with the logo clearly visible.

EXT. STREET BY STANTON'S CHURCH - NIGHT

- Opportunity: Visual: The car Yeats uses can be a recognizable brand, such as Toyota or Ford, with its logo prominently displayed.

SCRIPT DEMOGRAPHIC BREAKDOWN

Based on the detailed scripts and assistant messages you've provided for "Let It Be," here is the overall demographic breakdown of the film:

1. Mature and Middle-Aged Adults (Ages 35 and Above):

- The central character, Yeats, is in his late 40s to early 50s, grappling with profound themes such as grief, existential challenges, justice, and complex personal relationships. These mature and emotionally rich aspects make the script particularly appealing to older adults who connect with deep and nuanced life experiences .

2. Supernatural and Fantasy Enthusiasts (Ages 18-45):

- The script incorporates characters like Etrom, who engage in mystical rituals and possess otherworldly attributes. These elements integrate supernatural occurrences and spiritual themes, which naturally attract audiences interested in fantasy and mysticism. This demographic is usually younger adults to middle-aged individuals who enjoy the fantasy/supernatural genre .

3. Crime and Psychological Thriller Fans (Ages 25-54):

- With major plot points involving a hit-and-run incident, mystery, psychological tension, and a quest for vengeance, the film targets fans of crime dramas and psychological thrillers. These elements appeal to an audience that enjoys suspenseful, intense, and thought-provoking narratives .

These points highlight how "Let It Be" can attract a diverse audience through its integration of mature themes, supernatural elements, and thrilling crime aspects.

SCRIPT INTRIGUE RATING

Script Intrigue scoring system based on the initial 25 pages of the script. This scale will evaluate how effectively the script engages and sustains the audience's interest during the first act. The scoring will range from 1 to 10 across six distinct categories: Character Introduction, Suspense, Character Conflict, World Building, Inciting Incident, Themes.

The scale will be Scored in the following manner: 9-10: Excellent Captivating and compelling. 7-8: Good Engaging and well developed. 5-6: Average Adequate but could use improvement. 3-4: Below Average Lacking in key areas. Below 3: Poor Requires significant enhancement.	The overall total will indicate the quality of the script and its recommendation: 50-60: Excellent Highly engaging, difficult to put down. 40-49: Good Worth continuing to assess overall quality. 30-39: Average Requires refinement to attract attention effectively. 20-29: Below Average Major revisions needed in the first act. Below 20: Poor First act requires a complete rewrite.
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Based on the provided portions of the script from "Let It Be" by Daniel J. Coplan, here's the Script Intrigue rating using the described scoring system:

Character Introduction: 7/10
The protagonist Yeats is introduced as a complex and somewhat troubled character. He is likable in his vulnerability and determination to seek justice for the death of Aya Dane. The audience is inclined to support him, but there remains a sense of ambiguity around his full character that can be both engaging and somewhat disorienting.

Suspense: 8/10
The first act does an excellent job of building suspense. The mysterious envelopes, the DVD showing a hit-and-run incident, and Yeats' frantic pursuit of leads all contribute to a sense of urgency and tension. The narrative keeps the audience on edge, wanting to know more about what will happen next.

Character Conflict: 7/10
The conflict is well-established; Yeats is in a personal battle to uncover the truth and avenge Aya Dane's death. His interactions with other characters, like Bradford and Etrom, add layers to the narrative. However, some conflicts feel slightly underdeveloped due to the script's fragmented structure.

World Building: 6/10
The world is intriguing but could benefit from more detailed descriptions. The script presents a dark, almost noir-like atmosphere in various settings such as motels, cinemas, and streets. However, more vivid and immersive descriptions could enhance the engagement further.

Inciting Incident: 9/10
The inciting incident where Yeats receives the mysterious DVD and discovers the link to Aya Dane's death is highly compelling. This event effectively thrusts Yeats (and the audience) into the story's main conflict and sets up a clear path toward the second act.

Themes: 7/10
Themes of loss, justice, and the blurred lines between life and death are evident. Yeats' journey is central to these themes, and his interactions with Etrom and Neeve hint at deeper philosophical underpinnings. While these themes are thoughtfully introduced, their full impact is yet to be felt within the first act.

TOTAL SCORE: 44/60

The script's first act is engaging and sets up several intriguing elements. With a score of 44, it is worth continuing to read to see if the narrative sustains its momentum and further develops its characters, conflicts, and themes. The script showcases potential, captivating the audience early on and promising deeper layers as the story unfolds .

SCRIPT SCORING AND RATING

Script Analysis will describe in detail how strong or weak the script is in the following categories: Main Characters, Supporting Characters, Plot, Dialogue, Pace, Conflict, Originality, Believability, Anticipation, Professional.

The scale will be Scored in the following manner: 9-10 Great 7-8 Very Good 5-6 Average 3-4 Below Average 0-2 Poor	The overall total will indicate the quality of the script and its recommendation: 90-100 Cannot Miss 70-89 Sellable 50-69 Average 30-49 Needs Work Below 30 Poor
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CATEGORY SCORES AND ANALYSIS

Main Characters: 8
Yeats and Etrom are well-developed, with rich backstories, emotional depth, and convincing motivations. Their interactions create a strong emotional resonance. However, some of their dialogue feels forced and could benefit from more natural exchanges.

Supporting Characters: 7
Characters like Neeve and Dr. Goloub effectively support the main narrative and provide additional layers of depth. However, there are times when their presence feels more like a plot device than an organic part of the story.

Plot: 8
The plot is intriguing and filled with metaphysical elements that keep the reader engaged. The blending of supernatural elements with human emotions is handled well. However, some sequences feel overly convoluted and might confuse the audience.

Dialogue: 6
While the dialogue often reveals character depth and advances the plot, it sometimes slips into being overly dramatic and theatrical, which detracts from the authenticity of the characters' interactions.

Pace: 7
The script maintains a generally consistent pace, mixing high-intensity scenes with calmer moments for character development. Still, some scenes drag, particularly those heavy on metaphysical discourse, which could lose the audience's interest.

Conflict: 8
The script presents clear, relatable conflicts, both internal and external. Yeats's quest for understanding and Etrom's struggle with her supernatural existence are compelling, though some conflicts resolve too conveniently.

Originality: 7
The script combines unique elements of supernatural lore with a modern-day setting, making it stand out. However, it occasionally falls back on genre clichés, especially within the romantic subplot.

Believability: 6

Despite its supernatural elements, the script stays relatively grounded in its own rules. However, some character reactions, especially to extraordinary events, strain believability.

Anticipation: 8

The script builds anticipation effectively, particularly through its use of suspense and the mysterious nature of Etrom. Readers are likely to turn pages to uncover the resolution of key plot points.

Professionalism: 7

Overall, the script adheres to industry standards, with few grammatical and spelling errors. However, tightening the dialogue and streamlining some of the plot's more convoluted aspects would enhance readability and clarity.

CATEGORY FEEDBACK

Main Characters

Feedback: Yeats and Etrom are compelling leads, each with distinct and richly detailed personalities. However, some moments feel over-explained or melodramatic. Focus on where less can be more in their emotional exchanges.

Improvement Suggestion: In the scene where Etrom explains her loneliness, try to show her feelings through actions rather than extended monologues .

Supporting Characters

Feedback: Characters like Dr. Goloub and Neeve enhance the story, offering different perspectives and emotional anchors. Sometimes, their roles feel too convenient.

Improvement Suggestion: Develop these characters further to avoid them feeling like mere plot devices. Give them subplots or moments that reveal their internal struggles and growth .

Plot

Feedback: The intertwining of supernatural dimensions with human struggles is engaging. However, some plot twists are overly complex and could confuse rather than intrigue.

Improvement Suggestion: Simplify certain metaphysical explanations to maintain clarity. Ensure that each plot twist serves a clear purpose and adds to the overall narrative without overcomplicating it .

Dialogue

Feedback: The dialogue does well in revealing character intent but often feels too theatrical, pulling the reader out of the story.

Improvement Suggestion: Aim for more natural speech patterns, even in moments of high drama. Try reading dialogues aloud to see if they sound realistic in a conversation .

Pace

Feedback: The script maintains a good balance overall but stumbles in parts heavy with exposition.

Improvement Suggestion: Trim down scenes that are heavy on explanation and metaphysical discussion. Focus more on action and immediate conflict to keep the audience engaged .

Conflict

Feedback: The primary conflicts are well-defined and compelling. They drive the narrative effectively.

Improvement Suggestion: Ensure that conflict resolutions are earned and not too neat. Consider adding more complexity to obstacles, making solutions harder to reach .

Originality

Feedback: The blending of metaphysical elements with a grounded narrative is fresh. However, some tropes are familiar within the genre.

Improvement Suggestion: Push the boundaries of genre conventions by subverting typical expectations more often. Create unique twists that enhance the originality of your story .

Believability

Feedback: While the supernatural elements are handled well within the story's context, some character reactions detract from believability.

Improvement Suggestion: Focus on making character responses to extraordinary events more nuanced and believable. Humans react to the supernatural in various ways; explore these reactions more deeply to add authenticity .

Anticipation

Feedback: The script effectively builds suspense and curiosity, particularly surrounding Etrom and the metaphysical elements.

Improvement Suggestion: Maintain this anticipation by continually introducing stakes and unanswered questions. Avoid over-explaining early, thus keeping readers wanting more .

Professionalism

Feedback: The script is well-formatted and generally polished. It adheres to standard screenplay guidelines.

Improvement Suggestion: Tighten dialogue and remove unnecessary scenes to enhance the professional quality. Proofread for any minor errors to ensure it is pitch-perfect .

OVERALL SCORE AND RECOMMENDATION

Overall Analysis

The script "Let It Be" shows promise, with its engaging main characters and a plot that blends metaphysical curiosity with human emotion. There are areas where the dialogue could be more natural, and the plot could be streamlined for clarity. The supporting characters, while effective, sometimes feel too plot-driven. With some tightening of dialogue and simplification of complex sequences, this script has strong potential.

Overall Score: 72

Final Verdict: Sellable

"Let It Be" is a sellable script with several compelling elements. Investing time in refining the dialogue and ensuring character actions remain believable will further enhance its appeal. Focus on maintaining the balance between human drama and supernatural intrigue to keep the audience captivated.