

## **NEWTON'S APPLE**

By: Jon Dunmore, Damon Pipitone, Brett James Powell © 2010

### **Logline:**

A lonely ad exec must foil his boss to save his job and get the girl. It doesn't help when two little aliens zap him with a floating ray. THE NUTTY PROFESSOR meets CLOSE ENCOUNTERS OF THE THIRD KIND.

### **Tagline:**

Meet Newton Webster. He's floating. In a most peculiar way.

### **Synopsis:**

Things are not going well for ad executive Newton Webster. Between his non-existent love life and his soon-to-be-unemployed life, he realizes he has NO life.

After seven motionless years in a dead-end cubicle, one night Newton's life changes completely when he wakes up floating on his ceiling.

Newton is working on a big apple account. Two little aliens are on Earth harvesting apples (the only substance in the galaxy that fuels their anti-gravity guns). They were destined to meet with an accidental zap. Now the chase is on, and the aliens must cure the floating Newton (using their advanced technology), while remaining incognito (using blond wigs).

Newton's work buddies join the hunt when the aliens abduct Newton: Johnny, the office lothario; Toshiro, obsessed with Jackie Chan karate; Kelvin, the gay friend who can't keep it in his banana hammock; and Uncle Zimmer, a kooky Austrian professor whose physics knowledge will either reveal that apples are the key to the mystery - or turn the rescue plan to apple sauce.

Newton's other co-workers don't make his life any easier: Mr. Krychek, the crusty agency boss who just wants to retire; Shane, the apple-polishing team leader who steals Newton's great ideas; and beautiful Nancy, whose sweetness and kindness go unnoticed by Newton.

The military also wants a piece of Newton – if they can just stop arguing over a Code Name for him and decide on another form of torture besides James Blunt's "You're Beautiful." At least they agree on the preferred stakeout disguise: blond wigs.

At the big executive meeting in Palm Springs, it's THE MARX BROTHERS meets OCEAN'S ELEVEN, as everyone chasing Newton (the little aliens and their supervisor, Newton's advertising buddies, the crusty boss and his philandering wife, firemen, cops, the CIA, the military, Zimmer in a blond wig, Nancy in a red dress, Shane in a bath towel, and whoever else can get in the way) discovers that for every action, there is an equal and opposite reaction. And the newly energized Newton realizes that a body in motion is equivalent to a life of perpetual excitement.

How do you like them apples?

### **Commercial Viability:**

NEWTON'S APPLE is a comedy that is part office caper, part meddling space-alien adventure, part buddy movie, part chase movie and part nerdy-boy-gets-hot-girl.

## Demographics

- Family appeal
  - No overt language, sex or violence.
  - Styled in the comedy vein of Jim Carrey, Steve Carell and Jack Black
  - Cute alien characters
  - Underlying premise of acceptance and working together
- Teen appeal
  - Funny characters and situations
  - Spaceships and car chases
  - A fish-out-of-water tale
- Over-35 appeal
  - Plausible science explains anti-gravity antics
  - Social satire
  - Workplace comedy
- Appeals to fans of:
  - THE 40-YEAR-OLD VIRGIN
  - SPIDER-MAN
  - THE GREATEST AMERICAN HERO
  - MEN IN BLACK
  - BIG
  - The Great Gazoo (from THE FLINTSTONES)
  - Marvin the Martian (from BUGS BUNNY)
  - The films of Judd Apatow
  - Jim Carrey
  - Steve Carell
  - Jack Black
  - Michael Cera
  - Will Ferrell