**Tough moms**

**rövid írásos magyarázat a filmről (max. 300 szó)**

As the brief mentioned, Madison is going to be the lead character in season 4. She lost her husband and step-son previously, but she still have to fight for her kids – this motivation defines all of her decisions. In this spot we wanted to focus only on her and show, how hard is to be a mom in that new scary world.

As we saw it in the previous seasons, creators are always paying attention to make the characters discover the joy besides the constant suffering –they explain this with that feeling human needs those moments from time to time. Whether it is a nice dinner (can food) or a ride in an empty amusement park, the point is to enjoy life for a sec. This is why we imagined the morning preparation in this lightharded way and for sure to build a bigger contrast with the gun and the hammer in the end.

In our spot, we portrait the woman as a caring, but tough mum – just like Madison Clark is in FTWD.

**rövid összegzés, hogy mi történik a filmben (max. 150 szó)**

The spot features a morning preparation. A female hand puts together delicious sandwiches, cutting fruits and so on… We show this part in it’s perfect details to let the viewer think that everything is all right. Only the last shot differs from the others, when the hand packs a gun and a hammer next to the meals. This gesture flips everything around and distract the viewer from the easy mood. We use the strength of this surprise to get the viewers’ full attention and the headlined appears.

**rövid kultúrális/kontextus információ (150 szó)**

We wanted to show respect for those tough lonely moms who fight for their children everyday –whether it is in the real or in a postapocaliptic world. And also talk to the massive fun-base Madison’s character already has.