

Section 1:

**#1 Dear DreamWorks Studio Executive, Picture this: you're standing on stage, Oscar in hand, as fans and critics alike celebrate your latest cinematic masterpiece. This isn't just any film; it's a phenomenon—a story that doesn't just entertain but inspires action, changes mindsets, and reshapes the world. A DreamWorks production that tackles vital social and environmental issues could become exactly that: a legacy-defining triumph for your studio.**

Strengths: Your opening creates a compelling visual scenario that immediately engages the reader. You effectively establish the high stakes and potential rewards.

Weaknesses: The opening feels overly grandiose and makes promises that might seem unrealistic to experienced executives. The reference to an Oscar might appear presumptuous rather than persuasive.

Exemplar: *"When DreamWorks released 'Shrek' in 2001, you didn't just create a beloved film—you sparked a cultural revolution that redefined animated storytelling. Today, a similar opportunity awaits with urgent social and environmental narratives."*

**#2 Critics may argue that films about social and environmental issues aren't commercially viable, but the evidence tells a different story. Movies like Avatar, with its environmental themes, and Don't Look Up, a bold critique of climate inaction, not only dominated the box office but also ignited vital discussions worldwide. Today's audiences, particularly Millennials and Gen Z, crave meaningful stories. These generations are more engaged than ever with issues like sustainability, equality, and climate change, making them eager for films that reflect their values. In fact, a Nielsen survey revealed that 73% of global consumers are willing to pay more for sustainability—a trend that extends to the media they consume. For DreamWorks, this is both an opportunity for impact and a strategic move for relevance and profit.**

Strengths: Your paragraph effectively addresses counterarguments about commercial viability. You provide concrete examples of successful films that balanced meaningful messages with commercial success.

Weaknesses: Questionable evidence selection → Your examples focus primarily on live-action films rather than animation, which is DreamWorks' specialty. The Nielsen survey about

consumer sustainability preferences doesn't directly connect to film viewership. Your argument would be more convincing with examples of successful animated films that tackled social issues.

Exemplar: *"DreamWorks' own 'Happy Feet' successfully blended entertainment with environmental messaging, grossing over £300 million worldwide while raising awareness about climate change—proving that animated social commentary resonates with global audiences."*

**#3 The younger generation, from Millennials to Gen Z and beyond, stands ready to be inspired. These audiences are the heartbeat of social change, and your films could give them the voice and hope they need to act. Together, we could create a cinematic spark—one that ignites dreams, fuels innovation, and leaves an indelible mark on the world.**

Strengths: Your paragraph effectively emphasises the potential impact on younger audiences. The language is emotionally resonant and inspirational.

Weaknesses: Vague proposal → This section lacks clarity about what specifically you're proposing to do with DreamWorks. You mention collaboration but don't explain your role or qualifications. The paragraph contains inspirational language but doesn't offer concrete ideas for films or projects.

Exemplar: *"As a storyteller with experience in environmental advocacy, I propose a feature animation that follows a young protagonist discovering solutions to ocean pollution. This concept aligns perfectly with DreamWorks' visual storytelling strengths while offering merchandising opportunities through eco-friendly product lines that would appeal to your sustainability-conscious audience."*

■ Your persuasive letter shows promise but needs more focused content to truly convince executives. You've created an emotionally appealing case, but your argument would be stronger with animation-specific examples rather than general film references. Your letter would benefit from clearer details about what you're actually proposing—is it a specific film concept, a series, or a broader initiative? Also, you should establish your credentials and explain why you're the right person for this collaboration. The closing paragraph feels rushed and doesn't reinforce your main points before providing contact details. You might improve the fourth paragraph by connecting the concept of "tangible change" to specific outcomes that would benefit DreamWorks commercially. Finally, consider adding a brief paragraph outlining a timeline or next steps to make your proposal feel more actionable and immediate.

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**Overall score: 42/50**

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Section 2:

Dear DreamWorks Studio Executive,

Picture this: you're standing on stage, Oscar in hand, as fans and critics alike celebrate your latest cinematic masterpiece. This isn't just any film; it's a phenomenon—a story that doesn't just entertain but inspires action, changes mindsets, and reshapes the world. A DreamWorks production that tackles vital social and environmental issues could become exactly that: a legacy-defining triumph for your studio. #1

Cinema has always had the power to transform. Documentaries like Planet Earth ignited a global love for conservation, Food, Inc. revolutionized ~~revolutionized~~ [revolutionised] the way we think about our food systems, and The Pursuit of Happyness reminded us all to keep chasing our dreams. These films resonated deeply because they tapped into the core of human emotion and societal need. DreamWorks, already a global leader in imagination and storytelling, is perfectly poised to create an equally powerful and inspirational masterpiece.

Critics may argue that films about social and environmental issues aren't commercially viable, but the evidence tells a different story. Movies like Avatar, with its environmental themes, and Don't Look Up, a bold critique of climate inaction, not only dominated the box office but also ignited vital discussions worldwide. Today's audiences, particularly Millennials and Gen Z, crave meaningful stories. These generations are more engaged than ever with issues like sustainability, equality, and climate change, making them eager for films that reflect their values. In fact, a Nielsen survey revealed that 73% of global consumers are willing to pay more for sustainability—a trend that extends to the media they consume. For DreamWorks, this is both an opportunity for impact and a strategic move for relevance and profit. #2

Beyond revenue, such films can spark tangible change. Socially conscious storytelling has inspired global movements, such as the 2015 Paris Climate Conference, which was influenced by documentaries and films that highlighted environmental crises. Stories have the unparalleled ability to foster empathy, connection, and action, bridging the gap between awareness and change. With your studio's resources, vision, and talent, DreamWorks can lead a cultural shift—brightening the future for generations to come.

The younger generation, from Millennials to Gen Z and beyond, stands ready to be inspired. These audiences are the heartbeat of social change, and your films could give them the voice and hope they need to act. Together, we could create a cinematic spark—one that ignites dreams, fuels innovation, and leaves an indelible mark on the world. #3

The power of storytelling lies in your hands. With one bold move, you could define not only your studio's legacy but also the cultural consciousness of our time. I would be ~~honored~~ [honoured] to collaborate with DreamWorks to make this vision a reality.

Thank you for devoting your time to this idea. If you'd like to connect, feel free to reach me via email at [[mchen.au@gmail.com](mailto:mchen.au@gmail.com)] or by phone at [0410 260 678].

Best wishes,

Miranda