

BAYWATCH (2017)

- Released by May 25th 2017
- 1 hour 56 minutes
- \$69,000,000 (estimated) budget
- Seth Gordon directed
- Rated R for language throughout, crude sexual content, and graphic nudity
- Paramount Pictures, Flynn Picture Company, Fremantle Productions
- Produced by Ali Bell, Michele Berk, David Ellison, Dany Garcia, Dwayne Johnson

QUICK THOUGHTS:

- Demetri Panos
- Phil Svitek

DEVELOPMENT

- *Baywatch* premiered on NBC in 1989, but was canceled after only one season, when it placed 73rd out of 103 shows in the seasonal ratings, and also because the studio, GTG, went out of business
- Feeling the series still had potential, David Hasselhoff, along with creators and executive producers Michael Berk, Douglas Schwartz and Gregory J. Bonann, revived it for the first-run syndication market in 1991. Hasselhoff was given the title of executive producer for his work on bringing the show back. The series was hugely successful, especially internationally **PICS 1-3**
- The show led to a spin-off, *Baywatch Nights*, and three direct to video films: *Baywatch the Movie: Forbidden Paradise*; *Baywatch: White Thunder at Glacier Bay*; and *Baywatch: Hawaiian Wedding*
- The concept has kicked around production houses for more than 15 years, with the idea of taking Baywatch to the big screen first floated almost immediately after the series left the small screen back in 2001
- In September 2012, it was announced that *Reno 911!* co-creator and star Robert Ben Garant would direct the film version of *Baywatch* for Paramount Pictures
- On October 2, 2014, Dwayne Johnson was attached to star for the lead role, Justin Malen was set to rewrite the script
- On July 23, 2015, Seth Gordon was set to direct the film, which Johnson would produce Dany Garcia through Seven Bucks Productions, with The Montecito Picture Company and Beau Flynn
- Damian Shannon and Mark Swift wrote the latest draft and the film would be in comedic style
- On August 10, 2015, Zac Efron signed on to star in the film, and producers would be Beau Flynn and Ivan Reitman along with Johnson's Seven Bucks Productions
- <http://collider.com/baywatch-movie-news-thomas-lennon-robert-ben-garant/>
 - GARANT: It's good. It's funny. It's basically Reno 911! with sexy people.
 - LENNON: Yeah, with big, buff, sexy people. It's called Baywatch: Red Tide, which is to clarify that we're going to make, hopefully, eight or nine Baywatch movies. One for every year that Baywatch was on the air.
 - Was that something you guys wanted to do, or did someone ask you to do it?
 - GARANT: We went to a general meeting at Paramount, and they had this bulletin board of all the different things that are in development. And down at the bottom of the board, upside down, was a corner that said, "Baywatch?"

- LENNON: We were like, "That's not brain surgery. How hard could it be to write a Baywatch movie? Half of that movie is in slow motion, of people jogging with music." So, yes, we did write it.
- Are you going to be giving any nods to the TV show?
- GARANT: We watched a bunch of the show, and I was unaware. The plot of one of the episodes in the first season is that there's a giant squid stealing people's surfboards. That's a real episode.
- LENNON: It's some of the weirdest plots that you've ever seen, in your entire life. We tried to get a little bit of that into the script. It's also a bit action comedy.
- GARANT: It's Point Break-y.
- LENNON: They do talk about the surfboard-stealing squid, and Summer has a ghost of herself that she ran into. Some of those references are in the final script.

WRITING (Damian Shannon, Mark Swift)

- Mark Swift (along with his writing partner Damian Shannon) wrote the box office hits "Friday the 13th" (Feb 2009) and "Freddy vs. Jason", and was the first writer on the animated hit "Shark Tale". They are working on a new original horror project for New Line Cinema, an Untitled sci-fi project for Skydance productions, and are co-producing "O'Lucky Day", a comedy for Paramount Pictures starring Peter Dinklage. They have also co-written a number of projects currently in development, including "Vikings" for Disney; the 1950s noir "Hawaiian Dick," for director Frank Coraci; and an adaptation of Howard Chaykin's graphic novel "Power & Glory."
- Mark Swift and Damian Shannon met while attending The University of Southern California. Damian went on to graduate from NYU's Tisch School of the Arts, and Mark graduated from Johns Hopkins University in Baltimore. They both currently reside in Los Angeles, California, and are represented by UTA, Magnet Management, and Colden, McKuin & Frankel LLP

STORY/TOPICS

- Villain
- Love story
- Parody/comparison to Jump Street
- Overall style
- Bromance
- Comedy style - too much or go PG-13
- Action set pieces
- Characters

CAST: PICS 4 - 7

- What Cast of TV Show Looks Like Now:
<https://www.youtube.com/watch?v=HITCH8rkDkc>
- On November 9, 2015, Deadline reported that seven actresses were among the short list who would be testing for the lead female role, those included Alexandra Daddario, Ashley Benson, Nina Dobrev, Alexandra Shipp, Shelley Hennig, Bianca A. Santos, and Denyse Tontz
- On November 18, 2015, Johnson confirmed Daddario to play the role of Summer, a lifeguard and the love interest of Efron's character

- On January 4, 2016, Kelly Rohrbach's casting as C. J. Parker was confirmed by Johnson's Instagram post
- Damian Shannon and Mark Swift wrote the screenplay, while Johnson would produce the film along with his partner Dany Garcia through their Seven Bucks Productions, and Flynn, Reitman, Michael Berk, Douglas Schwartz, and Gregory J. Bonann
- On January 27, 2016, Jon Bass was cast in the film to play Ronnie, a funny, awkward and a skilled disco dancer at the beach, who falls in love with Parker
- On February 12, 2016, Hannibal Buress joined the cast of the film to play a bay community local
- On February 17, 2016, Priyanka Chopra signed on to star in *Baywatch*, playing the antagonist in the film, a role was originally written for a male
- In March 2016, Yahya Abdul-Mateen II joined the cast as Ellerbee, a cool cop who is constantly reminding Mitch that he has no real authority over the bay
- On March 12, 2016, after several weeks of speculation, singer Belinda confirmed she will be joining the cast.
- Jack Kesey and Amin Joseph were also cast in the film
- Vine star Logan Paul announced that he is in the film but his scenes were later cut
- Izabel Goulart is also in the cast
- Two of the original stars of the TV series, David Hasselhoff and Pamela Anderson, made cameos in the film portraying Mitch "The Mentor" and Casey Jean Parker, the new captain
- Things like weightlifting competitions with refrigerators tied to their backs were commonplace on set as the ripped cast trained multiple times a day.

DWAYNE JOHNSON (Mitch Buchanan) PIC 8

- **Mitch Buchannon** (David Hasselhoff); (seasons 1–9)
 - Mitch was the main character from the series premiere of *Baywatch* in 1989 to the penultimate season of *Baywatch Hawaii* in 2000, when David Hasselhoff decided to leave the series as an actor (though he retained his position as executive producer). As the years progressed, Mitch increasingly served as a mentor and father figure to many of the younger lifeguards at Baywatch headquarters, helping them in work-related matters, and also issues in their personal lives.
- The wrestler-cum-actor acknowledged that the project was courting younger audiences when he was first considering the feature- but he convinced them of a different way to go. Said Johnson, "There was [talk about making Baywatch PG-13]. Earlier on, when Paramount first came to me to make the movie -- this was about four-and-a-half, five years ago -- we had that discussion about PG-13 or Rated R. Now, it's a ballsy move if you go Rated-R, especially in the summer when you want as many ticket-buyers as possible, but we also felt the cooler version is Rated-R.
- That wasn't the only change that Dwayne Johnson was able to inspire, however. In coming to Baywatch, the star really wanted to change expectations about what the film would be, and as he put it, "take models that worked in the past and then flip them." He explained, "Let's go hard Rated-R; let's take the character that was our villain, it was written for a man, let's write it for a woman, and let's bring in Priyanka [Chopra]. And also the idea that I could make a movie and that it would be Rated-R and that we could lean

into it, it's my sense of humor! Very dirty, raunchy humor. So to be able to do this, is great. From being able to go from Moana! Fantastic.

- Dwayne Douglas Johnson, also known as The Rock, was born on May 2, 1972 in Hayward, California, to Ata Johnson (born Feagaimaleata Fitisemanu Maivia) and Canadian-born professional wrestler Rocky Johnson (born Wayde Douglas Bowles). His father is black (of Black Nova Scotian descent), and his mother is of Samoan background (her own father was Peter Fanene Maivia, also a professional wrestler). While growing up, Dwayne traveled around a lot with his parents and watched his father perform in the ring. During his high school years, Dwayne began playing football and he soon received a full scholarship from the University of Miami where he had tremendous success as a football player. In 1995, Dwayne suffered a back injury which cost him a place in the NFL. He then signed a 3 year deal with the Canadian League but left after a year to pursue a career in wrestling. He made his wrestling debut in the USWA under the name Flex Kavanah where he won the tag team championship with Brett Sawyer. In 1996, Dwayne joined the WWE and became Rocky Maivia where he joined a group known as "The Nation of Domination" and turned heel. Rocky eventually took over leadership of the "Nation" and began taking the persona of The Rock. After the "Nation" split, The Rock joined another elite group of wrestlers known as the "Corporation" and began a memorable feud with Steve Austin. Soon the Rock was kicked out of the "Corporation". He turned face and became known as "The Peoples Champion". In 2000, the Rock took time off from WWE to film his appearance in The Mummy Returns (2001). He returned in 2001 during the WCW/ECW invasion where he joined a team of WWE wrestlers at The Scorpion King(2002), a prequel to The Mummy Returns (2001).
- Dwayne has a daughter, Simone Alexandra, born in 2001, with his ex-wife Dany Garcia

ZAC EFRON (Matt Brody) PIC 9

- Zac Efron gave Dwayne Johnson all the names to call him in the movie, like One Direction and Bieber
- "I always love sounding a trumpet when it comes to this guy and his work ethic," Johnson gushes of Efron.
- "This alien gets in shape as a lifestyle and takes it to another level. He gets up at 5am and trains. Five AM!"
- **Matt Brody** (David Charvet); (seasons 3–5, recurring season 6); Matt had a long-term relationship with Summer Quinn in the fourth season, and pursued a similar relationship with C.J. Parker in the fifth and sixth seasons. He was forced to resign because of a phony sexual harassment lawsuit filed by series 'bad girl,' Neely Capshaw, but was reinstated after the lawsuit proved to be false. After a while, Matt went back to France unable to cope with Neely's return. He eventually returned, but after going on a holiday with some members of the team, he was never seen again, which suggests he returned to France again
- **PHIL:** I think this version of Brody is a blend of Eddie and Matt
 - **Eddie Kramer** (Billy Warlock); (seasons 1–3); Eddie began life on Baywatch as a teenager with a complicated background. Being an orphan, he learned from a very early age to defend himself – a theory that got him into trouble quite a few times while in his first year on Baywatch. He likes to keep himself fit and likes to box. This helps him in some situations. Eddie is homeless during this time and is helped out by fellow Lifeguard Craig Pomeroy (Parker Stevenson). Eddie eventually managed to secure a place of his own. He developed a relationship

with Shauni McClain. They eventually married and moved to Australia. In season 2, Billy was moved from a regular cast member to supporting lead, replacing Stevenson. He would remain there until his departure along with Erika in the beginning of Season 3. After his departure in 1992, Warlock explained his departure was voluntary as he had been unhappy with the direction Baywatch had taken. Warlock later reprised his character for one episode in the spin-off series, *Baywatch Nights* in 1996 and also in the 2003 television movie, *Baywatch: Hawaiian Wedding*

- After appearing on-stage in "Peter Pan", "Auntie Mame", "Little Shop of Horrors" and "The Music Man", guest parts quickly followed on television series, including *Firefly* (2002), *ER*(1994), *CSI: Miami* (2002), *NCIS* (2003), and *The Guardian* (2001). After guest-starring in several episodes of *Summerland* (2004), Zac joined the regular cast as girl-crazy Cameron Bale. He also starred in several pilots, such as *The Big Wide World of Carl Laemke* (2003) and *Triple Play* (2004), and played an autistic child in the television movie *Miracle Run* (2004), alongside Mary-Louise Parker and Aidan Quinn. He graduated from Arroyo Grande High School in June 2006.
- Efron came to fame for starring in the Disney Channel original film *High School Musical*(2006), for which he won the Teen Choice Award for Breakout Star. He returned to the role of Troy Bolton in *High School Musical 2* (2007), which broke cable TV records with 17.5 million viewers.
- He played title roles of the fantasy romance *Charlie St. Cloud* (2010) and the comedy *17 Again* (2009), both from director Burr Steers, and as the lovable Link Larkin in 2007's smash hit musical *Hairspray* (2007), directed by Adam Shankman. As part of the all-star cast he shared a Critics Choice Award for Best Acting Ensemble, the 2007 Hollywood Film Festival Award for Ensemble of the Year, and was honored with a Screen Actors Guild Award® nomination for Outstanding Motion Picture Cast. In addition, he won an MTV Movie Award for Breakthrough Performance.

PRIYANKA CHOPRA (Victoria Leeds) **PIC 10**

- Priyanka Chopra has said that as a young girl growing up in India, she was a huge fan of the original TV series *Baywatch* (1989)
- Priyanka Chopra was born 18th July 1982 to the family of Capt. Dr. Ashok Chopra and Dr. Madhu Chopra. She had a very varied upbringing. She started her education at La Martinière Girls College in Lucknow as a resident student; a short stay at Maria Goretti College in Bareilly prepared her for further studies in the USA. Having completed tenth grade in Boston, Massachusetts, USA, she decided to become a software engineer or a criminal psychologist.
- She enjoys Indian music and dance; flair for writing poetry and short stories; reading, especially biographies; and has worked for a lot of social-welfare programs.
- "I got into the movies by accident. When I got an offer, I thought let's try this too. Everything in my life has happened by trial and error. I didn't even think I would win the Miss India title so where's the question of thinking I'd come this far."
- "Most outsiders look at the film world as something glamorous. But no one sees the hard work that goes into it. I haven't taken a holiday in the last four years. I'm working 25 hours a day. There's no time to sleep or to eat."

ALEXANDRA DADDARIO (Summer Quinn) **PICS 11 & 12**

- When she found out she'd have to spend three months in a swimsuit, the actress decided to get off her rear and train with Zac Efron's trainer, Patrick Murphy. To get in shape, she went from doing the occasional yoga session to training four or five days every week. This would include free weight training, BOSU balls, TRX straps and much, much more, leading her to put on what her trainer called "visual lines of definition." This is what most of us would call being cut. And from the looks of the trailer, it looks like her routine went pretty well.
- Alexandra Daddario says she did it because she wanted to look good in the swimsuit she had to wear every day onscreen, and even when she was auditioning for the role in Baywatch.
- "The ongoing joke is that everyone in the movie is supposed to be supernaturally attractive. Really, I've never done anything where I've thought about my body as much. You are literally in a bikini the entire day. I even wore a swimsuit when I auditioned with Zac."
- Actors make their decisions on which roles they take for all sorts of reasons, but usually, those reasons are things that make sense, like because the role was interesting or they got paid a lot of money. Alexandra Daddario was apparently attracted to become part of Baywatch for a slightly different reason. There was one scene in the script that, when she read it, made her decide that she had to be part of the movie. The scene in question sees co-star Jon Bass get his penis stuck in an object. And now we know so much more about the actresses sense of humor. As Daddario describes it...
- "It's early on in the script, it's the scene where Ronnie --- Jon Bass --- gets his dick stuck in an object, and the way I pictured that scene in my mind, it's even better on screen... He gets his dick stuck in a chair and he can't get it down so he can get it out and you have Kelly's [Rohrbach] boobs in his face and they are the most beautiful boobs ever so that's obviously not going to work and it just goes on and on and it's just so funny. It was even better on screen than I had pictured it and that scene epitomizes what that movie is."
- **Roberta "Summer" Quinn** (Nicole Eggert); (seasons 3–4); Summer and her mother, Jackie, moved to California to escape Jackie's abusive ex-boyfriend. They traveled across the country in their trailer and set up home in a local trailer park. Summer was a star athlete in her hometown winning many awards for swimming. Her mother's ex-boyfriend tracked them down and confronted Summer. When he began to get physical with her, Matt Brody stepped in and stopped him. This was the start of a long friendship between the two. Later, with the help of C.J. Parker, Summer overcame bulimia. Summer then left to pursue her education at a university
- Alexandra Daddario is an American actress. She is known for playing "Annabeth Chase" in the "Percy Jackson" film series and "Blake Gaines" in San Andreas (2015). She starred in the films, Texas Chainsaw 3D (2013) and Hall Pass (2011), and has guest-starred on TV series, including White Collar (2009), It's Always Sunny in Philadelphia (2005), True Detective (2014), and American Horror Story (2011): Hotel
- In 2014, Daddario gained attention for her role on the first season of the HBO series, True Detective (2014). The following year, she had a lead role in the earthquake film, San Andreas (2015), alongside Dwayne Johnson, and had a guest appearance on American Horror Story (2011): Hotel

KELLY ROHRBACH (CJ Parker) **PICS 13 & 14**

- “C. J. was originally written as more standoffish,” Ms. Rohrbach said, speaking of the film version of the voluptuous lifeguard. “I suggested we make her more approachable. Less of a ‘hot girl’ figure. And she takes her job very seriously.”
- Filming, which took place in South Florida and Tybee Island, Ga., “was every day in a bathing suit,” Ms. Rohrbach said as she contemplated switching to a 7-iron. “The same bathing suit. I would say, ‘I hope you guys are washing this.’”
- There were swim lessons and Terminator-level training. “I love exercise,” she said. “I hike, do yoga. But these trainers were next level.” To prepare, she shadowed a lifeguard in Malibu, Calif., three times a week for a month, “though there’s not a lot of action in the month of January,” she said. “We rode in the cruiser, and he showed me how to use a walkie-talkie and how to tie the variations of a rope knot.”
- It’s a gamble that Kelly Rohrbach took when she auditioned for her role in this month’s Baywatch by wearing a red swimsuit to her audition. Rohrbach may have ended up with the role, but auditioning in a bathing suit isn’t something she would recommend doing.
- “For the audition, I decided it would be a good idea to wear the suit. Don’t ever do that, anyone. So, it was like January, dead of winter in New York City. I did my audition, so I put the suit on, I think it’s great. I think, ‘I’m gonna kill this, this is a great idea, no one else is going to have this.’ I get to the audition; there’s five other girls there looking exactly like me, not wearing the swimsuit. Wearing appropriate attire, jeans and a t-shirt. They called my name. I stood up, I dropped trou, I was like, ‘I’m going in guys.’ It was pure pity. They were like, ‘Oh man, she’s wearing the suit.’”
- **Casey Jean "C.J." Parker** (Pamela Anderson); (seasons 3–7) A strong dedicated lifeguard who is also the object of desire from several men on the beach. Eventually left Baywatch and got married to a rock singer in Mexico, but unfortunately, it didn’t last. She later opened up a Beach cafe in Hawaii and married one of her waiters Leonard. UGO.com voted C.J. Parker one of the top 10 blondes
- Kelly Rohrbach is a Connecticut-born actress and model. After graduating from Georgetown University in 2012, where she was recruited to play Division One Women’s Golf, she moved to Los Angeles to pursue her passion for acting. Kelly majored in theater at Georgetown, as well as attending the London Academy of Music and Dramatic Art (LAMDA). Rohrbach will have her break-out role in Baywatch (2017) for Paramount Pictures, which is scheduled for release in May 2017. She co-stars in the iconic role of “C. J. Parker”, opposite Dwayne Johnson and Zac Efron. Rohrbach has worked with directors such as Woody Allen and Seth Gordon and was most recently seen in Comedy Central’s Broad City (2014). In 2016, Rohrbach received the Maui Film Festival Rising Star Award.
- Rohrbach first gained acclaim in modeling, in 2015, when she appeared in Sports Illustrated’s Swimsuit Edition, where she was named Rookie of the Year. This appearance also marked her first professional modeling job. To date, she has appeared in two consecutive editions of the annual Sports Illustrated Swimsuit issue. She continues to have a successful career in the fashion industry gracing the covers of Italian Vogue, GQ South America, Spanish Glamour, Jalouse, S Moda and Elle and appearances in international editions of Harper’s Bazaar, and SELF.

ILFENESH HADERA (Stephanie Holden) **PICS 15 & 16**

- Stephanie Holden (Alexandra Paul); (seasons 3–6, recurring season 7); when Stephanie was seven years old, her father died in a helicopter crash in Vietnam. This affected her deeply and she developed a huge fear of helicopters. Stephanie was eventually

abandoned by her mother and was raised by her grandmother. She developed a romantic relationship with Mitch Buchannon, and the two became very serious. The relationship ended abruptly when Stephanie left Mitch without explanation (she was married). Stephanie and Mitch eventually got over their differences and formed a strong friendship. She dies in season 7 from a lightning strike while at sea. Paul later reprised her role as the late Stephanie in a second season episode of the spin-off series, *Baywatch Nights* in 1997. This scene was a near-death hallucination by Mitch. In 2003, Paul played a Stephanie doppelganger named Alison Ford in the TV-movie, *Baywatch: Hawaiian Wedding*

- Ilfenesh Hadera is an actress, known for Baywatch (2017), Old Boy (2013) and Chi-Raq(2015)
- Graduate of Fiorello H. LaGuardia High School of Music & Art and Performing Arts
- Ilfanesh studied acting as a student at Harlem School of the Arts
- Of Ethiopian (father) and European-American (mother) descent

JON BASS (Ronnie Greenbaum)

- Jon Bass is known for his work as Del Plimpton on the show watched by hundreds on Comedy Central, "Big Time in Hollywood, FL", as Phil Hirschkop in "Loving" and Ronnie in "Baywatch"
- He has had guest appearances on award winning shows, "The Newsroom", "Girls" and "House of Lies"
- He started his professional career on Broadway in The Book of Mormon, replacing Josh Gad as Elder Cunningham.
- He is a lover of puppies.

YAHYA ABDUL-MATEEN II (Ellerbe) **PIC 17**

- **Garner Ellerbe** (Gregory Alan Williams); (seasons 1, 3, 4–5, recurring seasons 2 and 8) A good friend of the lifeguards. A police officer who patrols the beach but hates the water. He appears in the 2017 *Baywatch* feature film, where he is played by Yahya Abdul-Mateen II
- Yahya Abdul-Mateen II is an actor and producer, known for The Get Down (2016) and Baywatch (2017)

MISSING CHARACTERS THAT WERE LOVED

- **Hobie Buchannon** (Brandon Call), season 1; and Jeremy Jackson, seasons 2–9); the son of Mitch Buchannon; he forms a romantic relationship with his long-time crush, Summer Quinn. His parents are divorced and his mom, Gayle appears in several episodes. According to Hasselhoff, the role almost went to Leonardo DiCaprio **PIC 18**
- Caroline Holden (Yasmine Bleeth); (seasons 5–7, recurring season 4 & 8) Stephanie's younger sister who is a determined girl but is also very stubborn especially when it comes to her love life. **PIC 19**
- Cody Madison (David Chokachi); (seasons 6–9); an aspiring Olympic swimmer sidelined by an irregular heartbeat. Mostly he is like a Tom Cruise of Baywatch, because of the women in Baywatch throwing themselves to him like he was a rock star. He had relationships with fellow lifeguards, C.J. Parker and Lani McKenzie. However both left him and got married **PIC 20**
- **Neely Capshaw** (Heather Campbell (season 5); Gena Lee Nolin seasons 6–8; and Jennifer Campbell, recurring season 9); Neely was the show's resident 'bad girl,' being in

constant conflict with her fellow employees and her boss, Mitch Buchannon. She was re-made as a 'good girl' in season 7, and got her lifeguard re-certification after Mitch and Donna Marco (Donna D'Errico) learn of her saving an elderly heart attack victim with CPR following a botched drugstore robbery. Neely became romantically involved with Mitch and they eventually got married, after which she returned to her conniving ways. However, during the Baywatch reunion movie, Neely is last seen trying to get back together with Mitch **PIC 21**

- **Lani McKenzie** (Carmen Electra); (season 8); a lifeguard who also had great dreams of becoming a famous dancer. She eventually left Baywatch to pursue her dancing career in Las Vegas, but was then hired by C.J. Parker as an entertainer for her beach cafe. Electra crossed-over her *Baywatch* character, Lani, to another series, *Pacific Blue* for one episode during the 1997–1998 season **PIC 22**

DIFFERENCES

- More comedic
- Not as many characters
- More crude
- Played detectives more than in TV show
- Self referential especially with Mitch & Mitch and CJ and CJ

DIRECTING (Seth Gordon)

- "Everyone's initial instinct is that we're making fun of the show — we never wanted to do that. We wanted to wink at it"
- The timing for the revival is finally just right, says Gordon, the man behind hit comedies such as *Horrible Bosses* and *The Identity Thief*.
- "Now we have enough space that there's nostalgia," Gordon says.

PRODUCTION/CINEMATOGRAPHY (Eric Steelberg)

- Principal photography on the film began on February 22, 2016, in Deerfield Beach, Florida, with the setting in Broward County, Florida, while the TV series was set in Malibu, California
- The film was shot in Miami and Savannah, Georgia
- In late March 2016, filming started shooting in Tybee Island, Georgia

EDITING/VFX (Peter S. Elliot)

- Their editor from "*Horrible Bosses*" and "*Identity Theft*" was unavailable to work on "*Baywatch*," so Gordon hired Peter Elliot who had worked on "*Agent Carter*" as well as around 13 films with Lennertz

SOUND/MUSIC (Christopher Lennertz)

- Lennertz, who opened Sonic Fuel Studios in El Segundo with partner Timothy Wynn in 2012, said he received a call from Gordon before they started shooting the film.
- "The action shouldn't feel tongue-and-cheek, it needed to feel big, it needed to feel like a huge summer blockbuster action movie," Lennertz said. "But then the comedy part of it, for the most part, Seth wanted it to feel ... a more modern hip-hop production feel mixed in with the live elements. It's not about making the music funny ... Seth said, 'I just want to give the audience permission to laugh and set up jokes.'"
- Once Gordon had started the editing process, he sent scenes to Lennertz.

- At first they were hoping to integrate the television show's original score, but it "didn't work."
- "It feels dated," Lennertz said. "There was no way to update it without making it feel (like a parody), because it's so 1980s sounding, 80s pop. We did about three different versions to try and make it happen and it just wasn't cool enough."
- While there isn't a shortage of beautiful people, jokes and explosions in "Baywatch," one element the composer tried to beef up, was the "bromance" between Johnson and Efron's characters. Lennertz said that even though the characters might be walking around in bikinis and cracking jokes, the score helps the audience feel for the characters and have real emotions.
- "Doing a lot of comedies, I still feel the best way to get people to laugh is to make them feel some amount of realism to the emotion and action," Lennertz said. "That's just an old Elmer Bernstein technique. He's the reason you care about Peter Venkman (Bill Murray) in 'Ghostbusters.' Elmer is the reason you care when John Belushi gives his speech in 'Stripes.' His music says 'I know this is funny, but I'm cheering for him now.'" Lennertz studied under Bernstein for a year.

PROMOTION

- "Beaches ain't ready" became a slogan
- Summer is coming worked well with Summer's character on poster
- Under Armour, which has long worked with Hollywood to boost its profile, has partnered big time with Baywatch, the summer film starring company endorser Dwayne "The Rock" Johnson
 - The Baltimore performance apparel company has a Baywatch line – including shorts, T-shirts, tank tops and jackets. The brand collaborated with the movie's costume design team on swimwear worn by the main characters
 - Under Armour was promoting its Baywatch apparel with the slogan: "Running Slow is Still Hard Work."
 - The company has entered various sorts of partnerships with a number of movies over the years. They include Oliver Stone's football drama "Any Given Sunday," and "Friday Night Lights" (2004), "The Blind Side" (2009), "The Dark Knight Rises" (2012), "Lone Survivor" (2013), "Captain America: The Winter Soldier" (2014) and The Martian (2015)

BOX OFFICE

- Total Lifetime Grosses (As of May 30th): \$27,606,514
- Domestic: \$27,606,514
 - + Foreign: \$873,000
 - = Worldwide: \$28,479,514
- Domestic Summary
 - Opening Weekend: \$18,570,000
 - (#3 rank, 3,647 theaters, \$5,092 average)
 - % of Total Gross:
- > View All Weekends
 - Widest Release: 3,647 theaters
 - In Release: 6 days / 0.9 weeks
- In January 2016, Paramount Pictures scheduled *Baywatch* for a May 19, 2017 release, which was previously set for *Terminator Genisys*' sequel.

- In December 2016, Paramount pushed the release date back one week to May 26, 2017, to avoid competition with *Alien: Covenant*.
- In April 2017, the film was moved one day earlier, to avoid direct competition with *Pirates of the Caribbean: Dead Men Tell No Tales*
- In the United States and Canada, the film was initially projected to gross around \$40 million from 3,642 theaters over its five-day opening weekend, with the studio predicting a more conservative \$30 million debut
- It made \$1.25 million at 2,554 theaters from Wednesday night previews, similar to fellow mid-week R-rated releases *We're the Millers* (\$1.7 million) and *Let's Be Cops* (\$1.2 million)
- However after making \$4.5 million on its opening day (including Wednesday night previews) and \$5.7 million on Friday, five-day projections were lowered to \$25 million
- It ended up grossing \$18.1 million in its opening weekend (for a five-day total of \$27.6 million), finishing third at the box office, behind *Pirates of the Caribbean: Dead Men Tell No Tales* (\$62.2 million) and *Guardians of the Galaxy Vol. 2* (\$19.9 million)

RECEPTION

- IMDB: 5.5
- Cinemascore: B+
- RT: 20% Tatometer, 70% Audience
- On review aggregator website Rotten Tomatoes, the film has an approval rating of 20% based on 154 reviews and an average rating of 4.2/10
- The site's critical consensus reads, "*Baywatch* takes its source material's jiggle factor to R-rated levels, but lacks the original's campy charm – and leaves its charming stars flailing in the shallows."
- Writing for *Rolling Stone*, Peter Travers praised the cast while acknowledging the film is not good. Travers rated it two out of four stars and said, "Think of yourself sitting down for a big two-hour wallow in instant stupid with a vat of popcorn, slathered in fake butter and possibly a mound of melted M&Ms on top. It feels great chugging it down, then your stomach hurts, your head aches and you puke the whole thing up so you can forget about it in the morning. That's *Baywatch* in a nutshell."
- Richard Roeper of the *Chicago Sun-Times* gave the film 1.5 out of 4 stars, writing: "As was the case with *CHIPS*, *The Dukes of Hazzard*, *The Beverly Hillbillies*, *Car 54, Where Are You?* and I'll just stop there, when you make films from junk TV, more often than not you're going to wind up with a junk movie."
- Responding to reviews, actor Johnson attacked critics on Twitter on May 25, 2017 writing "Bold move from this critic who watched #Baywatch with other critics who laughed their ass off, but then they decide to trash it publicly."
- Johnson then wrote another post acknowledging that the more positive reception the film received from audiences saying "Oh boy, critics had their venom & knives ready. Fans LOVE the movie. Huge positive scores. Big disconnect w/ critics & peoples." He also responded to a box office analyst about the film's poor domestic performance regarding its international release saying "Whaa?? Who taught you economics? 35-45% of your budget in just one territory (US) is excellent. Our worldwide rollout begins next week."

SEQUEL/LEGACY

- In May 2017, prior to the film's release, producer Beau Flynn said plans for a sequel were already being discussed, with Johnson, Efron, and screenwriters Damian Shannon and Mark Swift all returning
- Rotten Tomatoes ruining sales? (Deadline.com)
 - Insiders close to both films blame Rotten Tomatoes, with *Pirates 5* and *Baywatch* respectively earning 32% and 19% Rotten. The critic aggregation site increasingly is slowing down the potential business of popcorn movies. *Pirates 5* and *Baywatch* aren't built for critics but rather general audiences, and once upon a time these types of films — a family adventure and a raunchy R-rated comedy — were critic-proof. Many of those in the industry severely question how Rotten Tomatoes computes the its ratings, and the fact that these scores run on [the movie-ticket buying site] Fandango (which owns RT) is an even bigger problem.
 - As of four weeks ago, *Pirates* was reportedly expected to rake in \$90-\$100 million over the four-day holiday, and *Baywatch* was projected to gross \$50 million over five days. Those estimates were slashed after the Rotten Tomatoes scores posted. (In the end, *Pirates* made \$77 million and *Baywatch* grossed \$23 million in the US and Canada.) But Dwayne Johnson, who stars in *Baywatch*, publicly called out critics and then schooled them on movie economics.
 - Brett Ratner, who directed such classics as *Rush Hour* and *X-Men: The Last Stand*, has called Rotten Tomatoes "the worst thing that we have in today's movie culture." He told Entertainment Weekly:
 - In Middle America it's, 'Oh, it's a low Rotten Tomatoes score so I'm not going to go see it because it must suck.' But that number is an aggregate and one that nobody can figure out exactly what it means, and it's not always correct. I've seen some great movies with really abysmal Rotten Tomatoes scores
- Lifeguard assesses Baywatch: http://www.slate.com/blogs/browbeat/2017/06/01/a_real_lifeguard_assesses_baywatch_s_depiction_of_lifeguarding.html
- They hoped to emulate Sony's wildly successful R-rated comedic adaptation of *21 Jump Street*, which earned \$201.6 million in spring 2012, followed by \$331.3 million for *22 Jump Street* in summer 2014.
 - But the plot failed. The most striking difference between *21 Jump Street* and *Baywatch* was the critical reaction. The former, starring Channing Tatum and Jonah Hill, garnered an 85 percent fresh rating on Rotten Tomatoes, compared to a 19 percent rotten rating for *Baywatch*.
 - "The reviews really hurt the film, which scored great in test screenings. We were all surprised," says Paramount's Megan Colligan, president of worldwide marketing and distribution. "It is a brand that maybe relied on a positive critical reaction more than we recognized. The cast could not have done more work in aggressively promoting *Baywatch*. Dwayne gave this 150 percent."
 - Roughly 45 percent of *Baywatch* ticket buyers were under the age of 25. Conventional wisdom might hold that younger consumers don't care as much about reviews as older moviegoers, but a recent internal study at Paramount concluded that younger ticket buyers pay close attention to aggregated scores on Rotten Tomatoes.
 - "There's no good way to battle it," says Colligan.

- Early last week, tracking services put *Baywatch*'s opening at \$42 million or more. After reviews came out, those estimates fell to \$37 million.
- *Baywatch*'s demise comes just months after *CHiPs*, another R-rated TV-to-film adaptation, failed at the box office. *CHiPs*, from Warner Bros., fared even worse than *Baywatch*, opening to \$7.7 million and topping out at \$34.2 million domestically and \$6.9 million internationally.
- Box-office analyst Paul Dergarabedian says big-screen reboots of TV series are tough. "Messing with the formula and trying to update these beloved TV shows for today's marketplace is like trying to update a classic recipe by adding a modern twist, and in most cases it just doesn't work," he says.
- The new *Baywatch* movie is inspiring a red hot swimsuit craze
 - Celebrities like Emily Ratajkowski, Hailey Baldwin and Ashley Graham have all been photographed making a splash in a red one-piece
 - Glamour magazine's Jessica Radloff says the high-cut swimwear is also figure flattering.
 - "Red is a universal color that works great on everybody," she told Inside Edition. "It's bright. It's sexy. It elongates your legs because the torso is high cut so everyone looks great in it."
 - Inside Edition models rocked the retro swimwear first made famous in the 90s on the hit TV show *Baywatch*.
 - While the trendy swimsuits are a throwback to the days when our favorite TV lifeguards patrolled the beach, many have a modern flair.
 - One swimsuit has a deep plunging neckline with a "peek-a-boo" front.
 - On another, the sexy cutouts are on the sides.
 - Another suit comes with a revealing zipper and long sleeves.
 - So if you want to sizzle on the sand this summer, think one-piece in red.
 - "People think if you want to be sexy wear a two-piece," Radloff said. "That cannot be further [from] the truth because this one piece is so flattering."

FINAL THOUGHTS