

HOW THE REAL WORLD SHINES



TREATMENT BY MARK DEKTOR

This job presents a great opportunity to capture people's passion and zest for life through conversations about their cars.

As a photographer first and foremost, beautiful film is my passion. I plan to shoot this in an uncomplicated and direct manner. No frills, no tricks, just straightforward great pictures. My approach will have the underpinnings of a documentary style of photography, yet with a dramatic and critical eye to insure that each frame of film is so rich and cinematic that it will stand on it own.

Throughout the entire process of interviews, portraits, B-roll, demonstrations, and stills, I'll keep the same spirit and texture of casual conversational story telling that will be the driving force of all the spots. We'll capture human, compelling and candid stories that revolve around the pride that our cast has in their vehicles, a pride that is polished brightly by Turtle Wax.





Let's explore many different and singular angles (hood, doors, quarter panels etc.) for our reflective liquid sheet metal shots.

We will want to insure that the performance in our reflections maintains the look and feel of easy and natural honesty, giving tribute to the unique personalities of each individual we cast.



The stills will be captured at the perfect moment, when the cast has settled into the ideal emotional space, when their eyes, body language, and demeanor all express the devotion they hold for their cars.





When shooting the Demo scenes, let's avoid any hint of the traditional clinical, wax on wax off footage. Rather we should consider a more personal approach, letting the talent take us through the process of car care in a manner that is distinctive to each individual we cast.

The casting process will be a critical aspect of this project. We are going to find individuals who have a deep passion, not only for their cars, but to the product as well. Let's find people who will show excitement and energy when they describe to us how they feel about keeping their cars looking fabulous. Not motorheads or classic car collectors, just ordinary folks who are truly inspired about maintaining the appearance of their vehicles. Allowing our cast to educate us in their own voices about their experience with the product, inevitably leads us to a very comfortable dialogue. That casual conversation will enable us to capture the unscripted jewel-like moments that are bound to unfold. Keeping the talent comfortable and open will ensure our ability to ease them effortlessly into the bullet points that we want covered.







In closing, as I mentioned in our conversation last week, I am at the moment myself going through exactly what we will capture in this spot. Exploring the feelings of deep attachment to my old truck, which holds so many dear and powerful memories of my kids growing up and all of the experiences we have shared together that my silver Tundra played a starring role in.



I look forward to work-shopping these ideas further with you.