

Blistex[®]

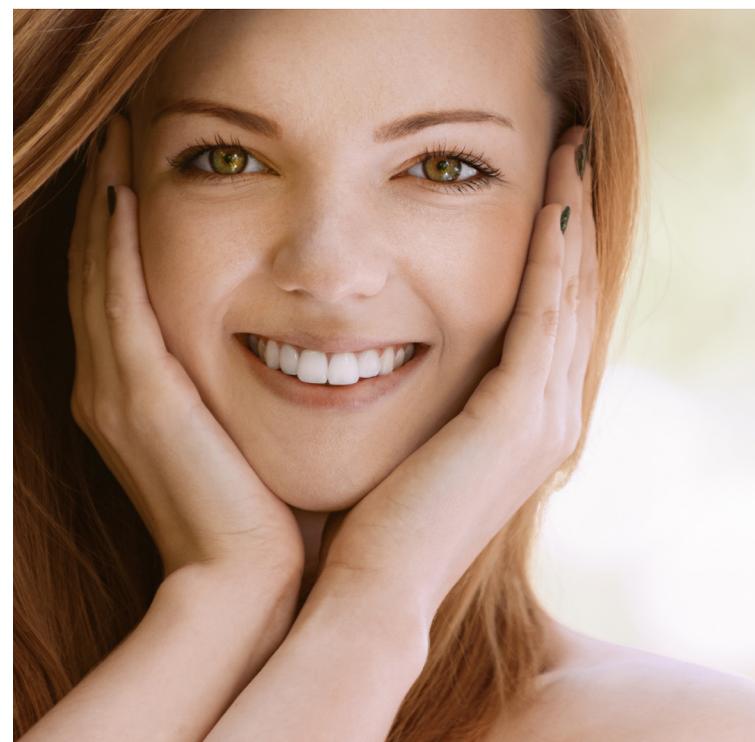
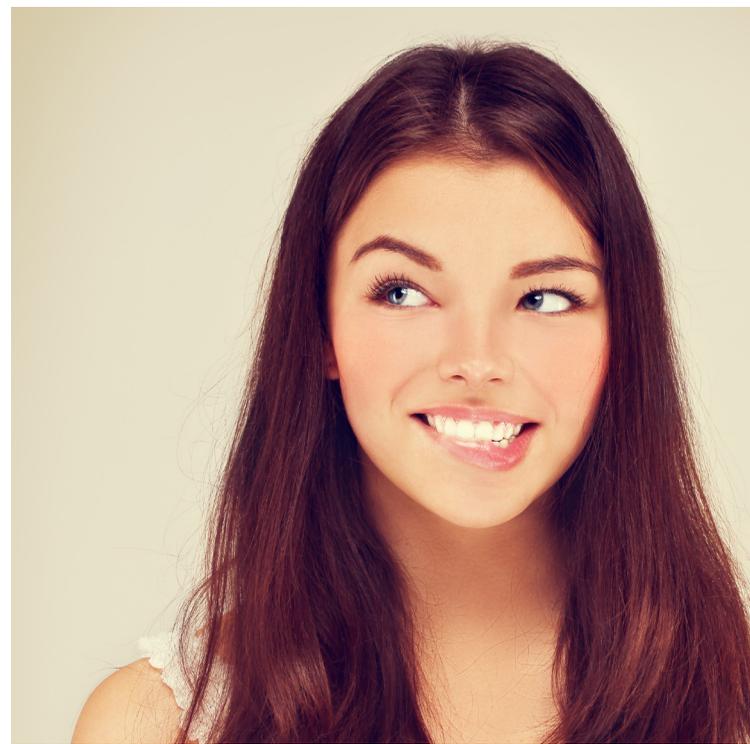
David Stone Design



Directors Treatment

It was great to talk to you guys. I love the campaign and would really like to collaborate with you on this project. I see the opportunity to shoot a beautiful spot taking on the personality of the woman we will shoot which is what will really make this spot special.





CASTING

The casting is what makes this campaign come to life. I love the fact that we are shooting a woman that is not a super model. She is real. Her look is attainable. She must be warm, honest, relate-able and approachable. I love it. I spend a lot of time in my callbacks looking for women with these qualities. The callbacks are so important. There is bond created there that will make our lady feel comfortable and trust me when she is in front of the camera. I know we will find a great woman who I will make feel very comfortable, allowing her to deliver the dialogue in a natural and spontaneous manner and of course paying close attention that she has beautiful lips.

It is really important that we find people who are passionate about the product. As I said on our call, I would love to hand out the product to the ladies on the initial casting and then when we do the callback I will find out how they like it. There is a tangible sense of honesty to the dialogue when they are passionate about the product they are using. I want their personalities to come through in the scripted lines. That is what will make this spot memorable!

LOOK and FEEL

Obviously we will stay true to the look and feel of the existing campaign. I love the clean contemporary look of a white cyc spot. It really allows the viewer to focus in on the woman and what they have to say.



EXECUTION

I will create a very light and relaxed atmosphere on set so that when the woman steps on it will be instantly comfortable for her. This is key. I don't want her to feel inhibited or self conscious in any way. I might have some music playing; I will put her in front of the camera and make some small talk. Once she is relaxed I will start to cover off the entire dialogue on camera. It is a really good idea to do it that way because (as you well know) it allows you the freedom to go wherever you want in the edit. It might be really nice to use a great portrait shot underneath the dialogue. That adds so much to the emotional feel of the work. Those heartfelt moments tell so much about who a person is. I will capture those little gems organically as I shoot the dialogue. I like to shoot in an unstructured manner bouncing around from line to line (not necessarily in order). This will keep our woman a little off balance and not let the work feel too stiff. I would love the film to have a somewhat spontaneous feel to it.



APPLICATION SHOT

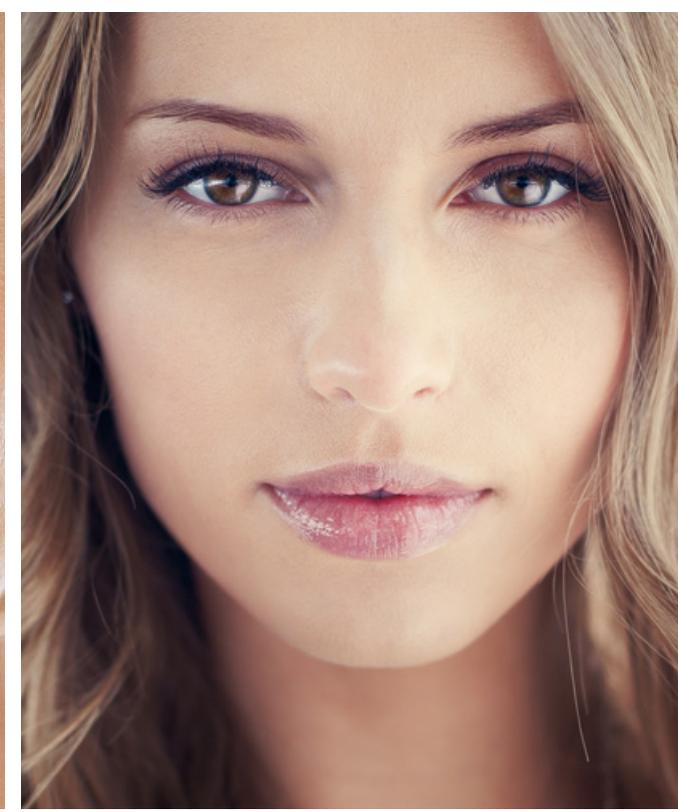
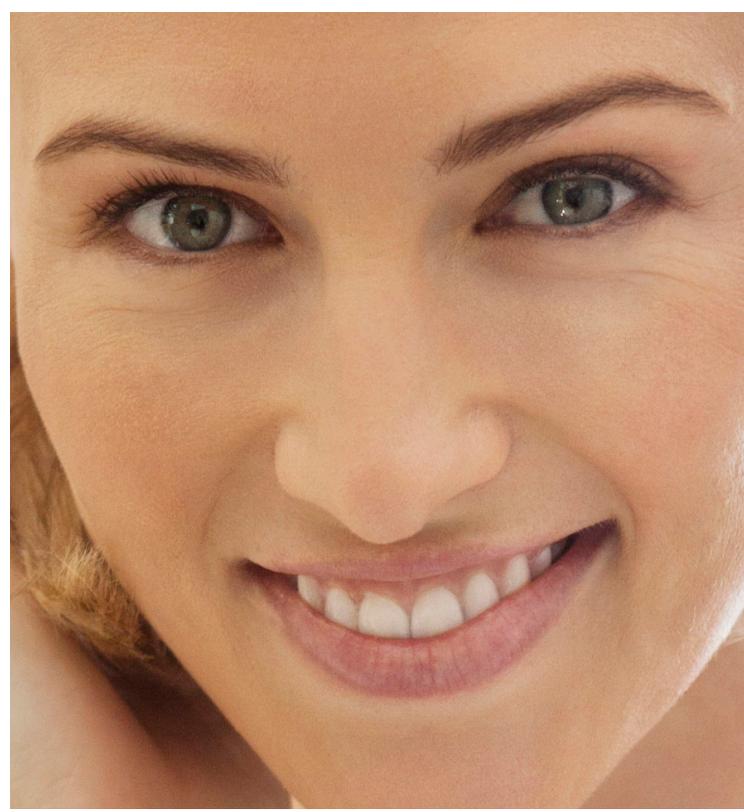
For the application shot I will give the lips a beautiful glow as well as giving the product the elegant look it deserves. I look forward to talking to the CGI people about how we can make the transition between the Demo and application shot seamless and natural. It might be as simple as framing the tube in such a way that the angle is close to the demo (where you see the inner and outer layers).



CAMERA and LIGHTING

We spoke at length about film or HD. As I said, I feel as though HD has truly been worked out and now, has such a filmic quality to it. I have been shooting primarily on HD lately specifically the Arri Alexa. I love shooting film, HD looks GREAT. Whichever format we go with we will create a spot that marries seamlessly into the current campaign and looks beautiful and contemporary.

As in the previous spots I will create a fresh clean white limbo environment for our woman to be. The white background will be very evenly lit and slightly blown out. I will light our lady with a large, soft beauty light that will make her skin and more importantly her lips glow. It will look rich, clean and contemporary staying true to the campaign.



I have really enjoyed making these spots in the past and would love to collaborate with you on this project.