

# Creative Content Treatment

**Director – Leo Marshall**

Leo Marshal Creative

**Producer – Chike Azinge**

The Wedding Store for Men

**E. Producer – Davinci Barcelo**

Creative Atlanta Advertising

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## **Log Line**

Is it a dream or prophecy? When she says yes, you will know.

## **Synopsis**

The perfect wedding proposal, that ends as prophecy featuring a product demo.

## **Treatment**

Cinematography references to directors Hype Williams and Paul Hunter.

Act 1:

Slow motion, over-the-shoulder, slider shot scrolling from left to right.  
It's the moment he's been waiting for; he takes a knee then looks up.  
Her hand shakes; her eyes tear up: jump cut.

Act 2:

Four dark quadrants light up from the illumination of their cell phones.  
A mid range shot of each on a 30-50mm lens, head on shot with device in front of face. Jump cut: over-the-shoulder shot.  
The text message notification reads: "She said yes {wedding ring emoji}".  
Groomsmen reaction captured like "ooh shit! "Head nods yes in approval".  
Cross-fade transition: Groomsmen as groom "What are we wearing?"  
Jump cut: Groom replies, "Got you"

Act 3:

Four Quadrants screen display each groomsmen being notified simultaneously, each in travel, location & time displayed on screen in quadrant. They may be headed to the hotel. Box arrives, as the package is unveiled, each item is debuted. 30mm lens - Close up shots with a hyper morph transition from shoes to pants & etc as each step take them down the staircase:  
Camera pans up with a simultaneous scroll up, no focus pulled.

Act 4:

Dramatic entrance, long-range hero shot from left to right, jumpcut:  
Mid-range hero shot of groom in front of groomsmen, cross fade.  
Fiancé appears, static shot, glorious backdrop in full gown, lip syncs the word "yes".  
Close up of a kiss, cross fade: {"yes" sound bite covers transition into next scene}  
He awakens; eyes bulging wide open in a dark room. He instantly sits up in bed - jump cut to TWSM logo with an audible "boom" sound bit.

## **Characters**

Groom, 1 male model.

Groomsmen, 4 male models

Fiancé, 1 female

**Total talent cast of 6 members.**

## **Locations**

Act 1: Scene1: Interior shot of Swan Mansion, near windows for lens flares.

Act 2: Scene 1: Q1, at office; Q2, in store; Q3, playing polo; Q4, in gym.

Act 3: Scene 1: Q1, on bus; Q2, in airport; Q3, in car. Q4, in train.

Scene 2: Hotel Lobby

Act 4: Scene1: Swan Mansion steps.

Scene 2: Hotel Bed

## **Shot Time**

Act 1 - 7.5 seconds

Act 2 - 7.5 seconds

Act 3 - 7.5 seconds

Act 4 - 7.5 seconds

## **Product Placement**

Jeweler – Tiffany blue box

Designer – Gown, fiancé attire

Tech – New Samsung/ iPhone

Miscellaneous – Cigar, glasses.

## **Director Notes**

### **Marketing**

Focus on capturing emotion of the lifestyle. We're selling "how it feels".

### **Pre - Production**

No true dialog required. Cast models with the ability to be extremely animated.

### **Production**

Act 1 and 4 are comprised of slow motion shots reduced by 40% (+/-)

Act 2 and 3 quadrant shots may be produced with DSLR Cannon 7D.

A total of 15 seconds is dedicated to product demo, which is half the run time.

Final (0.5) seconds dedicated strictly to the brand logo.

### **Post Production**

Isolate main image then color grade background.

The key component is to highlight the attire.

### **Post-Audio Production**

Reserve 3 hours to mix down and master all audio tracks and amplify effects.

**Paul Hunter**  
Long Shot



Over-the-shoulder



Close Up



## Hype Williams

Over-the-shoulder



Close Up (slider L to R)



Mid-Range

