

Coca-Cola mini queue

Director's Treatment By
Xxx-Xxx



Coca-Cola[®]

Introduction

Thank you for the opportunity to bid on this fun script.

Having experience in recently shooting a series of Coca-Cola spots in the XXX XXX, this project is right up my alley and I'm very familiar with the brand.

I believe that we have a winning concept here, which embodies the Coca-Cola brand and will incite a viral revolution for Russian teens to get their hands on the new Coca-Cola can.

Coca-Cola is about essentially about sharing, and I'll pay special attention to the moments that emphasise sharing.

I imagine this spot as playful, energetic and light-hearted piece, filled with charm and humour.

We have the chance to create a great commercial that is guaranteed to evoke a heartfelt sense of fun and excitement within the target audience, and re-affirming the Coca-Cola brand as the primary cause of the fun.

I'd love to share some of my initial thoughts with you.

Casting & Performance

The success of this commercial rests on great casting, as well as spontaneous and authentic performances. I'll ensure we get both right.

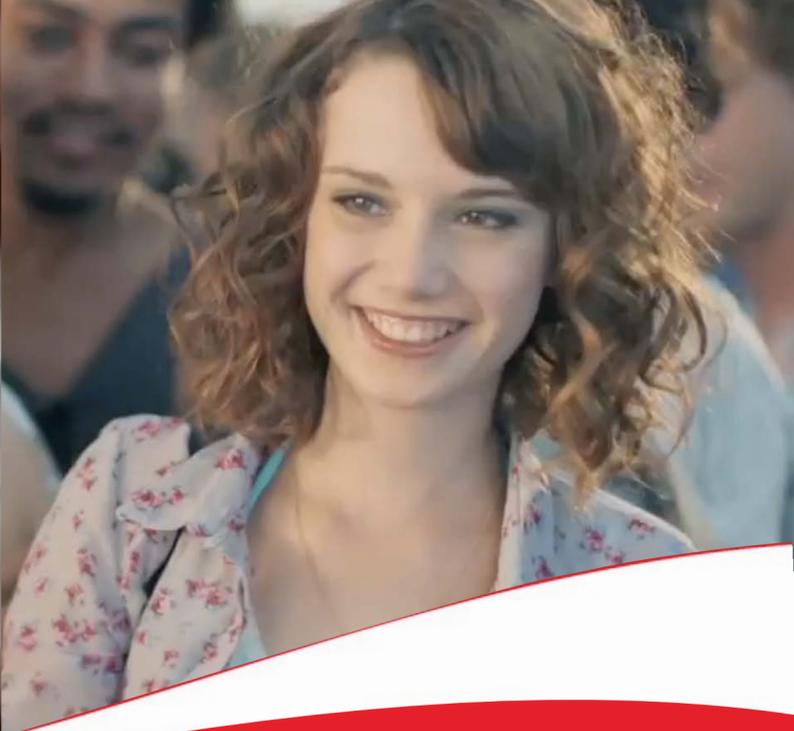
For this spot, the clear challenge will be to cast talent that aren't catalogue models, but instead interesting characters are naturally extroverted and expressive. I'm not looking for overly attractive people, but rather characters that feel like someone you know. The cast we decide on will have to be very comfortable and natural in performing as themselves.

If we get casting right, that will be half of the job done already. I'll use a very successful technique, which has worked very well for casting these types of spots. The technique involves group casting, and analysing chemistry between the prospective cast members.

This very effective casting method both helps in speeding up the casting process, as well as discovering the best cast in each group.

Once we find the right talent for the spot, I intend on creating very natural, fun performances with the talent we cast.

Casting & Performance



Cinematic Style

Dynamic, handheld, observational cinematography, and very quick edits will work in unison to create the naturalism and spontaneity of the spot.

I'd love to capture the exterior sequence in the gorgeous warm glow of the golden morning light.

This will be a great look for the spot, and the frame will be filled with lens flares to create a feeling of warmth. It's also important to note that I'll pay special attention to sharing moments, since sharing is synonymous with Coca-Cola.

I also want to follow the miniature narratives of some of the characters, capturing the interesting and quirky beats between them. For instance, we could track with some of the kids, and really explore their interactions with the others.

I'm thinking about using two cameras to capture the energy of scene, and follow the action. This will help us take advantage of the limited morning light, and avoid missing any of the great once-off moments.

Cinematic Style



Look & Feel

I'd also like to create the sense of a mixture of different types of teens, with different identities and personalities.

Perhaps some could be skateboarders, that are the epitome of skateboarding culture.

Or some of them could really be into hip-hop or rock music, and really embody the culture. This will be conveyed through a mixture of performance, worn-in wardrobe and considered art direction.

This film will benefit greatly if we could shoot in a naturally warm climate. I'm thinking of places like Florida or sunny California. This always has a positive effect on everyone from the cast to the crew, and will help convey the look and feel I'm proposing.

Overall, I want to create a feeling of energy, warmth and excitement, and all of the elements will work together to create that feeling.

Final Thoughts

This commercial has all the elements of a great commercial, filled with fun moments, and Coca-Cola at the core of it all.

My focus with my approach to this film will be to highlight Coca-Cola as integral to the scene, and always at the center of the fun.

In order to execute a great film, it requires care and pedantic planning.

It's also important that the story translates from page to screen with a clear concise message to the viewer:

Coca-Cola brings people together, and creates a fun environment that wouldn't be possible with out Coca-Cola.

While this production poses minor obstacles with casting, I believe that the XXX team and I can easily overcome these obstacles and produce a high quality, fun-filled film.

If you have any questions, or if anything was unclear - I'd love to get in touch with you, so we can chat about it in detail.

I'm very excited to get started on this

Thanks for your time.

XXX-XXX