



# August Living

FROM



# Modern and Innovative.

## INTRODUCTION

This K-mart “August Living” campaign presents a great opportunity to create the unexpected; to engineer something uplifting and upbeat that will stand out, pop and surprise in a refreshing manner. As a filmmaker I’m always hungry for and relish the chance to deliver innovative work that hinges on fun and is littered with

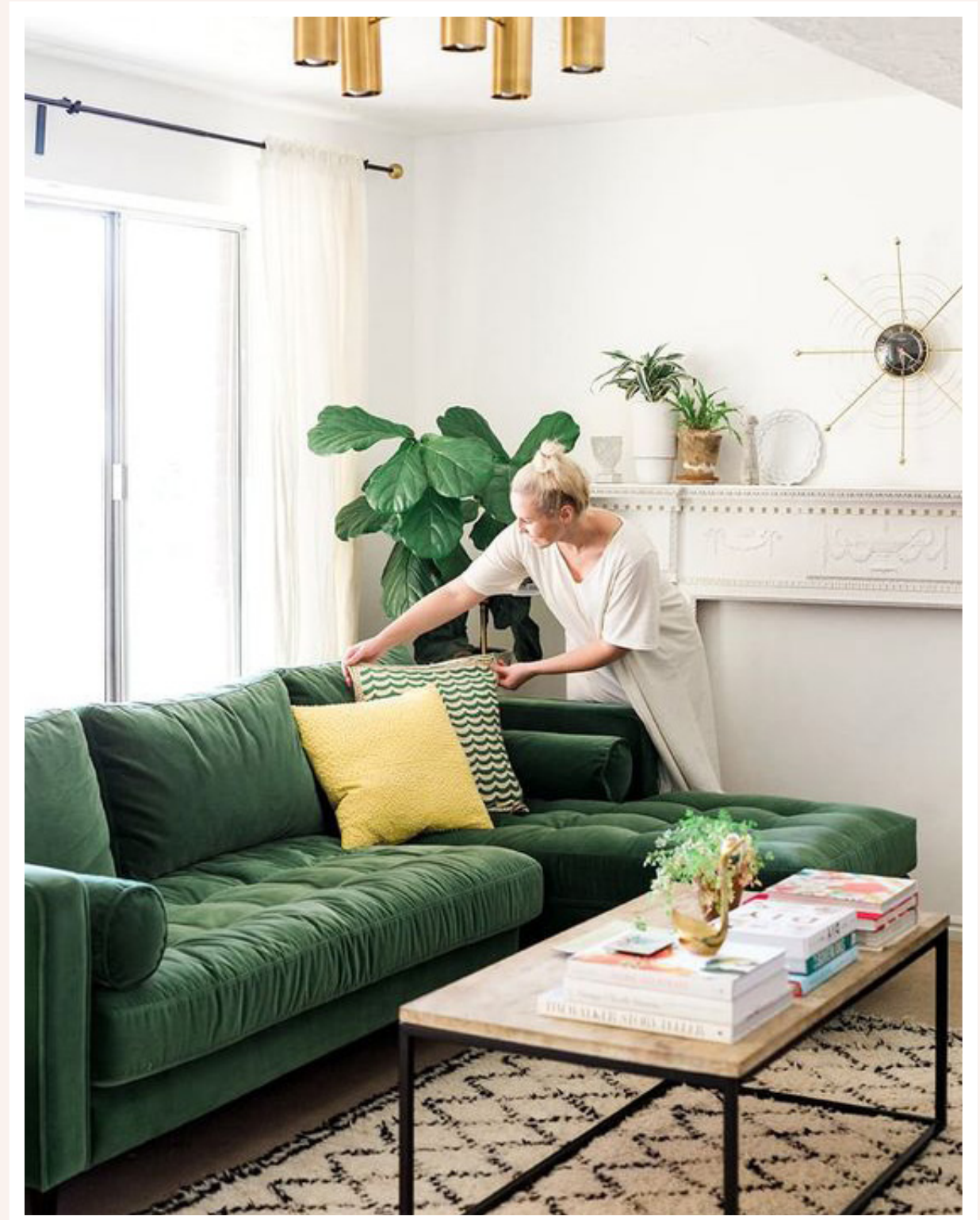
intriguing effects to bewilder and bewitch; a cinematic sleight-of-hand, if you will. With a literal click of the fingers the audience will be taken on a seamless journey to discover stylish and contemporary homewares from Kmart that boast a sumptuous finish, yet are available for a modest price.





# Style.

Our cinematography will be beautiful, electric and redolent of vibrant compositions that, when paired with our energetic special effects, create a strong, sassy visual style. With a camera following the hands at all times, I'll capture that energy and the dynamic style that tricks us into believing it's reactive to the effects so that each frame is teeming with movement, with life and with human connection. Adding to this, we'll employ artful camera moves for the required vitality, connecting shots together, helping to create a striking, unified edit.





# Tone.

The tone will be stylish and aspirational but at the same time through our casting and execution we will ensure that at all times the film feels candid and honest. We want to capture the moments of joy when you find that special piece you have been looking for to make your living, sun or bedroom complete.





# Technique.

Everything about these spots focusses our attention on a pair of hands working with Kmart pieces to transform and invigorate rooms. With every hand wipe, swipe and shake, each room will be created anew; moving and breathing life into freshly styled living spaces. The effect will interact with our talent's actions, moving existing furniture with people, transforming the environment in front of our eyes.

The transitions and transformations need to affect the people in the room, we see those in the scene react slightly to the rooms' renovations, or feel the movement around them. These subtle moments can add so much and bring that personal touch to the spot, ensuring that it's warm and human, not inanimate and cold.

We'll create the feeling that the transitions and the cast are intrinsically linked in some way by creating the special effects in camera and by ingeniously integrating them with each other.

Here are some examples of a few interpretations of what I'm referring to, however none of them are as stylish or elegant as this spot that we'd like to develop for you:

**TECHNIQUE REF 01**

**TECHNIQUE REF 02**

**TECHNIQUE REF 03**



# Casting.



Our cast should reflect the modern, stylish and aspirational side of the brand.

I want to cast actors who can deliver natural performances as well as having the timing to deliver some humour to make the commercial

feel fun and entertaining. The cast should feel warm, friendly and approachable so that it will reflect favourably on the brand.

I understand that it is important for the talent to genuinely interact with the products in a





way that is real.

This direction works for our hands. The hands will be the focus and star of this film. The hands will not only style the spaces but also add moments of humour, moments that

engage the viewer and take us through the film in a fun and exciting way. It's essential we create an emotional connection with our audience and casting real, sympathetic characters is going to be important.





# The Art Department.



We'll construct a set build that depicts the of-the-day, sought-after home which, with each transition, will transform into a high-end K-Mart-styled room. This is possibly the unexpected conceit at the very heart of these concepts: showing Kmart as a destination for stylish and up-market products, shifting an audience perception. Our set must reflect this.

It'll also work in our favour when creating stunning visuals that integrate perfectly with

our special effects by providing us with the flexibility to move walls, panels and furniture to facilitate the required camera angle or special effects that otherwise might not have been available.

The clean, bright and warm tone of the sets will lend themselves perfectly to the fun and engaging transitions.



# Story.



We open on our “OK” motif.

Cut to our campaign line – **“low prices inspire stylish living”**.

A pair of female hands come into frame. They turn to camera empty handed almost saying “what now?”

With the click of her fingers, the hands wipe up revealing a natural lamp that appears, seemingly from nowhere.

The hands do a celebratory “tadum!”

The arm wipes over the lamp and reveals the lamp now perfectly placed in the Kmart styled living room where a man is sitting working away on a laptop, his feet on the coffee table.

Fingers click!

The man jumps and looks round. He whips his feet off the coffee table, with a guilty smile.

The hands point to the back of the room, a print appears on the wall. The hand slides a Mongolian faux fur end table into the frame. The hand wipe across the sofa and a throw appears on its’ back, as well as a bedside trinket and such details.

Hands pull a tablecloth across the screen creating a flat surface.

Perspective shifts to overhead; the wall of a tablecloth is now a table.

Her hands cross over each other revealing a reactive line plate. The plate is lifted and moved aside revealing inspired glasses, cutlery and placemats underneath.

The hands look confused, they lift the plate again - something is missing? Our hands shake the plate and another glass pops out from underneath it.

Camera angle tilts down 90 degrees revealing a gorgeously set table where a couple and friend are having dinner; coming together in a warm lifestyle moment.



The camera tilts back.

The hand picks up one of the napkins, shakes it and it becomes our third key item: the natural fringe cushion. The background table and couple/friend have disappeared.

The hand fluffs it and other cushions pop out.

The fusion moves away from the camera to see a chair and coffee table, behind it.

The cushion is positioned on a chair. It's flipped over three times, each time changing design and colour.

The hand pulls down a throw like a blind through the scene sliding magically under our fringe cushion.

We reveal the complete solution in a stylish living room wide shot.

Spotlight our natural fringe cushion with practical price point.

Spotlight our reactive line dinnerware with practical price point.

Spotlight our wicker lamp with practical price point.

Practical Kmart logo drops into frame.

### BLOOPER MOMENTS

I'm aware that you like to have a blooper moment at the end of the spot. I was thinking that perhaps the hands could offer us a smile. Or, the idea could be incorporated - if you want - to reveal the woman behind the hands.

Alternatively, the hands come back into the spot and rearrange the cushion or the camera tracks right away from the logo to the hands that have unexpectedly got caught out painting their nails or the hand does a trick and reveals a cup of coffee or the hands relax and put their feet up!



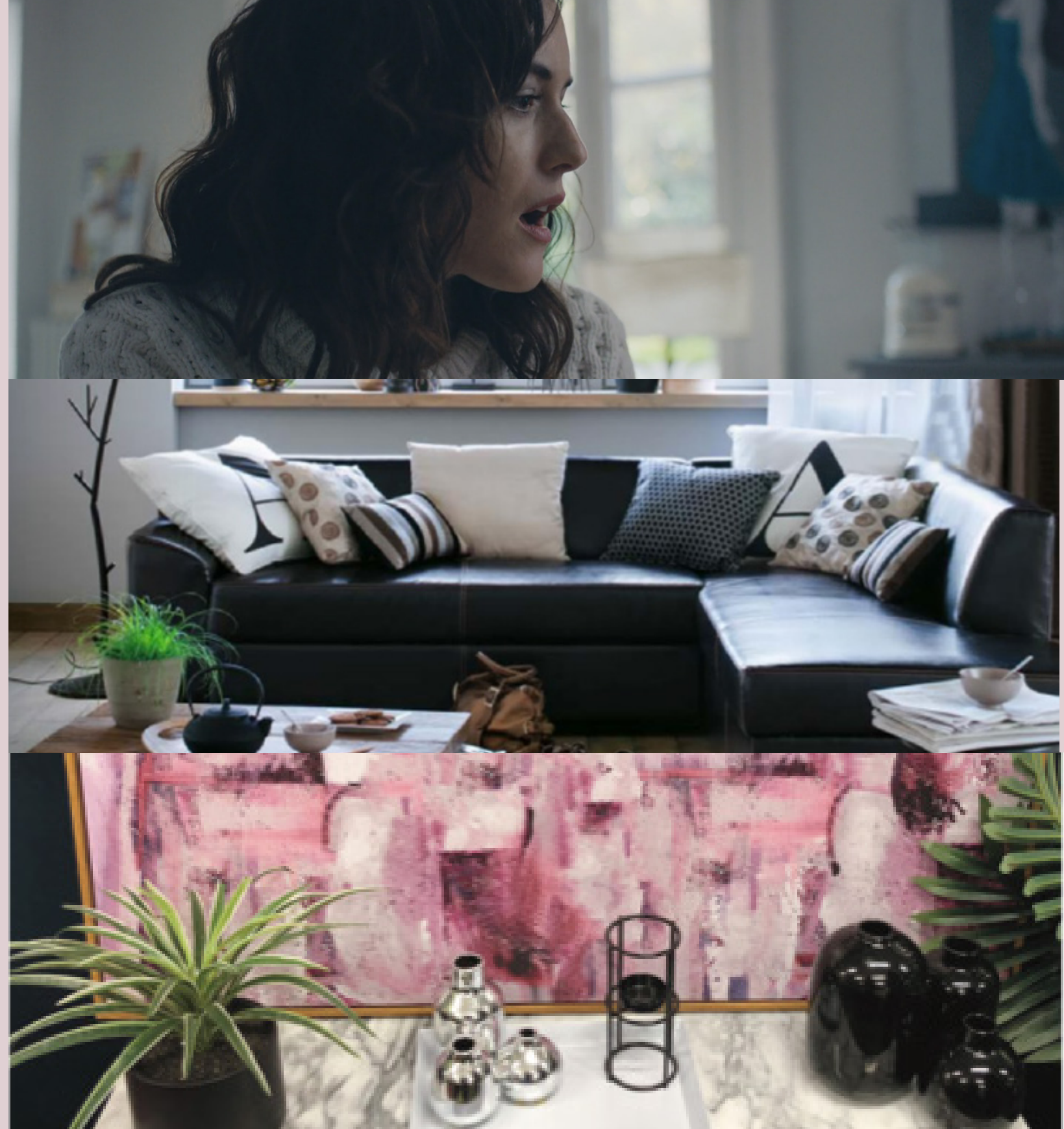


# Edit.

Our edit should be energetic, exciting and engaging. We want to grab and hold the viewer's attention with a well-paced momentum that never feels dull.

Like these innovative scripts, I want to create an edit that has elements of surprising effects, humour and didn't-see-that-coming moments, bringing a smile to the faces of the audience and making people want to watch it again and again.

The 15-second version will be a cut-down of the 30-second master spot and the 6-second will be simple, clean and with the necessary framing for mobile platform usage and delivery.



# Music & Sound.

Nothing less than an uplifting, up-to-the-minute and upbeat soundtrack is what's required; something zestful to reflect the engaging transition and fun effects.

We should use carefully curated sound design to complement our SFX and really animate them – a kind of detailed soundscape that would give our transition an extra dimension, and

help them feel both alive, and fully integrated into our scenes. This may be the sound of the furniture shifting, the room transforming etc.

Example:

## **SOUND REFERENCE**





# Thanks.

I appreciate you considering me for this exciting project. I'd love to take your already great concept and really run with it to make something timely, spirited and engaging. I hope you'll think of this treatment as the beginning of a conversation. If you have any questions, queries or thoughts, please don't hesitate to get in touch as my process is about taking ideas and developing them together.

Let's make something great!

Thanks,

