



DIRECTOR'S  
TREATMENT  
NOTE

POWER OIL

"WHAT'S YOUR HEART SAYING?"

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# FIRST THOUGHTS

The film takes us through three everyday common life situations that test our stamina and how healthy our heart & overall body is.

Our protagonist, Grace and her husband are seen struggling in all these situations, which we learn is because of the wrong choice of cooking oil. The ordinary cooking oils contain high levels trans-fat and cholesterol, leading to clogged arteries that make it difficult for the heart to pump blood and function smoothly. And towards the end the narrative culminates to the point where Grace realises her mistake and switches to Power Oil - we see her merrily cooking in the kitchen, followed by a happy family meal together.

The board I have received is extremely detailed out, giving me absolute clarity about how the film narrative will play out. Hence, as a treatment note, what I will dwell on more is the space that we will create, the look and feel & the finer nuances - in terms of shot taking and performances.





# Film Narration



The film opens in an outdoor market - in a mid-shot, we see a woman collecting her bag of groceries from the vendor and heading out. Bottles of unbranded cooking oil are peeping out.

We cut to a long shot, where we now see her outside the lanes of the market, walking towards her car. The way she is holding her bags and walking clearly indicate that she is struggling and is feeling the weight on her hands and feet. We cut to a tighter shot, where she finally puts her bags down and takes a pause for a second. The sun is glaring on her face, making her sweat - as much with its heat as with the tiredness (just to underline the emotion).







Just then, we see another woman pass her by. She appears to be her acquaintance so she stops by to check on her. What we could do here is either make her pregnant or with a baby in one arm or generally with a much bigger bag (to highlight the fact that even though her physical exertion is much more, the other woman's heart is performing better and not making her as tired as Grace)

**FVO1: Ah, aunty what is it?**

**FVO2: Nothing. I'm just tired.**

**FVO1: This your fatigue could be more than it seems oh.**

As she is about to pick up Grace's bags to help her, she notices the unbranded oil bottles of oil. She reacts as though she has cracked the mystery. But not excitedly, rather disappointedly! She tells Grace about the oil and its side effects.

**FVO1: It could be your heart getting weaker by the day.**

**FVO2: Ehn?**

And then she takes out her bottle of Powel Oil to show her what she is using and how it has visible positive effects on her heart and body at large.

**FVO1: Yes now! We must always think of heart health while buying cooking oil.**

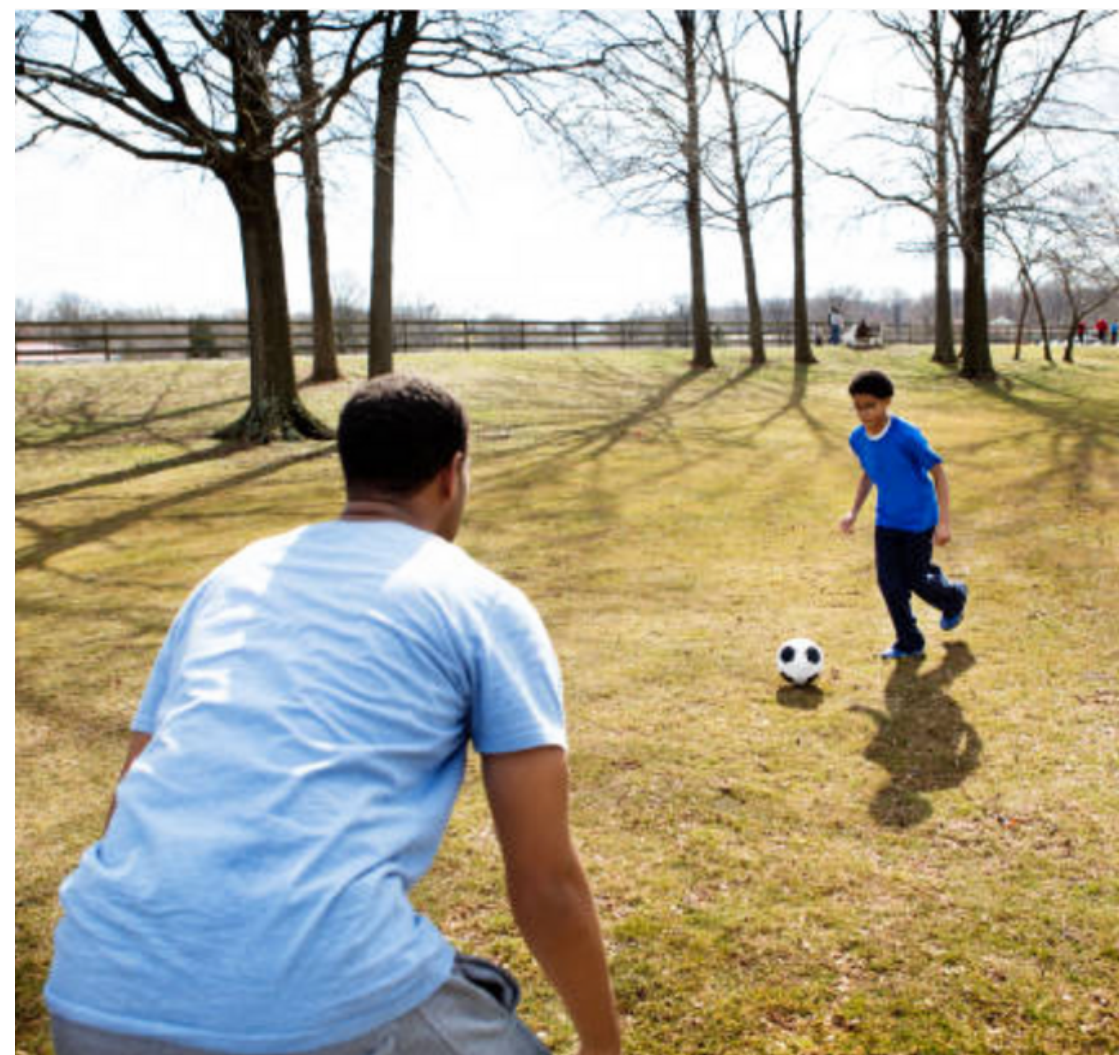


We cut to a playing field outside a row of houses. A father and son are playing football. Just then, a neighbour returns from his jog and stops outside his house to take a few breaths. There is sweat on his face (a mark of a work out session) but he doesn't look tired or out of breath. He is rather up and active. When he notices the father and son duo enjoying their match, he smiles and waits to see how it unfolds.

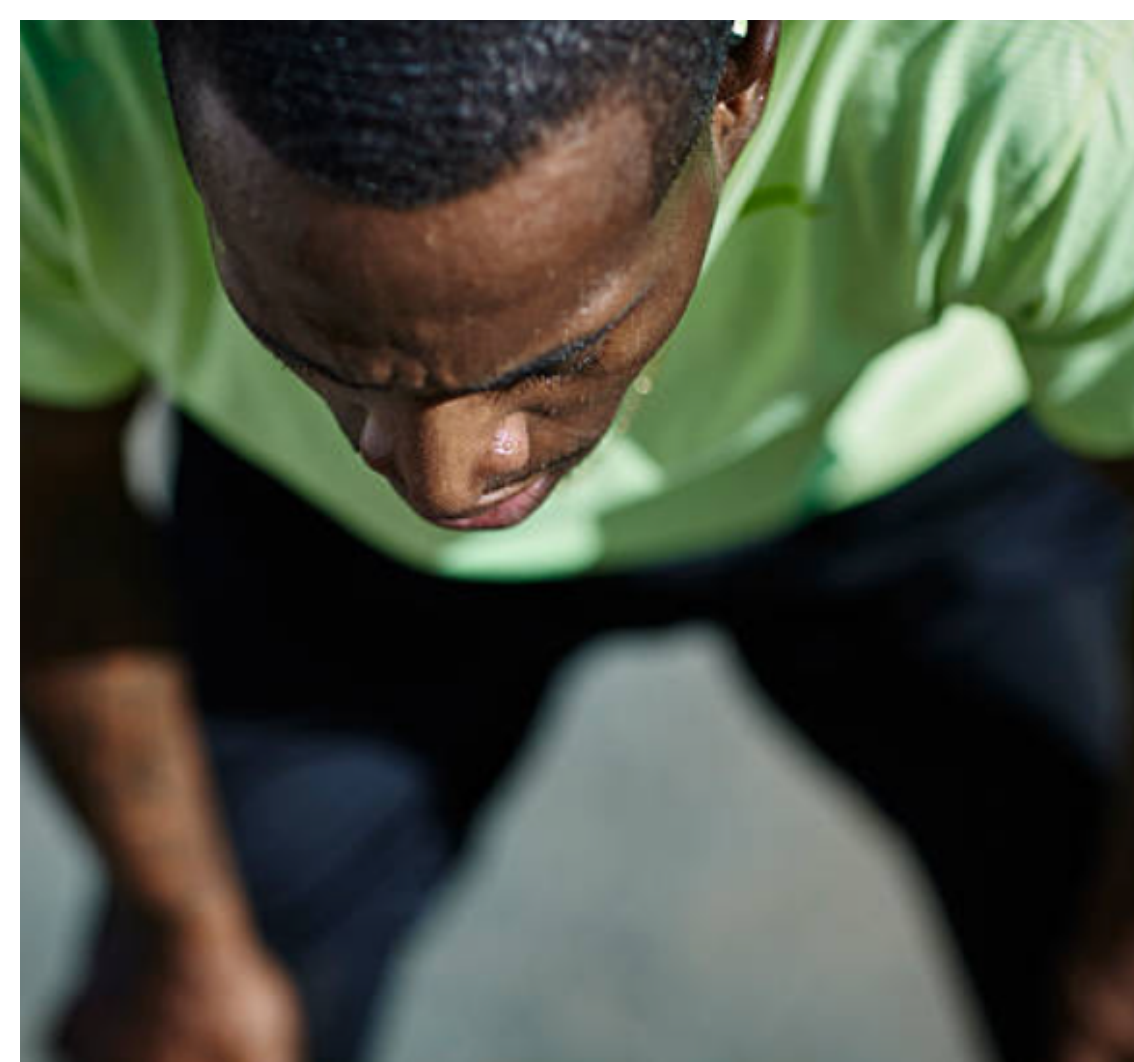
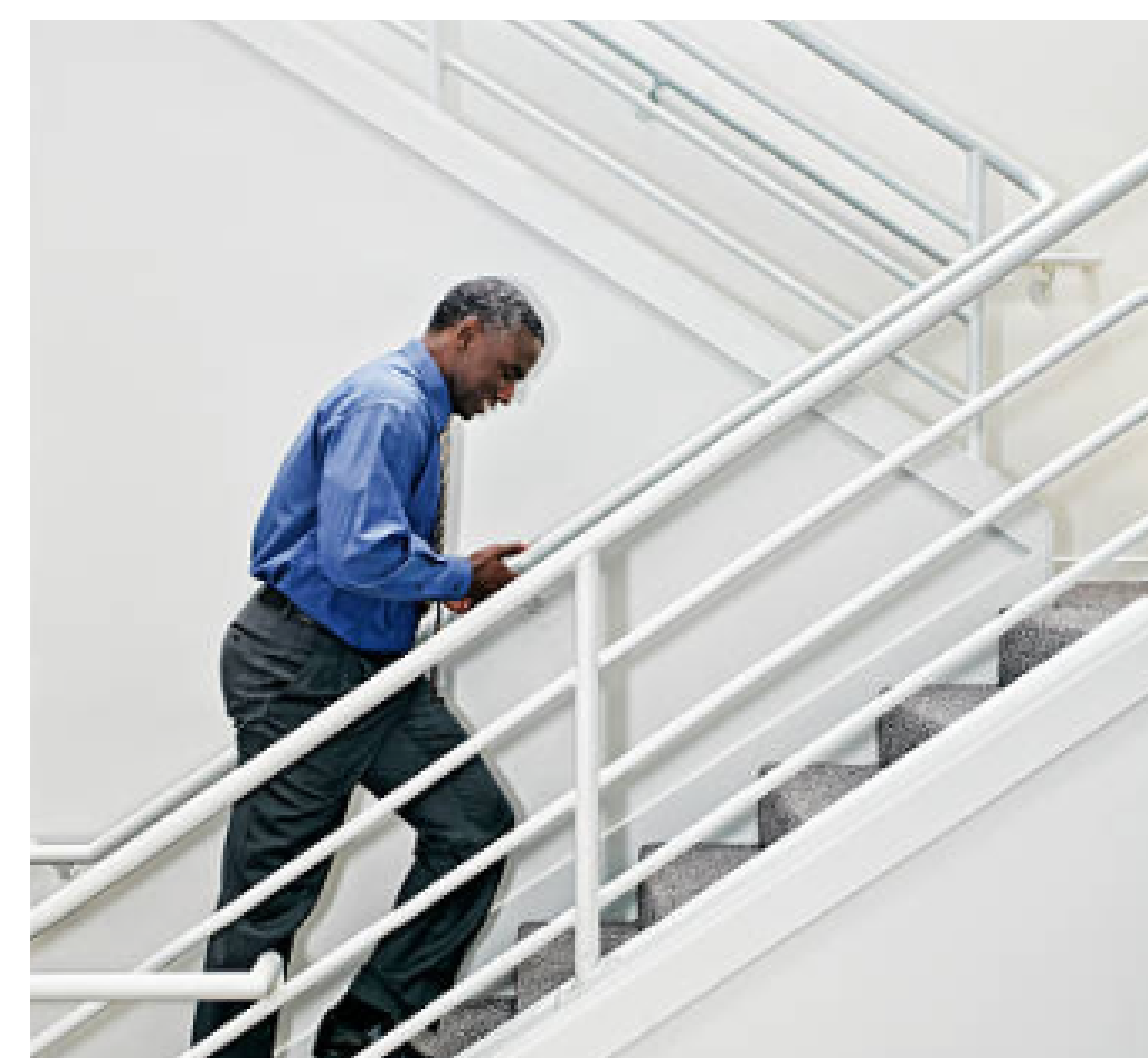
The young boy kicks the ball with full vigour in the direction of his father - as though hitting a goal - but the father looks tired and is unable to stop the ball, it passes by him, as though having struck a goal. The father runs towards the ball to fetch it back to the game, and in the background we see the son rejoicing.

But even before he could reach the ball, the father is out of breath. We could see him give up and lie down on the lawn.

The neighbour, who had been seeing all this, looks disappointed and worried. He goes up to the father, offers him his bottle of water, and warns him about his heart. **MVO1: Jolly, this your shortness of breath can be your heart warning you!**

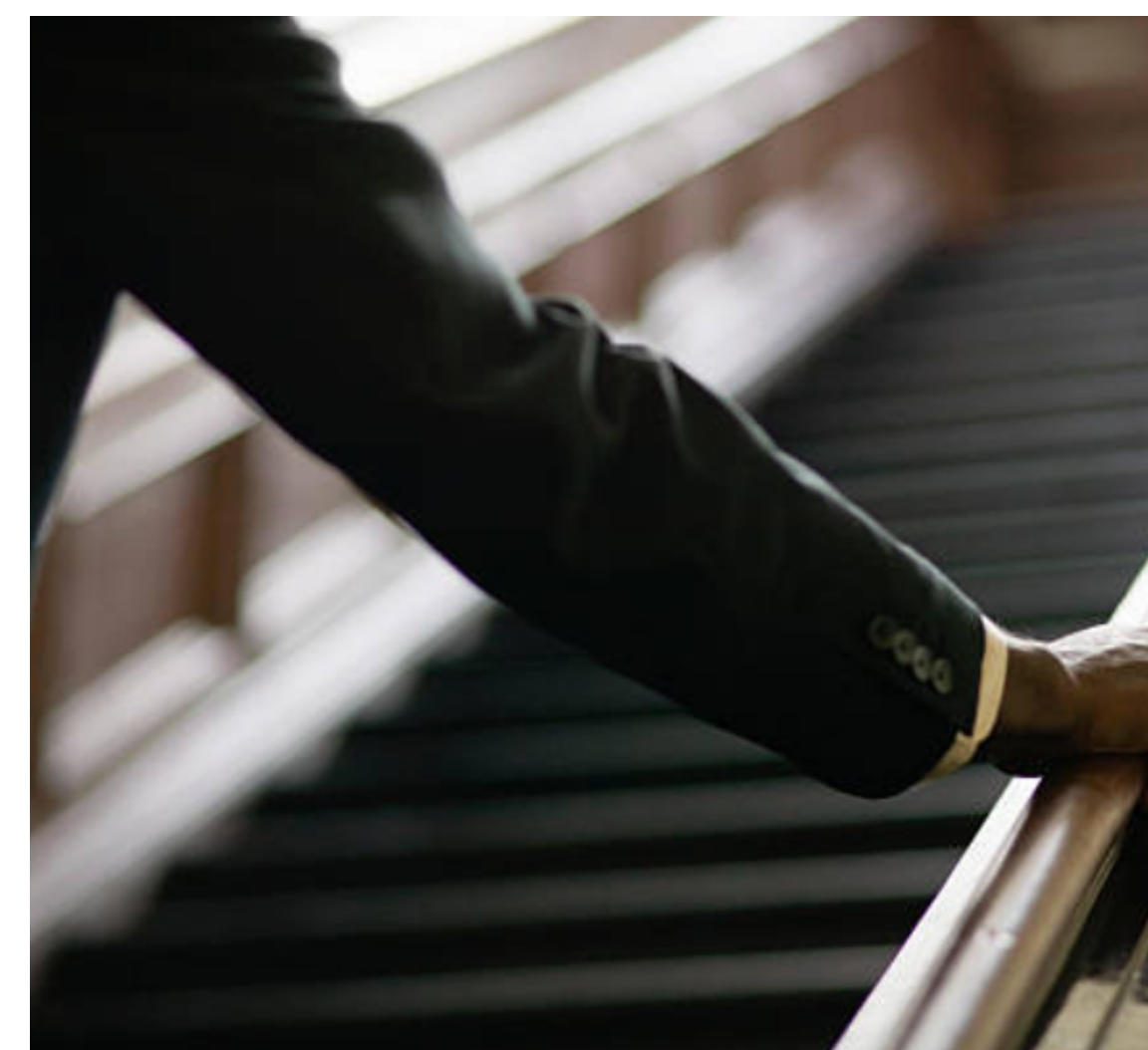






We cut to the husband in office. Maybe the lift is not working or something - and he has to take the stairs. Reaching halfway, we see he looks exhausted - unable to bring himself to lift his leg and take the next step. He holds the railing and stands there - struggling to breathe and to hold himself from collapsing on the stairs.

Just then, a woman, comes upto him. The concern on her face shows that she is a colleague who has been following his deteriorating health for a while and has warned him a couple of times in the past.



FVO4: Jolly, how many times should I ...

MVO2: (cuts her mid-sentence, while he is still in the same bent down position, panting) I know. Chest pain might be my heart, and I need to watch what I eat.

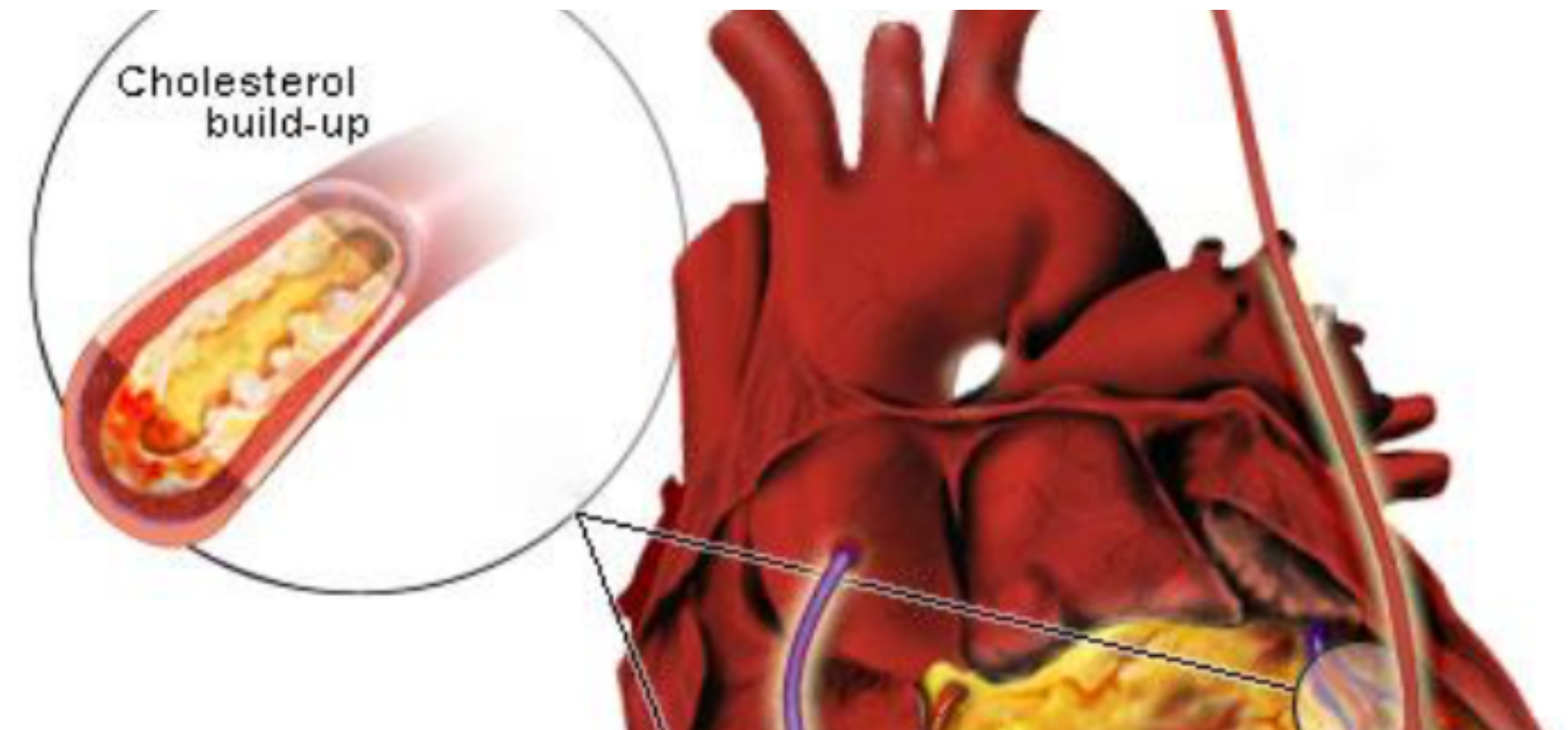
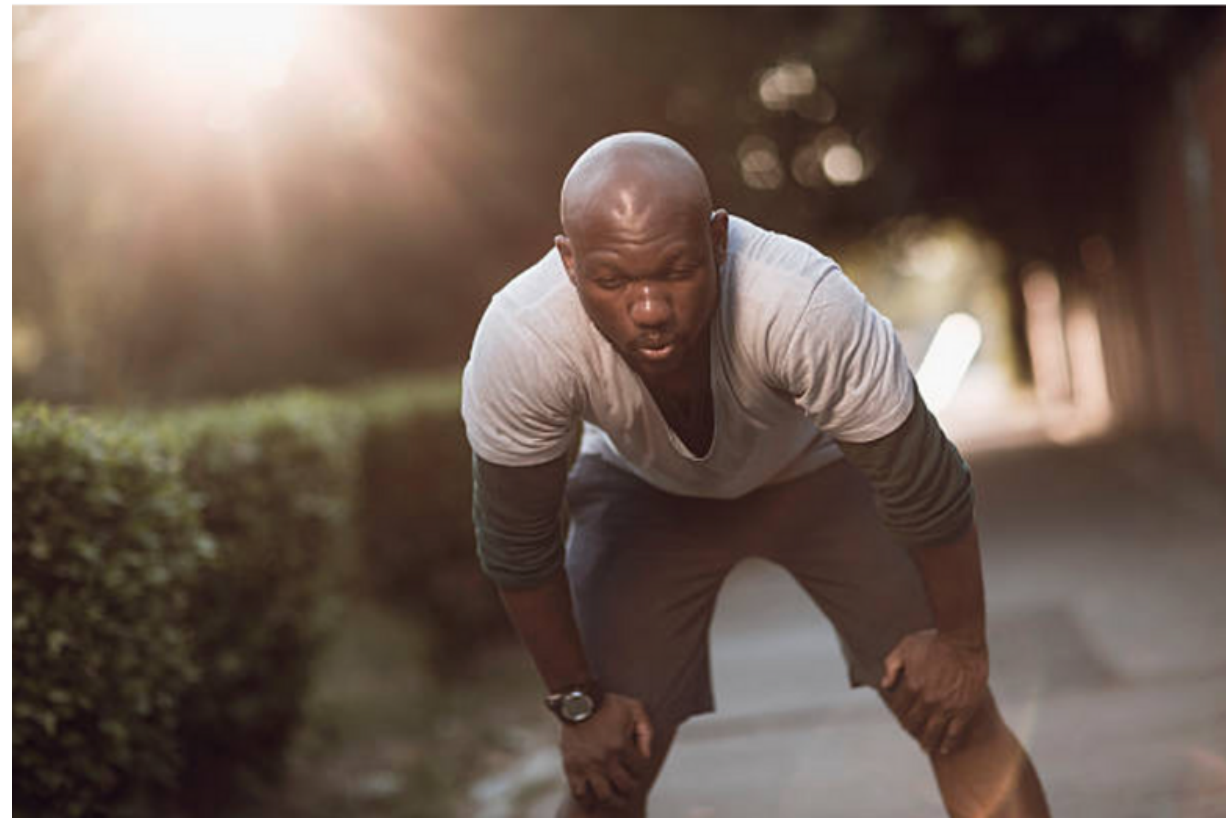
FVO4: Gbam!



We cut to a split screen shot of the three situations - where Grace and her husband are in their weakest moment - panting, tired, out of breath, unable to hold them selves - wanting to lie down. This is accompanied by a voice over,  
**ANNCR: Unbranded cooking oils may contain high levels of trans-fat and cholesterol.**

Then we cut to an animated shot of the heart, depicting the ill effects of trans fat and cholesterol.

**ANNCR : Which clogs your arteries, making it difficult for your heart to pump blood.**





In the comeback shot, we see Grace in the kitchen, replacing her old cooking oil bottles with the Power Oil bottle. She looks happy and excited.

**AnnCR:** This World Heart Day, let us learn to embrace a healthy lifestyle. Use Power Oil. It is free of cholesterol and trans-fat and contains Vitamins A and E.

And then a culmination shot of the family merrily having their meal together.

Cut to the last shot of the Power Oil bottles' pack shots with a pay off.

**Payoff:** Power Oil, for a healthy family.

**Teletext:** Endorsed by the Nigerian Heart Foundation.







## PRODUCTION DESIGN



The major setup as such is the open market. We can open inside a market and then when we move on to the major portion of the film, it is at the point where we see the market as a backdrop - so a couple of tents and stall will do the needful along with a bunch of active passing actors.



Lawn outside apartments -  
With a walk way on the sides  
where the neighbour could be  
standing.

Office Space - Contemporary  
space with interesting  
windows and light.









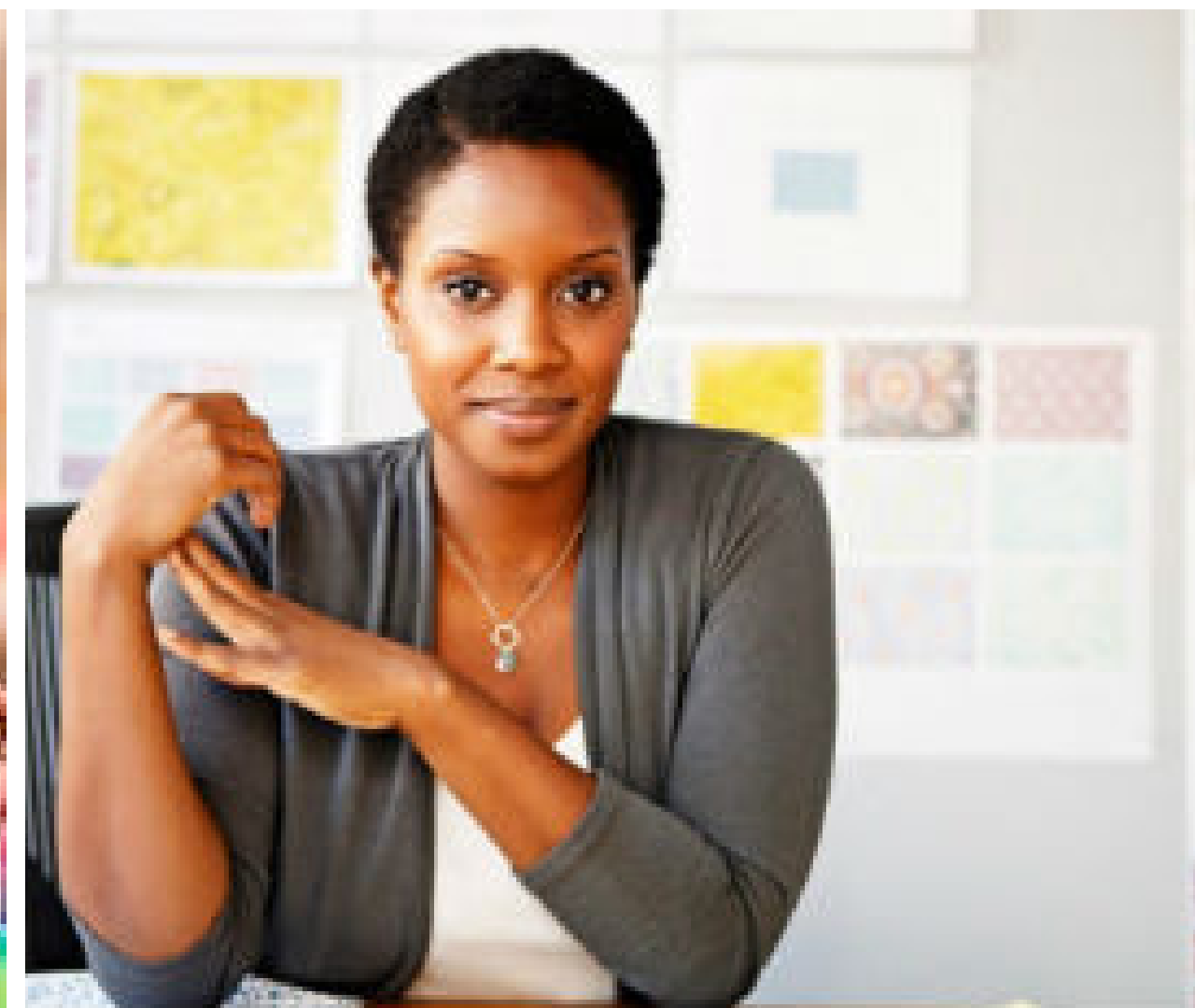


# Casting

We will be shooting in India but casting people of the African ethnicity. There is a huge community here and they are all seasoned actors. We will ensure that the body language is very authentic.











# Costumes



Costumes represent cultures. We will stick to stylish and sophisticated fashion, while still keeping characters realistic.







# Thank You

Thank you for the opportunity to pitch for this commercial. It's a gorgeous board with all the ingredients for a stunning commercial.

It would be a joy to bring this to life.

Feel free to reach out if you would like to discuss any of this further. I look forward to hearing back.

