



SAMSUNG

TREATMENT NOTE

PRODUCER

DIRECTOR



Fashion fades, only style remains the same

COCO CHANEL

Thank you for the opportunity to pitch for this spectacular, stylish commercial. Enveloped in colour - that is the entire feel I envision. The colour comes alive and assaults our senses. It's everywhere, liquid, clothing, dust in the air. When the film ends the audience takes away a singular feeling - the experience of burgundy. And that's what pushes the recall value of Samsung-Burgundy. There are exciting creative prospects this film allows for and I am thrilled to have a chance to work on it. I have proposed some ideas below.

At the heart, this is film is essentially about a girl who is obsessed with her phone, she twirls it around, glides her hand across the surfaces and slides it from hand to another, all in fantasy space - one that has no definition, no beginning and no end it's just a space where we see the girl and her phone. The treatment of the space, in terms of the set up, the lighting, the shot taking is what will set the film apart. I will take you through this in the following pages.

OVERVIEW

A woman with long dark hair, wearing a burgundy dress, is lying on her back on a large, draped red fabric. She is positioned on a rocky, uneven surface. Her right arm is raised, with her hand near her head, and her left arm is extended outwards. The lighting is dramatic, highlighting the textures of the fabric and the woman's features.

The primary character and the backdrop will both be highly stylised, after all this is a high fashion film.

Yet, while focusing on these elements the hero that is the phone will be lit and shot in such a way that it stands out against everything else. We will use close up shots, as well as three point lighting that gives us the creative freedom to light the shots in the best way possible and highlight every curve on the body of the phone, bringing the gleam of the metal alive and making it look appealing

To bring out the USP of the phone - the colours of burgundy and lavender; we will create spaces that make 'burgundy' and 'lavender' come alive, so much so that they are almost tangible. It is high fashion look that epitomises aspirational.

LOOK & FEEL

SPACES

A wine glass filled with red wine, set against a dark background with a draped red fabric in the foreground. The glass is partially filled with a deep red liquid, and the fabric is draped in soft, flowing folds. The overall mood is elegant and sophisticated.

We will use interesting backdrop textures and mix of props that are vintage and unique, to create spaces that are surreal and never seen before. In keeping with the theme of the fashion film, the spaces are highly stylised and look stunning to the eye.

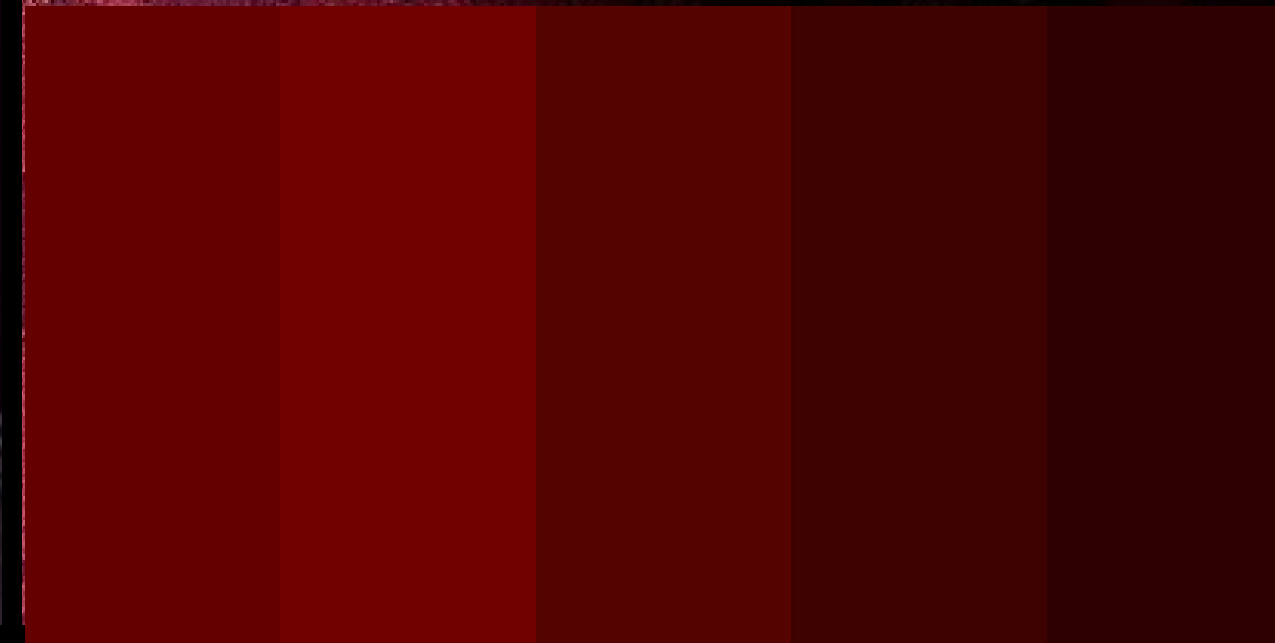
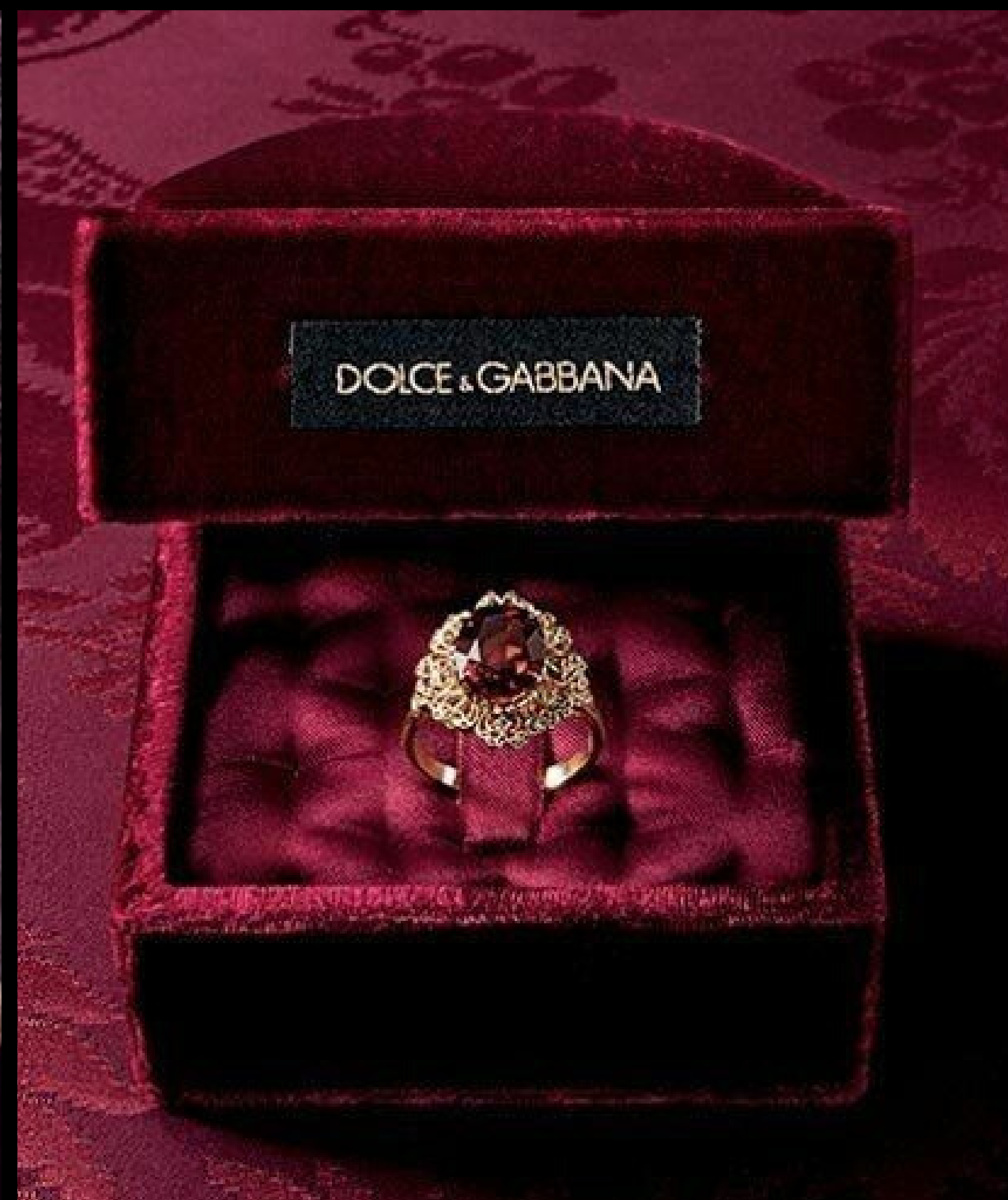
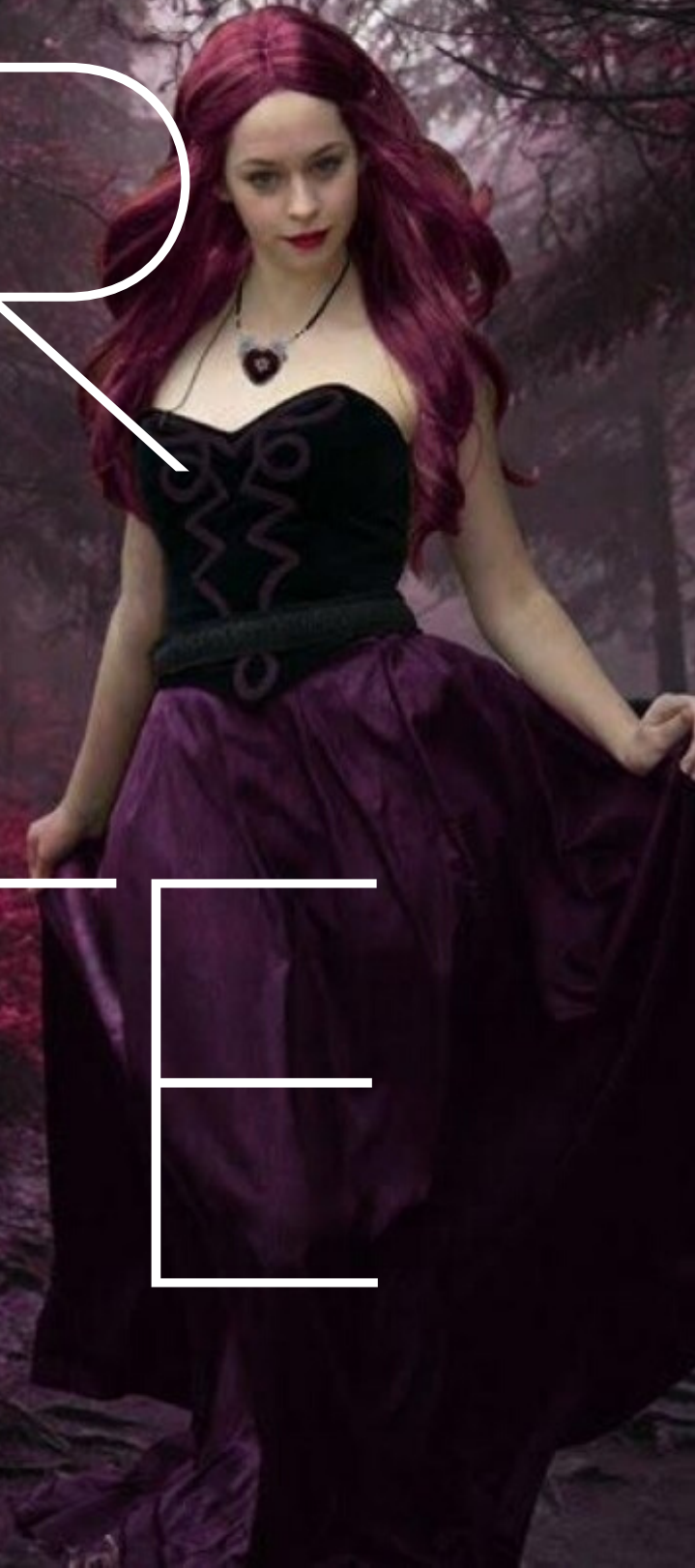
For the burgundy film it will be an indoor space, for the lavender film an exterior one.



BURGUNDY

COLOR

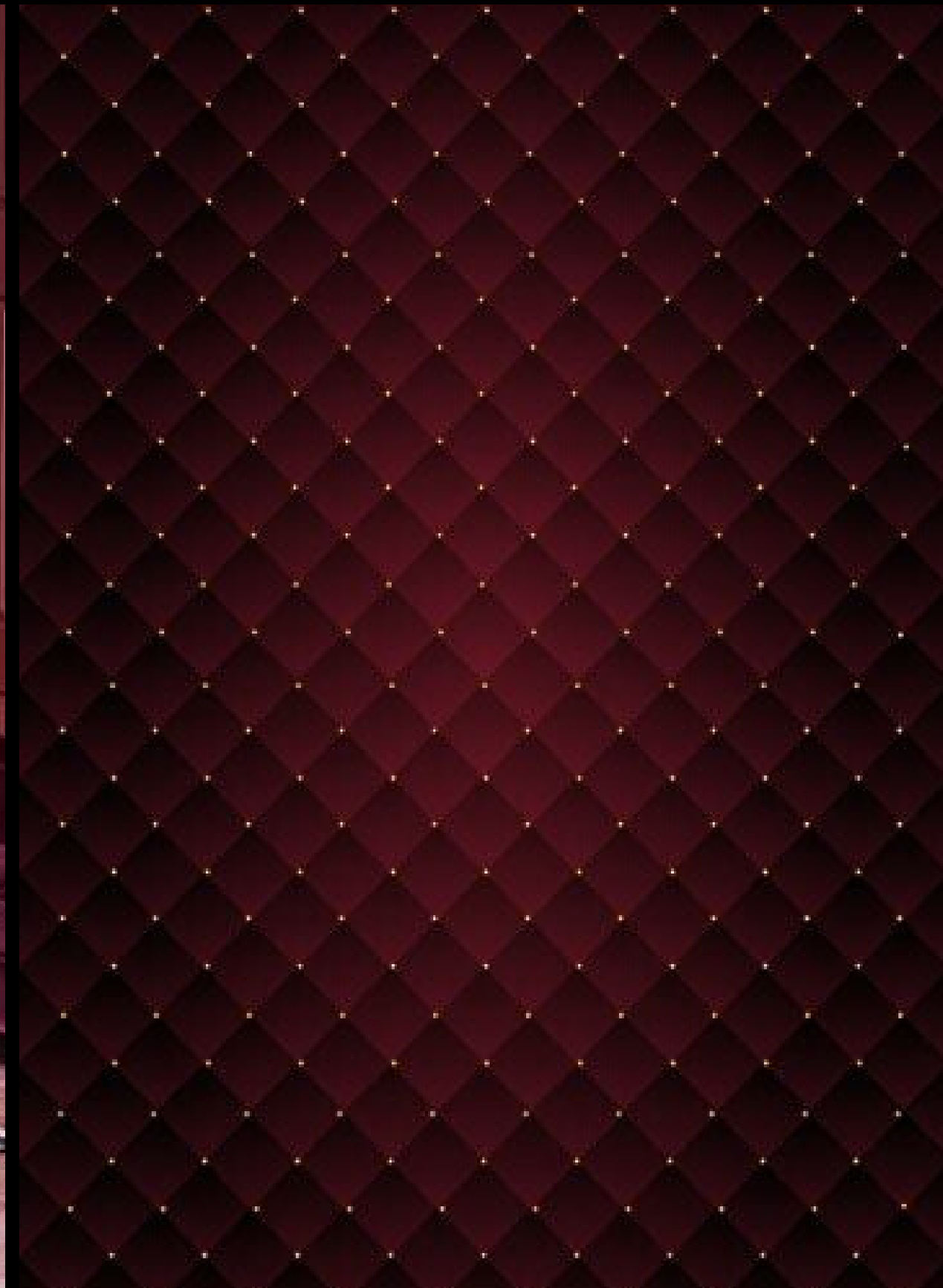
PALETTE



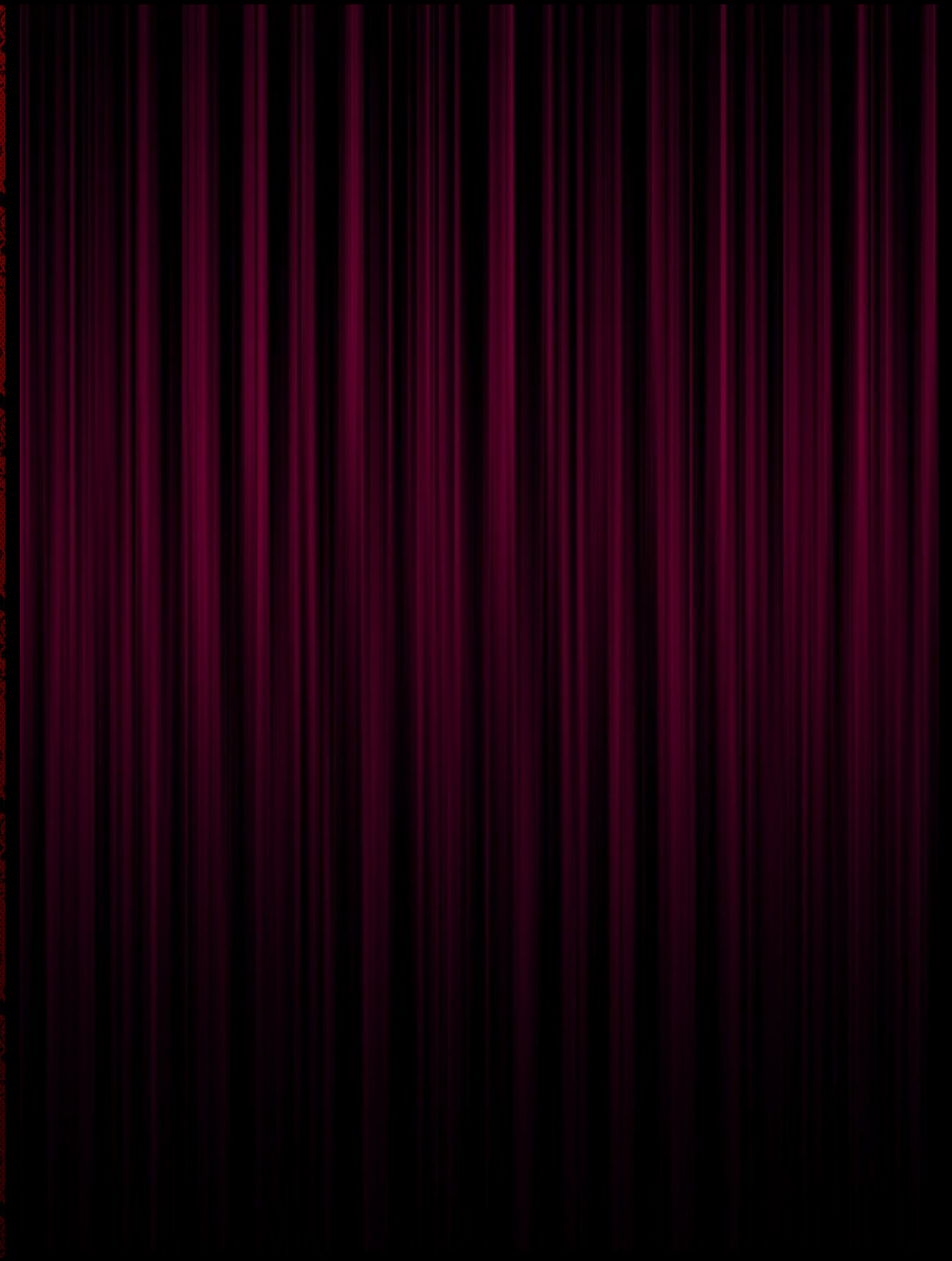
SPACES

Stylish interior with a high glam quotient

SET UPS



TEXTURED WALLS





PROPS

COSTUMES

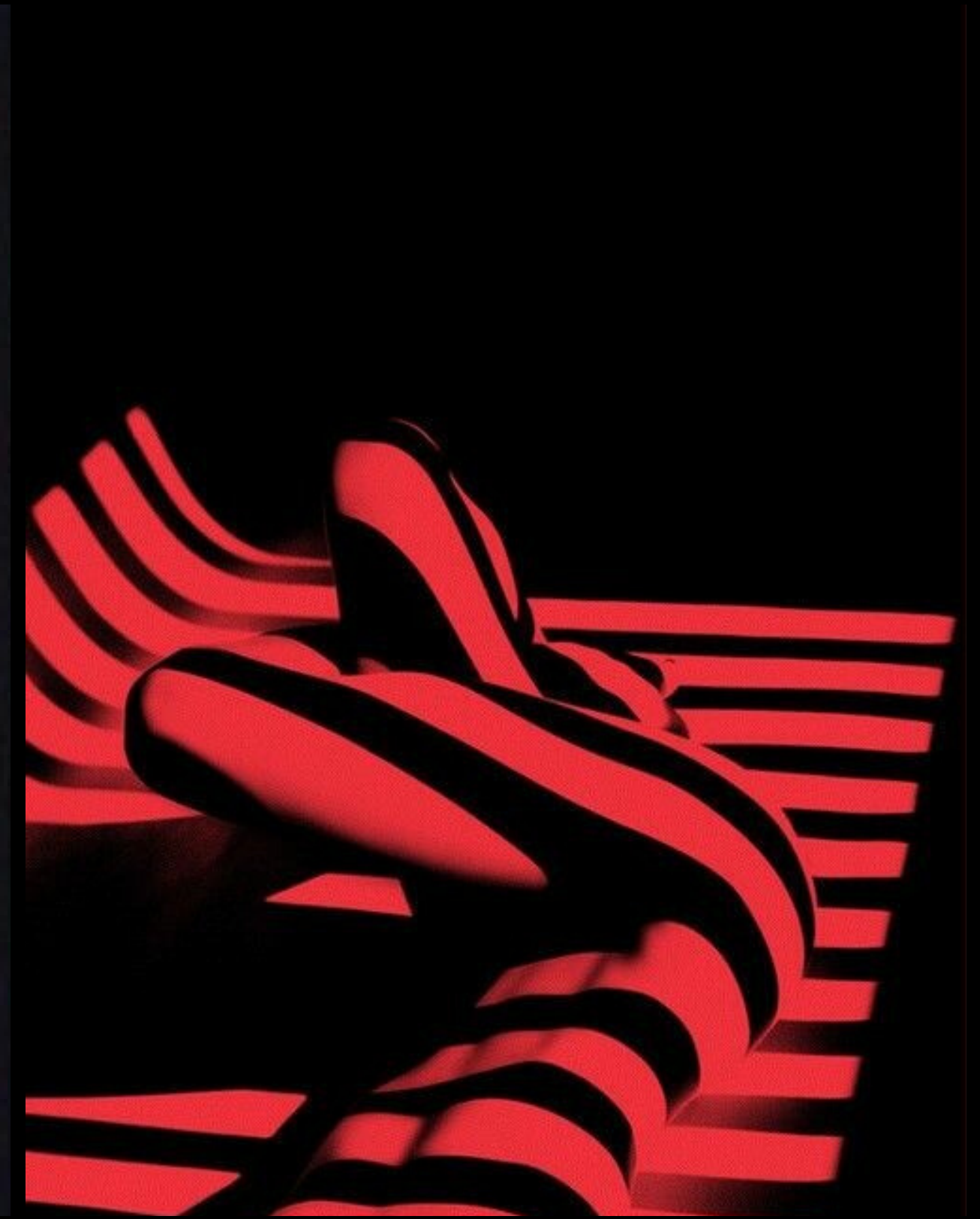


The main model: Her costumes, makeup, lighting, attitude!
Sensuous and feminine - in sync with the burgundy theme.





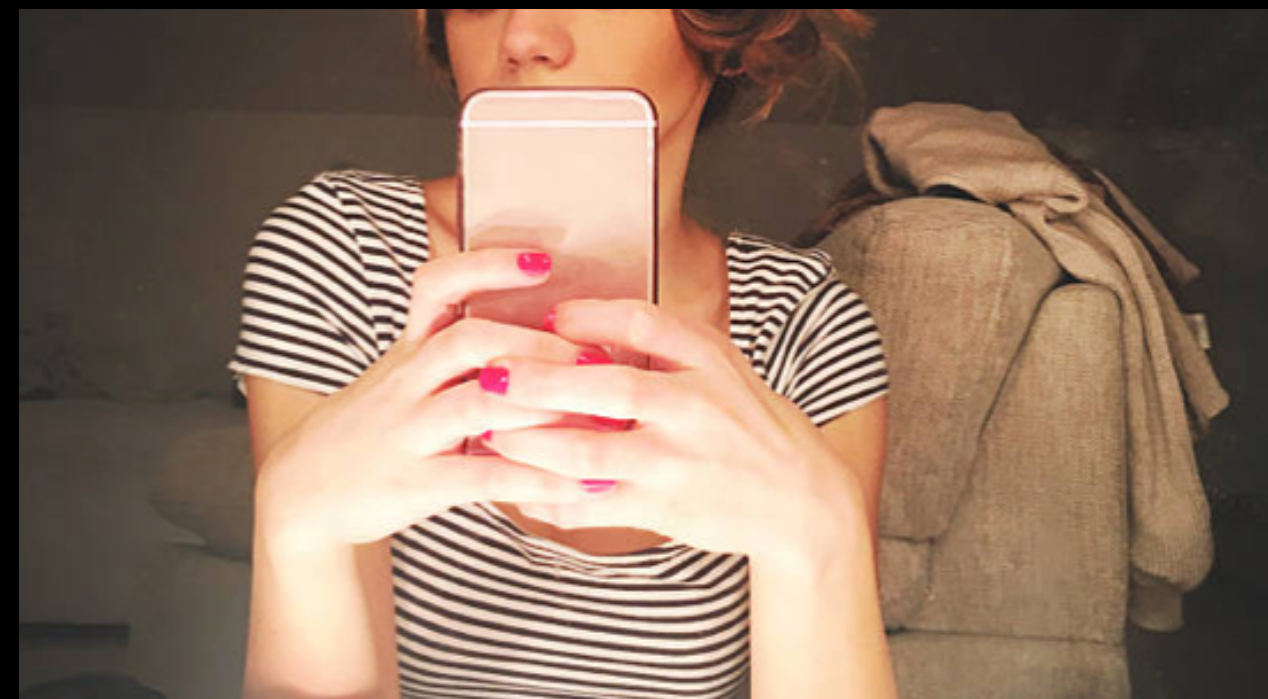
LIGHTING GIMMICKS



MOODBOARD







A close-up photograph of lavender flowers in bloom, with the word "LAVENDER" overlaid in a white, thin-lined font. The flowers are a vibrant purple color and are arranged in clusters along green stems. The background is a soft, out-of-focus purple.

LAVENDER





Relaxed exterior space, yet stylish and fashionable

SPACES

SET UPS



TEXTURED WALLS



PROPS



COSTUMES

The main model: Her costumes, makeup, lighting, attitude! More casual and pleasant - the relaxing nature of lavender!



MOOD BOARD



@GulbaharTechnical





Thank you for the opportunity to pitch for this commercial.

The stylised look and feel and the high fashion approach is
sure to leave an impact

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.

THANK YOU