

**Client Goal:**

To shoot 7 products, approximate length 35 seconds for each product, plus or minus 5 seconds, as “stand alone” segments that will be played at clients “in mall” kiosk.

To produce an approximate 45 second montage – plus or minus 10 seconds, of all the products. This will be an “overview montage” promoting the general “health benefits” of using “these assorted products” and not a specific emphasis on any one product. The video will contain various images of all of the products but will not be featuring any one of them in a voice over. The video will be driven by images and music or graphics.

**Overview**

Subsequent to brainstorming with the client to obtain an understanding of the client’s “vision” or “sense” of the production, it has been decided the shoot will take place in a studio. This facilitates the producer’s ability to capture the necessary images over a two day period.

The initial proposal was and is for the above referenced and does not contemplate “additional set ups” for “holiday or seasonal” shooting tie-ins. A separate proposal will follow that contemplates the additional time and expense required to shoot those set ups.

**The Talent**

It’s been discussed that we are going to have four on camera talent. The talent will not be speaking, they will be “merchandising” and “interacting” with the products. They are:

- Mulatto Female –average to above average attractive – mid 20s
- Asian Female – average to above average attractive – mid 20s
- Blond Female – average to above average attractive -- 30sih
- Female – average to above average attractive -- 50ish
- Male – average to above average attractive – 30sih

The talent plays a critical role, while they do not have “speaking” parts they must be expressive and energetic with the ability to visually display through actions, facial reactions and “interacting with one another” that they are “having fun with the products.” There will be many “close ups” of the talent “using” and “interacting” with the product.”

**Creative Vision:**

Fun, Upbeat, Hi Energy, and Lots of Personality. These adjectives describe the “vibe” we are striving to achieve for the vignettes will be producing for these products. These “spots” are driven more by imagery, music and “production value” than by a “narrative script.” While there may be some voice over, at this point in time the spots are being contemplated as highly visual with the editorial message conveyed through the talent, directing and other production elements described below.

Given the “types” and “nature” of products being offered -- “impulse purchase items” -- combined with a “low retail price point” along with the fact that they are offered in a “mall kiosk” setting/environment, the [montage] video that will be playing in the kiosk must be eye-catching with the ability to quickly capture the attention of “passers-by.”

### **Studio / Set Environment**

Given the client’s expressed vision of the “production” combined with the creative brainstorming of the production team, the following set environment will be created in which to shoot the products.

### **The Set**

A clean, bright, white “cyc” will be the studio/set environment that will serve as the back drop/scene/setting of the products. This will achieve a contemporary look and feel while at the same time allowing the producers to use certain production techniques in post production, such as “keying in” and “keying out” certain elements.

**Props:** The “vignettes” that will be created for each of the product set ups will utilize a series of custom made white blocks, or cubes, of varying sizes. The blocks/cubes – perhaps 9, with three sets of three of different but complementary sizes so that the talent will be able to sit on it/them, stand on them, recline on them, and use them as an “environment” in and around which we will be able to direct the talent in various ways utilizing these cube props. We may also suggest contrasting materials, i.e. soft white pillows and other props to further stylize set.

### **Direction**

From a “directorial point of view” we will be seeking “fun and expressive” interaction with the products, each product will be handled and manipulated by the talent in such a way as to “get across the point” about the intended use of each specific product.

We will be shooting these “spots” using “stop frame” photography, we see single talent individually wearing and/or using the product, we then stop camera/frame, and introduce a new talent into the “scene” wearing and/or using a herbal pak product. The “look, feel and vibe” of this kind of “shooting” is similar to what we see in Target commercials.

### **Table Top / Product Shots**

The products will be shot separately on a “milk glass” table top. This provides a bright luminescence and allows us to beautifully merchandise and shoot the products. Please know that these product shots will be interwoven and cut into the finished spot for each product, so that in the descriptions that follow below, it is understood that there are and will be table top product close-ups that are inter cut into each finished vignette.

**Production Note:**

**Talent** – be sure to check the “hands” and “feet” of all talent as they will be handling the merchandise.

**Herbal Pack**

This product is intended for use on various body parts.

Talent to be decided. We will use two talent to “merchandise” all five products.

Each will be wearing one of the Herbal Pak Products.

The shots below are master shots that are simply the “talent merchandising the products” In each of these 5 shots below – we do a separate shot of each of the talent “smelling” the product and “enjoying” the “aromatherapy” aspect of the product. (Note: in post production we will key in “flowers” or “fragrances” that “emanate” from the assorted “herbal pak” products.

1. Male on cube: wearing knee pad
2. Female on larger cube wearing foot pak
3. Male wearing neck pad
4. Female wearing wrist pad
5. Female –wearing the Hand Pak
6. Close Up of the/a microwave on one of the cubes—we will “hear the ding” of the microwave and we will see the “door pop open” and inside “see the herbal pak” – “special efx note: could be fun to show “heat wave radiation” coming out of the microwave – explore practicality and cost associated with this.
7. **Close-ups of all talent with all products on the assorted body parts. These are individual one-shots.**

***Post Production/Editing Note: For finished spot, we are considering using quick cuts of the “microwave and the ding” and then cutting right to the “single talent master shot” of the talent wearing/using the product.***

**The shots below will require the talent acting and interacting with one another using the products(s). These are “close ups” of**

1. She puts it on her feet, he puts it on his hands, they swap and she’s sitting on one of the cubes and he takes it off her feet and puts it on his hands, they are smiling.

2. We also key in words that are introduced on the screen: Pain Free, Soothing, Relaxing, Comfort.
3. Additional Chyron or voice-over might include: Good for: Arthritis, Bronchitis, Burns, Tooth Aches, Muscle Pain, and Flu Symptoms, Improves Breathing and Circulation, Relieves Headaches, Enhances Relaxation and Calming.

## **Gel Pak**

This product provides Instant Relief, is Portable and Reusable. (We will “fly” these words through our vignette and/or also use them as part of Voice Over.

Talent to be decided. Two Talent – Male and Female.

Each will be utilizing the various Gel Pak Products. There are two products we are merchandising: Eye Pak and the Neck Pak.

The talent will be set up on the cubes; each will be “merchandising” the products in an appropriate way. We will use “stop frame” shots. The camera will be locked down for hard cuts of the Talent using/wearing the product as they are introduced on to the screen.

The shots below are simply the “talent merchandising the products” the shots below are WIDE/MASTERS, using stop frame as described above.

1. Female lounging on cube wearing EYE PAK
2. Male (sitting) on Cube wearing NECK PAK
3. Close-ups of both talent with the products on the face/eyes and on the neck. These are individual one-shots. (compositing to occur in post production) to place the shots around the frame and/or at the top of the frame. Shots of the gel pak on his face, shot of gel pak on his elbow. This would also be top frame
4. Male talent has a black briefcase next to him at the cube, it is open and he can reach into the bag and pull out the neck pak; he cracks the “disk” in the pak and we see cut to a shot of the “gel pak in its crystal state, we then cut to him putting it on.
5. Woman taking gel pak out of purse, going through same exercise of “crystallizing” it.

*Production Note/this could also be part of our “Master Generic Shot Sheet” – the talent will be miming hitting a tennis ball and “striking/swiping” the ball, we will key in various phrases such as those noted below and be able to composite them later into any of the vignettes. Some of the “key words” on the balls include: “pain” “achy” “stiff joints” “arthritis”, “instant relief”, “instant heat”*

*Production Company: Otzy Media  
SpaCapsule  
Detailed Treatment & Shot Sheet  
Jeff Mustard*

*Client: 5*

*Writer/Producer:*

*Production Note: the only product shot we do here is of the Neck Gel Pak, and we get the shot of it "crystallizing." We need a minimum of Six of these that are ready to be "crystallized."*

Male talent is sitting on cube, a tennis racquet it next to him.  
We cut to him hitting/smacking "the balls"... we can composite this any way we want.

### **Head Wizard**

This is a "head messaging device" that has eight prongs on it and is used to relieve headaches and tension, improve circulation and calming and enhance the immune system.

Talent to be decided. Two talent – male and female.

Opening shot is a product shot of the head wizard.

We see a guy coming from the top of the screen moving downward on the screen, his arm is extended (downward) and the Massage Wizard also pointed downward. At the same time this is happening the girl comes in from the bottom of the frame, they move toward one another and we cut to a shot of the Wizard on the girls head. Then we have a close up of the product on the girls head.

One of the talent is sitting on a small cube, another talent is sitting on a larger cube, the one on the larger cube uses the product to "massage" the head of the person sitting on the smaller cube. We then do a "reverse" of this, with the other person doing it to the other person.

We use the cube as a lounge; the talent is lying down and using the product on themselves.

*Two talent (male and/or female) walk toward one another – each has a head wizard on their head and they are using the device. (Deleted this)*

Three talent, each are sitting on different size cubes and each talent is using the Head Wizard on themselves. (Get some facial reaction close-ups also)

*Note: Need to capture assorted close ups of talent using product and facial expressions of "satisfied" looks on their faces. Pleasure shivers, and expressive demonstrations of feelings of relief and comfort.*

## **Pain Away**

This is a “roll on” application that contains three key ingredients that reduces swelling in the joints, reduces pain, is good for tendonitis and is used to stop and reverse the effects of osteoporosis and arthritis.

Talent: Two talent in this set up. Man and Older woman.

Our talent may be wearing “gym clothing” – man is sitting on cube doing arm curls with free weights/dumb bells (black and chrome for strong contrast in white cyc environment). He is also doing “chest flys” standing up; woman elsewhere doing “stretching or flexing” with some device of some sort. She is using a “weight bar” and doing “midriff” twisting, she is also using flex/stretch cables.

Talent rubbing product on him/herself; talent takes turn rubbing on one another. Pain areas include: neck, shoulders, knees, ankles, fingers, wrists, they are sitting on and or standing around our cubes/props.

Some of these set ups include: ***Note: this shot is part of “Generic Master Shot(s)” of talent, either/or both dancing through the frame, they are “having fun” they are “pain free” and they are expressing it by dancing and being lively. In post we will also key out the “cubes” around which the talent is dancing and replace the “cubes” with “pain away” bottles, so they are “dancing through” the “bottles.”***

Chyron and/or voice over will utilize some of these words: pain, joint swelling, muscle aches, tension, and stress.

Will insert into finished vignette some of the “generic master shots” of “talent having good time on camera.”

## **Hand Massager**

This is a plastic replica of hand with protruding round nodules that serve as a stimulator to “pressure points” when applied to the body/skin. The hand massager also vibrates.

Talent to be decided.

Talent on and/or near our props cubes.

Opening Shot: “vibrating hands” on one of the cubes, we “hear the sound” so we get the sense of the “vibration.”

Shot of a bunch of vibrating hand massagers just vibrating all around on the floor or on the milk glass/table top/product set up.

Various shots of individual talent applying vibrating hands to themselves.

Talent rubs one another.

Assorted close ups of “satisfied” facial reactions – giggling, smiling.

Various shots of talent in a “train” style set up (conga line style) each is “massaging the other.”

Another shot where they are in a circle, and they are holding the massaging device on one another.

**Note/Post Production:** We apply an “effect” in post production where we actually “see the whole person vibrating.”

Possible shot of person lying on their stomach on a cube and another person is standing over them “massaging them/rubbing them” with the Hand Wizard.

## **Foot Massager**

Personal portable foot massager allows a person to massage their feet providing relief to sore, achy feet.

Talent to be decided. Three Talent.

Set up: Cube props set up the following way... a horizontal cube is capped at each end with a large vertical cube. Talent will sit on top of each of the large/vertical cubes facing “in” which is “sideways to the camera”... their feet will be on the “horizontal cube” resting on top of the foot massager. Sitting in the center of the horizontal cube is our third talent and he is facing the camera directly, his feet on the ground, on a foot massager.

Another set up includes all three talent sitting on the horizontal cube directly facing the camera and all three have their feet on a foot massager.

Third set up: talent sitting on horizontal cube, they are back to back, with their feet up and one has their feet respectively on a foot massager which is leaning against each of the vertical cubes.

Possible jib shot that sweeps by all three feet at low angle, and we intercut that with close-ups of “happy facial reactions” on each person as we “cross” their feet.

Require assorted close ups of feet/foot on foot massager.

Then shots of talent, jumping/leaping in to air (perhaps on trampoline); one skips past the group on the cubes, they are all laughing and smiling, they are having fun because their feet no longer ache and hurt. (Note: This is also one of our Generic Master Shots)

Note: see Sketches for more complete description of shooting set up.



## **Spa Capsule**

This vignette includes assorted product shots.

The Spa Capsule will be shot with the talent “using the product.”

Perhaps shot of talent “dancing around” the product, maybe ballet type dancing, showing “movement and flexibility.” Or, in the alternative, to upbeat, high energy music.

## **Generic Master Shots of Talent Having Fun**

Assorted close ups of talent with various facial expressions running the gamut from happy and pain free to “suffering from severe pain.”

Conga Line - Talent dancing through the frame, they are “having fun” they are “pain free” and they are expressing it by dancing and being lively. In post we will also key out the “cubes” around which the talent is dancing and replace the “cubes” with “pain away” bottles, so they are “dancing through” the “bottles.”

Male and/or Female “miming” hitting a tennis ball – we would use/integrate some “slo motion” photography into the shooting of this as they go to hit the ball.

Male and/or Female swinging golf club – we would use/integrate some “slo motion” photography as they are about to hit the ball.

## **Holiday and Seasonal Product Shot Tie-Ins**

These are additional Set Ups to be shot on at least a third shooting day.

These set ups below represent “seasonal and/or holiday” tie-ins and are only contemplated here to be shot as “product/table top” set ups. The stylizing for the “holidays” may come into play in either the “propping and/or set stylizing” of the product(s) or possibly in post production with the creation of “graphics.” Or, in certain circumstances it may be both.

*Production Company: Otzy Media*  
*SpaCapsule*  
*Detailed Treatment & Shot Sheet*  
*Jeff Mustard*

*Client:* 10

*Writer/Producer:*

1. Christmas
2. Valentines' Day
3. St. Patrick's Day
4. Administrative Asst Day / Secretary's Day
5. Mother's Day
6. Father's Day
7. Grand Parent's Day
8. Thanksgiving