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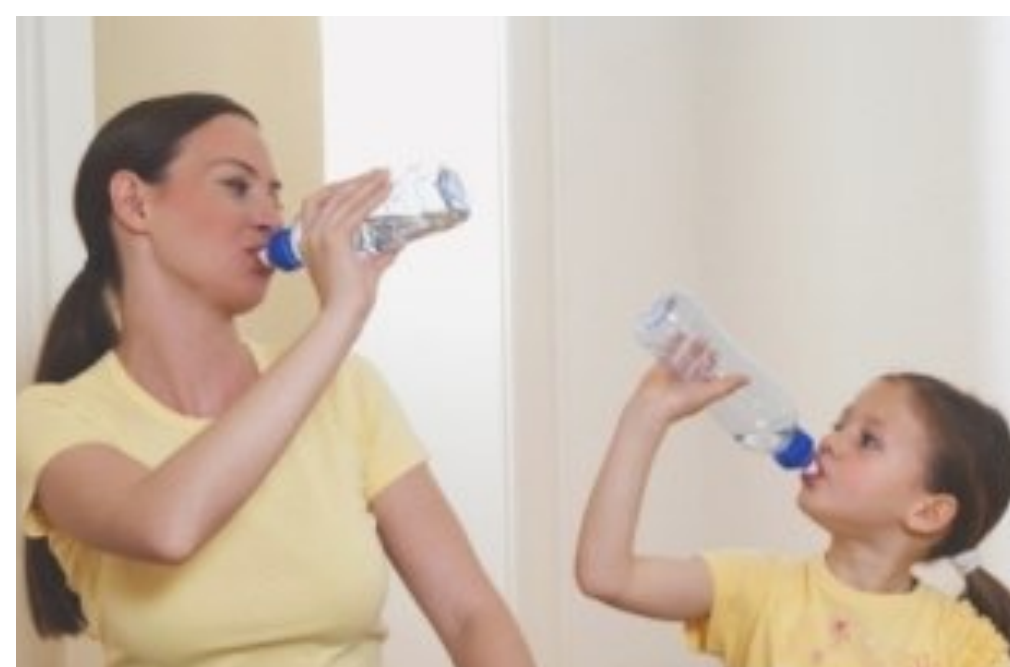
bon-
aqua

“Like two
water drops”



introduction

Thank you very much for allowing me the opportunity to discuss my ideas for Bonaqua's campaign "Like two water drops". I think that this is an exciting opportunity to work together to create a mother daughter commercial that really resonates emotionally as well as making the connection between Bonaqua and a physically health lifestyle. Bonaqua is all about replenishing the body's life force - and instilling those healthy and sensible habits in our children by being an example to them. This commercial epitomises the loving relationship between a mom and her young daughter - and thereby inspiring her to be invigorated and enjoy the healthy benefits of Bonaqua.



concept

A daughter idealises her mom. Her mom is the most beautiful woman in the world. She's the person who soothes her daughter's fears, who laughs with her and cries with her and loves her unconditionally. And often a mom and daughter can appear quite similar - not just in appearance, but also in body movements and gestures and in the way they laugh or smile. You can immediately see the bond that they share. A daughter often learns by copying or emulating her mother. She wants to do what her mom does - it doesn't matter if they're dusting the house or planting flowers. Mom is not necessarily obviously teaching as she goes but she instills in her daughter healthy habits, good behaviour and a moral compass by being a good example.

In this commercial we see mom and daughter spending a day together at the park and aim to capture the charming moments. A daughter relishes dedicated time with her mom out of their normal routine. They do fun and active things together - in sync. But not perfectly so. The daughter is trying to imitate her mom so she is sometimes a little behind or 'catching up'. But at the same time her mom might also copy her daughter by pulling a funny face or doing something a bit silly spontaneously. They interact with each other - each mimicking the other. Like two peas in a pod or two identical water drops.

The presence of Bonaqua can be felt throughout the story. Mom relies on this product to revitalise her - to replenish her energy levels and keep her hydrated. It invigorates her life force. And this is a habit she particularly wants her daughter to learn - to be active, happy and healthy and to include Bonaqua in her life as part of her everyday routine.

previous commercials

The original two spots that were provided for reference, including the one featuring Maria and Dasha are really lovely commercials. I really enjoyed the style of them and would relish the opportunity to work on the follow up. The commercials have a fun and carefree feeling to them and honours being healthy and active, enjoying our bodies in an outdoors and natural environment. They both feel to me that they celebrate the feeling of youth. There is the sense of an almost endless, carefree day. The feeling of childhood comes through quite strongly - and is reflected in the shooting style. The camera is quite loose at times, angles are often from low down (the viewpoint of a child), close ups of grass, faces and eyes, and interesting movements too. This works well with Maria being healthy, fit and still really youthful, even with the responsibility of being a mom. So its important for her to have fun and reflect how active she is as well.

Overall we should definitely continue with this feeling and the overall look & mood of the original spots. The sense of joy and happiness, fun and 'letting go' should be continued here. The cinematic style will be replicated because it works so well. We will in this case again include some hand held camera with a light movement, some interesting angles and framing opportunities so that this feels like a continuation of their story, rather than a whole new storyline. They (Maria and Dasha) are not perfect. But they are honest and true.

Finally the previous commercials have a very specific colour palette - a mainly green theme with intermittent shots of warm sun flares and the blue of the sky. We'll continue in this theme of course as it gives the spot a very distinctive look and feel.

location

The commercial all takes place in an outdoor location - an urban-based park. There is some kind of architecture in the background in some shots and there are structured pathways, play parks and landscaped gardens. Maria and her daughter are spending the day together having fun at the park, presumably intended to be near where they stay.

It's a day outdoors, in the sunshine, and surrounded by greenery as they do a variety of fun activities and escape the city. They're very active and show off their athleticism and close relationship as they interact, play and laugh with each other.



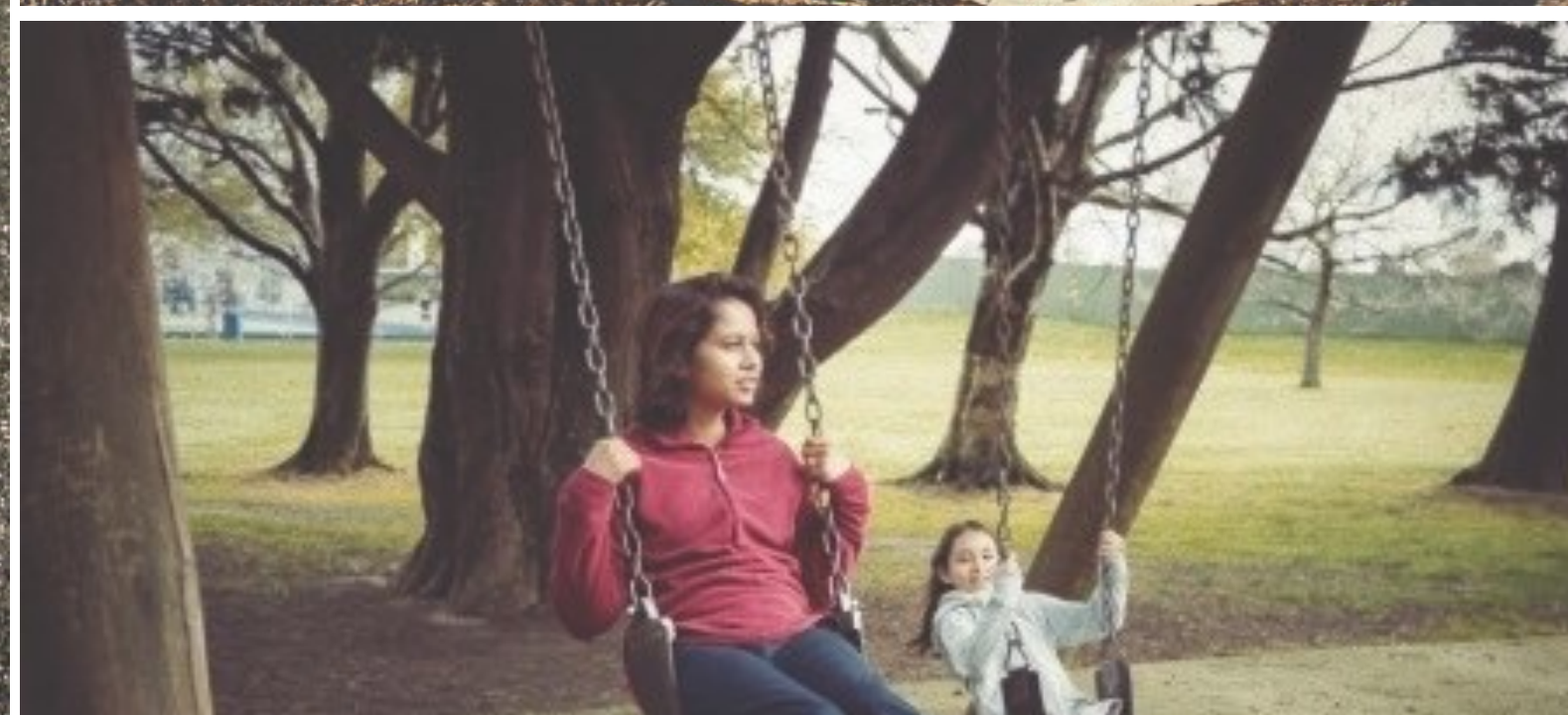


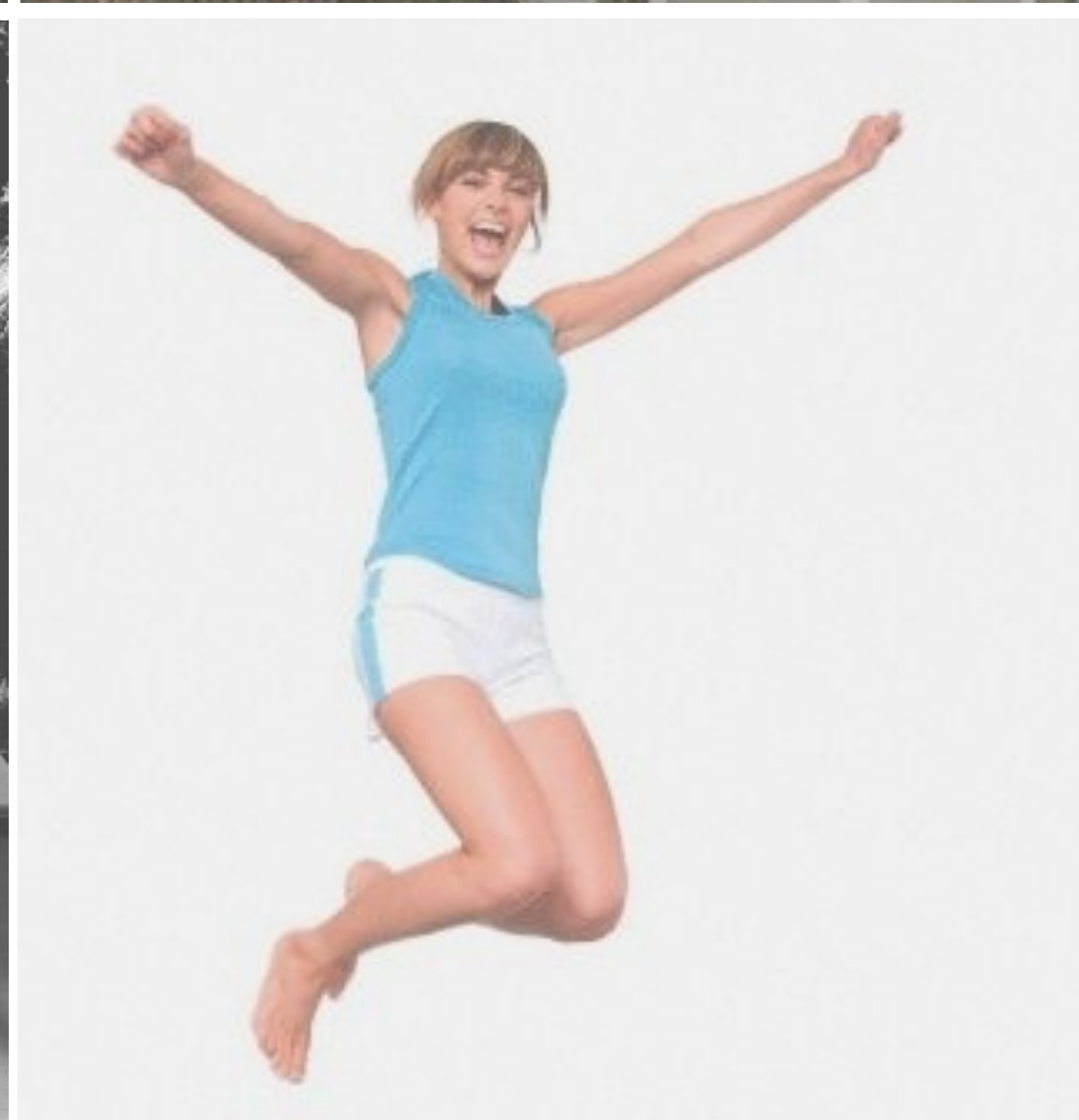
the story - activities

The spot opens with Maria and Dasha enjoying one of two activities - either they are swinging together at a play park or they are bouncing on a trampoline.

My feeling is that the swings are possibly better suited to a younger child and that the trampoline is more appropriate for Dasha's age. Also by their very nature the swings tend to be more synchronised so it may be more difficult to create the impression that Dasha is imitating Maria. I feel that on the trampoline it is possibly easier to create the understanding that she is mimicking her mom. If however we do use the swings I would like to do something a bit different to normal, straight-on swinging. Maybe they are lying forward and pretending to fly. Or possibly we see their shadows moving together. Or they could have twisted the chains and are spinning around like crazy.

If we use the trampoline then rather than straight up and down jumping, I'd like Dasha to copy Maria in making different leaps and jumps, watching her mother and then copying her. The intention is not that they look perfectly in sync - that feeling will be too technical. I want Dasha to look across at what Maria is doing and then to imitate it. So they should not be too symmetrical.





In each of the activities that Maria and Dasha participate in during the day, I want to consider some unusual camera angles and framing opportunities. As in the previous commercials, we don't always see the full body, or parts may be out of focus, or the camera may do something unexpected, like following the viewpoint of the person doing a cartwheel. So in either the scene of the swings or the trampoline I would like to consider unusual or quirky options. If they are swinging - maybe they swing over the camera with the viewpoint up to the sky. If they are trampolining, possibly we show a framing option where we only see their legs in the air making shapes as they jump. The body positions and movements are not completely identical - Dasha lags behind just slightly as she copies her mom. The movements are casual and full of fun - not gymnastically perfect to ensure that the scenes look as natural and unrehearsed as possible.

the story - activities

In the next scene we see Maria and Dasha dive into an outdoor swimming pool together.

Again I'd like to introduce an interesting angle or two in this scene - possibly their bodies on the edge poised to dive, as seen from the camera which is below the water and looking up at them. Or we see their legs under the water as they sit together on the edge before jumping up to dive in. Or alternatively they could do something together while they are underwater, or floating next to each other on the surface, as a play on Maria's history as a synchronised swimmer. Just something small as she has fun with her daughter.

The emphasis is always on being comfortable together with a touch of silliness - as if they are merely fooling around, rather than being precise and perfect.

In this scene we can add a touch of branding by shooting through a bottle of Bonaqua in the foreground of the shot as they come up from beneath the water.





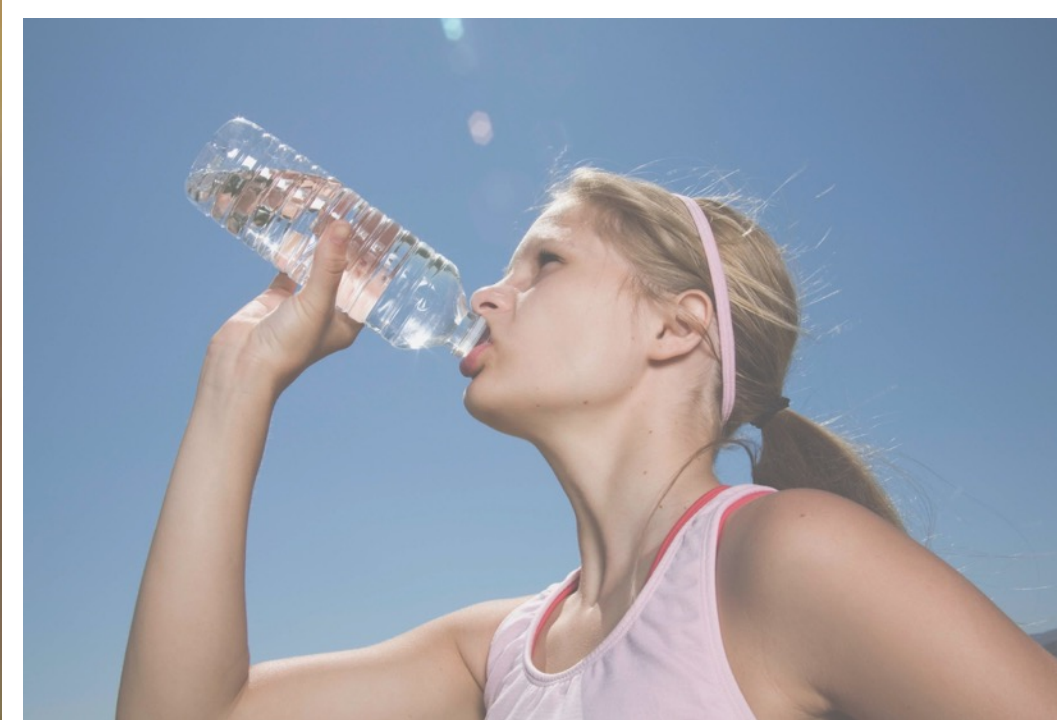
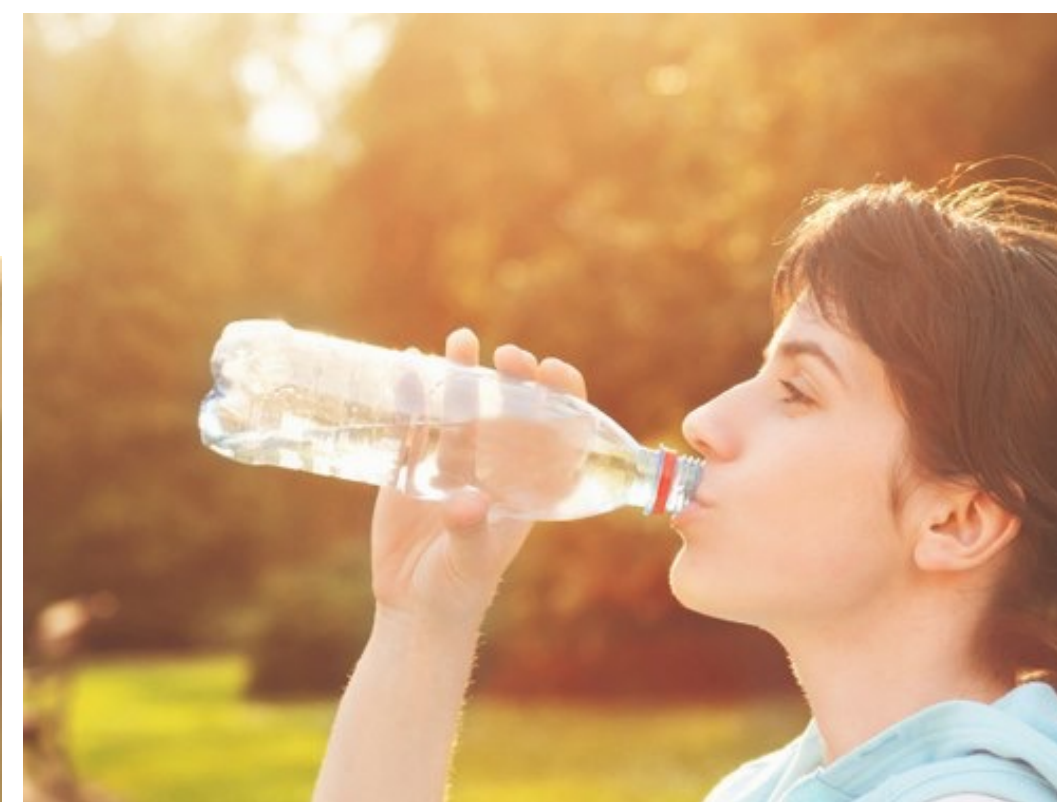
the story - activities

Then we see mom and daughter perform cartwheels on the grass. Maria leads and Dasha follows. Maybe we can include a shot of Dasha's hands in close up against the blades of grass. The camera pulls out to reveal the bottle of Bonaqua and two glasses on a table at an outdoor cafe at the park. We see them still practicing their cartwheels in the background. Maria comes to the table and pours water into the glass. This is the only time when they are not moving in sync but I think that we can create a sort of mirror image in terms of their posture. Maybe Maria pours from the bottle as Dasha holds the glass in place, both of them using two hands or the same hand and body positioning as they face each other. So while they are not doing exactly the same thing, they seem to still be connected in how they move and behave.



the water

I'll discuss the details of the actual pour slightly later in the presentation. When they drink their water though - they do it in perfect synchronisation this time. They raise their glasses and drink at exactly the same time.



the story - final activities

The final activity that they share is to go cycling on the paths in the park. They've been refreshed by their drink of water and now they cycle off together. The style of the bicycles are not modern racers, but rather a little bit nostalgic and old-school (not old). Again, I'd prefer them to do something that is not merely a side on cycling shot. Maybe they each reach out a hand to touch while they cycle along, or maybe they lift their feet off the pedals for a second. Something that Dasha can once again copy and have fun with.

From the wide of them cycling down the path the camera pans upwards towards the sky and wispy clouds in preparation for the final pack shot and logos.

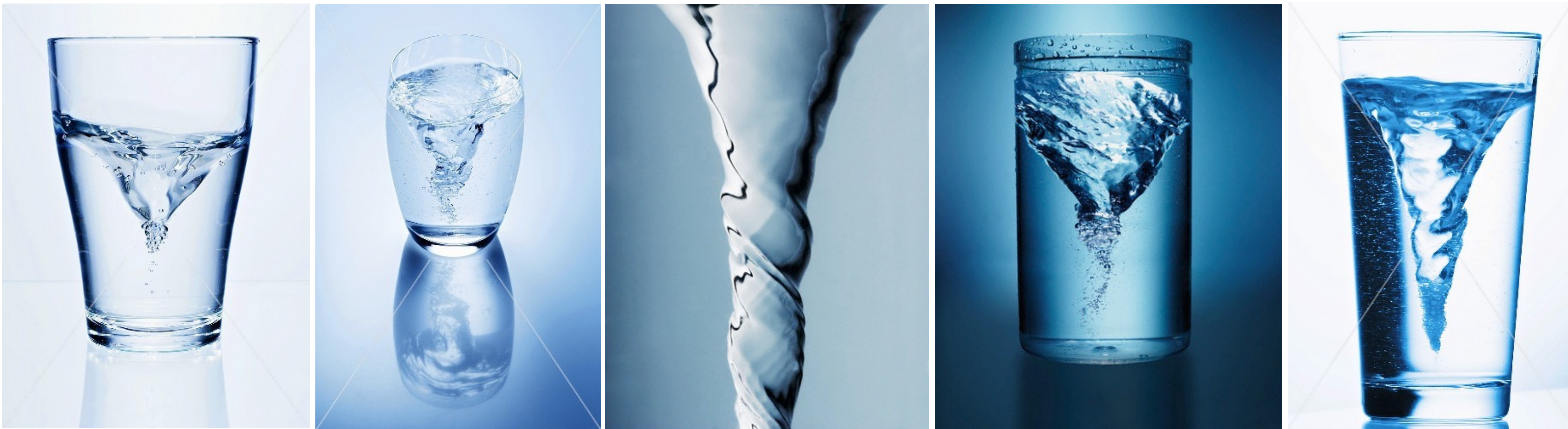


technical - pour

I would strongly recommend that we treat the water pour shot as an in-studio table top shot to achieve the best possible look and feel for the water as well as the vortex. Even the best CG water FX looks a bit less than completely real.

I have discussed the technicalities of the shot with Avi Karpick, who would be my DOP of choice for this job anyway, and is very accomplished in table top work. The glass will be placed on a pedestal (surface to match the outside cafe table) with an out of focus background (added in post) to match the park atmosphere - blue sky and green trees. The camera will be attached to a curved rail to achieve the 180 ° rotation around the glass, with the lens about 50 mm from the centre of the glass. The sfx team will position a pouring tube (out of frame) to ensure that the liquid swirls around the outside of the glass at the beginning of the pour, giving the impression that it is the start of the swirl or whirlpool effect. The camera is moved along the track around the glass as the pour occurs.

Avi also recommends making use of an instrument that can create the vortex in the glass to achieve the effect that you are after. This shot therefore will be a combination of live action with a graphics animation component to add the butterfly.



video reference - pour & vortex

This little compilation shows how we will start the pour (seen from outside the glass not inside as shown here) around the curvature of the glass as if its about to start the swirl. Followed by some examples of vortices film as live action in real liquids to demonstrate what can be achieved.



technical



For the final pack shot and titles we will replicate the ending of the previous two commercials. One the final shot of Maria and Dasha cycling through the park together we will end it by panning upwards towards the sky and then making use of CG animation in post to create the green leafy planet symbol and the titles.



casting

Of course in this case there is no need for casting as we know that we'll be working with Maria and her daughter Dasha. With Maria's experience in front of the camera and seeing their performance in the previous commercial I believe that we will have no problem working together. I would still like to encourage a very natural and comfortable performance, recognising that neither of them are actors per se. I want them to genuinely have fun and enjoy themselves together so will encourage a bit of lighthearted behaviour between them to demonstrate their closeness and relationship.

In the voice over Dasha says that she is like her mom. I want that sense of pride and admiration to come through in her words. And when Maria makes a little joke, playing on the words, "there's no turning back" with reference to the cartwheel, I want to portray her playful and humorous side. She's joking with us and this adds to the carefree feeling of the commercial.

wardrobe - maria

As this is a day of fun for the pair of them, the wardrobe should, as per the brief, be casual, summery and comfortable. I want both Maria and Dasha to be able to move about and feel natural. As they need to be quite active - jumping on the trampoline, cartwheeling and cycling, they should not be constrained by their clothing in any way. And I also don't want them to look like clones of each other. So the colour palette should be similar without being identical. And of course the colours will not be in the green palette as this will disappear against the overall look and feel of the green environment.



wardrobe - dasha

For Dasha I'd like to add some young and fun accessories - some cool bracelets, a touch of lace or something that's a bit feminine and girlish.





look & feel

The previous commercials had a very green, fresh and crisp look and feel. Clear blue, sunny skies with warm sun rays and lens flares.

We will continue with this overall look and feel. The colours represent nature, the reviving and refreshing character of Bonaqua water, with the regenerative properties of sunshine.

Overall the look & feel will be the same as the previous ads, creating the sense that there has been a development in the story but still a continuation of the original.



video reference

At this stage I don't think it helps to provide additional video references. We already have an excellent example of the look and feel that we are trying to achieve from the two original spots and anything we search for now, will not be identical to their style.

However, below is a little mood film that attempts to capture the relationship and closeness between a mother and her daughter. Little moments, gestures and looks that indicate the mom's love for her child and the bond between them. Also interspersed are some moments of activities (that maybe only show the child) but provide a lovely sense of what is possible in terms of shots and angles.



Please note that I am not suggesting any of these visuals to represent an accurate look & feel for the commercial. This is merely to provide ideas for angles, framing options and the feeling of the relationship between a mom and her daughter. Some the children are the wrong age, the scenes are not identical to the storyboard and the colour is certainly wrong.

conclusion

I hope that I have managed to convey my excitement at this opportunity. I believe that we can make a great commercial that continues to build on the branding and feeling created by the previous two. I look forward to working with Maria and Dasha as we share their relationship with each other and with Bonaqua and I believe we can create an emotional lifestyle spot that viewers can relate to and aspire towards. I hope that we can take this discussion further.

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