



prepared for:

Builders  
“Imagine the Possibilities”





## Creative Rationale

The commercial for Builders is based on a typical family in a middle class South African home and the relationship between a father and son. The dad loves his home and his family and they really enjoy the time they spend together. He is someone who gets things done in the house over the weekends, improving his home with his wife, and enjoys the sense of accomplishment that he gets from completing the various tasks.

However we want to tell an emotional story - one that connects with the viewers - about the love that a dad has for his boy. We want to create an arc in the story that creates a sense of empathy in the audience. I want them to understand the situation and relate to it, thereby relating to the brand. So I've embellished the script slightly to create a story that includes a young boy's ideas and creativity, his disappointment, the dad's achievement and pride, the final excitement and overall demonstrates the love of family.

Builders is a brand that supports family. It provides the ability for people to be successful in their projects and allows them to realise their dreams. This spot is a lovely way of incorporating the brand into South African family life and values.



## Script - Scene 1

This story plays out over a weekend, when the family is busy with their activities in their home.

We see a couple - a mom and dad - busy getting DIY tools and materials together inside the house. Walking down the passage with boxes, tools and Builders plastic bags filled with various materials.

Framed through a doorway, we see our young boy (4 - 5 years old) sitting at the desk in his bedroom. The desk faces a large window that overlooks the family’s back garden. His bedroom is a bit messy and full of typical young boy things.





## Script - Scene 2 & 3

On his desk lies pencils, crayons and a couple of crumpled up sheets of paper, along with an electronic toy iPad or game, playing a tune with lyrics and movements on the screen.

We through the boy's window and see a little boy sitting at his desk. There is a subtle reflection of a big tree in the glass.

The little boy looks up at the window, thinking hard with his hand under his chin and a crayon sticking out between his fingers. As the little boy looks out the window, he sees his dad walking by with planks of wood under his arm, placing them on the ground. He watches as his dad takes a measuring tape out of a Builders plastic bag and mark off measurements on one plank as it balances on a sawhorse.

After a couple of moments, inspiration strikes and we see his face light up with his idea. We see as he excitedly grabs a clean sheet of paper and starts to draw, smiling, then frowning with concentration. We can hear DIY sounds coming from outside as he works. The boy leans back to admire his picture then makes one final change. He scrambles out of his chair, holding his drawing, still with a crayon in one hand. We cut to see the boy running down the passage with his picture grasped in his hand.







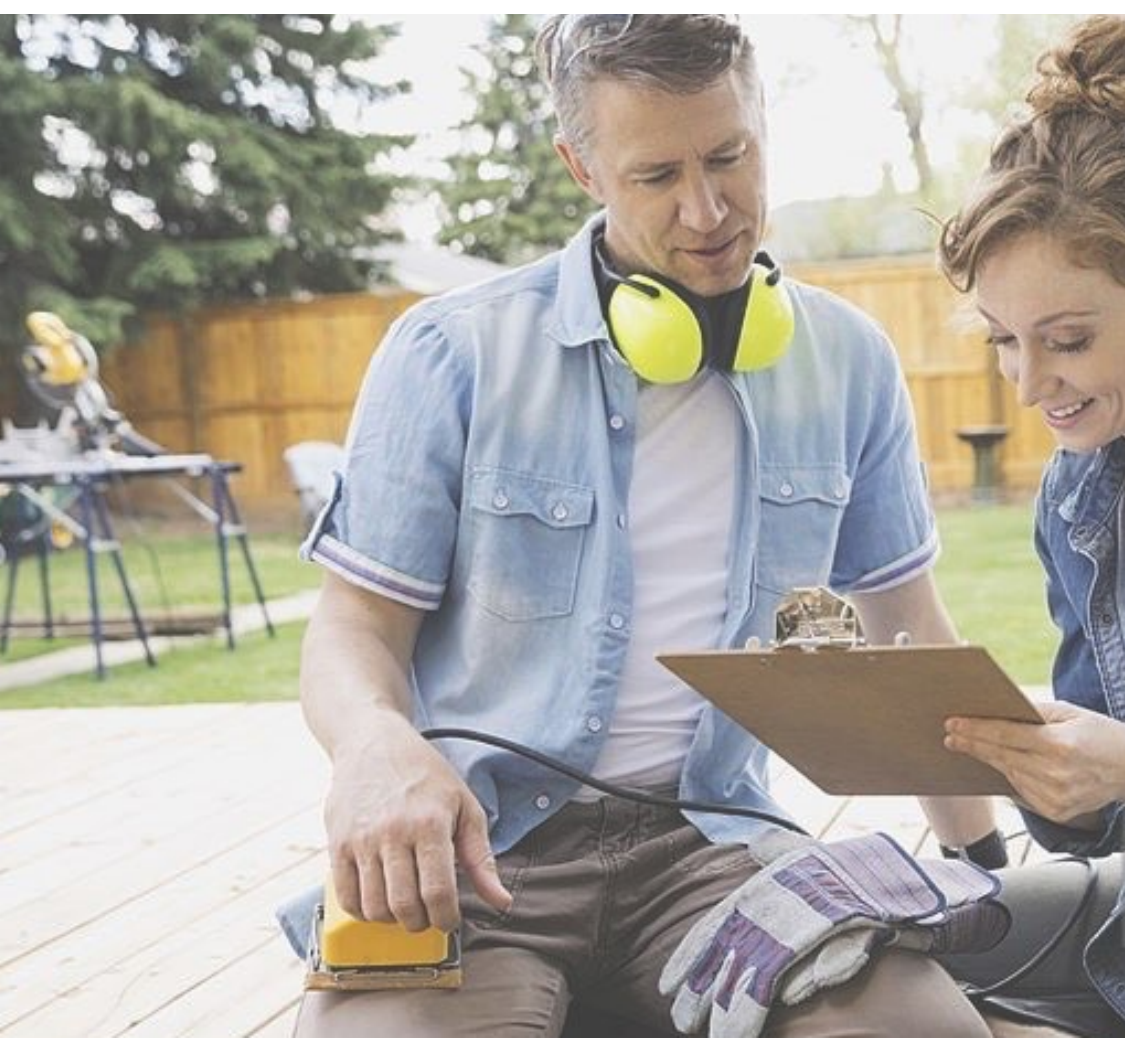
## Script - Scene 4

Our hero boy runs into the lounge which is filled with nails, hammer, screws, drill - all lying around. There are more Builders bags spilling various DIY materials onto the carpet. The boy's mom and dad are busy hanging up frames on the wall.

The little boy tries to get his dad's attention by tugging on his shirt. But his dad is distracted by his measuring and drilling, and has his mouth full of nails and is marking a position on the wall. The dad casually leans down to ruffle his son's hair as he carries on with his work. The mom mouths something to her son like “maybe later”.

We see immediately that our little boy is disappointed, he folds the piece of paper and walks away with his head down and his shoulders slouching.









## Script - Scene 5 & 6

As our boy gets to his bedroom door, he drops the paper in the doorway as he walks through, leaving it there as he enters the room.  
Fade to black

Later we see the dad walking down the passage (lifting his safety goggles and removing his work gloves) and he spots the piece of paper that his son dropped. He picks it up, looks at it, and then glances into his son's room, where the boy is lying on the carpet, playing on his toy iPad or game.

The dad smiles and walks on, carrying the piece of paper and looking at it thoughtfully.





## Script - Scene 7

Later that afternoon, we cut back to the boy in his bedroom. He is wearing khaki cargo shorts and a blue golf t-shirt and is barefoot. He is playing some imaginary game, either building something or playing with some superhero characters. He's lost in his own world of play.

There are some 'drilling, hammering and sawing' noises coming from outside. You barely notice them at first but they get a bit louder and suddenly there is some quite loud banging. The little boy notices the sounds for the first time and cocks his head to listen more carefully. He runs out of his room to investigate.





## Script - Scene 8

The little boy opens the back door to the garden and stands in astonishment, eyes and mouth wide open at what he sees in front of him.

We cut to the dad, standing next to their large tree, replacing a hammer in his tool belt. As he senses his son's presence behind him, he turns around and smiles, pointing to his son's drawing of a tree house.

The little boy has a huge smile on his face and runs to his father before gazing up to admire his handiwork.

Cut to: “IMAGINE THE POSSIBILITIES” (and logo)



Builders - “Imagine the Possibilities”



## Script - Reprieve

The dad is sitting in the lounge reading his newspaper at the end of a long day. His son runs in and shows him a new drawing he's been working on - a picture of a space ship with him inside it.....

I would like to create an ending that escalates the “Imagine the Possibilities” tagline. Something that is even bigger and better than the tree house. But also that emphasises the son's belief in his dad. This is his real super hero - someone who appears to be able to achieve anything you can imagine. The son truly believes his dad will bring his creations to life - a lovely little heartwarming moment to end the clip.





## Look & Feel

The predominant look will be very natural - the interiors will appear to be lit by the glow of sunlight that floods through the windows (through the lounge and bedroom windows). The scenes should not be too bright and fake, rather washed with a warm glow and maybe slightly desaturated to give it a cozy feeling.

There is a video reference in a later slide for a real house with real people and this is the environment and feeling that I would like to create. Something believable and a world that viewers can relate to.









## Casting

The main thing for this casting is to find a young boy who is cute and has a sparkly personality. He is bright and enthusiastic. He should definitely look quite young - he's still drawing with crayons after all and dreams of tree houses and rocket ships. So he should not be too old. We want to capture his youth and creativity. Younger children are also less shy in front of the camera and there is an endearing cuteness and clumsiness that is difficult to imitate using an older child.

We need someone with a bit of character - not a typically 'pretty' child. Not a model type. He has a twinkle in his eye and an expressive face. Although he won't need to deliver any lines we want someone who can portray various emotions - excitement, contemplation, disappointment. This is the key role of the commercial.

Mom and dad look like every day people on the street. Not model types either but it's important that they have friendly, engaging faces. They are fit and healthy but dressed casually and appropriately for home DIY.







## Performance

The aim is for the young boy’s performance to come across as completely natural and authentic. We almost want to see the workings of his brain as he comes up with his idea, and then puts it into action. We want the scenes to look spontaneous, rather than acted. He should look engrossed in what he is doing - be it drawing his tree house picture, or later playing with his toys. We don’t want a stilted performance, we want it to appear as if these actions and emotions are real and honest, as if we are merely getting a glimpse of his world, rather than watching an acted scene.







Builders - “Imagine the Possibilities”



Video References





## Performance

In these two commercials we see the idea of a curious child. In each, the child's curiosity, ingenuity and determination shines through.

Their performance is made up of a montage of simple shots that shows their concentration, their thoughts, their resourcefulness.

This is the type of performance I will try to achieve with our little boy. I want to see him dreaming, see him imagining and planning. And then tackling the task of his tree house design with gusto. His enthusiasm is something parents everywhere will recognise, because they'll have seen it in their own children.

It's important that it seems real and not acted. We want to catch him at it, without him seeming aware of the camera. He's completely caught up in his own idea and we just happen to capture it.





## Performance cont'd

The beauty of watching children is that they are slightly clumsy, a bit messy, not perfect. This cute little ad demonstrates this by focusing on chubby fingers and imperfect movements. I definitely want to incorporate some of this in our commercial to create a sense of our boy's young age and how hard he has to work to pull his ideas together. Please ignore the fact that this ad has dialogue, I'm focusing more on the type of shots and the look and feel of the house.





# Look & Feel

This commercial very much shows the type of feeling I want to create in this family and inside their home. They are real people (not perfect models) and their house is a real house. It's lived in. Full of loved objects. Not overly styled and spotless. This could be the family next door and represents typical Builders clients. People who are middle to upper class, DIY-ers, family people. Parents who get stuff done, love their kids and are busy in an endearing way.

In addition, this house is filled with light. There is a warm glow of natural light streaming through the windows which lends comfort and warmth. It's important to achieve this in our commercial so that the house doesn't appear sterile and cold.

People need to be able to relate with the family we present and be able to imagine themselves in the same situation.



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# Camera

In this example please focus on the child. The camera angles are different and interesting. Not always dead centre and static. The camera captures the movement of the boy walking down a hallway, his hands as he moves a chair, his face filled with concentration as he focuses on a task, and makes clumsy mistakes. It almost gives the viewer a sense of what it's like to be that age and moving with him.

I want to incorporate some of these types of shots to give our commercial a sense of life. As if the camera has some movement - to prevent the scenes being too static and lifeless.

In the scenes where we see the boy drawing, I'd like to use long lenses so that we can create a sense of intimacy, shooting through objects in the foreground. The camera seems to frame him in his environment in a casual way - not always 100 % in frame, focusing on some elements of his eyes or fingers as he concentrates and draws.



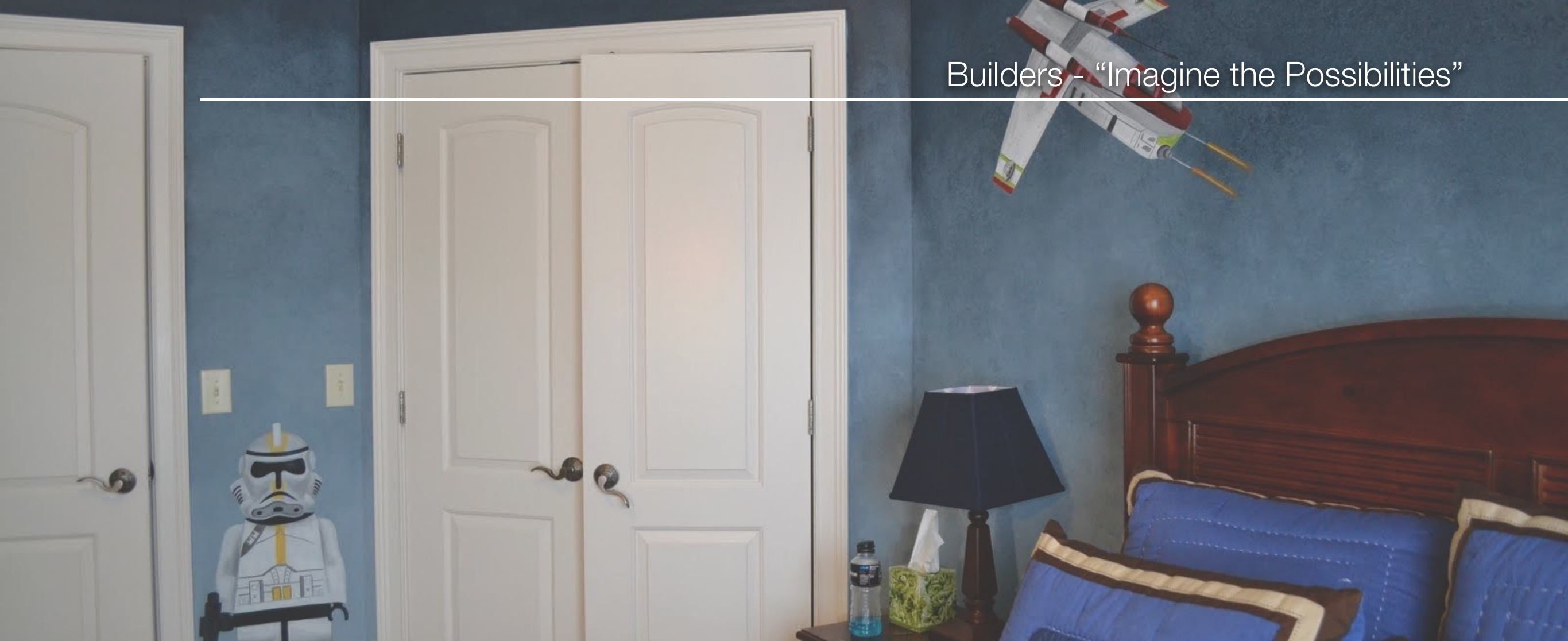


# Busy Parents

This commercial shows how a child could potentially feel dejected or neglected by a busy parent. The busy mom in this commercial doesn't mean to ignore her son - she loves him - she's just so busy with everything else that is going on. In our commercial the dad is very busy with some DIY - he literally has his hands full - but our young boy feels as if he can't grab his dad's attention. He feels disappointed and this low point should be conveyed in his body language - lowering his head, hunching his shoulders slightly. This is an opportunity to tug on the heart strings of the viewers just a little bit.







## Locations

The house is a typical suburban home of a middle class family. It is bright and airy, with light streaming through the windows. It is lived in, and not stereotypically perfect. There are people in this house and they really live in it. It's not dirty or messy, just not perfectly styled and immaculate.

Our boys bedroom is painted blue with superhero posters and a collection of his drawings on the wall. His drawings are in wooden frames. There are some interesting elements in the room to demonstrate that he is creative and thoughtful. There is a 'Tarzan-like' swing with a wooden seat. There is a large handmade helicopter hanging from the ceiling that covers the lightbulb.

The treehouse that the father constructs should look proficient but not professional. He's really competent at woodwork but it shouldn't look bought or industrially constructed. It should look like an accomplished DIYer would produce. But it's not completely finished - he's still working on it and getting it done.

pulley system to hoist items up to the platform, a swinging rope, and a no entry sign - maybe these bits are still lying on the floor, ready to be added.













THANK YOU.