



NEW FAMILY
Treatment by xxx



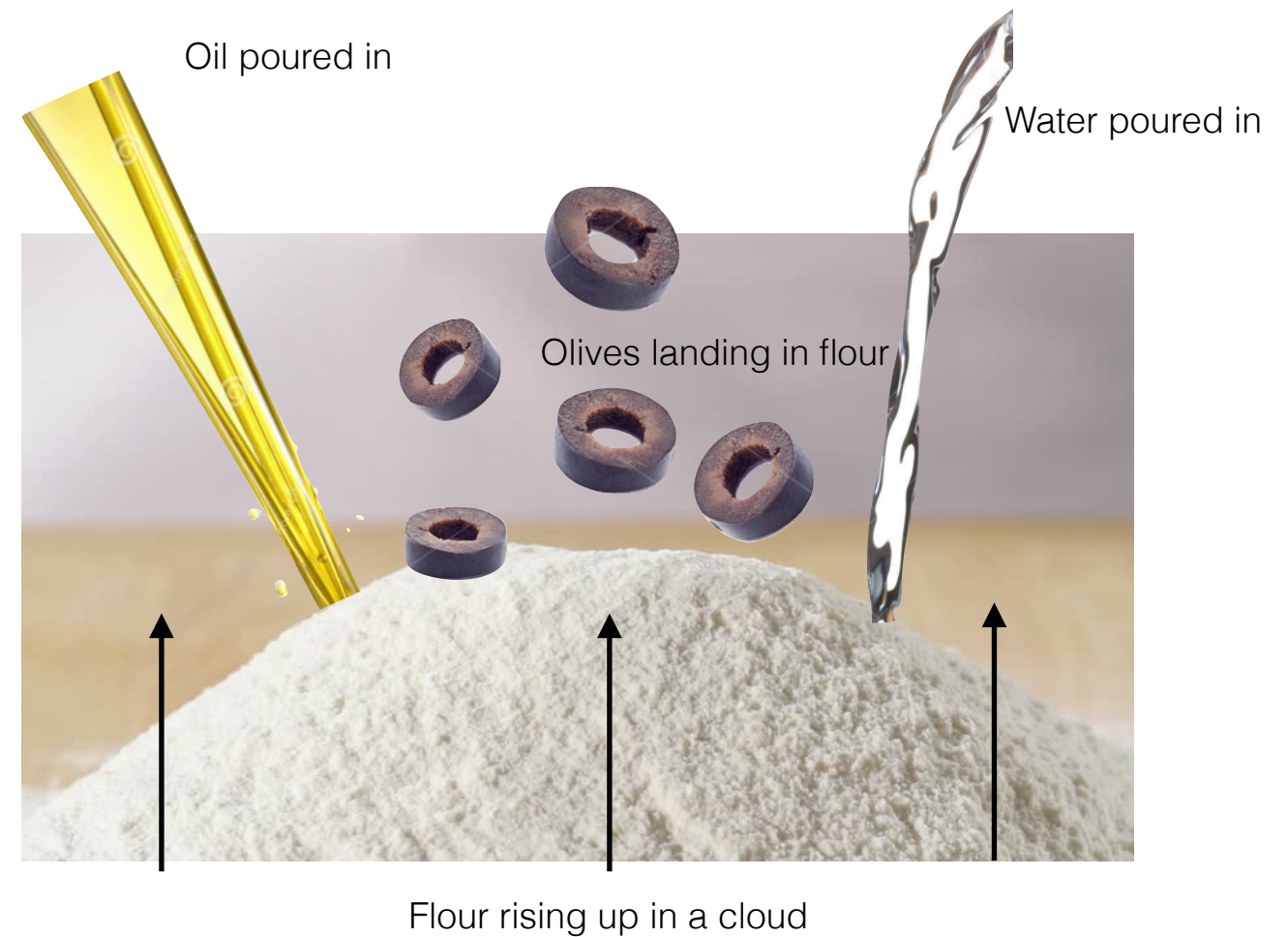
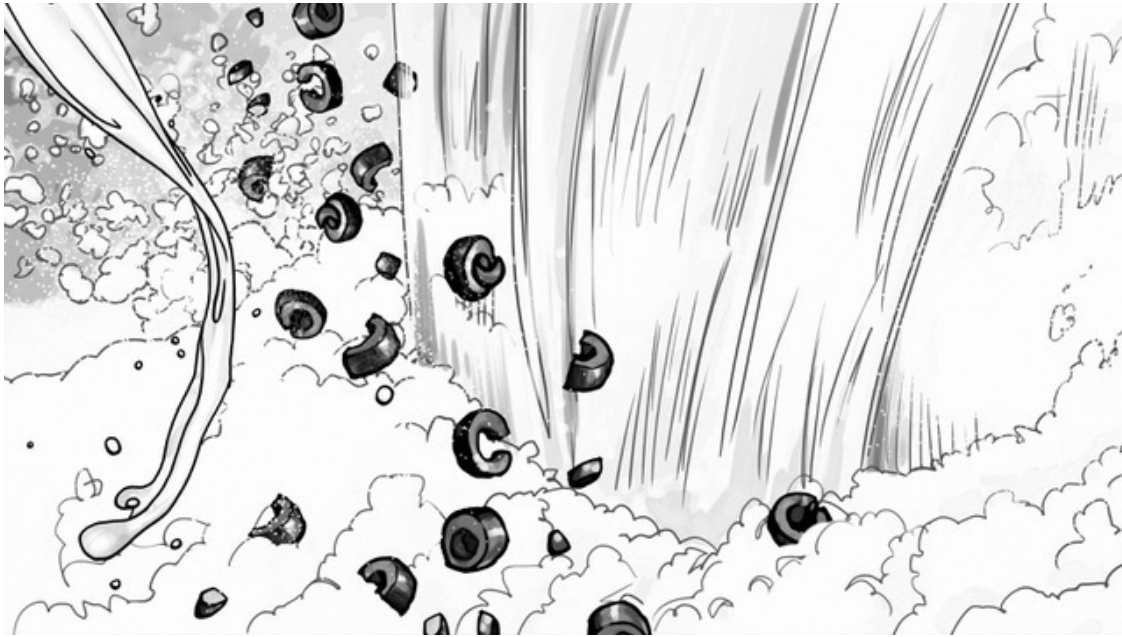
The purpose of this 20" commercial is to introduce the new family of 3 Domino's pizzas, which incorporate fresh, healthy and vibrant flavours.... fresh asparagus, the finest quality dry-cured ham, juicy red tomatoes, piquant parmesan.

These commercials then, while informational in purpose, still need to show off the ingredients, the flavour combinations and the shape of the pizzas - what makes them unique - in the most appetizing way.

We'll focus on the unique flavour combinations as well as the generosity of the ingredients - showing how the pizzas are made and come together - and finally ending with a pack shot that shows the family of choices together.



SHOT 1 - MIXING INGREDIENTS



In the first shot I want to show all four key ingredients of the dough, meeting in one situation. We have a mound of flour on our work surface. All at the same time, water pours in from one direction, oil pours in from the other side, we see olives dropping down and landing on the flour in the centre and the camera catches the cloud of flour as it rises up in puffs as the other elements land. We clearly see: flour, water, olive oil and slices of olives. This is really quite a dynamic introduction which is visually interesting and to my knowledge, has not been done before and it immediately introduces the exciting presence of olives in this new pizza base.

1 - MIXING INGREDIENTS



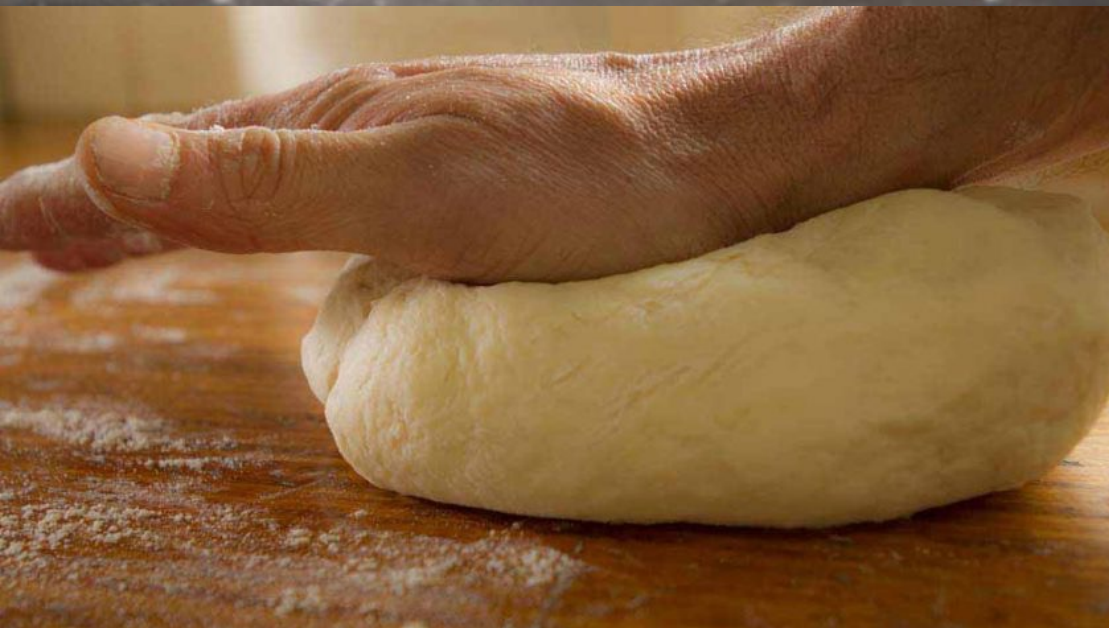


These two references show some of the elements that I am imagining for this opening shot - although of course they are not perfect because it hasn't been created before. But here you can see the mound of flour, some of the olive oil and the water pour and especially in the second reference, the cloud of flour dust as it rises up when the water lands.



I'm so excited that we are including hands in this commercial. It really creates a connection with the viewer - that there is a real person making this fabulous new range of pizzas. Somebody is creating this dough from scratch. It's not pre-packaged.

So in this shot we see a close up of hands kneading the pizza dough. As discussed, we will use a man's hands, and someone who is used to kneading dough so that the movement is natural and realistic. There's flour on the work surface and on the hands and we can appreciate the strength of the hands as they work the dough. We can already notice glints of dark black and green olives embedded in the dough mixture - immediately alerting the viewer that these pizzas are different with new ingredients. In the background we may see some of the other ingredients such as the bottle of olive oil and possibly a pile of fresh tomatoes. While the work surface may be quite dark, the atmosphere and the lighting is in line with the previous look & feel we created for Dominos - with quite a high contrast.

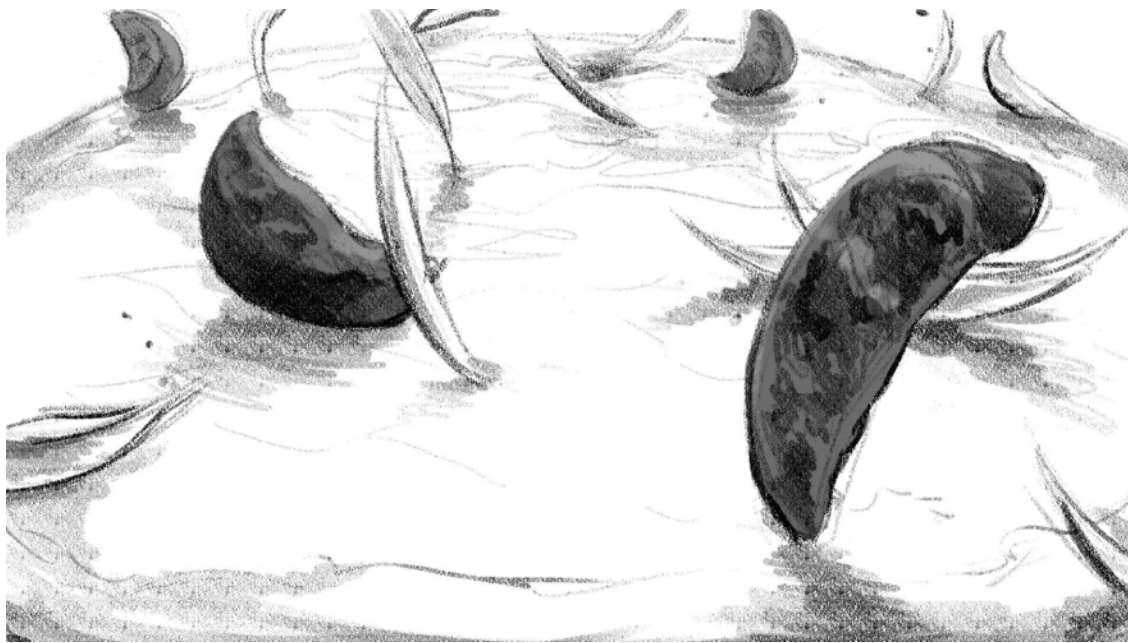


2 - KNEADING DOUGH - Video References



As per the previous stills references as well as these video references, the shots will be framed really tightly on the dough and the hands. We will still see small sections of the work surface. For that we can use a dark marble, dark slate or even a darker wood. What we don't want is anything too like stainless steel that makes it look like an industrial kitchen. We want it to support the concept of handmade without looking too hi-tech or mass produced.

For shot 3 I want to make use of the Bolt (hi-speed, robotic) camera to really engage with the falling ingredients and show them off in the best possible way from a variety of angles. I want to highlight freshness & quality of the ingredients. The camera will allow us to follow a very particular path and by filming at 2000 fps, it will allow us to slow the footage down to become almost balletic and supremely graceful. The ingredient shots are as follows:



The camera follows a rolling slice of tomato, over the shoulder as it tumbles down and onto the pizza base



We see succulent asparagus stalks falling down onto the pizza base from a side view



Camera leads rounds of creamy goat's cheese as they roll over the base

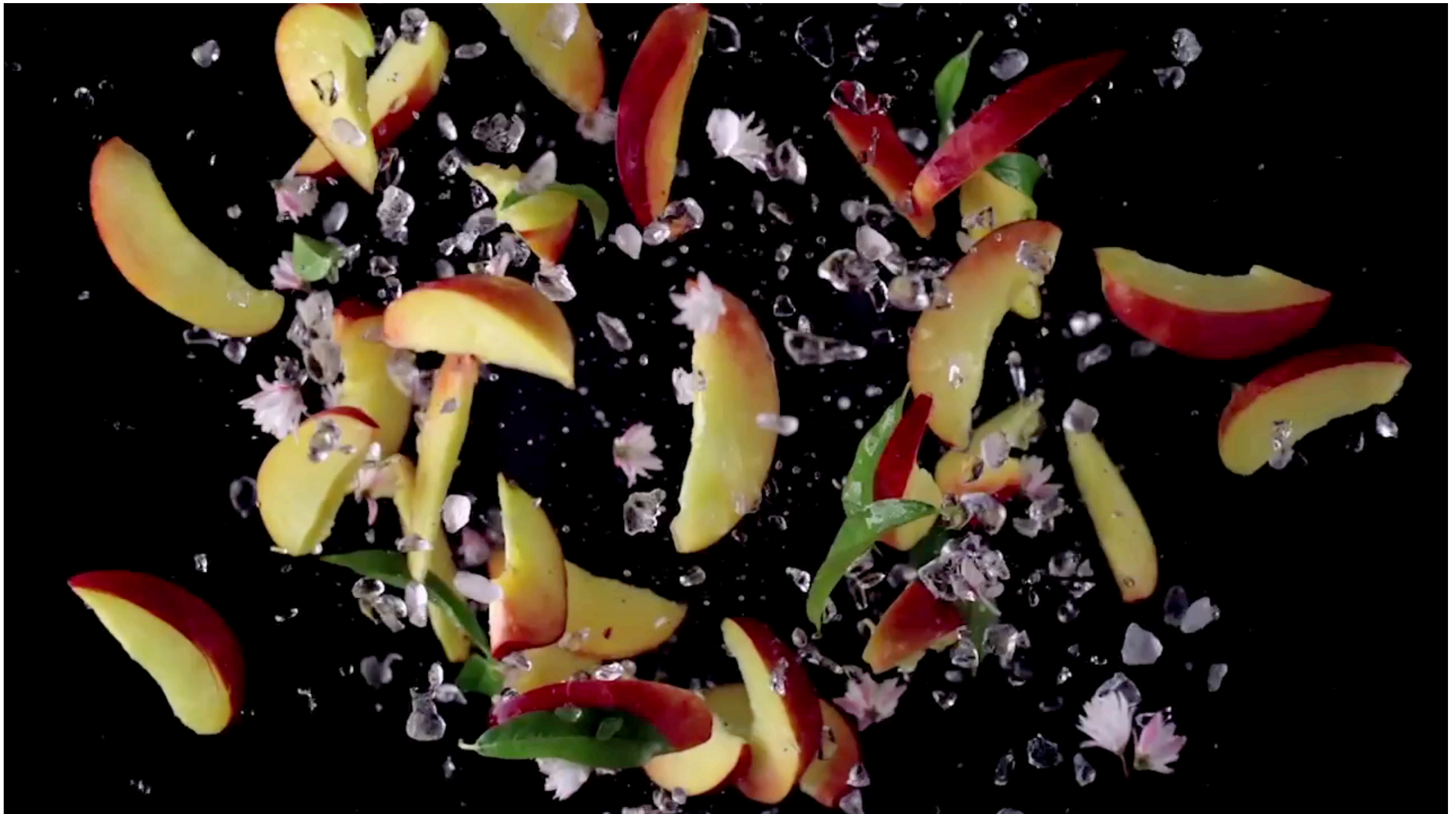


Ingredients lift up from the base, followed by tumbling slices of jamon, while camera pulls back

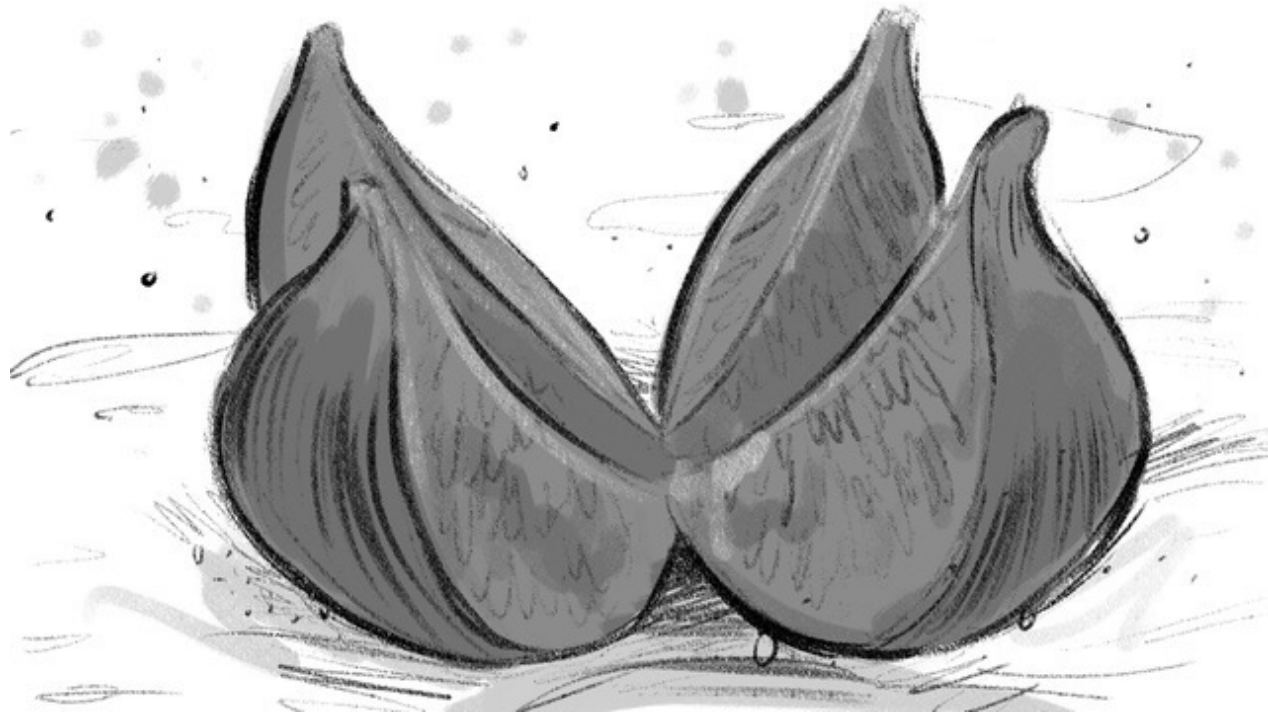


The first reference shows how the camera moves with and through the tomato segments, highlighting the movement but particularly making the viewer almost part of the action. The second shows how we can capture a combination of ingredients in a side view falling onto the prepared pizza base. These shots demonstrate how the ingredients land on the pizza - here we won't be incorporating hands nor placing ingredients individually.





This second reference also demonstrates the effect created by using the Bolt camera - it feels as if the viewpoint is one with the ingredients. Moving through and around them - but really slowly and gracefully, in a way that can't really be achieved using another camera. I particularly ask you to focus on the final shot where the cheese tumbles head of heels with the chives over the dough base. These are the type of effects I hope to capture for the key ingredients and flavours.

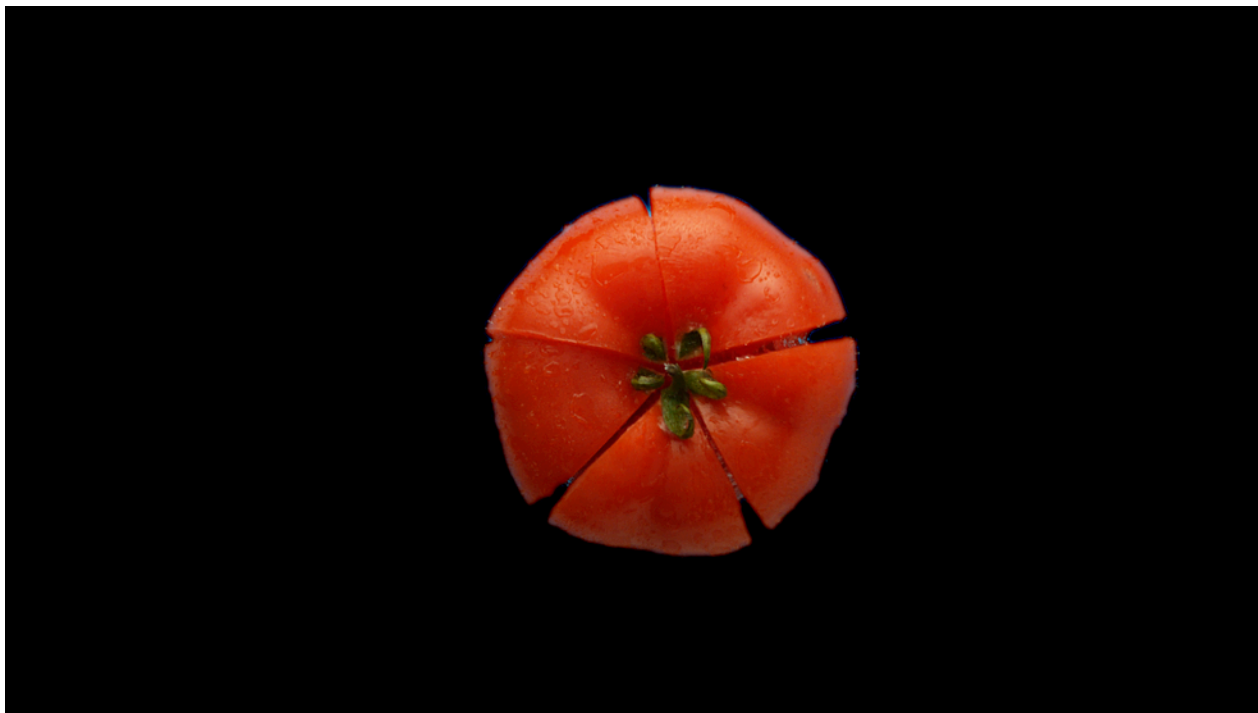


I understand that one of the pizzas will be replaced at a later stage by the fig pizza. So we will capture the shots that are needed now, for future use.

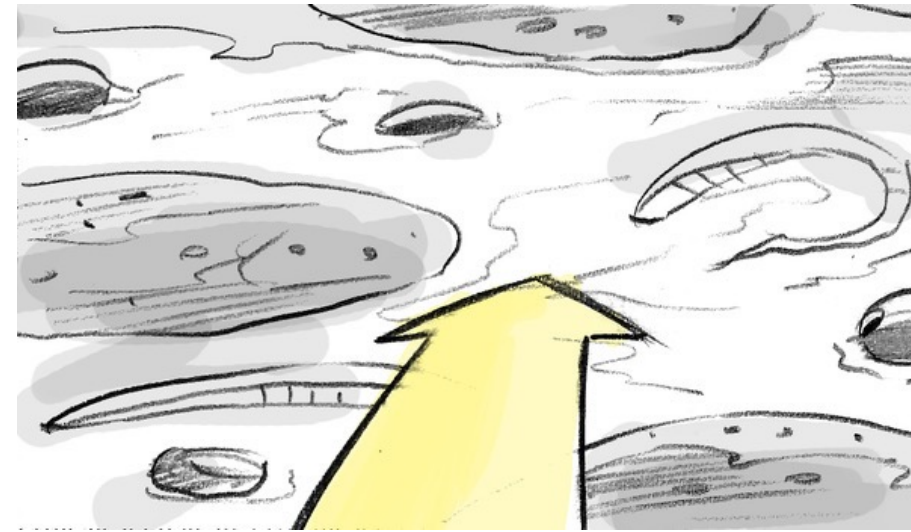
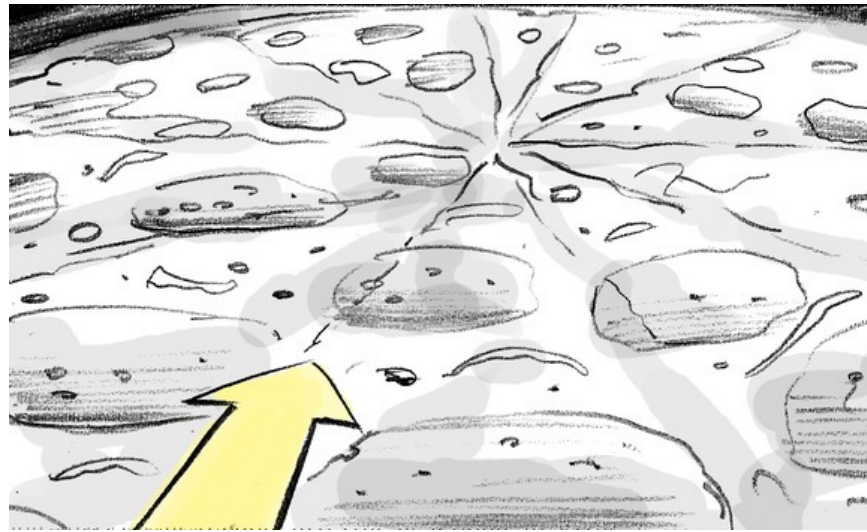
I will be filming a fig using the Bolt as it falls and lands, splitting into quarters on the surface of the pizza. I imagine that we will also have to do some type of combined ingredient shot to show fig segments, bacon and gorgonzola for example as these key ingredients fall together.

It is vital for this shot that we have fresh, ripe figs to film so that the colours contrast with the gorgonzola and bacon. This will be a really rich and appetising visual.

These two shots can be slotted into the edit at a later date, together with the updated pack shot.



SHOT 5 shot three times - TRAVEL OVER SURFACE



In the next shot we'll have the camera travel low over the baked, steaming pizza (for the 3 different pizza combos). We will clearly be able to see the special ingredients of the various family options. Here we see the ham, the bacon, the melted and browned mozzarella, the green toasted asparagus. The pizzas are hot and incredibly appetising.

Also we'll be able to show here that the pizza is rectangular - the special shape of the pizza will be clearly visible. It'll be rather clear from the framing, that the pizza isn't the typically round shape. We'll include some of the straight lines and we'll be able to see a corner in the distance.

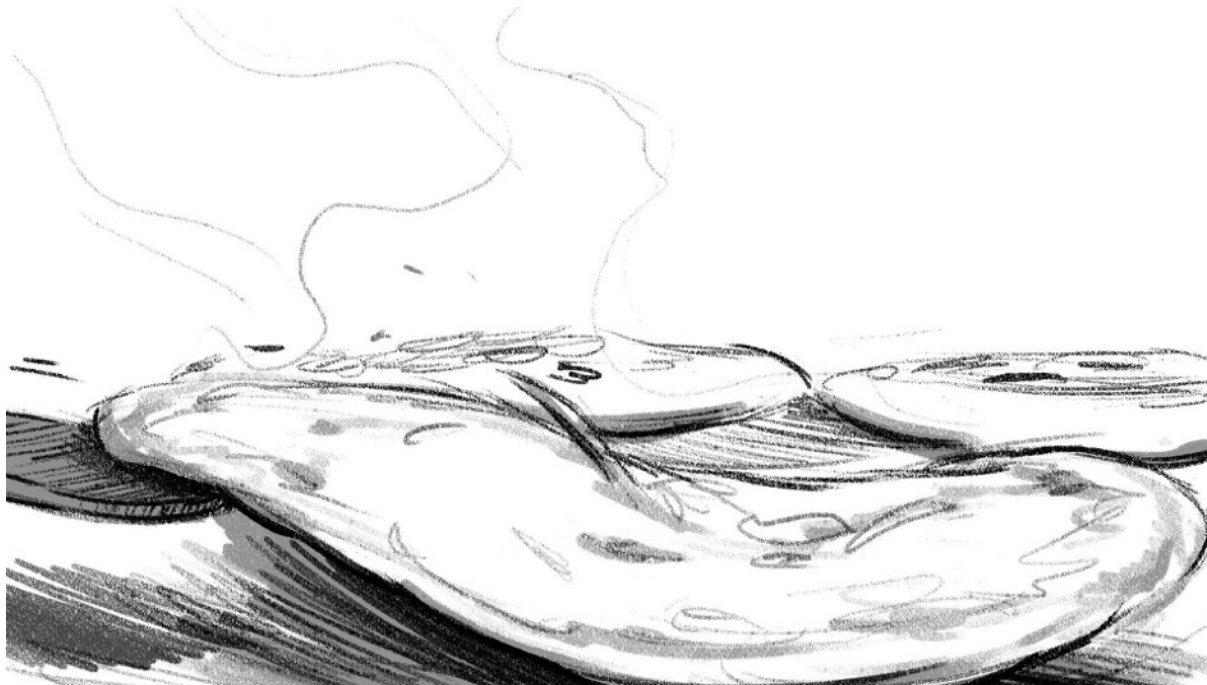
It is possible in this shot to possibly incorporate a pile of the boxes (depending on their final look & feel) so that you get the feeling the steaming pizza's are about to be packed in their boxes. I agree that we shouldn't confuse the pack shot with the packaging - there's too much going on at that stage with titles and 3 different pizzas.

SHOT 5 - TRAVEL OVER SURFACE



SHOT 5 - TRAVEL OVER SURFACE





In this shot I again want to incorporate the Bolt camera. We start with the camera at table level. One of the final 3 pizzas (not four as in the storyboard image) lands with great energy and movement right in front of the camera. The camera shoots up to reveal the family of 3 pizzas, and hopefully there will still be some sense of motion in the front pizza that just landed. That way we combine a dynamic entry into the pack shot with the final layout of the 3 pizzas.

Here in particular we will show of the shape of the pizzas given that they are not the typically round pizza. We will certainly see their edges and rectangular shape.





In the past, the commercials we've shot for Domino's have had a quite high level of contrast in terms of the lighting and the look & feel. The pizza takes the forefront of the visual, on dark surfaces with dark contrasting backgrounds.

We'll continue with the same visual message to ensure a continuation in the look and feel in the overall series of ads.

The lighting will be dramatic but warm, throwing a mellow glow over the pizzas. The ingredients glisten appetisingly on the crisp pizza bases.

Thank you for the opportunity to present my ideas to you. I look forward to interacting with you further to fully achieve your vision for this exciting new flavour family.

- XXX

