



THE | MARMALADE  
VISUAL ENGINEERING

QUAD



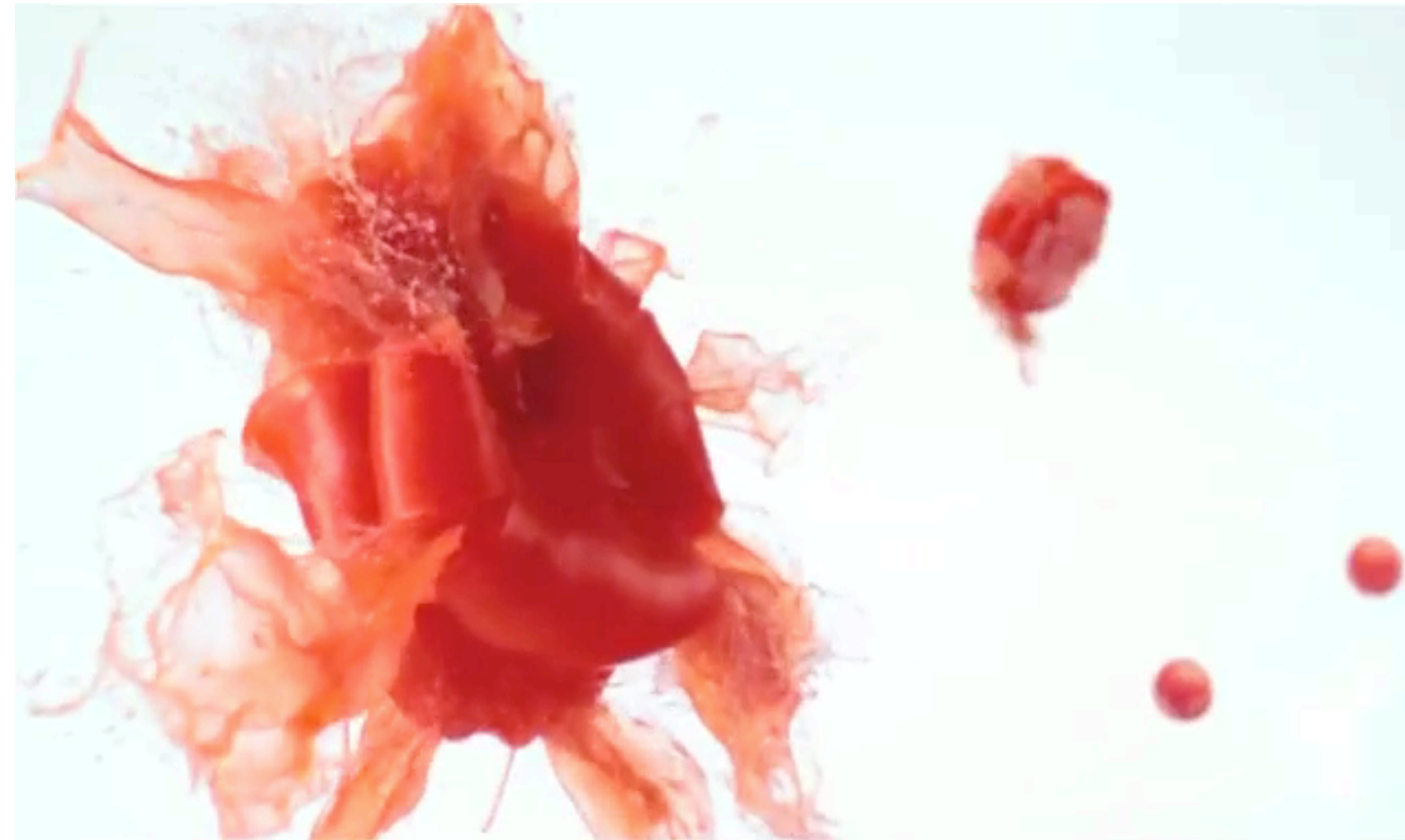
# INTRODUCTION

Thank you very much for allowing us the opportunity to discuss our ideas for the commercial to introduce Mutti to the French market. We can't express how delighted we are at the prospect. We think that this is such an exciting opportunity to work together to create an original and cinematic commercial that portrays the exceptional quality of Mutti's tomato products. This commercial will unashamedly tap into everything that defines a 'tomato' - the colours, the textures, the seeds, the flesh, the consistency of the sauces and pastes. I would like the viewer to feel like they are becoming part of the DNA of the tomato - to see the humble tomato in a fresh way - so that the viewers can almost experience the ad with all their senses.

Mutti's products are so distinctly pure - only the best quality tomatoes, without any additives or flavourants - that the focus should be solely on all the tomatoey flavour and goodness of each of the products.

# THE MARMALADE IDENTITY

Avi will work together with the team from The Marmalade to prepare the exact camera rigs, angles and trajectories to create his vision for the Mutti commercials. This short snippet is intended to explain the type of detail and planning that would go into a shoot of this nature.



## OUR IDEAS

Mutti, as a brand, is still relatively unknown in the French market, but it has an incredibly strong legacy. We'd like to focus intensely on the quality of the tomatoes and products. The heritage of this family brand of no additives or flavourants, on not using GMO crops, of having certified the entire supply chain - can be conveyed by diving deeply into the essence of a tomato. We would like to create the sense of pure unadulterated flavour - the acidity, the sweetness, the density and textures, the flow and viscosity of the various products.

In the latest option we are considering - "The Perfect Moment" focuses on the perfect moment to pick a tomato, and in so doing, delivering the perfect taste. By showing the tomatoes in the field, we're essentially highlighting the fact that the flavour comes solely from the rich Tuscan soil, the sunshine and the tomato's heritage. This commercial is not about us, nor Mutti - it's about the tomato, nothing else. We (Mutti) don't do anything to it - we just select the perfect tomatoes and package them for your use. This period of growing, ripening, waiting and patience is juxtaposed with the second half of the commercial where we show the various products being used by normal, real-life people cooking with Mutti products in a fun, engaging and interactive way. Still highlighting the look & feel of the tomatoes - the colours and consistency, but in this case showing how they can be used or incorporated in cooking to produce delicious, home-made dishes, as if they themselves were choosing delicious, ripe and tasty tomatoes.



# LOOK & FEEL

Fully immersive. Cinematic. And authentic.

Throughout the commercial we'll be focusing on real, glossy colours and thick, rich textures and combining them with interesting techniques to take the viewer on a journey about a simple tomato. The camera will allow the viewers to witness the transformation of the simple, humble tomato, as it ripens, and is picked through to being used in a cooking sequence in a variety of products.

The camera movements will be natural and intuitively moving, but we will introduce angles and slow motion elements that are unique. Reflecting the thought process of the characters and following their movements as they start to cook. We want to show how they've been inspired by the various Mutti products and their *joie de vivre* is completely apparent as they prepare and create their culinary masterpieces. This portion of the commercial is characterised by a vibey, up-beat piece of music and quick, almost choppy edits, that focus on very particular elements of cooking - the flames, the knives, the various Mutti products incorporated into natural cooking sequences.

Our joint experience in storytelling but also in table top and beauty work makes us feel confident that we can deliver timeless and beautiful imagery that penetrates the viewers' minds and emotions. We will focus on creating a sense of fresh full flavours, and of uncompromising quality. This will be evident throughout the process - in the casting, cinematography, art direction, styling and storytelling.



**“THE PERFECT MOMENT”**



# STORYBOARD

We open on a tomato field in Italy. It stretches as far as the eye can see. We cut to a close up of a fully grown, plump green tomato.

EVERY YEAR, FOR OVER 100 YEARS, WE WAIT.....

We see a man in his kitchen. He is just an ordinary man, but enthusiastic about cooking. I don't want a perfect looking face who can't find his way around a kitchen! I want people who can move comfortably. And we want to see his gusto and vivaciousness when they start to prepare their meals. For now, he is slowly tying his apron around his waist. He exudes a sense of calm and patience. A sense of preparation and contemplation.





Cut back to the field. But this time we start to see an orange blush developing on the tomatoes. We'll make use of footage from the previous Mutti commercials to show the fields, the tomatoes and the ripening process - hopefully not just a cut from green to orange to red.

## WAITING FOR THE PERFECT MOMENT.....

We cut to a different kitchen. A middle-aged, dark-haired woman. She is selecting various cooking implements. She's moving with precision. Unrushed. Merely considering what she will be using. Alternatively she could be paging through a recipe book, deciding what she wants to prepare, taking her time and considering her options.

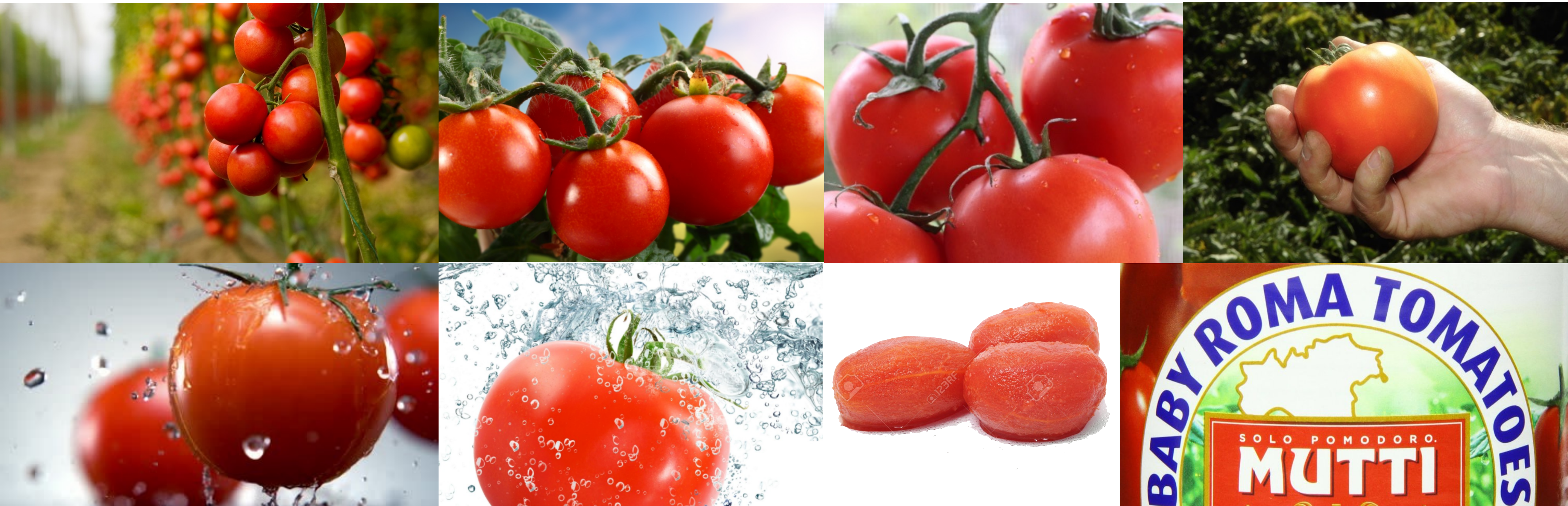




We cut back to the tomatoes. We see a perfectly ripe tomato, with a drop of dew on its surface, with the sun glinting through the leaves of the vine. A farmer's hand reaches in to pick the tomato.

## BECAUSE WE KNOW IF WE PICK AT THE PERFECT MOMENT.....

We reveal a number of quick cuts showing the process of the tomato being transformed into the various products. Falling into water, the camera moving along with whole peeled tomatoes into a can, a bottle being filled with sauce, a final drop dripping into the bottle.





## ...IT DELIVERS THE PERFECT TASTE

We cut to our first man, as he opens the bottle of passata, we hear the sound and then cut to the cooking sequence. The type of feeling that we are trying to create is similar to that of previous Lurpak commercials. Real people. In the kitchen. Sometimes making a mess, sometimes a bit more accomplished but they are all enjoying what they are doing - cooking with gusto.

I think here we should allow the camera to be used from interesting angles. Following the tomato passata flowing out of the bottle into a sauce or a macro shot up the spout of the concentrate tube as we see the paste oozing out. Also showing off the colour and texture of each of the products. Of course we will include some hands in the shots, because it is our kitchen wizards who are opening these products to use in their masterpieces. A quick smear of tomato paste on a pizza base, the flame of a stove plate flaring up, a knife chopping, pots bubbling and steaming. From this point I'd like the commercial to be a bit quite upbeat and busy. We should get in really close but we should also have life and liveliness. A lot of action and movement. When we show the various dishes that are being created, we can become a lot more creative with the camera angles and viewpoints - each time showing something a bit unexpected and unique.



# COOKING





## LOOK & FEEL - VIDEO REFERENCE 1

The first reference is a commercial created by The Marmalade for Unilever - the macro shots of hands and products really make this commercial come to life. The unique angles of the water drops, the butter sizzling, the shooting citrus spray, all combined with the hyper-real sounds all create a mouth watering cooking sequence. One that includes the viewer and allows them to be present in the process. It makes you want to cook!





## LOOK & FEEL - VIDEO REFERENCE 2

There have been many Lurpak ads and their originality have been fun and impressive. However as a look & feel reference for the Mutti commercial I really like the one entitled "Freestyle". It's normal, everyday people making breakfast. I'm not suggesting that the Mutti commercial be as wild or unrestrained as this one, but there is a lovely combination of macro shots, people cooking, and product shots that make it seem lively and possible. Something each of us could do if the mood grabbed us.





## LOOK & FEEL - VIDEO REFERENCE 3

This is also a Lurpak ad, and the reason I've included it was to reference the casting. This guy is very real and believable. He's not a chef. He doesn't appear to be acting. He's just trying to follow a recipe as best he can. He makes a mess. The results are not brilliant, but he's so delighted with what he could do, using the best quality ingredients. I love this sentiment and would like to capture something similar in the Mutti "Gout" commercial.





## AUDIO FX

The commercial is almost seen in two parts - the waiting patiently for the tomatoes to ripen, and the instant that our home chefs start cooking. The music will be rather influential in creating these two moods. I'm imagining something quite gentle and slow, quite melodic. Giving rise to thoughts of nature, calmness and peace.

Once we switch to the cooking segment, the energy changes, the beat increases and I'd like to include hyper-real and exaggerated sound effects to further enhance the cooking environment. The sound of a knife being sharpened, the sound of chopping, the sound of a lid popping off, sauce bubbling. The sounds will be incorporated to complement a sound track that is specially created for this commercial. The music will carry the commercial forward - it is optimistic, dynamic and fun. A perfect kitchen accompaniment to people in a creative cooking space.



## CONCLUSION

We are keen to embark on this journey of development with you. We hope that together we can develop a commercial that highlights the beauty of the tomato. We believe we can create a sense of quality and taste that is linked with Mutti's products. We hope that we can take this discussion further.



