



NESCAFÉ

Concept Discussion: Decaf River

OOOPS
AGENCY



Introduction

The world in which we find ourselves for the concept of this Nestlé decaf coffee, hints at surrealism. Objects appear to float in space, defying the laws of gravity. Or alternatively move in directions that are unexpected, like up instead of down. Where the groove in a coffee bean is revealed to be a valley for the flow of a river of water. The world of Dali, Magritte & Escher - a unique perspective.

Of course, we can use the camera to help us create this creative, not quite normal world - introducing perspectives that are imaginative and unexpected. Things are not as they immediately seem but the critical elements of real coffee beans and real water are the protagonists of the clip, so it's immediately apparent that the key ingredients are natural and real and top quality. It's merely the process of decaffeination that is given a surrealist spin. It's almost as if we are imagining ourselves deep within the micro particles or fibres of the elements as the coffee is altered - within the DNA of the beans, and the elements of the water droplets.

I think this can be an exciting metaphor and we would introduce something new and imaginatively wonderful for viewers to enjoy.



Water

We open the commercial with shots of a river of water - gushing over rocks, bubbling in whirlpools, slipping pass mossy green banks. This is real water in a real environment and looks completely natural and real - it is our intention to lull the viewer into a sense that they know where we are and that this is a normal, real environment.

Macro shots, slow motion, fresh and sparkling - beautiful shots that convey the clarity of the water - highlighting its natural source and life-giving presence.

We want the viewers to feel like they would want to be transported there - a fresh, cool and clear stream, demonstrated using clean, light and beautiful cinematography.



Video Reference

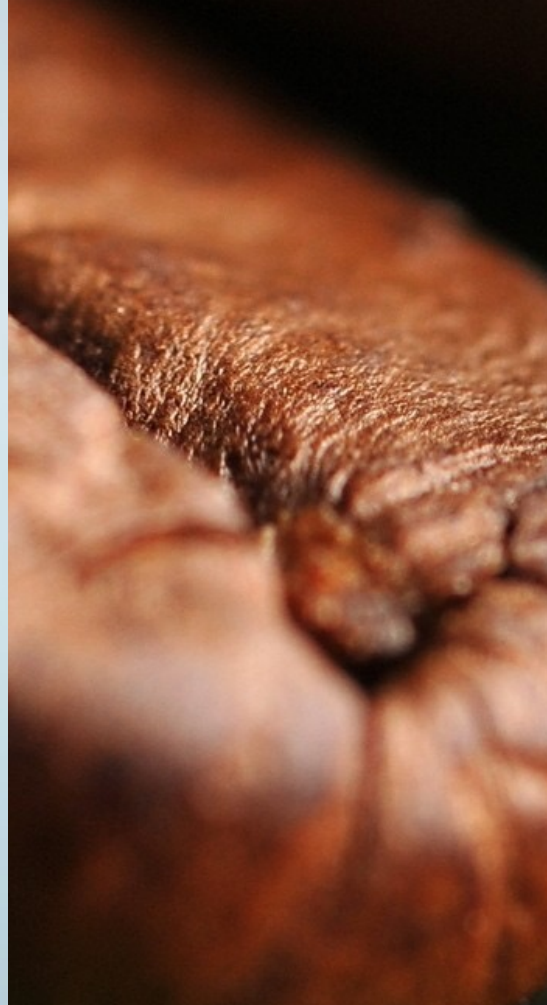


This video reference for Ciuc that I shot previously, incorporates some of these types of water elements. The fresh, green surrounding feeling of nature, the rugged and jagged rocks, the clarity of the water and the sense of freshness and crispness.

Waterfall

Once we've introduced the water, the camera follows the river over the edge of a waterfall. The water gushes downwards (with the camera hugging the flow over the brim), looking straight downwards as the water splashes into a water lake, that is suspended in mid air. This is our first hint, that this world is not what we expected.





Coffee Bean River

The camera then tilts up and pulls back to reveal that the waterfall is actually a river flowing over the edge of a coffee bean and the river that we watched initially is actually flowing in the valley created in the groove of the bean.

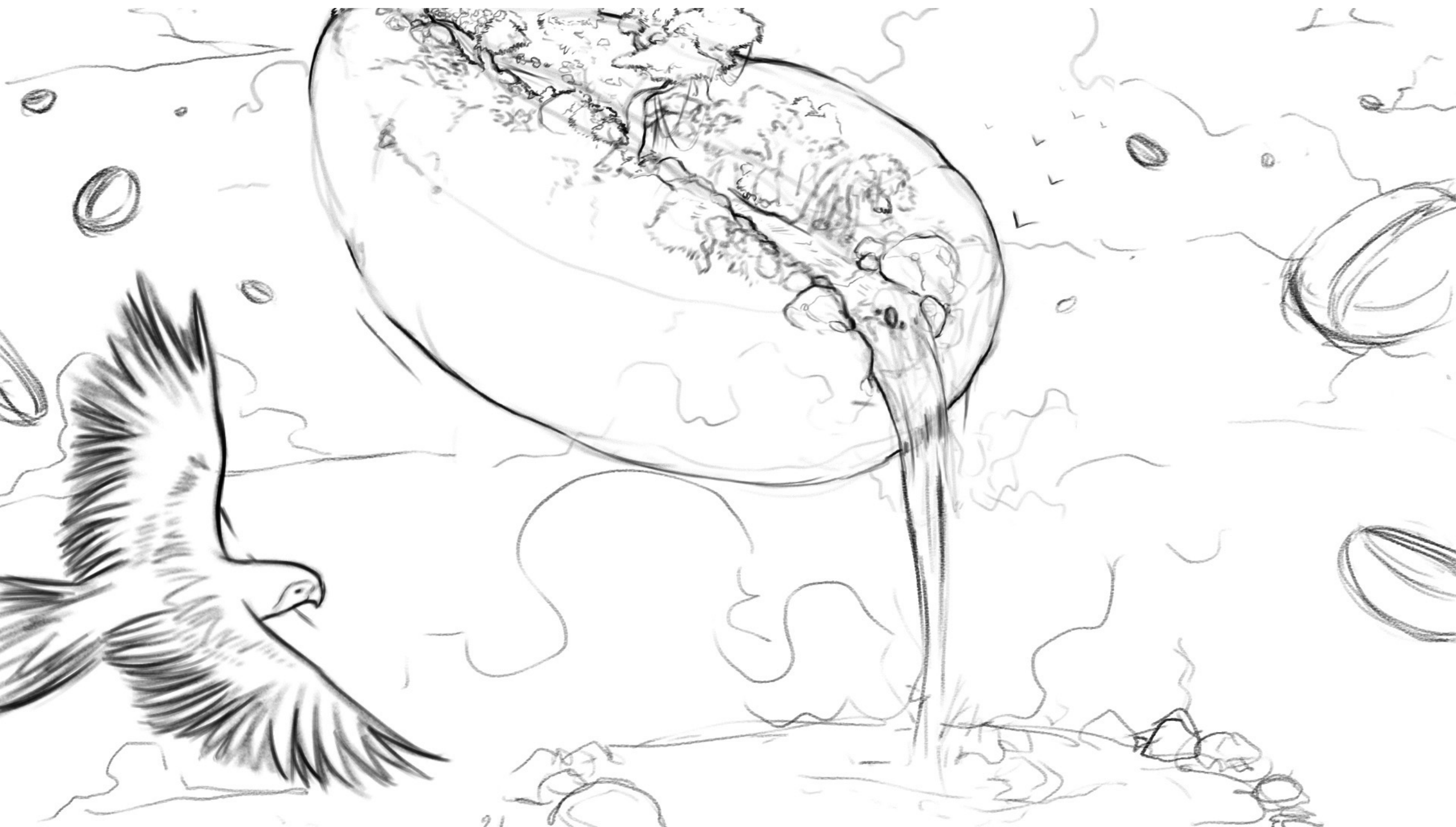
This single coffee bean is floating in space - it is not connected to anything - it seems to just be hanging there - reminding us of a Dali painting where objects are weightless and remain suspended in air.

The camera continues to pull back further to reveal additional beans, all hanging in space, tilting down to allow the water to flow, but each having a slightly different habitat on its surface. The one is green and jungle-like, the other is more stark, almost bare and devoid of vegetation, and a third is simply lined with lush green grass.

The background to this coffee bean universe is a surrealist, idealized sky - including perfect fluffy white clouds and rays of sunlight streaming through.

We will achieve this shot in camera, but creating giant coffee bean worlds so that we can actually film water flowing like rivers in these shapes.





Disintegration

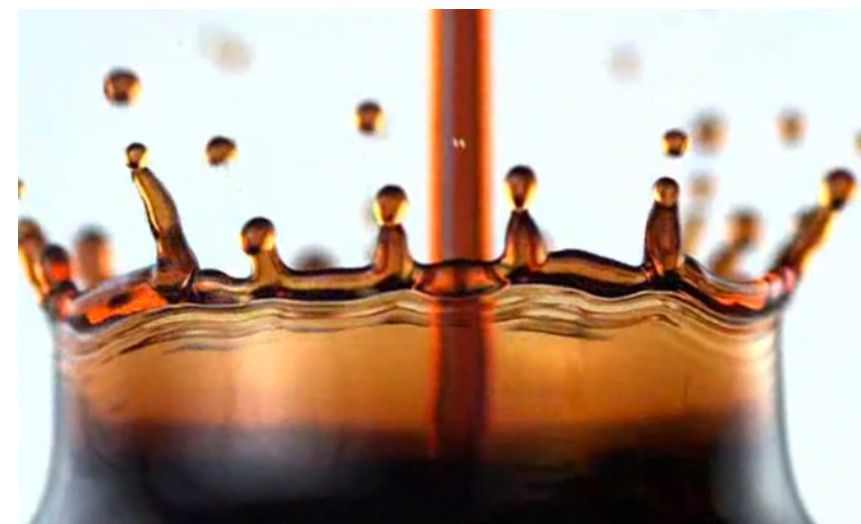
We see the first bean crack open and the water from the river start to pour into the crack which sets off a sequence of coffee bean disintegration. Almost as if an earthquake is destroying each world. More and more cracks appear. Imagine the viewpoint from under each bean, with the camera looking upwards. Water drops, chunks of coffee bean and even finer bits of coffee powder falls downwards towards the lens.

Another bean, floating nearby in space, appears to be hit from behind and as a result explodes into coffee powder. We see raindrops of powder and smaller pieces of coffee bean cascade down around us, and finally start to swirl around in a vortex which gets tighter and tighter.

The camera pulls out and to the side and we reveal instant decaf coffee powder piled high in a spoon. (Again, this will be created for real so that we can film it in camera). The intention is to create the perception that this process of decaffeination has happened deep within the granules, in an imaginary world that we normally cannot see, but that the camera has revealed to us.



Macro shots demonstrating a 'burst of flavour' by means of an explosion, eruption, disintegration or flow of elements.



Coffee Cloud

Next we see the powdered coffee in the bottom of the coffee cup. Water droplets come raining down and we see clouds of particles bounce up and swirl around.



Cup of Coffee

And finally, we really do find ourselves back in the real world with a spoon of instant decaf being stirred into a green cup, swirling round with steam lifting from the surface. A man takes a sip.



Giant World

I've mentioned throughout this presentation that I would prefer to shoot the majority of this commercial (all if possible) in camera. In my experience you can never quite achieve the reality of some of these elements, particularly water, in CGI. The way we would do this is to create giant coffee beans, each with their own characteristics, over which we can actually allow water to flow and film them in close up.

In the same way we'd create a giant spoon with the coffee powder heaped on top.

These elements will look completely real and natural (not at all fake). I've included some images from a previous shoot where we created a giant corn on the cob, where the individual kernels resembled eggs, from which a chicken hatched. This will give you an idea of the size of the build, and also how realistic a creation of this nature can appear.



Audio Fx

For this commercial I would like to include hyper-real and exaggerated sound effects to further enhance the surrealism of this world. Each water drop falling on coffee powder sounds like a giant splash of water. When the coffee beans crack and explode, we hear creaks and crackles - the sounds of breaking. The sounds can either stand on their own, or be incorporated to complement a sound track that is specially created for this commercial. I rather like the idea of incorporating the distant sounds of an Incan flute or wind instrument, that would suggest at the origins of the beans.

The sounds are those you may associate when considering a Dali space or world - anything out of the ordinary and unusual - combined with the sound of water - a combination of the surreal and the natural.

These are two video references that demonstrate the concept of hyper-real sounds.





I believe that this direction is a very intriguing and challenging project and I would be extremely excited to work on it with you. I think the results would be unique and visually very interesting.

I am looking forward to working with you and exchange ideas that will lead us to an impressive, enjoyable and delicious campaign communicating its message in the most interesting, memorable and inviting way.

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