



CONCEPT - “Achievers”

This brand image campaign has the potential to be a truly aspirational spot, providing a strong association between QNB and global achievers - people who take the plunge and do great things, who achieve success beyond what they initially imagined, and then work even harder to go beyond their limits. It should inspire all viewers to be better, to do better and to achieve more.

However, I feel that the focus isn't just on being the ultimate achiever in the physical, intellectual or creative arenas. Certain smaller acts of human kindness or caring are also truly remarkable achievements with the ability to change or improve the world we live in. Planting a tree or sharing knowledge is as much of an inspiration or goal as winning a race or driving the fastest car. It's about each of us being remarkable, developing our own skills and talents and improving ourselves - each one of us has the potential to be better human beings, to contribute more, to be a success.

This is an emotional campaign about determination, commitment, drive, success and ultimately, never giving up. I look forward to working with you to develop these ideas further.



PHASES - Before, Achievement, Beyond Limits

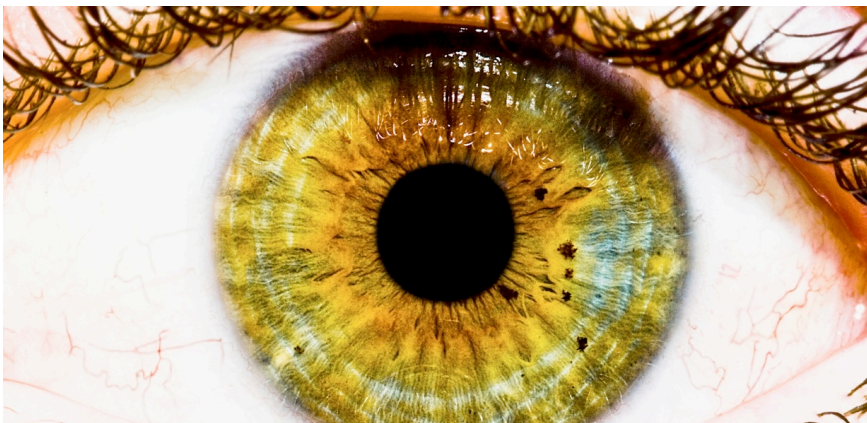
The intention is to strongly divide the spot into three distinct phases that clearly demonstrate a progression of success and achievement.

Before - these are the moments when viewers are introduced to the categories or personalities - the Thinkers and Fighters and Performers etc. These should be moments where nothing is happening yet, but for me that doesn't imply that people are doing nothing. I agree that there have not been any success stories nor any great achievements yet but these initial scenes should either be a representation of a category e.g. the chess board for the Thinker, or a preparatory action e.g. tying shoelaces. One of our characters may be about to start doing something, whether it be practicing, or thinking, or getting ready. They are on the verge of 'doing'.

Performing and achieving - in the middle section of the spot we see people doing things, things that are fantastic, things that can be considered achievements or reaching their goals. They've clearly worked hard to get to this point and are reaping the benefits. They have won the race, beat their opponent, built great things, contributed to the planet.

Beyond limits - in the final moments of the spot we see people who continue to push the boundaries, for both themselves and in general, to be the fastest, the first, the toughest. These are the people we admire and strive to imitate.

It is important that the advert progresses through these phases, to work towards a crescendo at the end. This means that the images need to be carefully chosen for each of the phases so that we don't cause confusion. Of course the voice over assists us with getting this message across but in addition, I would like to ensure that the finally selected scenarios clearly fit within the correct phase.



STORYTELLING

In each of the scenarios I intend to show 2 or 3 shots per scenario or idea, not just a single shot or angle.

For example if we use a chess player as an example of a thinker, we might see a wide of the room, with an old man backlit by the window, we then cut to a close up of his hand resting on a chess piece, and then a shot of his face as he thinks, considering his next move.



If we imagine a dreamer as a young girl watching clouds scurry through the air, we might start with an angle of her face looking up at the sky with a dreamy expression, we then cut to the clouds drifting overhead and then show a wide of the beautiful outdoor location where she's lying.



For the watcher, we might see the closeup of the eye opening, and then a wide or medium shot of someone watching out of a window.

So each scenario has more than one view of the situation and focuses on different elements, creating a mini story or portrayal of the situation. So I ask that you bear this in mind as we progress through the presentation, particularly as we look at the different phases of the spot - I don't intend the scenarios to be merely a single shot as portrayed by the suggested situations or people.

BEFORE - The Personalities

In the initial phase, we are introduced to the personalities. These are people who, if they apply their talents and skills, if they practice and work hard, if they are determined and committed, will make a difference and become success stories.

Thinkers - these are people who think and plan for the future. They are academics and intellectuals and schemers.

Watchers - these are people who watch the world around them. They are aware of what is happening and possibly their role is to report what they see.

Dreamers - these are people who dream about a better world and a better tomorrow. They come up with original and possibly unconventional ideas.

Visionaries - these are people who develop unique and progressive ideas about the future or original advancements.

Fighters - these are people who carry on regardless. They overcome obstacles. They show determination and commitment.

Performers - these are people who perform in the arts (dancer, actor, musician) but also someone who completes a task, performing it to the best of their ability.

I feel that perhaps some of these personalities or categories are a bit too similar for us to clearly distinguish between them. A Dreamer and a Visionary are very similar concepts, and a Thinker, while probably more academic or intellectual is in a similar band of understanding. Would it be possible to add (or even replace) one or two of the categories with additional personalities. This would allow a wider spread of talent and achievement. For example Creators (someone who makes something new), or Carers (someone who cares about others and the environment), or Challenger (someone who challenges himself or existing records or his/her opponent) or alternatively a Mover (people who move physically like an athlete or via mechanical means or as a play on a mover and shaker), or others that we may agree on in due course. Even if we don't mention these categories specifically, and only keep them in mind when developing scenarios, they could provide greater depth to the characters.



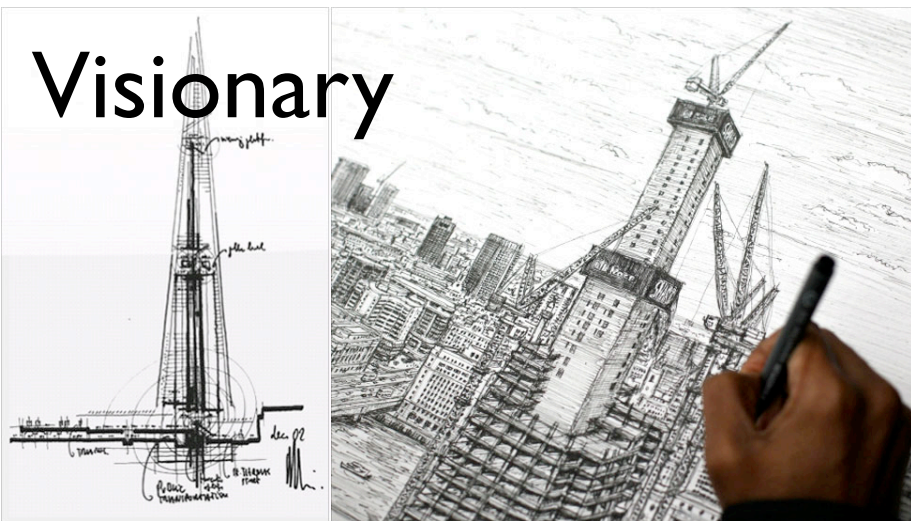
An old man's hand, holding a chess piece as if thinking of the next move.



A young girl, lying on her back, watching clouds float by.



An extreme close up of an eye, showing some reflection in the iris.



A man just starting a sketch of something - we can't yet see what it's going to be.



A boxer, preparing himself mentally, in the dressing room before a bout.



A ballet dancer carefully tying her ballet slipper ribbons.



Close up of a couple holding hands.



Hands holding clay on a potter's wheel before the wheel starts to spin.



A young child attempting a handstand for the first time.

ACHIEVEMENT - Performing and reaching success

In this sequence of shots we will show a wide variety of characters doing something great (from impressive achievements like winning a gold medal in a race, to smaller ones like installing a solar panel). People are doing things. They are using their talents and skills to achieve something. To be successful and reach their goals.

The characters aren't necessarily the same as those introduced in the first section. These are different people doing different things. But I would like to (even just in my own mind) maintain the categories or personalities that were introduced initially, so that we can achieve some type of continuity. So here I will create scenarios of a thinker achieving something fantastic or a violinist performing a solo in a packed auditorium. This way, as viewers see the advert on successive occasions they may start to recognise the personalities as well as to identify with them.

I've suggested some scenarios in the next slide. I'm not saying that we have to use each scenario but they are alternatives that I think work for the body of this spot.

In addition, I may like to have 2 or 3 characters in different phases of the spot. So we may see them at the beginning before they start performing, and again later as they achieve something fantastic. It is certainly not my intention to do this with all the characters, but a few would carry the storyline through nicely. As examples:



VISIONARY - so we could see a Qatari man sketching an amazing building in the first phase, and in the second phase, we see him in front of the building, either under construction, or completed. So we know where he started with his vision, and that he's seeing it to completion - a great achievement.



FIGHTER - we may see a boxer psyching himself up before his fight, in the first phase, while we see him knocking out his opponent in the success phase.



Thinker

A young man installing solar panels. Additional shots could include a solar field, stretching for miles.



Dreamer

An author writing a new book, either by hand or on a typewriter or laptop. This could be replaced by a teenage skateboarder doing a new move.



Watcher

Enjoying the view from a mountain peak.



Visionary

A couple planting a tree for future generations. Extra shots could include their faces, and a forest of trees.



Fighter

An activist campaigning for some kind of change. We see their faces, their stand and the sign in a wide.



Performer

A rock star performing to a screaming crowd.



Carer

A mother with her newborn baby. If we don't use the "carer" category, this could also work as a "dreamer".



Creator

We see a welder working on a metal framework. Sparks fly and we see his intense concentration.



Challenger

A swimmer or athlete winning a major international event by a split second.

BEYOND LIMITS - Pushing boundaries

The final sequence has to be completely impressive and memorable. ***These are events that normal people probably couldn't achieve or might not even think of.*** They took unbelievable skill and talent as well as drive, determination and focus. They are achievements that amaze us. We look on in awe. They have the capacity to change the way we see the world, how we behave and how we improve ourselves. These final moments need to inspire us each to be better.

I feel that this needs to be the shortest section of the ad and the message can probably be conveyed with 3 or 4 amazing images. I have suggested one for at least all the personalities again, so that we can discuss and agree on the perfect sequence to end on.



Thinker

Scientists who have discovered a new cure or treatment.



Dreamer

A magician performing an amazing illusion on stage.



Watcher

A photographer documenting natural disasters.



Visionary

A Qatari man looking up at a Doha skyscraper under construction, that he designed.



Fighter

A doctor or surgeon in the ER or operating theatre, fighting to save someone's life.



Performer

A soloist playing on a roof in the city, at sunset. We see a wide of the city line, his face in close up and his bow stroking the strings.



Carer

An aid worker or humanitarian in poverty-stricken countries.



Creator

An artist's sculpture being unveiled at an international organisation's building.



Challenger

A Phoenix flyer making an impressive leap off a mountain cliff. This image could move to the visionary category.

CINEMATOGRAPHY

In this spot it is important to achieve a natural, realistic look and feel. I want to create a very cinematic look and feel particularly so that the viewer can connect with the emotions of each of the characters. The performance and the camera work will be subtle and authentic, and include some handheld, loose shooting style for certain elements to enhance the strong focus on reality.

This is not a story that needs to be developed and told - but a beautiful, inspiring combination of fleeting impressions to portray the progression of achievement and success in an motivational way, almost poetic in nature.

The grade that will be used will be real and natural. The colours will not be overly saturated, but will focus on the authentic nature of the various environments - urban, nature, interiors.

The lighting will be such that it underlines the moment of achievement for the central character. In addition, the moment will draw on the specific emotional aspect true to each of the characters - the musician being carried away by his own playing, athlete putting every ounce of energy into his movement, the watcher meditating in the stillness, a mother's love for her baby - all their emotions must be written on their faces, coming across through a strong, believable performance.

The spot will mainly be shot in real time or at normal speed, with potentially a few slow motion shots (at around 50 - 100 fps) to add a slightly softer and abstract look to underline the action or detail in specific pre-selected shots.

We may also include one or two interesting camera movements, such as a 90 or 180 degree revolution around an object or achiever (see video references).

CINEMATOGRAPHY



CINEMATOGRAPHY - Video Reference



This **video reference** demonstrates a very real, lived-in world. People show their character and life stories in their faces. The grade is muted, not over saturated and demonstrates the grits and guts that is required to achieve.



This **video reference** also shows a realistic world, with normal, gritty characters. The tone is quite dramatic but it has an inspirational and uplifting, and quite emotional storyline that is well portrayed. Our spot of course will be a combination of dramatic and joyful moments.

CINEMATOGRAPHY - Video Reference



This **video reference** demonstrates the kind of camera techniques and look and field that I would like to achieve. It's real and inspirational.



This **video reference** also shows a realistic world, with normal, gritty characters. The tone is quite dramatic but it has an inspirational and uplifting, and quite emotional storyline that is well portrayed. Our spot of course will be a combination of dramatic and joyful moments.

CINEMATOGRAPHY - Video Reference



This **video reference** demonstrates the 90 or 180 degree camera revolution around the action or character (Timecode: 00:29:22)



This **video reference** provides the kind of moments that I would like to portray for one or two of the sequences. She's a real person, but a great achiever and although this is an extreme slow-mo, it demonstrates how it can be used to highlight a moment of success.

CASTING

It is important that the characters that are cast have strong features (possibly even a bit rough at times), filled with character and life. The intention is that their spirit and resolve show through.

I will not be looking for model-like or perfect faces. I want to use actors with 'real' faces (possibly even relying on street casting) or possibly use people from the actual professions e.g. a real boxer or athlete, a professional musician or dancer. The key driver will be that the performance is believable and heartfelt. We will ensure, once the scenarios are finalised to provide a mix of age, gender and ethnicity throughout the campaign.

I will be focusing on the required emotion for each scenario and attempting to portray them sensibly without allowing them to seem overly dramatised.



MUSIC

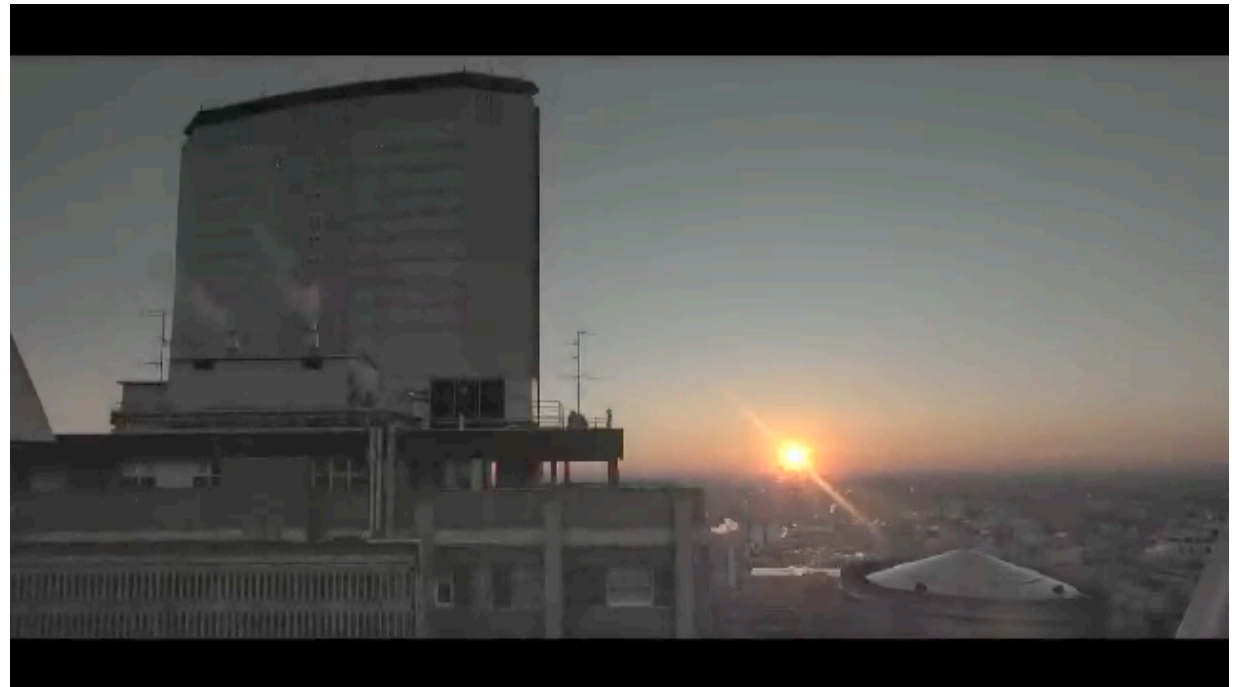
The original music track that will be created for this commercial is important because it has to both complement the various scenarios, as well as spark emotions. The music should be melodic and more contemplative when introduced in the beginning of the spot, evolving to a more dramatic piece during the performances and period of achievement, and after the quietness of the opening, rising dramatically to crescendo for the scenes in the final sequence.

Overall, I would like to achieve an uplifting, powerful and strong piece of music, that beautifully supplements the action shots.

Music reference - audio only - click to play
Coldplay - The Scientist



Music reference

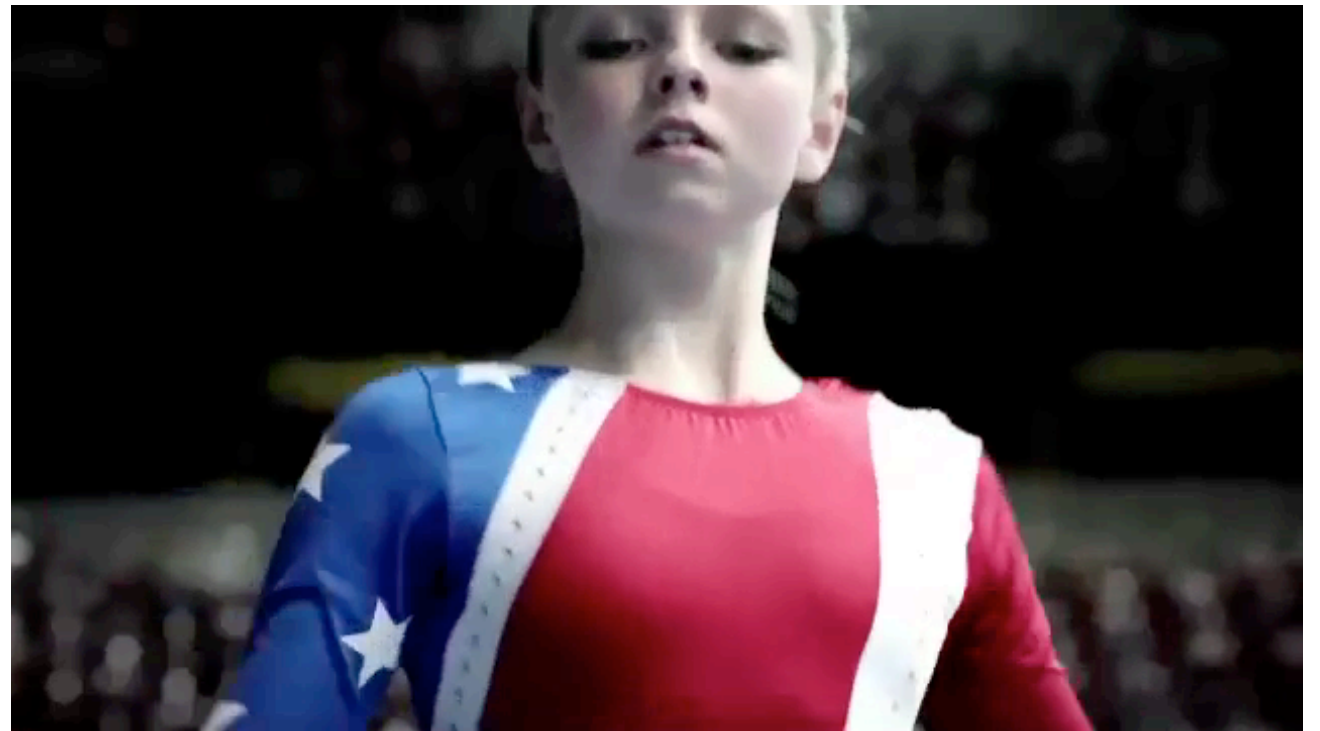


Music reference

MUSIC cont'd



Music reference



Music reference

ORIGINAL ANIMATIC

I have prepared this treatment with an open mind, considering the aim of the campaign and the philosophy that has already been agreed and have therefore suggested alternative personalities and scenarios that appeal to me. If however, the client prefers to use visuals from original animatic only, they will be treated in the same way as described above, still ensuring that we create an emotive and powerful spot.

If this is the case, then I would suggest that we swap some of the scenarios around to create a slightly different order, thereby ensuring that we keep true to the 3 phases we envisage.

The changes that I would suggest are:

- possibly moving the visionary with the skyline to later in the clip because the development has already taken place, it did push boundaries and impacts the world (so it doesn't really fit with the concept of 'doing nothing' at the beginning).
- Tying shoelaces should move to the beginning
- Children building rocket or taping box should move to the beginning - they are still dreaming of flying or inventing or doing something, not actually achieving anything yet
- Gymnast dust should move to the beginning - it is a preparatory action rather than a doing or achieving action
- Photographer should move to the middle - it is an action and happening on a mountain
- Performer should move to the middle - he is not doing nothing, he is already playing
- Boxer should move to the middle - he is clearly not doing nothing, he is already fighting

Of course, these changes are only influenced by my understanding of the shots in the animatic, whereas if they are tweaked slightly it might not result in a change of order.

Thank you

I believe this can be a genuinely beautiful spot, filled with inspirational and real images that can really connect with the target market. Thank you for allowing me to present my ideas and suggestions and I look forward to progressing these ideas further.

