

NEW
GARNIER



A DIRECTOR'S TREATMENT



Thank you for the opportunity to pitch for this commercial. It's a gorgeous board with all the ingredients for a stunning commercial. With the approach that I am planning, this film will stand out from other commercials to be visually unique and memorable. Each and every aspect of the film will reinforce the natural and nourishing qualities of the *New* **Garnier**.



Production
Objective



The key objective in this film is to communicate is the range of specialized hair oils created to cure all kinds of hair problems from dry or damaged hair to dandruff and hair falling out. The commercial shows the bounty and beauty of nature has been secretly encapsulated into an essential oil that is the basis for *silky, gorgeous, glamorous hair*. The whole experience emanates from the goodness of

nature. The woman's transition from the garden to the home and then to the final scene with friends will be surprising and seamless. Tonally, the main issue is to amp up the ingredient story whilst building a *strong* and *intimate connection* between the woman in the commercial and the viewer so that they actually feel they are being told one of Mother Nature's best kept secrets.



Art Direction &
Cinematography



I am really excited by the way this commercial starts, in a surreal garden. Sheer delight for a director. Across History and mythology, ***gardens have always had a universal appeal***; from the those of ancient China with their moon gates and immortal rocks, the Zen gardens of Japan to the paradise gardens of Islam and the landscaped parks of old England.



In our subconscious mind, gardens are also thought of as an image of the soul and innocence. They make us feel safe and at peace as they are a cradle for life,. Because of this, I see gardens as very feminine representing ***fertility, happiness*** and ***purity***. These are powerful cues for the set design of the garden which should be ***magical*** and ***surreal***, with an ***'Alice in Wonderland' feel***.



I want to play with ***colour*** and ***form*** – taking familiar objects and arranging in a surprising and artistic set design. The audience needs to feel they are sharing both a journey and a secret with this woman as she guides them through this ***idyllic paradise***.



I'd want to use discreet camerawork to create an **air of intimacy** between *the girl* and *the viewer*. The board is rich in imagery; seeds symbolize new opportunities and new beginnings. Just as **a seed is the beginning of a new life**, the seeds should be lit so that they have a **supernatural aura** to them that can be enhanced in post production.



When we transition to the woman on the path, I would use a stunning matte shot to show her in a **fantastic dreamscape of nature and beauty.**

This can create a compelling backdrop when we see her bend down to pick up the next ingredient...



...the leaves

Once again, this is a very powerful image as a leaf is an ancient heraldic symbol meant to signify **happiness** and **contentment**. This neatly leads us the hero of the ingredient story...

...the coconut

Which has long been regarded as the secret to women's black, thick and shiny hair. As she places this in her basket, we have an opportunity to zoom in on it and when we pull out we reveal that she is home. The basket is now crucible for the magical transformation of the natural ingredients into an **elixir of health** and beauty, **Garnier Oil**.



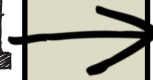




Animation

A decorative flourish consisting of a horizontal line with a small dot at its right end, from which a series of elegant, swirling scroll-like patterns extend downwards and to the left.

ADD
SKETCH
HERE



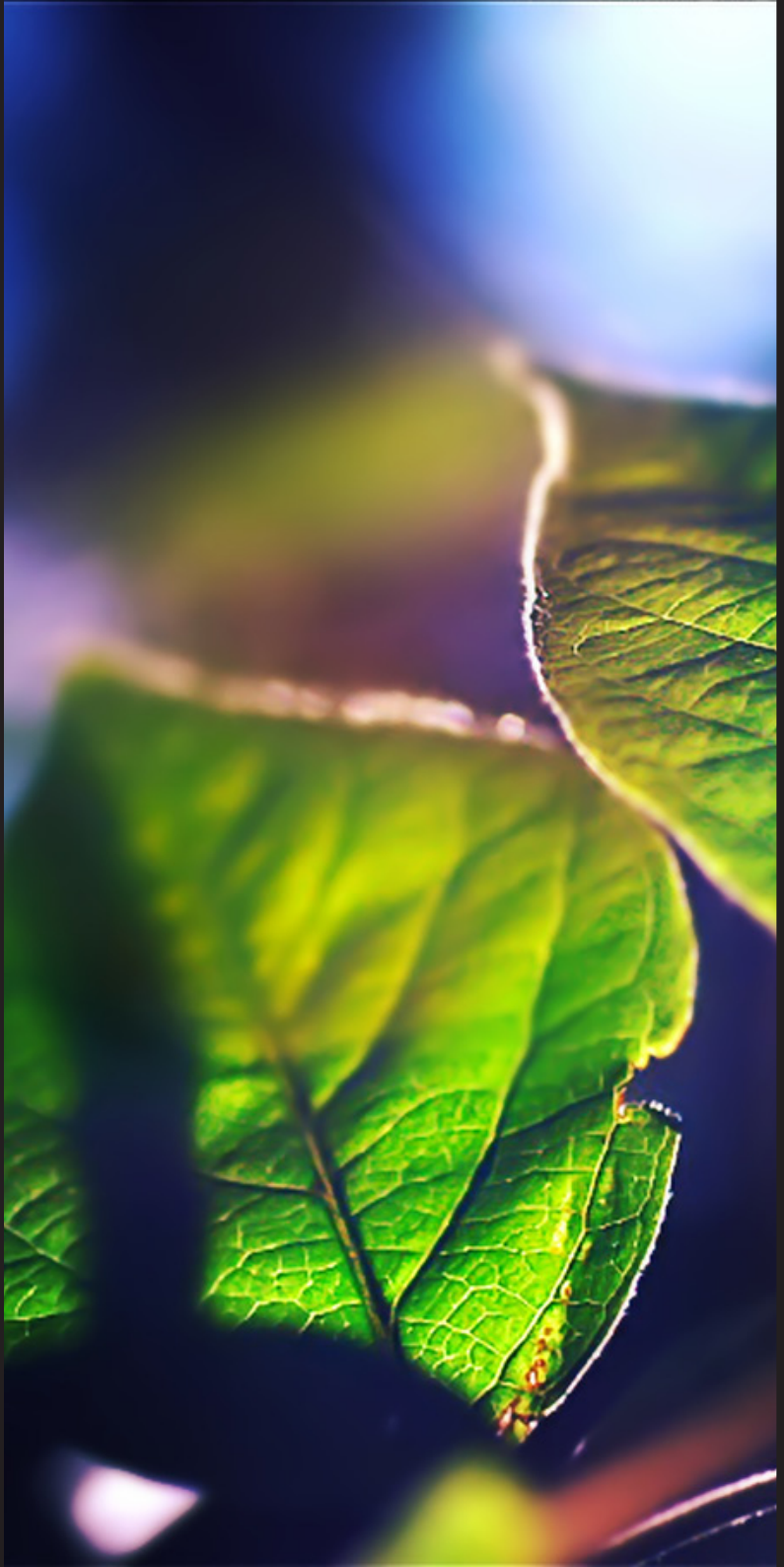
ADD
SKETCH
HERE



ADD
SKETCH
HERE

As we see the type dissolving into the ingredients, I want to maintain the *natural magical tone* of the commercial. It's often at this point in a commercial that the viewer's attention wanes but with innovative use of dynamic type blended with meticulously computer graphics, we can design a flawless sequence that really makes the product benefits *come alive* for the viewer.





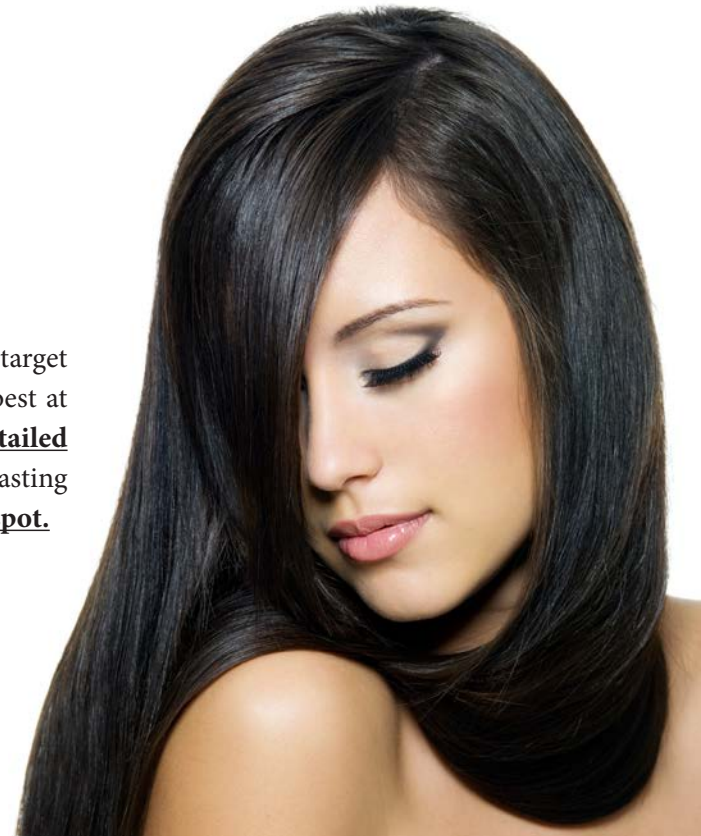
Product
Sequence



Once again, I'd like the camerawork to get in close and intimate to show the *sensuality* of the product as she smooths it into her hair and demonstrates the *luxuriant richness of the magical oil*.



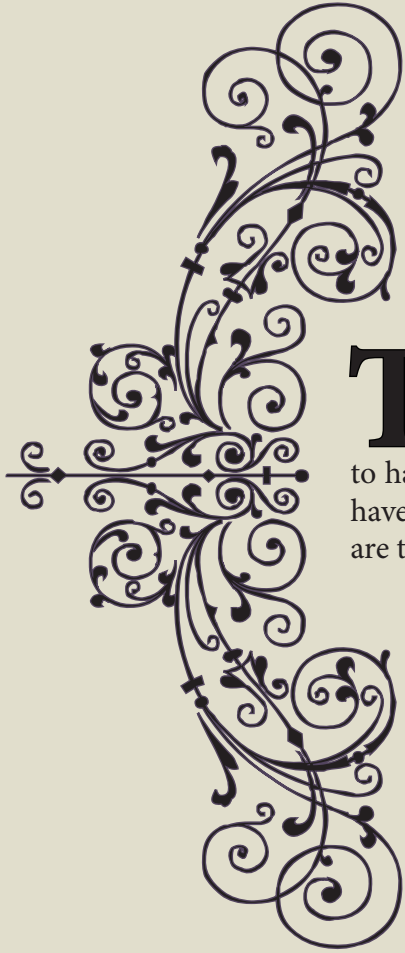
The main talent embodies the aspirations of the target market; a beautiful woman who wants to look her best at all times and turns to nature for help. I intend to up a **detailed casting brief** for this film and working closely with the casting director to make sure we get the **very best talent for this spot**.



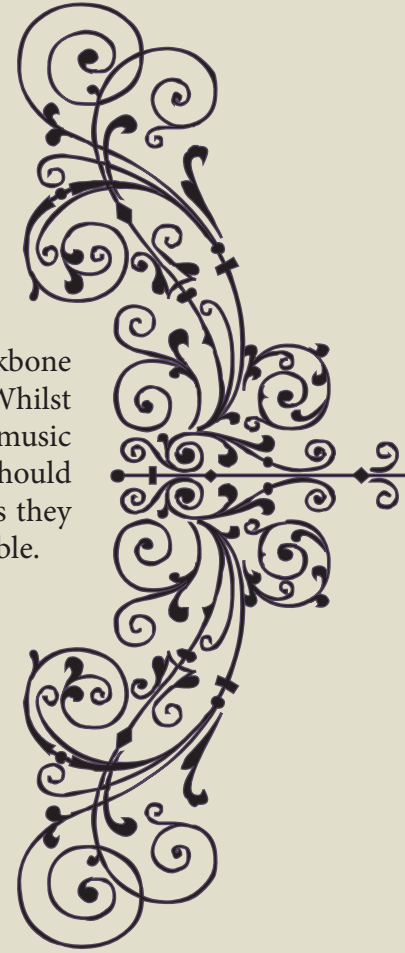




Audio



The soundtrack is going to provide the audio backbone to this film and will play a pivotal role. Whilst we are guided by the voiceover, I'd like the music to have an *enchanting, mythical* feel to it. The track should have an **ethereal rhythm** to it so that the viewer feels they are transported into a dream where anything is possible.

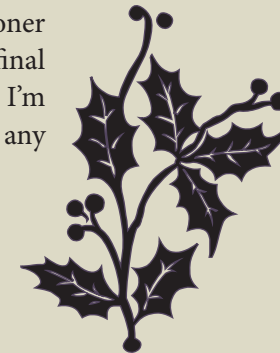






Thanks for getting me involved with this script. It's a magical idea with enormous potential. Please understand that this is simply an initial collection of thoughts on how we can best approach this idea. From here we move from a storyboard to a shot by shot shoot board when we will need to work side by side with the art dept, location crew, special effects and the props team.

I think this is a beautiful and simple idea presented in its own unique way and I would love to be involved in its execution. The film's realization needs to be detailed and precise and the sooner we can start working on these details the stronger the final commercial will be. Time spent in pre-production is never wasted. I'm ready to move forward so please do not hesitate to contact me for any further clarification.







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a director's treatment NAME HERE