

MINI

Ministry of Finance
a treatment by

DIRECTOR'S NAME



J da.
to aplan.
MESSAGE REGARDING:
MINISTRY OF FINANCE

BEGIN TRANSMISSION.

HELLO.

A chance to look inside this slightly bonkers world with the MINIster of Finance for Mini. How can this not be amusing? I know all the print ads so far have been against a black background, but I think it'd be fun to give ourselves an environment for all the action to play out for this live action project.

The more I learn about the MINIstry, the more inspired I become.

We'll be keeping things simple, understated and cool. Low-fi is where my head is at and this is normal life at the MINIstry. But to regular people, it's an interesting, diverse, and most importantly, amusing world.

I'm thrilled to be talking to you about this - it's a proper opportunity to create something highly amusing.

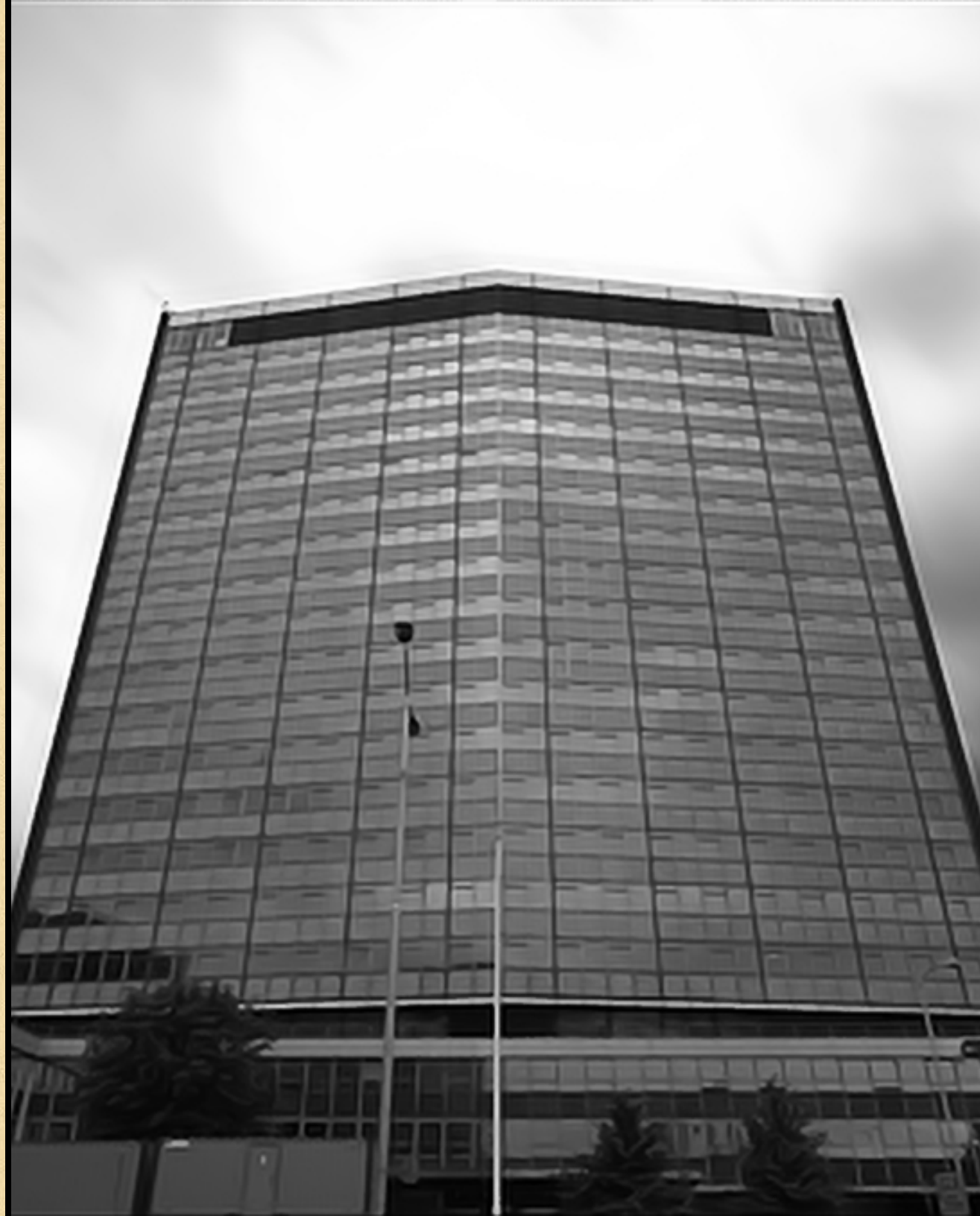
Thank you.

THE MINISTRY

Before we start let's nip outside and shoot an exterior shot of The MINistry. It's governmental looking - built around 1970; the sort of place that's photographically really cool. It'll give the proceedings higher production value, and the viewer a sense of geography. It'll also create an interesting background if we want to put a super on screen explaining that this is The MINistry. It'll make the films bigger.

Something to consider, it may be funny if this were simply a still image, but we edit it as if it were a moving image expecting the viewer to buy into it, you may not notice at first, but of course nothing moves (e.g. no moving cars or people), a cheat; an obvious one and therefore comedic.

However we treat this establishing scene, it has the advantage that it can be shot in tandem with setting up inside, plus it may even be a completely different building up the road, giving us creative freedom to choose the right exterior and right interior separately, and it's something we can decide on in the edit.



MINISTRY OF FINANCE

J. da.

THE 50/50 OFFER

An indepth report on the offer given to ~~it's~~ its valued clients and customers. The following document explains a thorough procedure taken by the Ministry of Finance in order to ensure efficient and thorough methodology of sales.

NOTE: CHAINSAW WILL BE PROVIDED.
POSTER BOARD OF MINI WILL BE FILED UNDER
CUTTING OF THE MINI POSTER BOARD
MINI POSTER BOARD MAY NOT BE



We then move to an office inside. There's a cool 60's walnut veneer desk, with an avocado coloured telephone to match. I'd also like it if there was an element of wood paneling to the office, to help set the styling.



The MINiSTER welcomes us to the 50/50 offer. In his office is a large sized photorealistic cardboard cutout of a Mini. He's sporting a pair of protective glasses and gloves, even though he still wears his suit and bowler hat. As he talks (shouts actually, don't forget chainsaws are loud), he cuts through the Mini neatly down the middle. He finishes and one half falls to the floor, which is when he tells us that 'You pay for 'Mi' now, and 'Ni' later'.

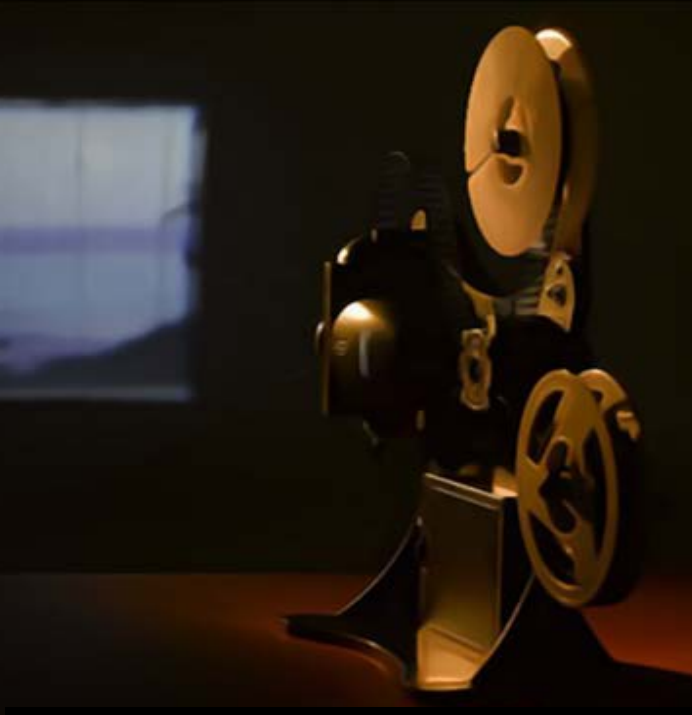
He sits behind the desk, clears his throat and delivers his message straight to camera. It's certainly businesslike, but with added fun.

Pressing a button on a small projector on his desk, he switches it on, and we see a range of Mini's flash up on one of those 1970's roll-down projector screens.

Being so British, he allows himself a quick sip from his teacup and continues....

Previously you had scripted an anonymous hand appearing from within the desk drawer handing the MINiSTER his cup of tea, I liked the irreverence of this and would like to do it if possible, although I appreciate if there is a particular reason why you have taken it out. Perhaps the cup of tea could have a Custard Cream and Bourbon on the saucer. The cup of tea is important on a symbolic level of British-ness; we can go for a slightly flowery ornate type, or I also quite like the more functional municipal designs like the glass version pictured.





In the script we get to a point where he asks 'Pick a model....' As we see the Mini's on his projection screen.

A woman, dressed in a nice tight tweed skirt and cotton blouse (his secretary, roped in for demonstration purposes) points to a Mini Countryman using his traditional black umbrella, her manner is unquestioning and compliant. The MINIster tells her it's an excellent choice, as per the script. She doesn't respond with any emotion, this is a demonstration.

The MINIster then reaches into one of the draws behind in his desk, or maybe a filing cabinet on the wall behind, and pulls out a balloon. Again, if we go for the cup of tea being handed to him by 'a hand' in his desk, it may be amusing to keep this theme going, this time the balloon is handed to him from 'a hand' in the drawer on the other side of his desk. He tells us it's time for the 'legal bit', and then bites the knot off, sucks out all the helium, and in a high-pitched, squeaky voice, gives us all the legalese.

It's a long sentence, but he manages to get it all out in one single outtake of breath (important to the comedy), pauses to catch his breath and says in that ever-so-British manner...

"There you go. Good day."



Y4 M 59/9:
W 19/10/1943

"YOU CHOOSE" THE OFFER

GOVERNMENT PUBLICATIONS
MAY 16 2002

REPORT A
SUBCOMMITTEE OF THE
MINISTRY OF FINANCE
OF THE
CONSTITUTIONAL MULTINATIONAL
CORPORATION OF MINI COOPER
FIRST SESSION
ON
S. 444

JANUARY 20, 27, AND 28, 1943



ND 28, 1943

~~Public Library~~

62205

THE "YOU CHOOSE" OFFER

Behind his desk, still sporting his bowler hat, we see the MINIster. He has a parrot on his shoulder. Every time he should say the word choose the parrot butts in and says it for him. They're a well-oiled machine; and the dialogue is almost seamless.

While he's talking, he picks up his teacup. As before, we have the option of 'the hand' simply giving it to him mysteriously from off camera; when we cut out wide expecting to see who had handed him the tea, there is no one there.

Because he's MINIsterial, it's high class, but dainty, and asks for two lumps, please. Cutting to a close up and from off screen again two lumps of sugar are dropped into the teacup, by 'the hand'. A teaspoon is introduced, and our film stops for a beat whilst the tea is stirred. Tea is very important and must, under no circumstances be rushed - especially if you don't have to cram the story into a 30" film like we don't. It's all a little stilted and awkward; a bit like this clip from [LOOK AROUND YOU](#).



With his drink now fully prepared he continues through his dialogue, with all the salient points of the script appearing on the screen behind him.

He's just finishing and is about to say 'choose' when the parrot pipes up. However it says 'banana' instead, and has to be corrected by the MINIster who looks a little surprised, but carries on regardless....'offer'.

We need someone to choose a mini from the screen behind the MINIster; again it's a great excuse to bring on the secretary again, after all she did such an efficient job last time. As before she's immaculately dressed complete with heels, a tight tweed skirt and blouse, and as before her demeanor is compliant and devoid of any emotion.

Using the MINIster's traditional black umbrella, once again, she points to a car and the MINIster talks through what it will cost, not before congratulating her on her excellent choice of course. To which, as before, she shows no emotional response.



The MINIster then points off-screen to where the Finance calculator is on the web page and invites the viewer to try it out.

He then turns on a slightly dated record player that is sitting on the desk. The music starts to play, but it's not fast enough for what the Minister has in mind, and he flicks the switch from 33rpm to 45rpm and the music speeds up. This enables the MINIster to read the legalese out in quicker time with the music, and it also makes me laugh.

He finishes. Lifts the needle off the record, and simply says...

'There you go.
Good Day.'

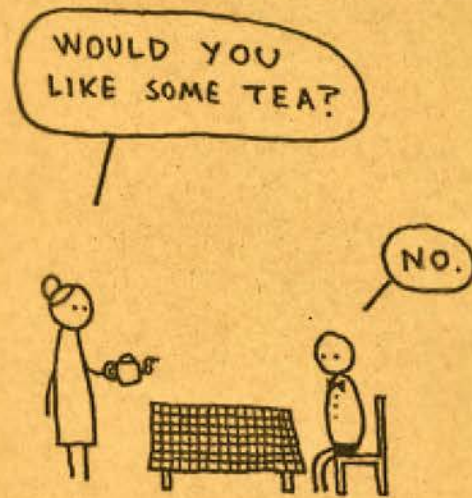


THE MINISTRY
OF FINANCE

STANDARD
PROCEDURE OF
CASTING

OFFICIAL
GUIDEBOOK

a step by step procedure regarding
induction and inclusion of members
into the
MINISTRY OF FINANCE



ANARCHY
IN THE UK.

THE MINISTER

I know he's cast, and he looks like an inspired choice. The MINInstinspired choice. I understand that he's a comedian as well as able to act, which is great as I have lots of experience casting stand up comics for commercials.

I always like stand up comics because they often bring a level of comedic timing and adlib that regular actors struggle with, but also they tend to be less seen on our TV screens, and yet are used to performing in front of an audience, so are not fazed by a film crew and the on-set surroundings.

This ad I made for [SPORTCHEK?](#) Totally adlibbed...

And you want your films to be funny, then why not work with someone who understands funny? Great choice guys.

I like the idea that he's part of the establishment. He is unfazed by anything that happens, and simply delivers his message, whilst around him, nonsense ensues. By handling his performance in this way, we'll take the humor to the next level. It's a bit like John Cleese in [THIS](#) classic scene. It's slightly mad, but he is just so straight and normal and that's what makes it brilliant. .

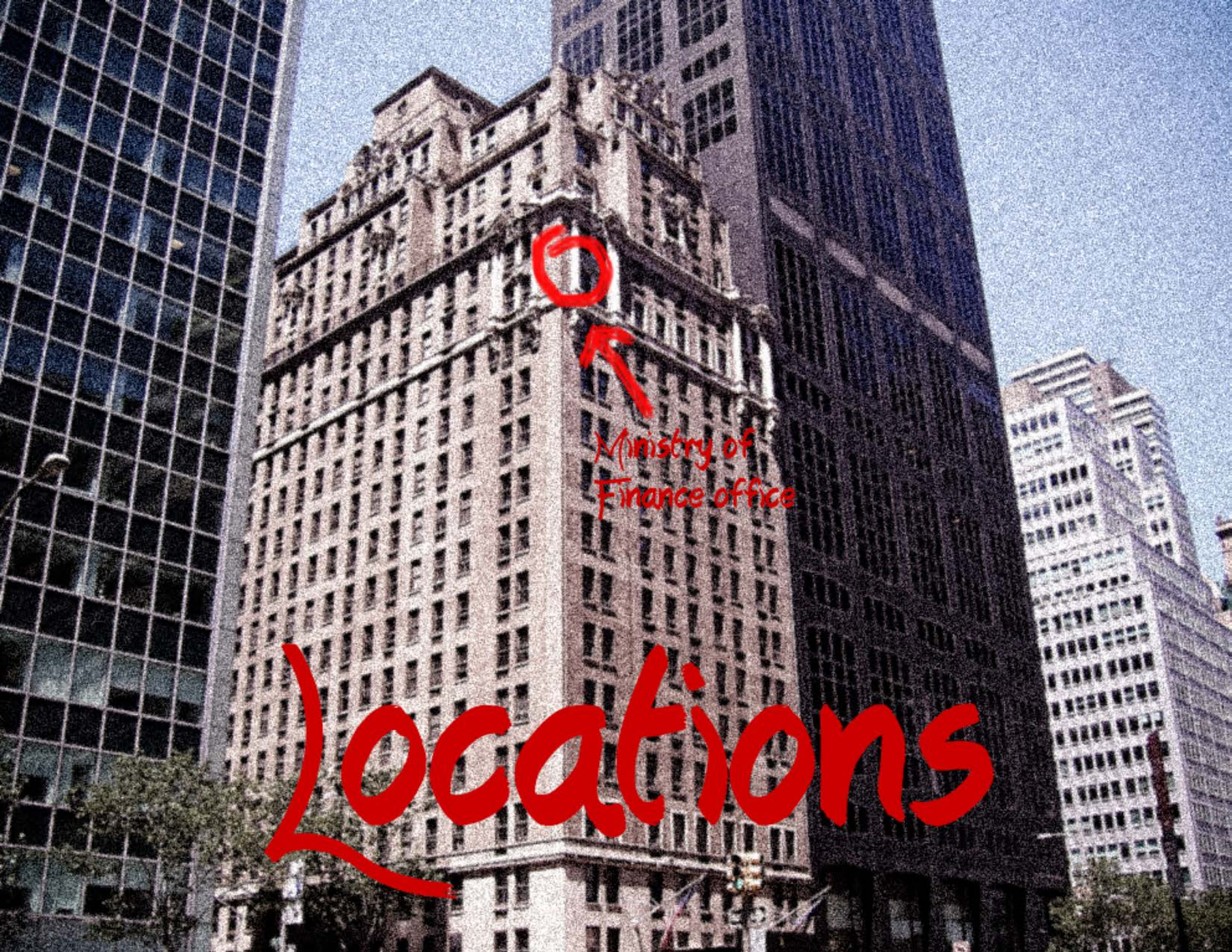


So he keeps it real, but we could consider that he accentuates the 'Mini' part of the word 'MINIstry' ever so slightly, but not so much as to become contrived. He's always impeccably dressed, with shirt and tie, bowler hat, and he always wears a jacket.

THE SECRETARY

The secretary is in her thirties. Think a young 'Miss Money Penny', and you won't go far wrong. She's very attractive, even though she always wears her hair up for work. She wears a blouse and a businesslike tweed skirt, that's quite pencil-like and tight. Her shoes are elegant heels, and she has never, ever given anyone any clue as to what her private life is like. She carries out all her duties with a methodical calmness that's devoid of emotion. She could well wear glasses.





Ministry of
Finance office

Locations



Location

This needs to have a really cool photographic look. I don't think we'll do it justice if we're in some faceless, modern office block. I see the MINIstry in a '70's building but of course we're in the present day. They just lend themselves to photography so well. It's everything - the lighting, the windows, and the furniture.

Basically, creative license has afforded us the opportunity to inject a level of styling to the surroundings that both supports the character of the MINIster, whilst offering us something infinitely more interesting to enjoy visually than a bland modern office block.

Have a look at **THIS** ad I made for Specsavers. It was shot in one of the many 70's offices in Croydon. Who fancies a trip to Croydon?



THE MINISTRY
OF FINANCE

presents

FILM LOOK

an in depth presentation of the standardization of
looks in regards to film, video, moving images and
mutoscopography.



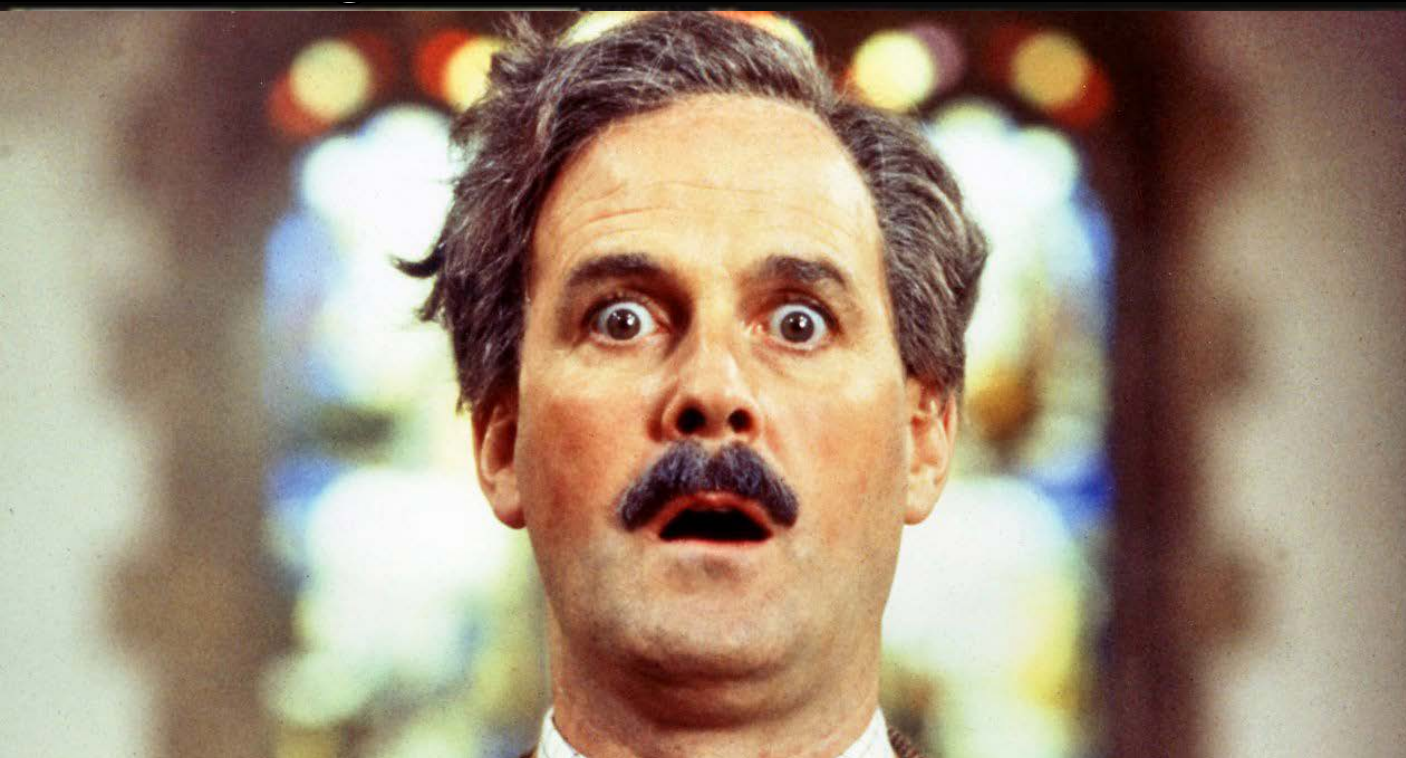
Film Style

Although we have a MINIs-ter who wears a bowler hat, and a slightly older office, this is the modern day. It's just that the MINIs-try has been around for a number of years. These characteristics are designed to add charm, and element of cool, and to show viewers that the MINIs-try has character.

The film lighting and camera work will reflect this modern film look.

The style definitely adds a cinematic feel to the proceedings, which, when coupled with fast, modern lenses, will give us a really contemporary look even though the office is well, just that little bit older.





BYE.

Thanks for asking me to treat on this project. I hope I've clearly outlined my vision of how your ideas can be realised to their fullest potential on every level, and that in reading this you're as ecstatic as I am about the possibility of doing some exceptional work, that people will talk about, genuinely laugh at, and hopefully even email to their friends.

Like yourselves, I view the creative process as perpetual, so if you'd like to talk further then please feel free to contact me at email@website.com

Thanks, I really enjoyed writing this.

END TRANSMISSION.



MINI
"MINI-STRY OF FINANCE"
is a treatment by
DIRECTOR'S NAME