

## **Kessels Kramer**

### **C&A- TREATMENT BY AB/CD/CD**

#### **BONJOUR**

Thanks for the script. We love this concept and are thrilled to be pitching for the campaign. The idea is a perfect blend of subject and form that we rarely see in advertising. It has the scope to create something truly memorable.

We're familiar with the kind of challenges this film will present; we love working head on with a technique, so that it doesn't become just a visual nod but an intrinsic asset to telling the best story possible.

#### **PITCH**

C&A has the capacity to stand out as one of the most popular fashion brands of our time. It has the ability, opportunity and the resources; we would like to bring you to the forefront with a unique take on the pitch.

We want to use a highly original transition technique where one location is almost 'enveloped' by the next. It will require a detailed and rich art direction to give the spots the right style. A carefully devised set will define the pieces visually. Though we must be careful to make certain the set acts as a kind of playground for our hero girl.

Plenty of big brands have created films that use intricate split screens; they are aesthetically beautiful, showcasing a familiar, well-used concepts using bold, cinematic visuals. But often they get bogged down in too grand, or vague a vision; this project is simple. It has a clear direction, which really tells a satisfying story.

For us, they are her worlds to explore and delve into. This freedom will give her space to express herself and be the role model for the girls of 2014 to connect with. This will make the spots stand out and be instantly recognisable.

#### **APPROACH**

We want to use a simple but visually effective technique to allow our hero room to express herself and give the spots the playful manner that will bring out the core message. The idea is that by keeping each section to a single shot we will let things stay simple.

Our hero will be able to jump from one scene to another. For example, the scene where she is swinging in the playground and reaching up for the mug of coffee in the next scene: Our technique will mean she can literally do just that. The simplicity of this brings a real sense of gravity to the spot. It will ground it firmly in reality, letting our viewers see the genuine variety of the C&A brand.

Here you can see a preview test shot: **LINK etc.**

Of course we need to keep things exciting, the spots won't just be a series of one-dimensional murals from one scene to another. Our approach will give the film depth and variety. Our hero will be able to alter how she stands or where she stands. She'll approach the camera and walk away as the spot develops.

This will show the contrast of each situation she finds herself in and demonstrate a real journey. It will beautifully show just how many situations our modern woman can find herself in and how she adjusts her appearance. By uniting these elements correctly, we achieve a really strong, captivating visual narrative.

## **PHOTOGRAPHY**

By keeping the story as a one shot camera movement, the story will flow naturalistic and free. This approach will really help sell the realism and authenticity that will give the films weight. Gentle, fluid moves will enable us to subtly draw focus on details of our choice (whilst also providing a quick and flexible shooting style).

Over-choreographed camera moves would undermine our subjects and locations; instead we would like to keep things fluid, and give the camera the freedom to roam the scene and capture the action from a variety of positions.

## **SCRIPT**

COMING SOON

## **ART DIRECTION**

We envision the set as natural enough, but somewhat stylized at the same time. We can achieve this by heightening certain colours of the overall palette to match with the clothing as we go from scene to scene. It may also be possible to emphasise the playful nature of the films by emphasising how precise the sets will be; focusing on the little details; demonstrating the clean, fresh look both of the world and the outfits she chooses to wear.

The choice of props is also important; they help demonstrate the sort of person we are showing and give an insight into the kind of life the hero leads. We need to select these carefully so it's obvious she's your average girl, she's special in her own way. She is not an elitist person who can afford to have anything.

Above all we need a new look for C&A, the art direction is very important to paint that picture. It shouldn't be too quirky, contrived or perfectly symmetrical like a Wes Anderson film. It should have character though, and a style that feels both up to date and fresh.

## **CHARACTERS**

We are aiming for a truly naturalistic, but also confident and charismatic performance full of spontaneity, energy and expression. We need to show her being herself, giving real reactions, expressing herself and making those changes to her appearance to best suit which scenario she has found herself in.

This way the performance will not fail to be engaging or even funny. The unexpected always makes for the most interesting viewing, so let's embrace every facet of our characters' personalities so that as she changes throughout the films her performance can have real depth. I want to give our audience someone who's on-screen personality is always developing as she goes through life. We see how she changes with each scenario and each outfit.

## **MERCI**

Once again, thank you for asking us to pitch on this campaign. We will give our audience a set of films which brilliantly exhibits a fantastic range of styles and products; both creatively and commercially.

I hope this has given you a good feel for our thoughts on this script. Having only a short time to put this together, rest assured, we have lots more ideas that we look forward to discussing further with you soon.