

Rimmel London
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Introduction

Firstly, I am a huge fan of choreographed pieces and when it comes to beauty I pride myself on huge attention to detail. Being from London and now living in Los Angeles I love the values that come from a product that prides itself on its roots.

My music video background is all about shooting fast, really nailing the details of the beauty and keeping the energetic vibe going on set. I know everyone will have a good time making this because it's genuinely fun. Let's create something that people want to watch repeatedly. Matching Rimmel's products with Cara Delevingne is going to grab people and elevate the films. Let's go on this ride and mix high energy with the stunning beauty concepts.

Working with Cara

We all know the end goal but how we get there is the fun part. Let's get the Vibe right. I want Cara to own the set so she can be funny or sexy and if anything doesn't feel right, we don't use it. I'm an honest believer in trying whatever feels right. I want to collaborate with Cara. Let's make this set a place of freedom. Working quickly is key, I want to make sure when Cara is on set we are ready to shoot and that goes for the whole shoot. No time wasting. We'll tweak the lights, then get in and go.

Volume Shake Mascara TVC

Here we GO. Dancing in the Volume Shake will be visually arresting; it's going to bring so much life to the product as Cara leads us through.

Open on the stunning shots of London's skyline. The low sun has a glow as the city everyone knows lights up

Title on screen: ***Rimmel London (For Example: Cara Delevingne x Music Talent)***

The beat hits us; its music of such power that we can't help but feel alive. At the beat we're with Cara in front of the view. She's perfectly lit with the super strong, picturesque background. The quick beats start, Cara takes the mascara and shakes it at the camera. She finger tutts whilst twisting the product mesmerizingly. She opens the mascara and we see the gloriously smooth brush. We see her apply it in a jump cut to a super close up of her gorgeous lashes in slow motion (swish swish). She blinks with pure grace; (whoosh whoosh).

This baby ramps up as Cara passes the mascara right to her friend. The 360 camera is in play; spinning round the product as it's passed to new people. Each person does amazing finger dances. Each has their own signature style but one thing in common: They can twist and turn the mascara in all its glory. It's a perfect mix of dance, beauty and movement. What more could

we want.

Supers: SHAKE IT TO REFRESH IT

We cut to a tighter shot as the mascara is passed around, each time the tutting style is different. We glimpse an x-ray visual, seeing the mechanism inside the tube.

Product Message - Cara V.O: New Rimmel Volume Shake Mascara with revolutionary Shake-Shake technology for Beautiful, clump free volume which stays fresh from first to last use

High Energy Super: BREAKTHROUGH. INNOVATION

We spin faster, following the mascara pass between tutting hands. We are lost in the moment until Bam!- we are back with Cara and we all take a breath. She applies mascara to one of her long lashes, blinks and the music dramatically stops. Boom; we are left on this close up. She lifts her hands and performs a double L image framing her face perfectly, she says:

'I shake it up, to keep it fresh'

We cut to the mascara being shaken once more in beautiful slow motion. Then we cut out to reveal Cara is still holding the Mascara but now an epic rooftop party surrounds her. The vibe at an extra HIGH.

We cut to the Pack Shot which is framed by multiple hands all focusing us in on the product.

Rimmel. LIVE THE LONDON LOOK

Music, Choreography & Finger tutters

Getting emerging musical talent is a great idea that fits with the underground scene we're creating. Nadia Rose is someone who I really admire. She creates music with the heart of the street but still retains the commercial vibe we need to fit with the finger tutting. We can also play with the design to fit the local sound of London; its an iconic place-the hustle and bustle is a must.

Finger tutting has swept the world. The dancers who originated it should be choreographing the piece, someone like Supple Nam to begin and then we add in the best putters to bring out the best moves.

Cara will tutt as much as possible. It's not easy to pick up but I know she can do it. We can reverse shots and use angles to cheat to give it more energy and flavor. Or we can use stunt hands to give the impression Cara is busting out the shapes.

Cinematography & Lighting

The lighting for this piece is all centered on Cara's skin and the product looking gorgeous. I want to build a large soft lighting box for Cara and the cast. It will light them beautifully and project the city in the backdrop, so we really feel that difference. I would also like to use a 360 camera that rotates revealing different people as they pass the product to each other doing the tutting dance. This will give us a real flow visually as we pull focus back to Cara.

Location & Art Department

East London would be a good choice. It'll feel on top of the world. That backdrop will mean the art department keeps it simple; focusing on the glossy high end product. It will jump right out of the scene at the audience. I also think working the red and black Rimmel colors into the cityscape will embed the brand for the audience and bring it to life. A win-win.

Volume Shake Mascara Music Promo

Let's take the world by storm. We open on a high rise car park. Strip lights illuminate the epic London concrete jungle. Soft colors wash over creating a world of gloss with a cool edge. Then Cara appears and the adventure begins. The beat drops with each step she takes.

She gets to a lone silver lift in the center of the car parks. Intriguingly it'll feel like a surreal art installation. The doors open as though they were waiting for her. Inside, she hits the ground floor button but the lift has other ideas. The song switches to a lift music version as the roof button lights up and they are off; powerful lights roam over Cara transforming a glorious world of color.

The doors to the roof open on a huge party; glitter confetti rains from above, it's the pinnacle of the party, smoke cannons fire away as she walks into the crowd taking it all in. The skyline is stunning; the people are cool. It's almost palpable; like we can touch it, we want to be there. Someone bumps into Cara and volume shake mascara falls in slow motion from her clutches onto the floor.

A girl picks it up as the music pumps up and the party gets bigger. She finger tuts a routine with the product and everyone turns to see. We feel as though we are right there with Cara. Eruptions of dance offs follow; different people pass the product and show off their tutting skills.

This routine grows into a full dance off; all the characters of the night show off their vibe; the party has reached another level. This is the backbone of the music promo; we can keep coming back and finding new characters finger tutting all night long as we cut away to different moments to build the feeling we have here.

Cara makes her way through beautifully lit, colorful corridors passing amazing dances. She arrives at a flickering bathroom where a girl is using the shake mascara. The whole vibe of the place is like an East London party- A place you'd expect to find Cara. Underground but the glossiness and lighting surrounding the different dancers on the way gives it depth and a luxury finish.

We can see multiple layers of Cara's movement all mashed together. Almost like a moving image version of the Volume Shake Key Visuals. We cut back to the tutting extravaganza and the vibe on the roof is perfect. The promo ends with the party at its peak; people laugh and look out at the city. What a place to live, what a time to be alive.

Rimmel. LIVE THE LONDON LOOK

Music, Choreography & Finger tutters

Here we can use Nadia Rose again but I want to really push the finger tutting and dancing to another level. Doing it in many locations, iconic poses in corridors with the product. They'll lean against walls on a rooftop and we'll show the tutting is taking over the party!

Cara will do as much tutting as she feels comfortable with. Once we get in the swing of things and the vibe is going I'm certain she'll go with the flow and do what feels right interacting with the dancers and other part goers.

Let's keep it interesting by introducing all different dance styles. They'll tut, tick, lock and crunk with the product. Whatever the style, it'll get passed around via the dance moves at the party. Each dancer outdoes the one before to build to a great finale. Let's bring Rimmel flavoured dance to the world.

Cinematography & Grade

The slick, edgy cinematography will create the glossy feel of this world but still retain its cool underground look. I've done this before, in Calvin Harris, 'How Deep is Your Love.' We have the same goal here; its all about color really so let's get the selection right.

Shining lights through plastic sheets gives us the gritty but delicate light, and our key light for Cara will be a soft white light, whereas the world around her is alive with color and texture. We can make the light interactive by dimming and brightening; picking her out as she moves.

The glossy grade in each vignette will bring the colors out to give Cara an even higher finish; pushing the look to the apex, reflecting Cara as the leader together with the central product. Each layer jumps out at you and draws your focus in; you can almost touch her smooth skin. Her dark eyes lead us in.

An AR steadicam rig will be the best choice for motion; it gives us the options to go low and high in one take and follow Cara wherever she goes. Its flexibility means we can pull focus to each moment without having to use an edit.

I'd also like to layer images to match the campaign's art. Close ups of Cara will accentuate the feeling in that moment. High frame speeds and different shutter angles give the motifs so much energy. The notion of mixing a music video and a high-end beauty commercial is so exciting. Balancing her with the mix of colors will be sumptuous, pushing all the elements together into one luxury spot.

Location & Art Department

We want a flexible location with different spaces so as we follow Cara on her journey there is a sense of movement through the world inside this colorful warehouse. Red walls will burst out and slick black walls will reflect the light. Let's not forget the use of smoke; shrouding the place in a little mystery. It's going to be an illuminating party atmosphere.

Sound design & Edit

In order to seamlessly switch between the real world and promo world it needs to feel like the sound is all around us. As the music blares out, we are launched into the thick of things.

The edit will help make the journey episodic, we can take a breath and then dive right back in. It'll also establish the connection of these moments with Cara before the high energy, punctuated by the high-octane dance edits pulled together by the empowering camera moves. But, before long, we're safely back with Cara.

Extra Material / Cut Aways

I want to shoot as much as possible so we boost our options in the edit-it's so exciting to have this flexibility. The viral opportunities are endless when we take it online. Friends will ping their favorite parts of the ad to share their emotions. They can selfie-tut with the product on the night out.

I want this promo to reach millions of viewers out there so let's make the kids go wild. If we have these cut downs and additional shots then we have the maximum numbers of options to make this thing epic. We can even create bonus TVCs just from the cut down promo footage. Let's see where it takes us.

Brow Filling Powder (10 second Scene) & Beauty Product Shots

We open in the same world we've seen before. We will use our key visuals from the main edit to ensure the visual continuity. We see Cara close up, her seductive eyes drawing the audience in.

We cut to a sumptuous pack shot; hands appear around, fingers do the tutting dance all around her. Cara joins in playfully.

As the dance continues the fingers and hands take away the Volume Shake and replace it with a Brow This Way tube. Delighted, Cara takes the tube and gives it a shake.

We are in close up. The finger tutting gets even more enthusiastic, she is enjoying the atmosphere. As she pulls out the brush, a puff of powder is released from the tube.

The camera pushes forward through the powder and zooms into to see the soft delicate bristles of the brush. Then Cara applies the make up with ease; showing off the value of its 3-in-1 uses.

A sharp title accompanies her actions - ***TITLES: FILL.DEFINE.LINE***

We cut to a close up of her beautifully made-up eyes and brows, whilst the tutting fingers line the frame.

Cara VO: New Rimmel Brow This Way Filling Powder with soft powder texture to fill, define...

Finally, with the black BTW brush she uses it as an eyeliner and adds a cheeky little black flick to her lower eyelash

...And line, which doubles as an eyeliner.

She winks as though she's just given away her little secret

Cara says to camera: ***I DON'T FOLLOW RULES. I DEFINE THEM.***

Cut to PACKSHOT and title frame

VO: Rimmel. GET THE LONDON LOOK

Thank You - Conclusion

I'm so bloody excited!!