



margaret&joy Waitrose 9.24.12

HSI

introduction

The world of food photography constantly offers us new landscapes to explore, and that's part of what excites us so much about this campaign. You're bringing us a chance to see foods, sauces, and wines from delicious new perspectives that can entice the eye, engage the senses, and tease the palate with photography that is beautiful, taste tempting, and real. That's what we love to do. We have a passion for great foods, and being familiar with the brand, we feel that Waitrose's combination of quality and value is a perfect fit for our style — and our food sensibility. Our goal is to bring this enthusiasm to these spots through a true collaboration that ultimately will result in a campaign irresistibly rich with tantalizing imagery, and high on appetite appeal.



the margaret & joy factor

The aesthetic we bring to foods is one that breaks away from commercial cliches that tend to be overly perfect. That's not how we experience foods and drink. Foods and wines are meant to be touched, tasted, shared, and enjoyed. We prefer capturing moments that communicate the true feeling of anticipation you experience when drizzling some deliciously luscious olive oil over crusty bread, or setting a bottle of chilled wine down on a table to see beads crawling down the contours of glass frosted with condensation. Those are the images that whet a viewer's appetite and make them crave great foods and drinks, and that's what we will bring to these spots. After seeing them, engaging with them, and being teased by the delicious looks at the fresh and prepared foods, we want to leave the audience obsessed with the idea of heading out the door, and going straight to a Waitrose to get more of the things they love.



natural light and realness

Naturalness, as you mentioned in your brief to our extreme delight, is one of the qualities we always strive for in our food photography. We live by the rule that food looks and tastes best in settings and situations that are natural and real, and hopefully that's what our reel reflects. As far as the lighting is concerned, we always illuminate foods and ingredients using a look that mirrors that of natural light, or whenever possible we use natural light itself. The idea is to create imagery consistent with what people actually see. Is it perfect? No. Perfection is never our intention. What we are after is a slightly aspirational reality accented with the delicious imperfections of real life.



imperfect perfection

We're firm believers in the concept that you can't really appreciate great food and drink without first being willing to embrace the "messiness of life." In other words, when you think back on a "perfect" meal, that last thing in the world that you remember is "perfection." At least we don't. The images, flavors, and aromas conjured in our memories are more about the wonderful randomness, the realness, and the almost artful way in which every experience with food is somehow unique — while still delivering the enjoyment and deliciousness we expect when we sit down at the table.

Bringing this element of honest imperfection to the photography comes in part as a result of our choice of environments. In this case the environments will be white sets that offer us modern backgrounds that are layered, textured, and tastefully abstract. This will be supported by unexpected angles and perspectives chosen to best highlight the qualities of the fresh foods, the prepared dishes, and the wines being photographed. The beautiful reality is then completed with hints of imperfections that lend an organic and appetizing naturalness to the scenes — the crumbs, the drips, the broken edges, the slightly sloppy but well-considered pours... All those little details that add up to the mouthwatering deliciousness we associate with foods.

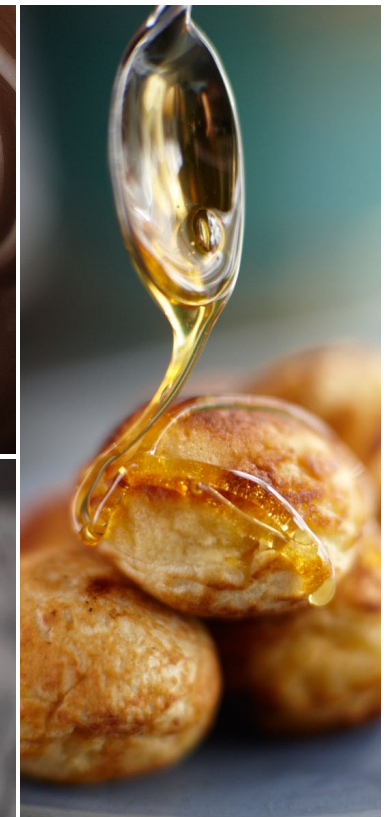


styling

We feel that the spots that make up this campaign are perfectly suited for the style we bring to foods. We're taking a minimalistic approach that allows us to luxuriate in images on screen. The backgrounds, lighting, and actions will be free of clutter. Nothing in the frames will distract or compete with the items we're focusing on. Each and every detail will help engage the eye, involve the senses, and bring a high level of appetite appeal to the moments.

The pours will be designed and choreographed in ways that convey the qualities particular to each liquid, and the way in which they enhance the flavor and texture of each food. The wines will be shot in a style that uses light and lensing chosen to accentuate their color, fruitiness, the chill of the bottles, and the simple graphic beauty of the labels.

All of these qualities will be brought together with a photographic approach that always leans toward naturalness. In fact, our view of perfect styling is to make sure that stylistic touches disappear. Nothing must look fussed over, overly precious, or "set-up" for the camera. The images and actions must always evoke a feeling that makes the viewer want to reach out and taste it.



"My Waitrose"

We really love the idea of capturing all these drizzles and pours in an environment that is white, modern, and clean. That monochromatic coloration of the environment will offer us a great place to showcase the food and sauces, and set off the little touches of messiness. We will be able to see the splashes and oozing drips that will make the pours appear incredibly tasty while also taking us away from that cut glass and crystal feel in a way that will look incredibly beautiful and real.

The textured and slightly abstract white surroundings will also bring a very modern stylishness to the scenes, and to support that we will also use white as the predominant prop and set color.





"My Waitrose" continued

We're drawn to the idea of staying overhead for the pouring of these oils and sauces. The idea of seeing the splashing and drizzling of these different liquids across a variety of foods brings a sort of Jackson Pollock sensibility to food, which really connects with our sense of design in a fun and whimsical way. But it would also be visually interesting, appetizing, and sensual, to drop down to lower perspectives to see these sauces and oils cascading down from the side. Since every pour has its own best angle, this would offer opportunities to capture each in the most delicious and enticing way possible. The overhead shot would act as a master, and the lower angles and side shots would provide you with cutaways of splashes, dripping, and luscious oozes that will offer you an appetizing mix of coverage that, in combination with the music, will help create fluid and organic transitions. The transitions will be natural in-camera transitions with the edit - allowing for the realness of food to come through. The lower, and more intimate tight angles will also provide you with the choice of punctuating those overheads with cutaways that can facilitate the transitions, while also offering you visual accentuations that might play well with the music.



The image features two glass pours of a bright yellow liquid, likely oil, positioned on the left and right sides. The pours are captured in a way that shows the liquid falling from the spouts of the glasses, creating a sense of motion and fluidity. The background is plain white, which makes the vibrant yellow of the liquid stand out. The overall composition is symmetrical and visually appealing, serving as a backdrop for the text.

"My Waitrose" continued

Along with seeing the liquids falling directly down on different foods this would give you some very tight macro moments of beautifully translucent olive oil drizzling, pooling, and splashing over rustic bread, or perhaps cured meats, roasted vegetables, or hunks of creamy delicious cheese. We might see a thick, rich pour of chocolate topping ice cream, or fresh fruit, cakes, whipped and clotted cream, or other pastries. The spicy sriracha chili sauce could be seen bringing a tang of heat and flavor to chicken wings, steak, or whole fish. The gravy will bring its moist deliciousness to roast turkey and roast and mashed potatoes. The options are endless, and we hope to work with you to find the best and most enticing foods to pair with their own particular complement of oil or sauce.

The intimacy of these shots will help lend the moments that high level of mouthwatering enticement that we love to bring to our work, while also adding those beautiful hints of imperfection that we associate with great foods.

M & W
of the my Waitrose

This is a really beautiful and surprising way to incorporate a logo into a spot. What we love about it is that you don't expect to see a sauce intended for food poured over anything but food. It offers us the chance to film something pretty and graphic that incorporates an elegant sense of motion while also having a wonderful playfulness about it.

We'll cover this from a wide and a tight overhead focal length and support those views with a tight side angle — just to tease out the action. We want them to wonder why this delicious fruit sauce is being poured on a table... And then answer that with the wide overhead reveal of the “M” being completed by the “W” to read “MW.” It's playful, intriguing, and along with building appetite appeal, it's an element that can help end the spot with a smile.



"wine"

We love the idea of bringing some depth and dimension to this spot by taking a slightly looser approach to the storytelling. Instead of simply panning across these bottles all lined up in a row, we like the idea of bringing a sense of discovery to the reveals. The bottles will be arranged in a more artful way. If it's a white or a rose the camera could drift past a wine glass partially filled with the wine and then rack focus through it to the words on a label. The fact that these wines are by nature lighter and chilled will provide us with a beautiful photographic opportunity that we're excited about integrating into the spot.



"wine" continued

In order to ensure that the labels and bottles read well, we propose shooting the wine at a slightly higher frame rate (60 fps). This will bring a nice gentle movement to the moments and help stabilize the image. Playing with shallow depth of field and racking focus will also highlight those delicious beads of condensation on the glasses and bottles of the chilled wines so that they appear large and refreshing. As we explore this abstract white space we will take opportunities to add some organic beauty to the moments by using backlighting and side lighting to bring a nuance of whimsy and sparkle to the scenes.

The variety of colors accentuated by natural light will bring a beautiful aesthetic to the spot — and the idea of having bottles and wine glasses placed in this well-planned randomness will lend the story the suggestion of a party.



summary

We love food. We love filmmaking. And we are totally passionate about shooting tabletop and bringing a special realness to our intimate world. That love for what we do is part of the reason we're so psyched about this project. It embraces everything we believe in. It offers us a chance to do what we do best — which is to create deliciously appetizing photography that helps you realize your vision of bringing Waitrose a look and feel that elevates the brand while delivering its message to the audience.

We can't wait to begin collaborating on this project. Please let us know if you have any questions. Not only would we be more than happy to answer, but we look forward to them!

margaret&joy

