



Amber Mark - What If

Music video treatment by

TOM & CREW

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Hello!

We're Tom & Drew - a queer Director & DOP duo from North Wales and NYC. Between us, we have just under a decade's worth of experience in branded content, long-form narrative, documentary, and creative production. We specialize in form-pushing music videos and docs, with a focus on inclusivity and diversity; we endeavour to make all parts of our process as inclusive of POC & LGBTQIA+ people - from crew through to post production - as possible.

Between us we have worked with brands & clients ranging from Jaguar Land Rover to HBO, are adept at producing and managing our own jobs and work with artists, clients & studios to craft creative that pushes briefs to places that meet the demands of being attention grabbing in a digital age, whilst maintaining a social conscience.



Thanks so much for the opportunity to pitch on such a smooth, textural track.



We love the vibe that the brief is giving us, and we feel that we could deliver something that's really paired back and understated. When I first heard the track, the initial visuals that struck me were of soft lighting, 70's aesthetics, peach & nude tones, silks and billowing fabrics. I think that if we keep this in mind we could craft something that feels timeless and elegant, so that we can do sexy but in an empowering & independent way.



The Bass line and breathy vocals of 'What If', to me, evoke a character who is pulled between the desire to seduce someone whilst wanting to maintain their independence and sense of self - creating a bit of an internal struggle - because when we open ourselves up to someone, we open ourselves up to the risk of heartbreak too - "what if I never felt heartbreak at all? Tell me how would I know if it's love?"

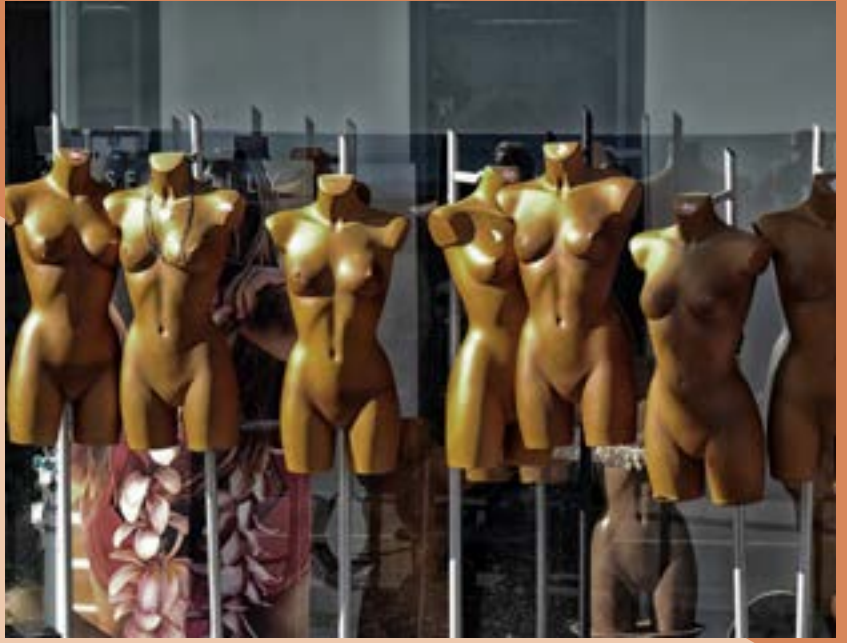
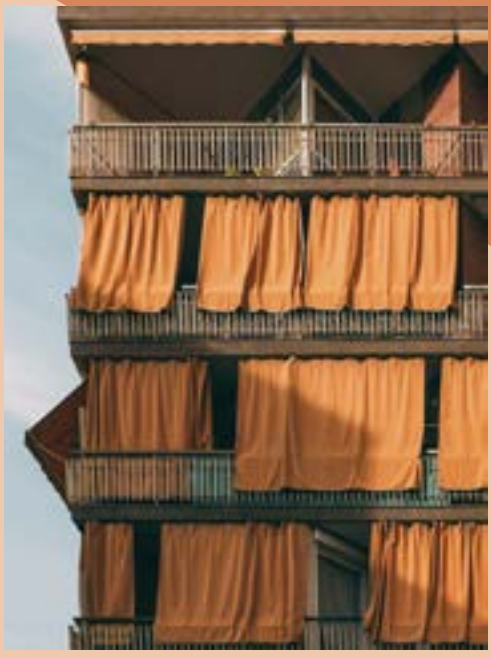
Keeping this in mind, I think there's a subtle action and direction that we can give Amber that's both understated & in keeping with the brief whilst telling the story of the track. We propose that we have Amber use materials that she finds around her within the space - Fabrics and silks, tasteful furniture, flowers, props etc to construct a sort of visual love letter to the subject of her affection. We can draw from aesthetics already in Amber's social media presence so that the mis en scene feels like it lives in her world - pops of colour using props and items of clothing that she likes - and twin that with a more neutral nude overall vibe using silks, fabrics and natural lighting in the loft space.

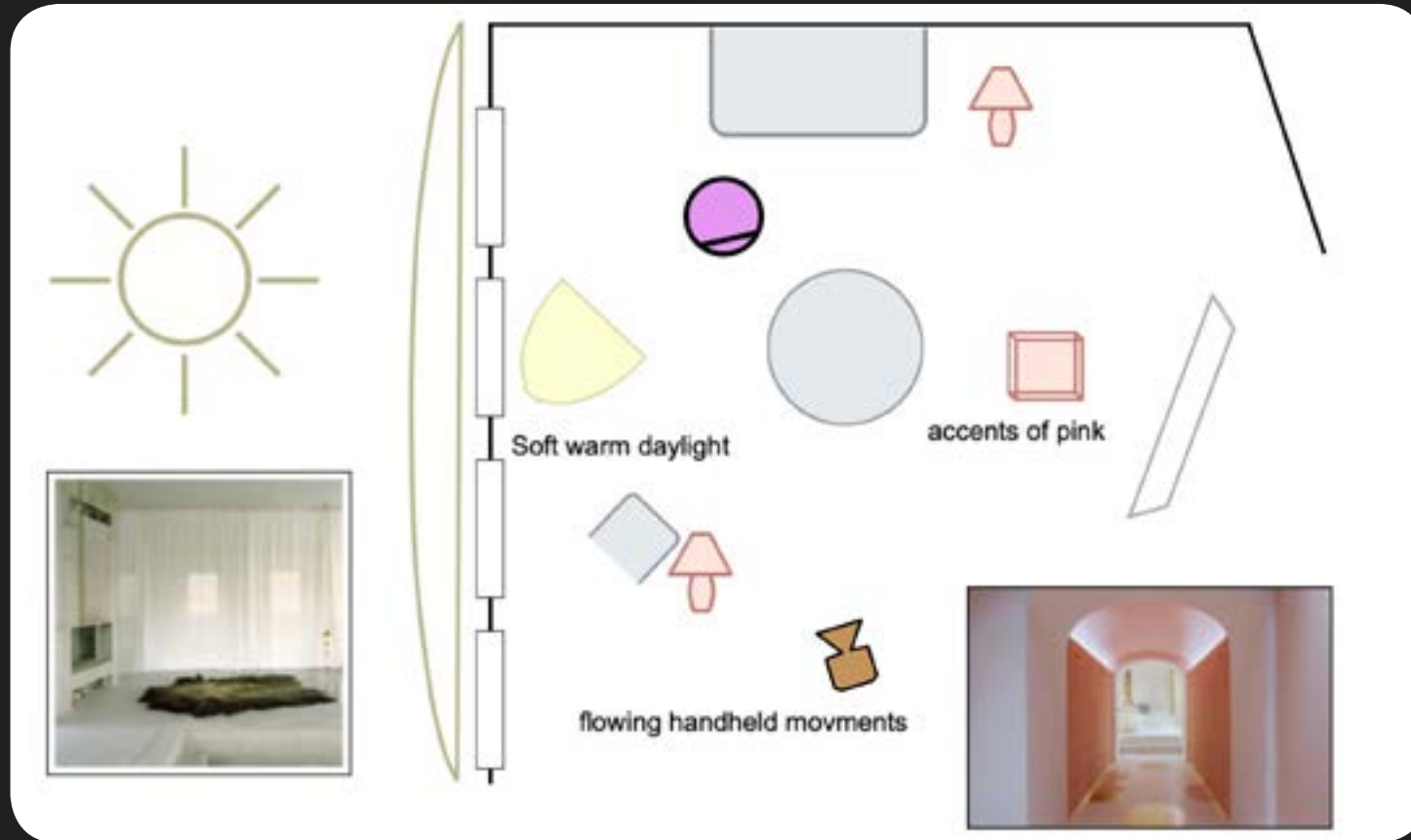
In terms of styling I would recommend using a mixture of sexy and casual / tasteful; silk pyjamas, raw linen, boyfriend shirts etc., twinned with some statement accessories to keep everything feeling super fresh.

This is obviously something that is totally open to discussion and that we can further clarify & condense at a later point, but as an initial pitch we wanted to throw the idea of a very loose / dreamy narrative to underpin the visuals of the video. We'd love the opportunity to discuss this further with you.



Moodboard - Tone & colours





Lighting

The lighting will be a soft warm daylight that would fill and blanket over the entire space to give a delicate and inviting atmosphere. We will then complement the soft daylight with accents of blush pink lighting that will be dressed into the set to enhance and create an ethereal and rich look to the lighting and space. This lighting style is also being used to allow us and Amber to move freely through the space. We will also use a mixture of wind and haze to create a strong sense of atmosphere.

Camera

We will be shooting primarily handheld to create an intimacy between Amber and the camera as she moves and performs around the set. It will complement the lighting in being weightless and light. The camera movements should feel both candidly captured moments and staged setups, blending the two to create a subtle and authentic feel.



Ronan McKenzie



Blood Orange



Charlotte Dos Santos

(Click the still to view)



Thanks!

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see our reel**