

Director's Treatment  
24TH MAY 2018

KANO

## WAND KIT LAUNCH

JS-F







# — INTRODUCTION

I'm very excited by the prospect of directing this ad. The script is perfect - in 60 seconds, it tells the charming quirky story of an ordinary kid being introduced to a whole new fantastical world – exactly what enticed and continues to inspire generations of Potter fans. The fun with this advert will be making it ***fantastically normal***. Setting it entirely in our muggle world but with a flavour of magic - instilling the idea in the viewer that anything is possible.

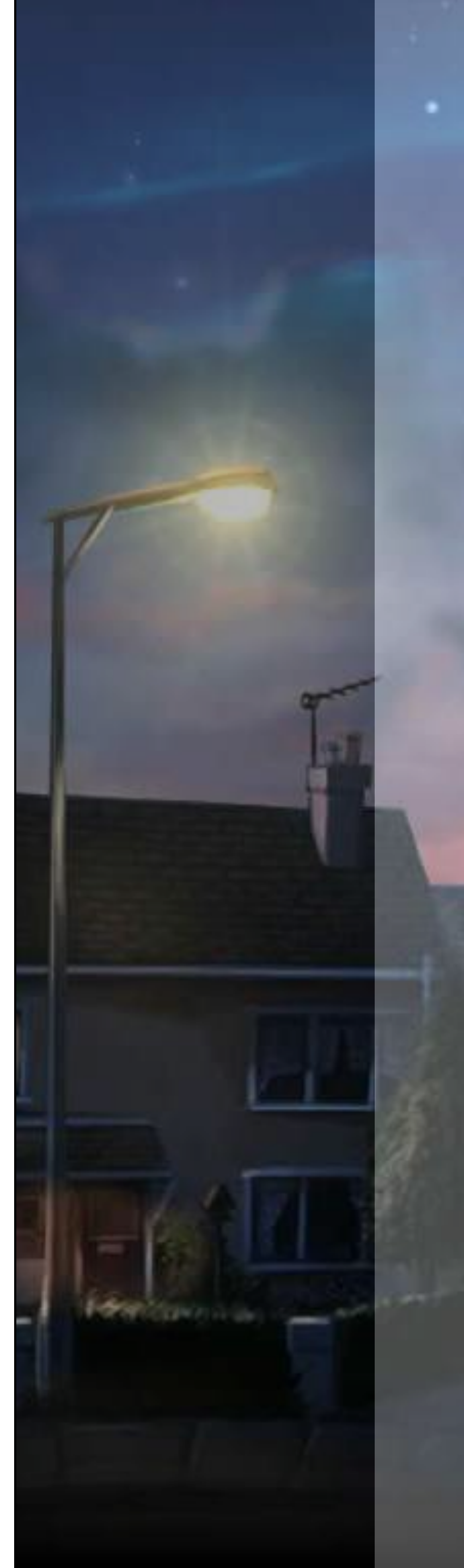




## — APPROACH / TONE

As mentioned in the introduction, it's all about making this advert *fantastically normal*. That's our motto with everything. I want the viewer to feel like they're the lead in their own magical voyage of discovery. Their own story featured around Kano, but with fun and subtle nods to the Potter universe.

Tonally, everything we see is our world but with a sprinkle of cinematic magic. The suburban house should feel like the real world, for example, but the music can be more sweeping and enchanting.







—LOOK & FEEL

To help throw the audience into their own story of discovery, the look of the ad should feel cinematic. The colour palette should be rich and the camerawork create a sense of movement and adventure.





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As our protagonist starts to discover the wonders of her new wand, the 2D Kano graphics will start emerging onto the screen, mixing the two worlds and in doing so creating our own unique story.

HOGSMEADE VILLAGE

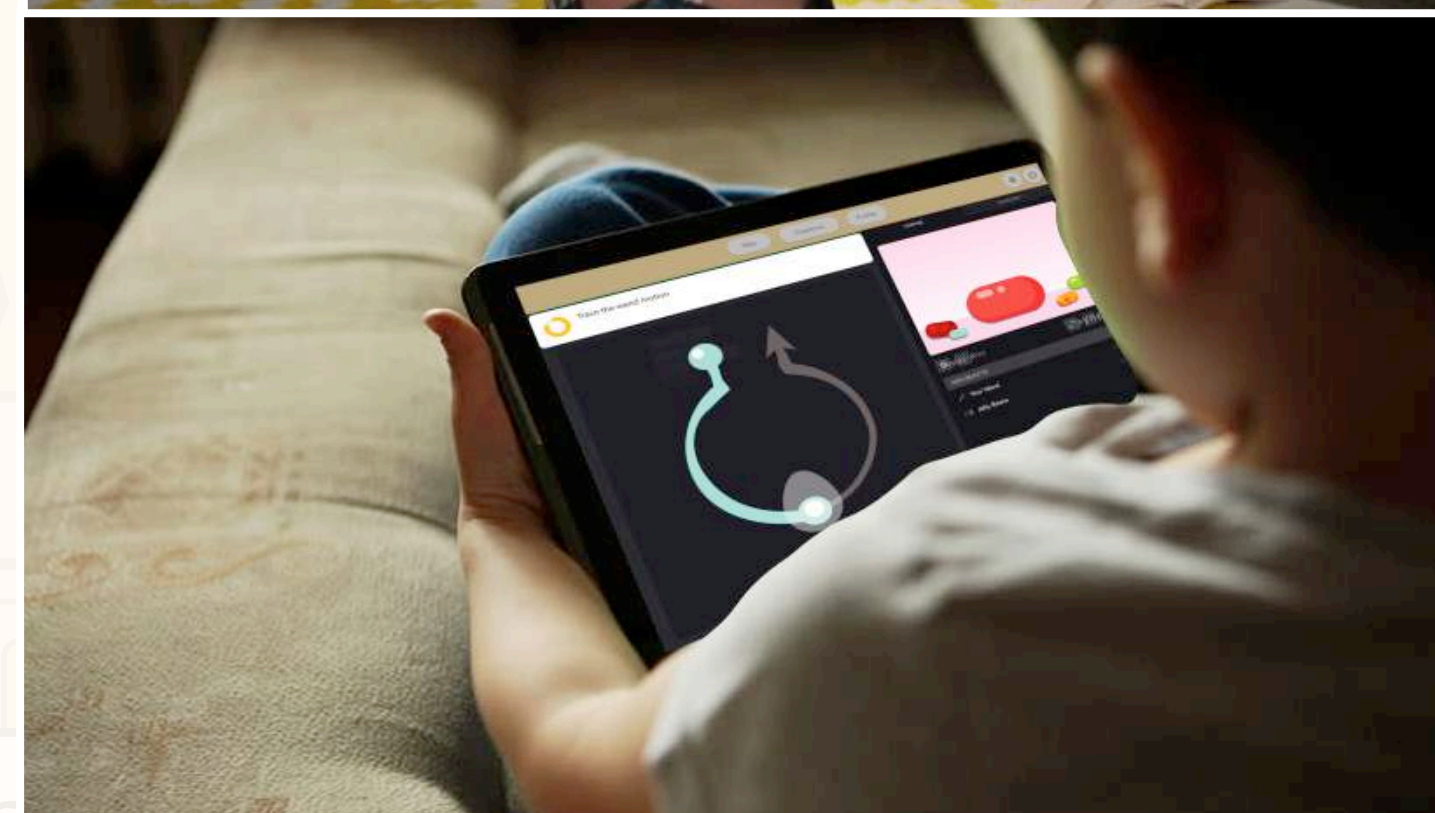
The KANO animation will be shown in two ways. One is by simply presenting the graphics on the tablet from either an over the shoulder shot or a POV. We really want to show people how awesome the product is and what's possible.

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The other way is when the 2D animations start popping up in the world of the advert. The pixies, the jelly beans. These will be playful and subtly placed in the background of shots, or floating around the characters. To avoid any cliché moments, the kids won't reference the animated graphics. They're simply there to add colour and context for the viewer.

Rough sample animations [HERE](#) (pw: potter)

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# — SCRIPT

In a hallway of a small UK home, the camera slowly moves towards a door. Suddenly a package, wrapped in brown paper and string pops through the letterbox and lands on the doormat.

A 12 year old girl, tears open the paper, revealing the Wand Kit. She lifts the PCB, turns a page of the book, and builds her wand. It lights up in her hand.

The girl taps on her tablet, adding Spectrespecs to her Kano avatar. In the real-world an animated 2D pixie buzzes past.

Sitting on a park bench, she taps on the Hogwarts Map on her tablet. On screen we see step-by-step instructions say: "Connect the scale code block". She drags her finger across the tablet screen and connects the colourful blocks.

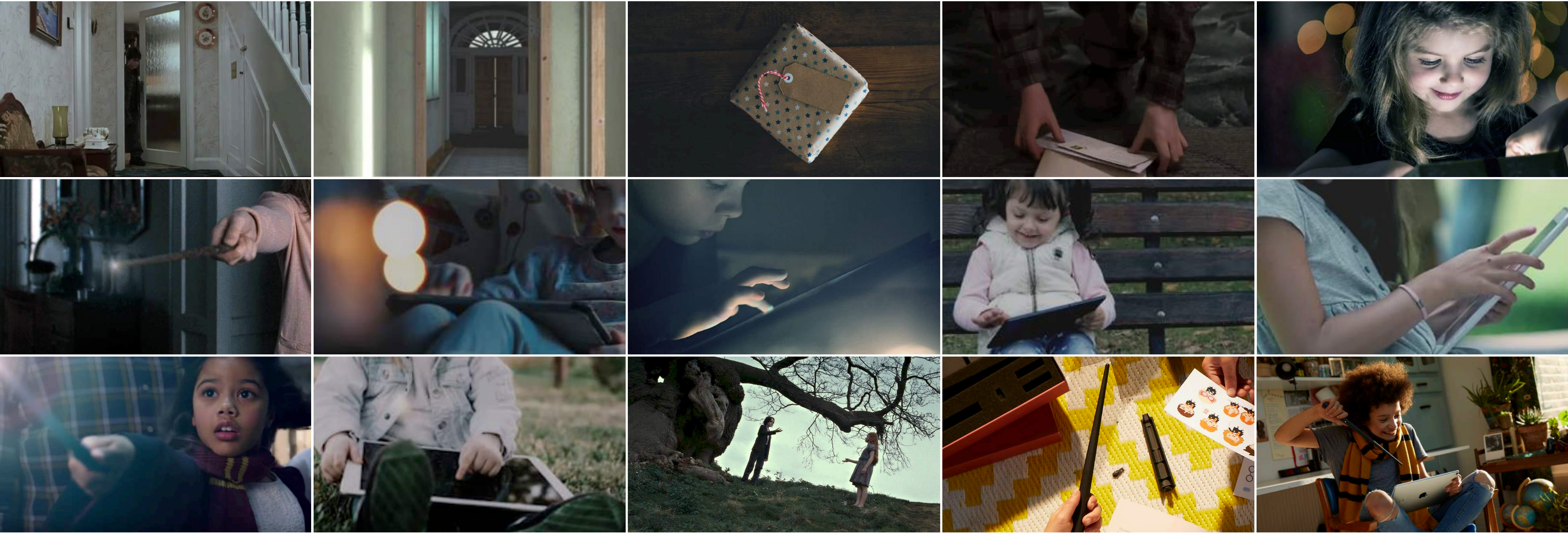
She swishes her wand through the air. On the screen some jellybeans instantly grow, and she looks in wonder. Behind her, in the real-world a ginormous 2D jellybean appears and rolls around.

Looking up she sees a boy flicking his wand at his tablet. He wears a Gryffindor scarf. Some 2D animated pixies fly around him. The two smile as their eyes meet.

Together they walk to some gnarly trees, where they meet a group of kids all dressed in hints of wizarding outfits – Tweed jackets, scarfs, stripy dresses, robes. They are all making and playing with their Wand Kits.

We see gameplay of flames flowing, a feather levitates, gold coins fill the screen, jellybeans flying around, spiders being stunned, colourful pictures being drawn. We see one of the group drawing with their wand.







# — CASTING

All the kids should be relatable. A normal but diverse cross section of society. Just like any of the kids sitting there in the cinema excited to see *Fantastic Beasts 2*. A mix of all backgrounds, with our hero character aged around 12.

As we only have a day to film, it would be great to find a child with prior acting experience to play our protagonist.



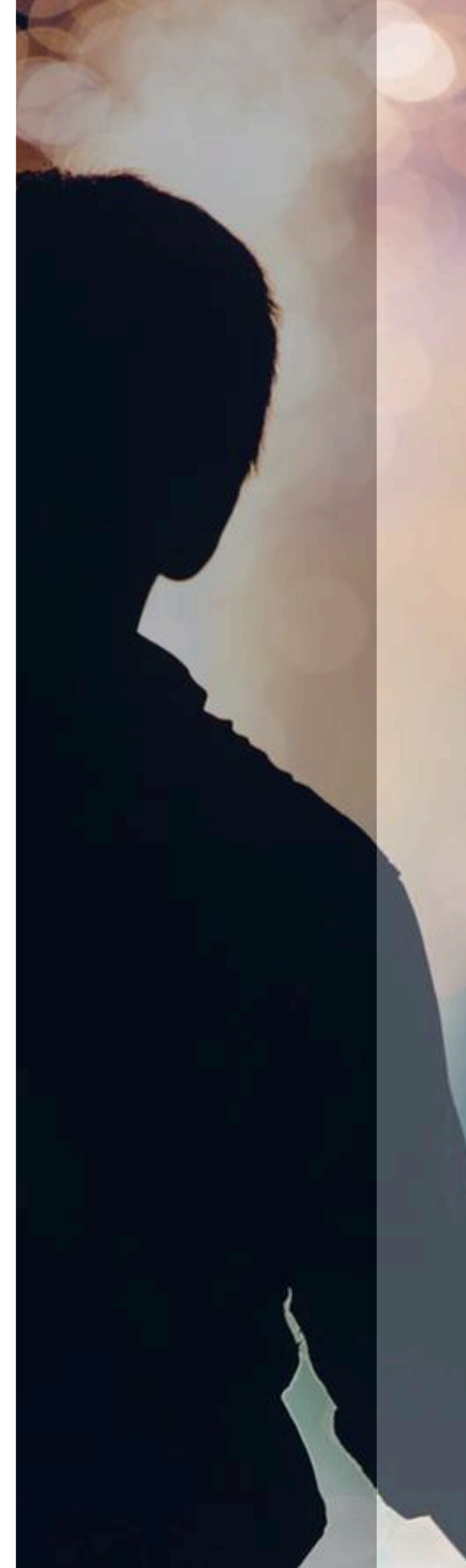




## —WORKING WITH ACTORS

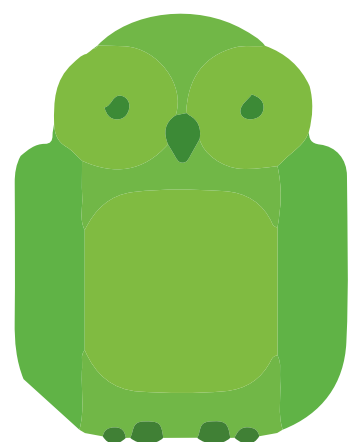
As we're working with children, the set should feel like a safe space to play. In my experience, younger performers actually appreciate it when you treat them like adults in the sense that they're part of a team and there's stuff to get done. I'll make time to get to know the lead actor, walk her through everything they'll be doing, so she feels comfortable and prepared. This mutual trust always leads to an improved performance and a more enjoyable day for all involved.

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## —LOCATIONS & COSTUME



Locations should feel normal and relatable. That includes costume, and art direction too. Our references to the magical world will be in a “if you know, you know” way. Subtlety is key. The costumes will be more direct references to the Potter-verse, such as a Slytherin scarf or Hufflepuff cape.

For HP fans, these subtle references will help bring excitement for the product.





## — EDIT / MUSIC / GRADE

The music and the grade will be vital to help throw our viewer into this cinematically real yet whimsical world. The music should be cinematic, similar in tone to Harry Potter, but not a carbon copy. The editing shouldn't be too snappy, like in film we can let moving shots linger for a while, cutting to close ups of our protagonist's face as she discovers the wonder of her new Kano Wand.





# — CONCLUSION

Hopefully you've got a taste for what I'd love to do with this project. I think we could make something very special and (dare I say) magical. We're making something for the cinema screen, so let's be ambitious and bold. Just like the product we're trying to sell.





## —REFERENCE FILMS

I thought this advert is a brilliant reference for us. It's all set in the ordinary and familiar world but with fun cinematic twist that uses its music, cinematography and tone to evoke and pay homage to the Star Wars franchise.

*VW: The Force*

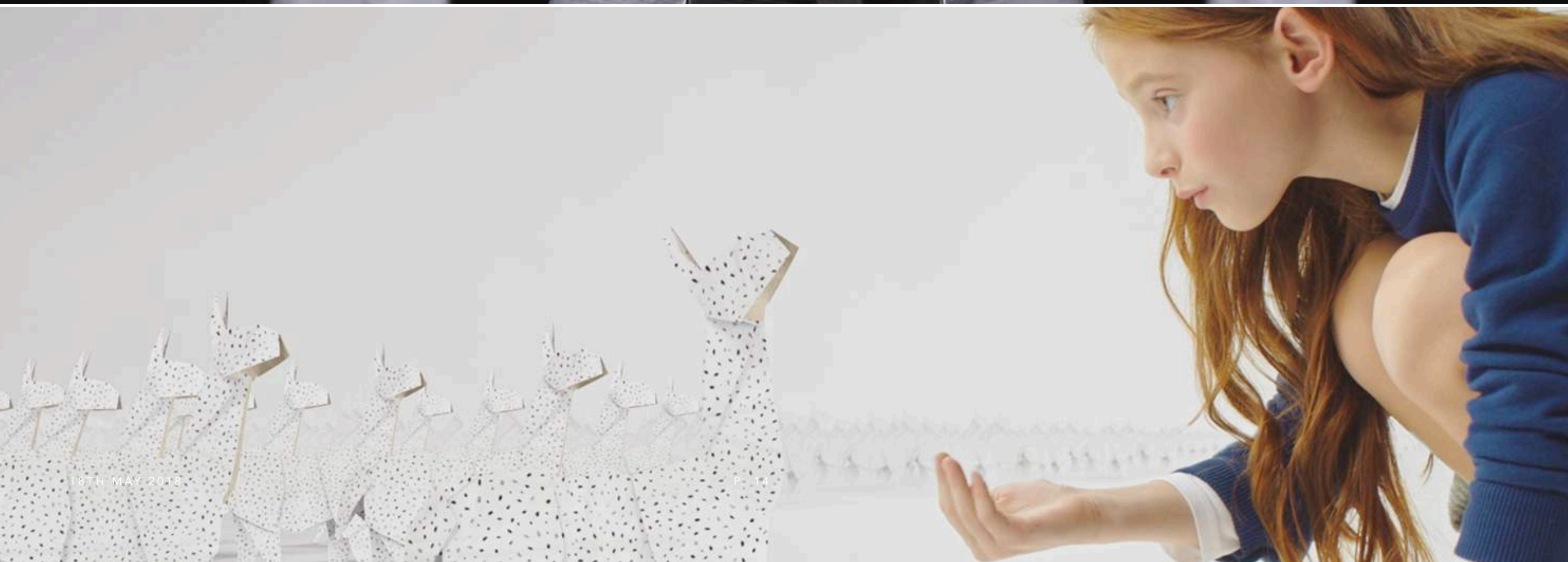






JUST SO X KANO

— Wand Kit Launch



18TH MAY 2015

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## JUST SO

Just So is an award winning Creative Studio of thinkers and makers. Founded over 10 years ago to bring together the world's of advertising and entertainment the company is dedicated to making content that audiences want to watch.

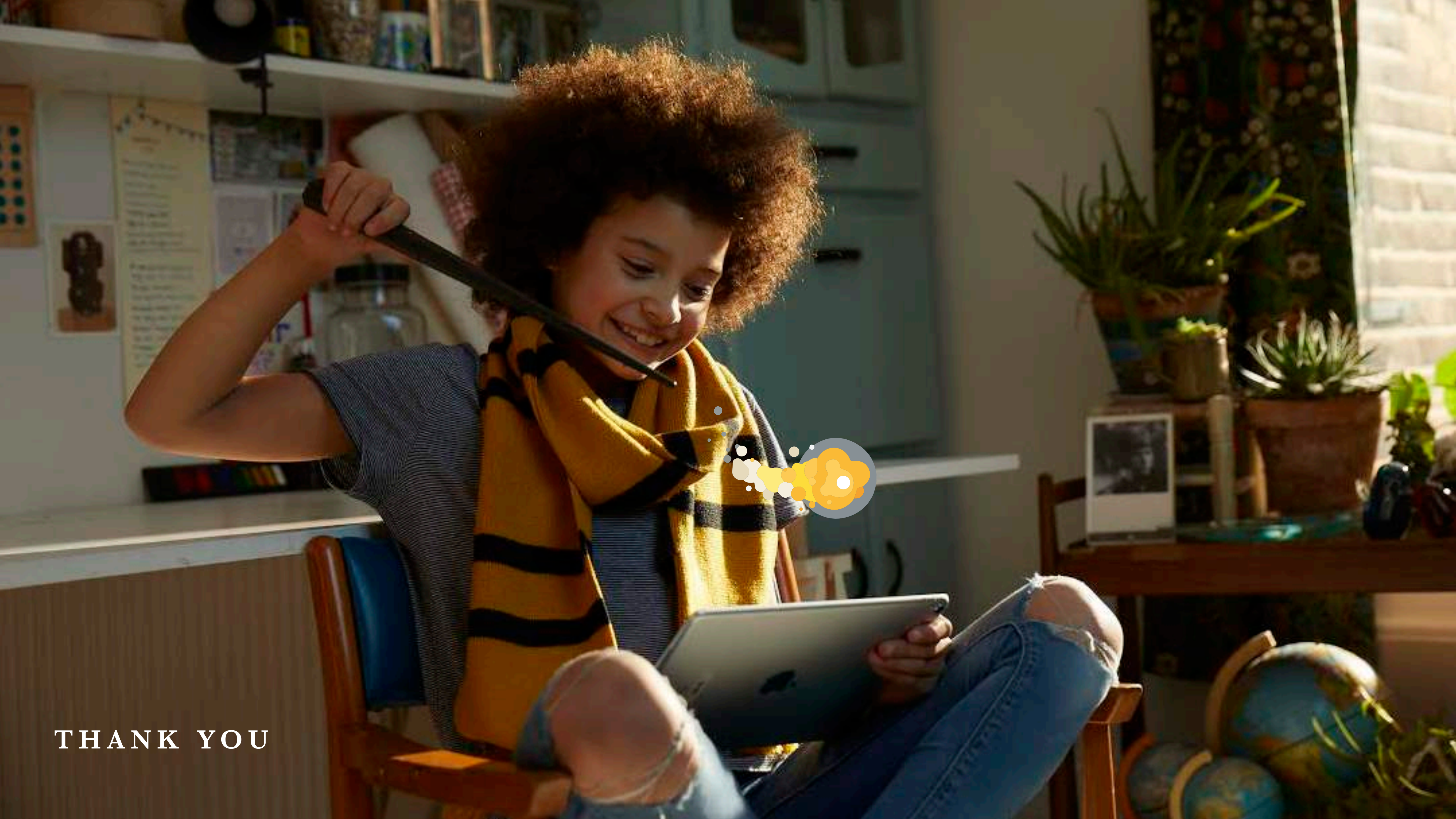
Whether it's producing epic cinematic documentaries, working with high-profile ambassadors from Elle Macpherson to David Beckham and Le Bron James, or getting feet on the street to find real people and uncover fascinating stories, we create content narratives with the highest production values that inform, inspire and entertain.

With strategic, creative, production and post-production resource all under one roof the Studio can flex to meet varying Client needs and support in different ways as required.

Just So's branded output is focused on work for the world's leading brands, including Skype, Red Bull, Clarks, Amazon, Christies and adidas.

[View our work here](#)





THANK YOU