

# REACT+

TAILOR-MADE JOBS AS UNIQUE AS YOU

TREATMENT BY DEAN G MOORE

# DIRECTORS THOUGHTS

Thanks for sharing the brief with me and running through the creative. I now have a clear idea of what this campaign needs to be in order to demonstrate ReAct+'s tailored approach to recruitment.

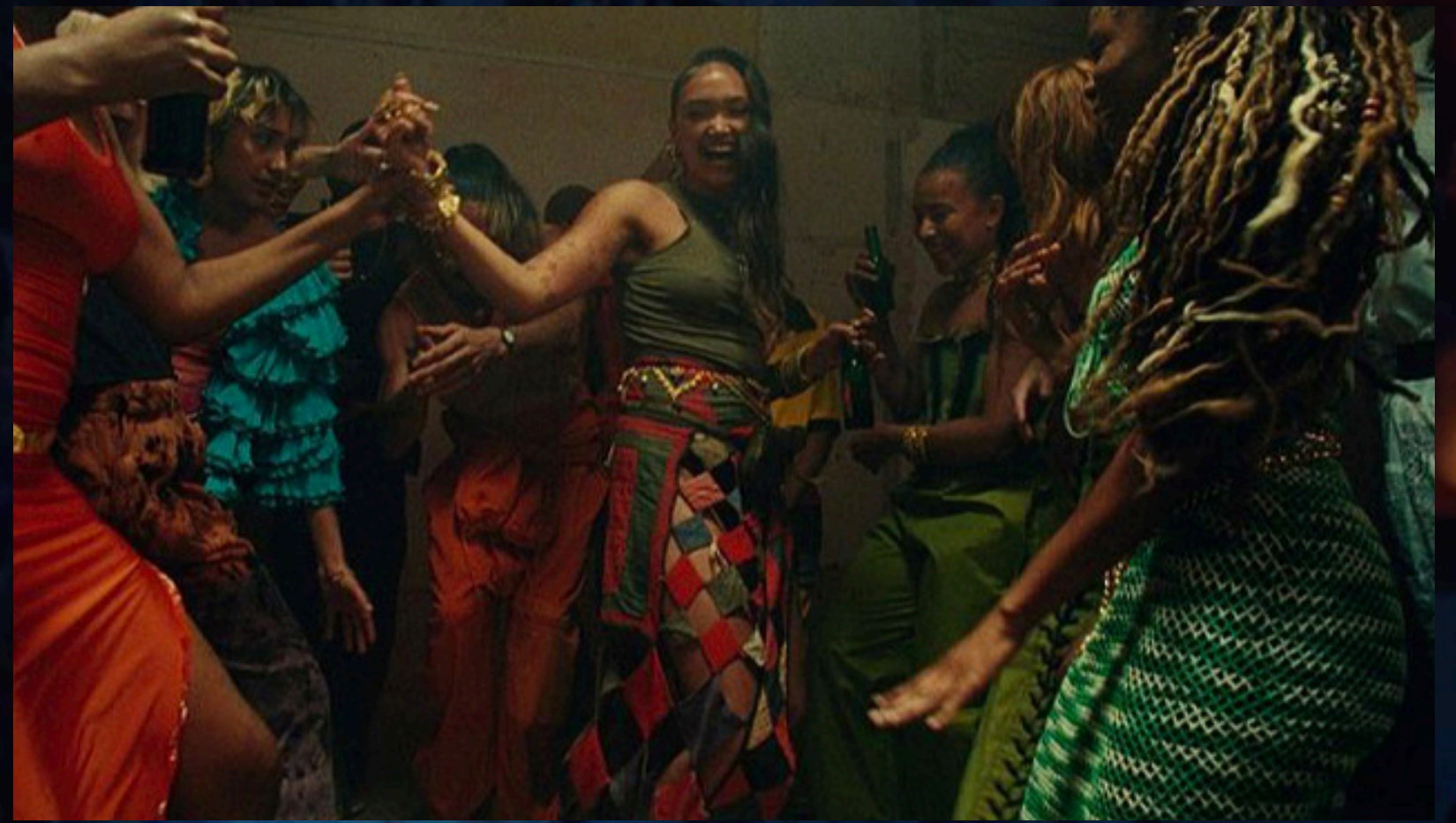
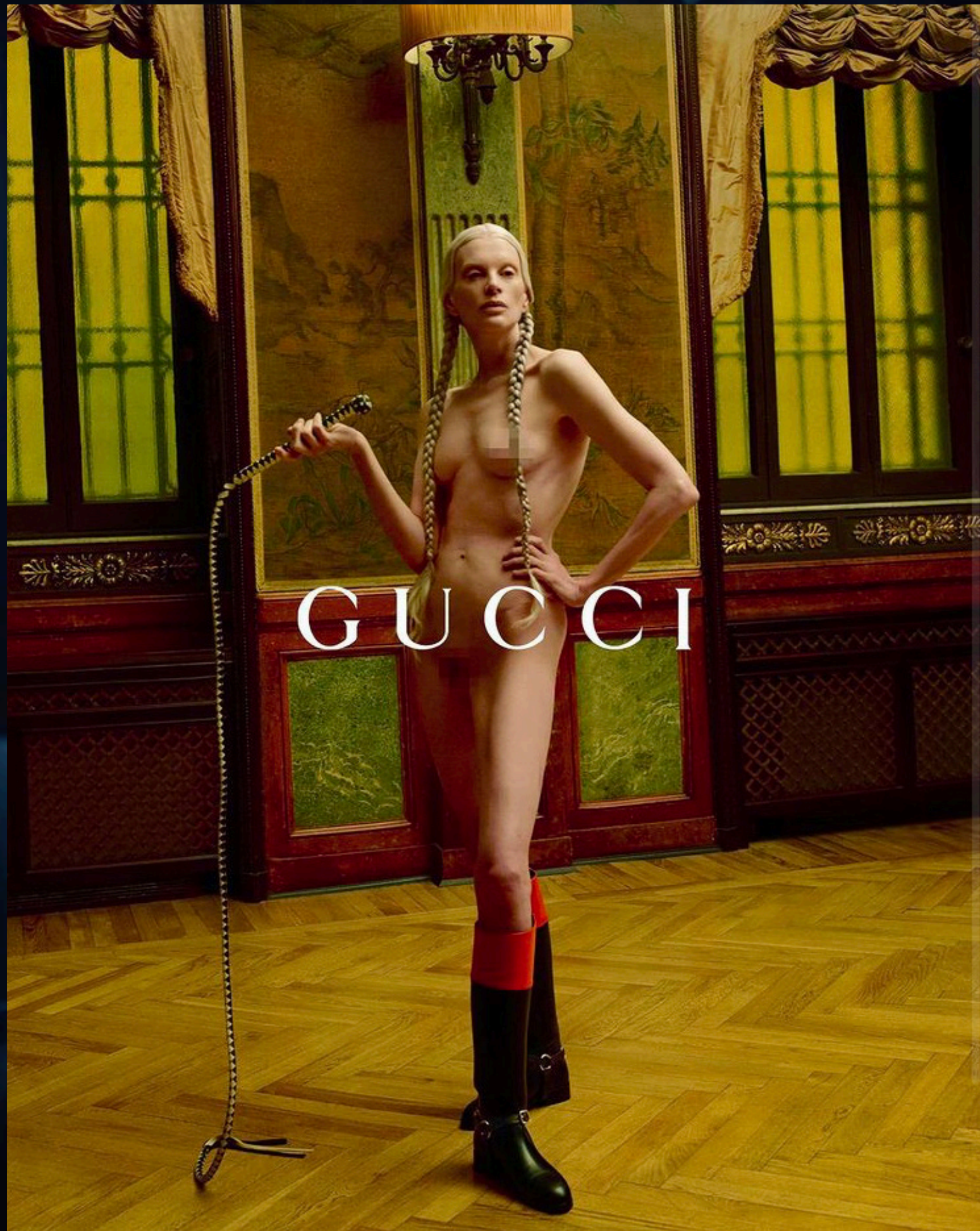
This isn't a literal campaign. We're not showing multiple individuals simply working in a range of environments doing different jobs; that tried and tested approach doesn't reflect the ethos of ReAct+

This is a campaign that understands that everyone is unique and wants something different when it comes to work. This campaign celebrates the uniqueness of individuals by focusing on multiple people who show off their distinctive personalities through either their tailored appearance, situation or activity.

This contemporary approach creates an analogy comparing the uniqueness of people with ReAct+'s tailored recruitment process, which helps people to find tailor-made jobs that are as unique as them.

This is a fresh idea for a recruitment company and should be treated as such. For me this means pushing the concept as well as the filming technique and overall look and feel. In order to create a bold, visually striking and energetic modern campaign that communicates a direct message and underlines ReAct+'s ethos, but most importantly resonates with our target audience.

Below I will outline my vision and explain how I will push these themes and overall concept forward



ReAct+ offers a tailored experience to customers in order to find the right opportunity for them. This customized approach is distilled into the line:

*'tailor made jobs, as unique as you'.*

# INTRO

The themes of uniqueness, individuality and personalisation will be at the heart of this campaign, celebrated in various forms from the obvious to the quirky and subtle; all showcased in beautifully designed vignettes.

It is in these rich and emotive situations we showcase and savor the beautiful characteristics of human beings in all their glory; highlight their personality quirks that makes each individual unique.

There will be both an intimacy and proud celebratory tone to our portraits that exudes confidence and character.

It's important the campaign has scope in order to feel inclusive to reflect the broad spectrum of individuals seeking employment.

Ultimately, my entire campaign will use these themes and idea's (uniqueness, individuality, personalisation) to act as a tool to shape and design my creative vision.





# APPROACH

The film should be a bold, playful, energetic and visually striking commercial. For me; the tone, pace and edit of the film should evoke the feeling of a journey as we seamlessly travel between our various individuals going about their everyday lives.

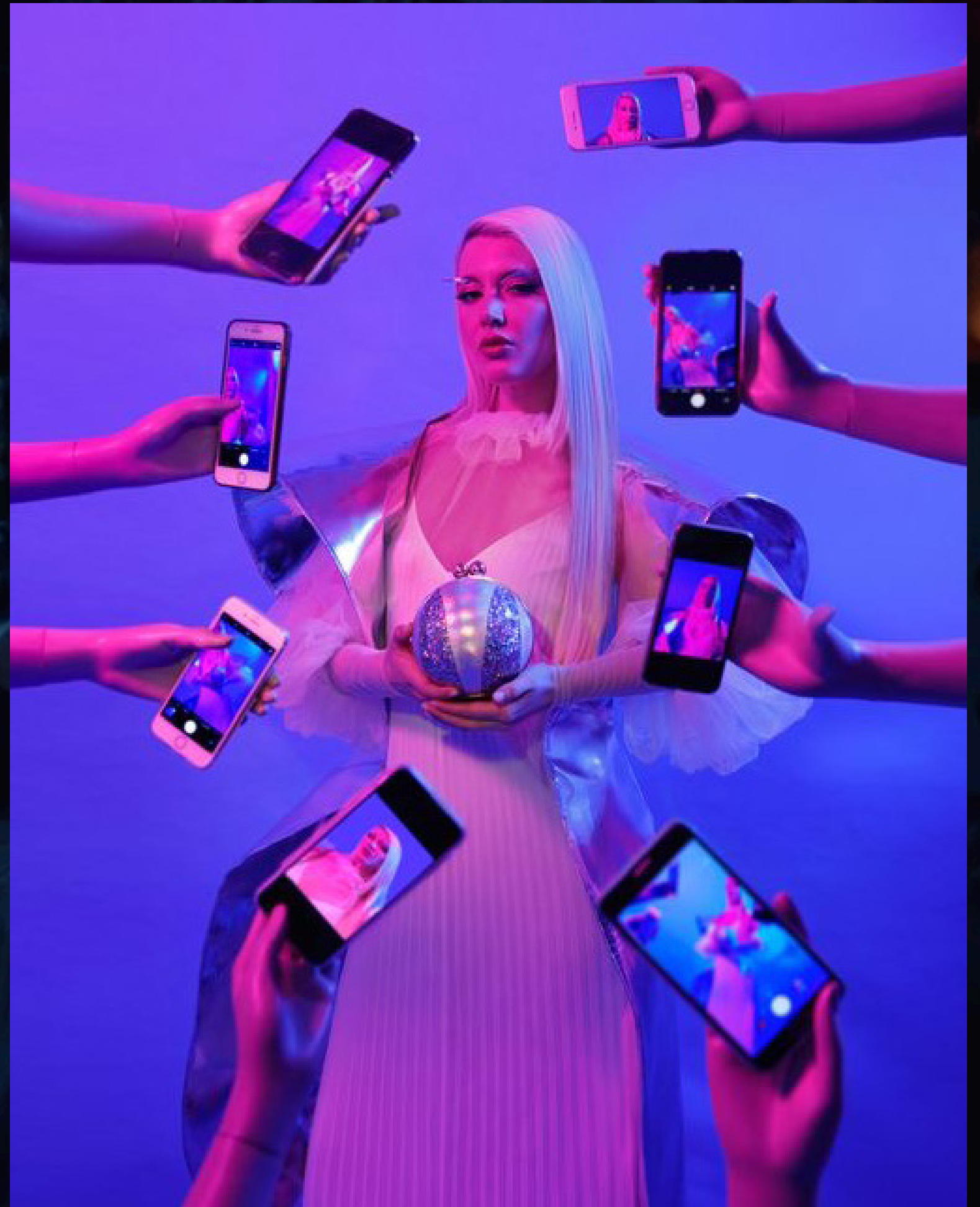
The worlds in which we see our characters will look and feel authentic, it's this real world tone that will connect with our audience. What heightens these genuine moments will be a combination of our characters expressing themselves through their unique personalisation and our filming style. This adds a slightly theatrical or dramatic quality to each of our scenes which makes the film stand out in a crowded market place.

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Inspired by the idea of incorporating the logo into different places, I plan to add the React+ logo into each scenario. Sometimes the logo will appear on screen in a big and obvious way and other times it will be subtle and refined.

I also plan to stamp the logo into certain scenes and use the logo as a way to perform in-camera transitions; hiding the edit in the film to move our audience to the next scene. This technique will be used between our designer and fashion and coffee order scenes. To give you an idea of this approach check out the [following reference](#)





What makes this campaign so engaging is that it puts humans at the center of our story.

# TO ONE

By focusing on our individuals and their personalised, tailored approach and their unique personalities we can create an entertaining and emotive commercial. Our story allows us to create a commercial that resonates and engages with our audience because everyone is different and sees themselves in a certain way, and our film appeals to that side of human nature.

This project celebrates individuality and shows how we tailor ourselves through our personality, experiences, and interests.

This creative process underlines the message at the core of the campaign and the ethos that separates ReAct+ from other recruitment companies.



# references

This advert really gives an insight into the overall tonality and shooting style I'm looking to use to bring our story to life.

The following commercials are a great reference to celebrity individuality and self expression. Although our films will be visually different, the celebratory tone of the character's unique personality is what I'm looking to replicate.

**verizon** ✓

This commercial is a visual feast, it effortlessly blends a range of dynamic camera moves together with unique and interesting camera angles. The advert has a great pace and tone that flows effortlessly from scene to scene making use of clever camera and editing transitions.

**H&M**

**DIESEL**



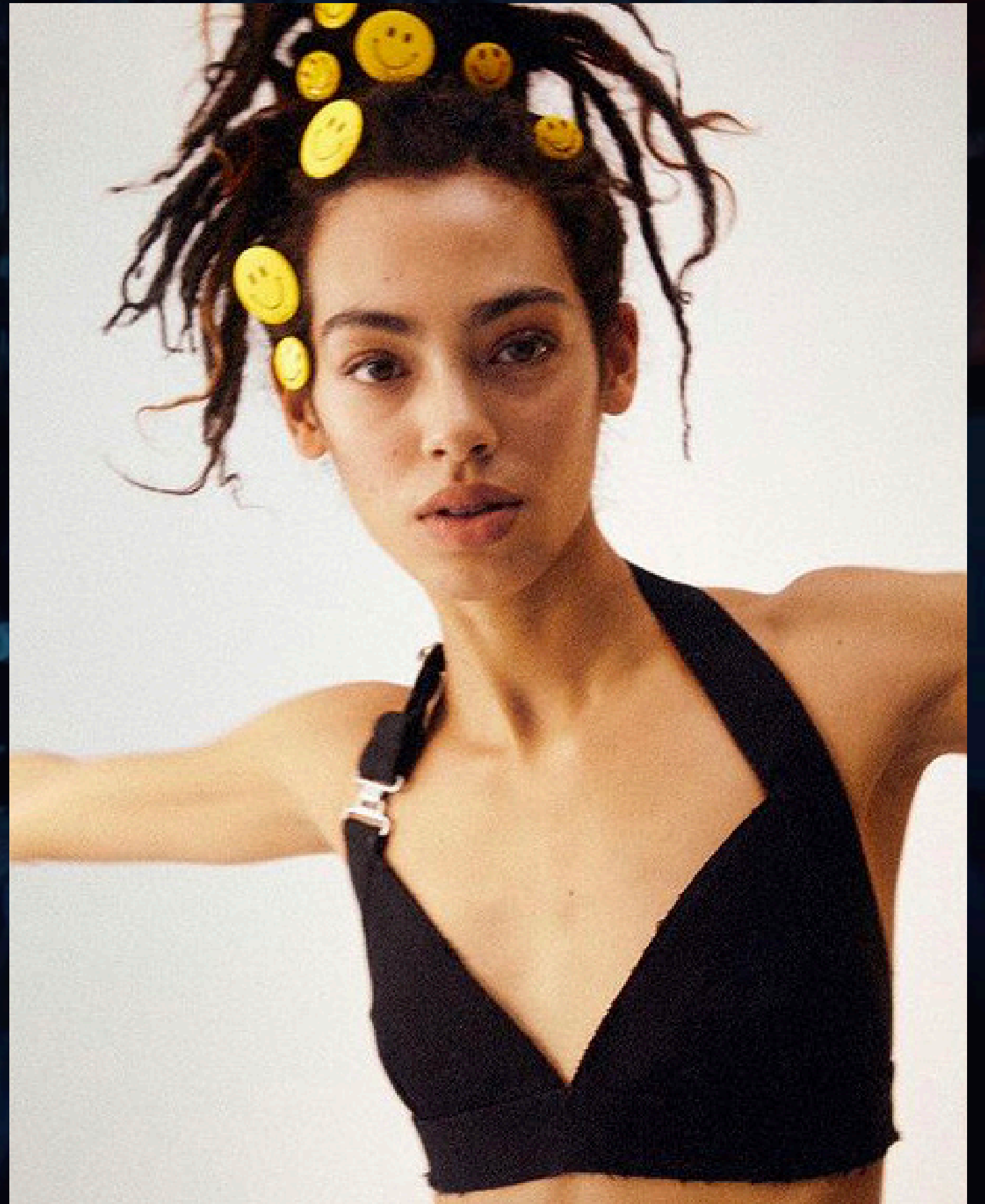
The following is a breakdown of the current script into a visual journey. This outline gives you an idea of the way I'm imaging our film unfolding and the sort of things we can achieve visually in the advert.

# STORY

After yesterday's call I have revisited my first draft and amended certain scenes as well as adding additional scenes. I am aware that due to budget and a duration of thirty seconds not all of the above is possible, but it gives you a sense of ideas we can include.

I have also outlined some potential scenes after the script section; I got inspired and carried away :) I will say

If there is a part of the script you are not happy with then please let me know as this is a first draft and by no means set in stone. Again, think of the following as a departure point, from which these ideas can be discussed, developed and grown into the finished product that we'll bring to the TV screen.





# script.

We jump straight into the action. It's evening as our camera tracks forward moving inside a young man's bedroom adjourned with countless genre spanning music posters (of artists and albums) illuminated in various colours from a mix of artificial and practical light sources. Also in their bedroom is a piano, set of drums embellished with a rock-metal graphic and a saxophone.

It's clear from the items and objects that decorate this space that this character has an eclectic music taste. Inside the room our hero listens to music on large headphones, swaggers around before he flops backwards onto his bed. Now our perspectives get closer; moving us towards our protagonist as he holds up his phone and flicks through an extensive, wide ranging library of music.

We see our hero on a ReActs branded music platform as he slides through various artists' albums which flicker on and off the phone screen (motion graphic and animated) as our hero decides what to listen to.

*These days, we're all used to having everything personalized just the way we like it. Whether it's our music playlists...*

Our camera gets even closer to the phone, framing it heroically so it appears almost full screen so everything on the display is visible. Without missing a beat and as we still move forward our camera rotates ninety-degrees. Now the phone appears horizontal rather than vertical.

Using the shape of the phone we perform a visual transition. We wipe off the horizontal image of the phone and seamlessly transport our audience into the designers studio. Our camera continues to move, this time tracking right through an expansive, industrial lit studio, behind an elongated clothing rail stacked with designer clothes. The appearance and position of the clothing rail matches the horizon shape of the phone making the transition between both scenes look and feel smooth.

The items of clothing stacked on the rails are very contemporary bold, layered, vivid clothes. If you look close enough you can see the ReAct+ logo embroidered on garments. Through the gaps in the clothes we can see a charismatic female designer walking towards her latest project holding a spray paint gun in his hand. We cut.

# script cont.

Now our camera is behind our designer tracking forward towards her as she lifts up the spray paint gun. Our camera moves past our designer's out-stretched raised arm and then suddenly turns inwards. Now our camera (from a close up perspective) tracks down the length of our designers arms. We can see various paint splatters all along her overalls.

We reach the end of our designer arm, we see the designer gripping onto the handle of the spray-paint gun. Our camera doesn't stop, instead it keeps moving over and across the spray-paint gun. The nozzle of the gun appears larger than life. When it becomes visible in the centre of the frame, we watch the gun spray a vivid red mist of paint. We hear the VO:

*...our fashion.*

We see a wide-angle close up shot of our designer eye. Her pupil widens as she reacts to her customization as it takes shape in front of her. Then our camera descends through the colorful red mist towards a bright yellow T-shirt with a fresh white ReAct+ logo. Our camera continues to move forward right up to the logo. We cut to our next scene using an in-camera, hidden translation.

We're looking at a white-spray painted ReAct+ logo on a bright blue jacket that perfectly matches the scene before. Suddenly the jacket turns left as our camera pushes forward, suddenly we reveal we're inside a bar. \*\*\* (Note this is an alternative option for your coffee shop scene, which I do like but I wanted to present another option as well)

Our camera tracks directly towards a group of young women. This group of friends are deep in conversation, laughing and joking with one another. Our cast members are positioned around a table that allows one character to be the focal point in the scene. In front of her is nothing, but her friends all have quite normal looking drinks. We hear the VO:

*...or our drinks order.*

As our camera approaches a waiter appears and delivers the missing drink. Putting an elaborately decorated, multicolored drink embellished with fruit and sparklers. On the glass is the ReAct+ logo. Someone walks in front of our lens creating another in-camera transitions that transport our audience into our next scene.

# script cont.

It's night as our camera tracks forward towards a man standing next to his pride and joy, a modified car. The vehicle has custom lights throughout the interior that pulsate, suicide doors and a huge spoiler. The car has a multi-layered paint job that perfectly matches the outfit of our protagonist proudly standing next to his car. On the license plate is the word ReAct. We hear the VO:

*...or our transportation*

We're inside a nightclub watching projected lights twirl and flashe over every surface. Integrated within these lights that plaster over the walls of the venue is the ReAct+ logo. Our camera elegantly moves forward towards a bubbly man, lost in the music dancing without a care in the world.

This character's customized dance routine incorporates everything from the robot, voguing, dad dancing, contouring their body parts and to Jamaican traditional folk dance. A flash of light fills our screen acting as our transition. We hear the VO:

*...or our dance moves*

We're inside a photographic studio, bright flashes of light pop as our photographer takes photos. As our camera tracks forward past the photographer we can see it's a person having their portrait. This person is wearing matching colored jumpers, large horn rimmed and they all have exceptionally long straight hair. Positioned next to this person looking exceptional composed is an Afghan Hound Dog wearing the same jumper. We hear the VO:

*...or our portrait*

Now we're inside a house, a quirky, custom decorated house that's plastered floor to ceiling in one beautiful, artistic and colorful floral pattern. Inside the room the sofa and chairs are also adorned with the same print and so is the floor. Almost hidden in the scene is a fashionable older woman, dressed in a stylistic three piece suit and hat, sitting on the sofa enjoying a cup of tea from a saucer all furnished in the same or similar print. As if the doorbell ring the woman puts her tea down and stands up separating herself from the background We hear the VO:

*...or our interiors*



# script cont.

Additional scenes that I believe could work in the script that I haven't had enough time to flesh out include:

- A person who has had gold plated grill added onto their teeth and on top of the gold presented in sparkle crystals is the world ReAct+. The VO would be... *or our smile*
- A bowler in a bowling alley whose bowling ball, trouser, shirt and hair all have the same bright vivid design made up of layers of flames erupting. The VO would be...*or our hobbies*
- We see a beautifully serene tropical backdrop that looks like somewhere aboard but when we reveal more of the scene we see a person lying in a backyard paddling pool in their bikini surrounded by tanning machines, fluorescent drinks etc. The VO would be *or our holidays*
- We see an empty fitness studio, then as our camera tracks forward we watch as a woman drops down into a frame wrapped into layers of colorful fabric as she takes part in an aerial silk class. The VO would be *or our holidays exercise routines*

...Now our camera tracks forward inside a hair salon moving towards a giant hair drying machine. As we're getting closer to the device an unknown woman pulls it out of frame. Now in front of us we can see a charismatic young woman sitting in a salon chair, her long curly hair stretches down half of her back.

As our camera pushes closer to the customer the hairdresser spins the chair around, revealing the other side of the customer's hair which has been completely shaved. We cut to a wide-angle close up shot watching our hairdresser applying the finishing touches to the ReAct+ logo as she shaves it into our character's hair. We hear the VO:

*We know everyone's barriers to getting into work are unique too. That's why we created ReAct+, an employability support programme that's as individual as your haircut.*

Now we cut to a frenetic, upbeat montage sequence that displays the ReAct+ logo in various locations and on various objects. Including a skateboard, wooly hat, book, a garden hedge, a painting, spray painted on a wall, flowers arrangement, on the family fridge. We hear the VO:

*We can help remove your barriers to work through financial support, skills training and development, and support with your health and wellbeing.*

This plethora of images builds to a climatic crescendo before cutting to the final ReAct+ logo on black. End.





My reference offers an overview of the types of projects that have inspired my creative approach. The following info explains my aesthetic choices that will give our commercial its distinctive look and feel.

As mentioned, it's important our advert moves our viewer between our character worlds in a seamless manner evoking the feeling of a journey. The advert will be designed around a series of controlled and elegant tracking shots. These beautifully composed camera movements will transport our audience towards our characters and their actions. There won't be any handheld shots in this campaign. Everything will be meticulously planned out in advance in order for there to be the most succinct connection between our camera movement and our talent.

Certain character stories/scenes will be told in a sequence of shots made up of several tracking shots edited together. Other scenes will be told in a single tracking shot that pushes our point of view towards our character/action. In the edit our audience will see several of these singular tracking shots in succession rapidly moving us between different characters in order to show the scope of characters. You can see this effect in action in this reference.

We will shoot the entire campaign on the large format Arri camera. This state of the art camera has a lot of range and captures stunningly sharp clean images that bring out all the rich detail and texture in a similar style to the 35mm film camera. I will film all the close up shots of the ReAct+ logo on a wide-angle lens. This distinctive approach allows one to get close to the action, offers a broader perspective and gives these shots a distinctive quality.

Check out [this reference](#) to see what I mean

# VISUAL LANGUAGE

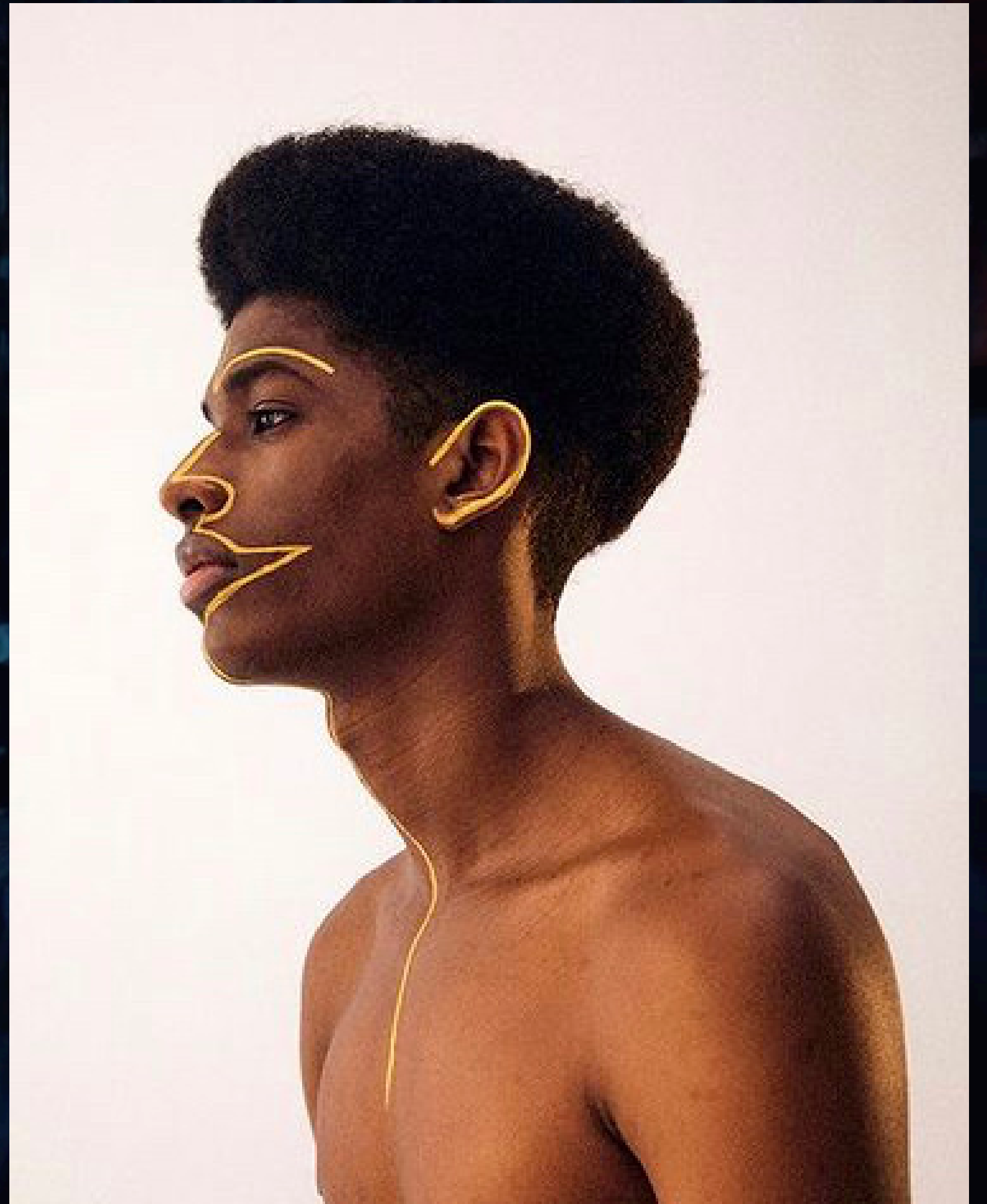


# LIGHTING

Lighting is a great tool to inject character and emotion into a scene. In this campaign the overall lighting approach will be stylistic, clean and polished. I want to use the lighting as a tool to inject drama and elegance. There won't be a sense of continuity in terms of color palette or lighting style across the campaign.

Instead each lighting setup will be tailored to reflect the mood and tone of each scene. Each scene will include a bold splash of color adding multiple vivid hues into our scenes to create a vibrancy that feels stylistic and glossy that pop on screen will still have a sense of realism. To achieve this scene will be lit by both in-camera practical lights and our own lights.

Check out [this reference](#) to see what I mean





# EDITING & GRADE

The edit is super important to the success of the campaign as it creates the overall tone and pace. As well creating our hidden transition effects that moves us between our scenes seamlessly.

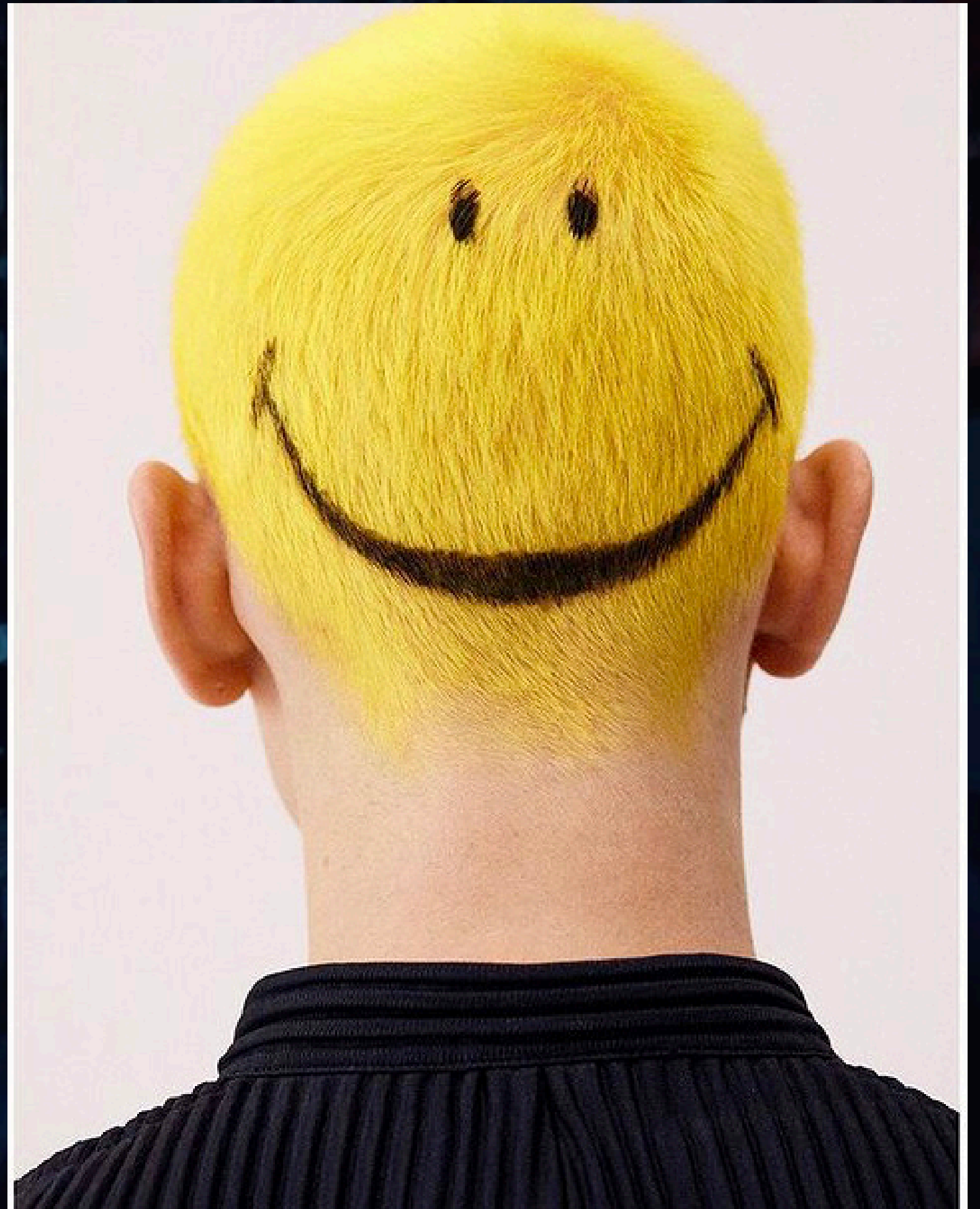
To evoke that feeling of a journey the film needs to feel smooth, almost continuous as we move between different characters and locations. In the edit, we will utilise a series of on-screen, digital transitions, in-camera whips to create our transitions. There will be a fluidity to these moments: thanks in part to our linear camerawork that makes the transitions feel smooth.

To give ourselves as much latitude to maneuver on these transitions as we should shoot on a high-res camera. A device that offers us a lot of scope to play around with in regards to position and movement.

Overall the grade will be used to push and elevate our imagery; adding to the saturation of our colour palette to give the films a stylistic and glossy aesthetic. Again it's about heightening the mood and tone of each set up to create an emotive moment that captures each character's unique personalities.

A great reference for this approach is [this Facebook advert](#)





# MUSIC &

I can't even begin to tell you how important sound design and music will be for this campaign.

The soundtrack creates the pace for our film. With the soundtrack we should look to inject a sense of personality and character that reflects the people in each scene.

It would be great to have a soundtrack made up of multiple songs which we flick between as we move between each character but that's not feasible.

Instead, I think we should look to use a very dynamic, upbeat and diverse pop song that changes tempo and tone multiple times. Given the importance of the score to the pace of the edit I would suggest we work with a composer to create a bespoke track created once we have a rough cut of the edit. This approach will at least give our chosen song a tailored quality to it.

Our sound design needs to be used in a way that makes each of our vignettes feel a part of the real world.

# SOUND

So we need to use a combination of on-location recording and mix those tones with authentic sounds that are relevant to each scene/set up.

We need to build a rich and layered sound design full of authenticity so it makes our small scenes feel a part of a much bigger world. The sound design will be balanced as we want our worlds to feel genuine, like we're giving our audience a look into these exuberant worlds.



SOMESUCH / DEAN G. MOORE



# CONCLUSION

SOMESUCH / MORGAN MOORE

As mentioned at the beginning of this treatment, I am excited by this brief. I also get the feeling we're so on the same page when it comes to how this ad should look.

We know the intent of this campaign is to create cool and stylish adverts that showcase individuality of people as a way to demonstrate ReAct+'s personalised and tailored approach to recruitment. We achieve our objective by creating a series of emotive vignettes that portray the various ways people individualise themselves or a situation to reflect their personality. The commercial will have an emotive quality to it that captures our audience's imagination and resonates with them.

I truly believe with all the elements I have laid out in this treatment, combined with the script, there's tons of potential here to create a captivating film. This is also an incredible opportunity. I hope my creative approach and enthusiasm have demonstrated my passion for the project.

It would be great to work with you to develop these ideas even further. If you have any questions drop me an email I'd be happy to chat.

TREATMENT BY DEAN G MOORE

