



**LET THE**  
**CHARACTERS** **OUT**



TREATMENT BY LENA TSODYKOVSKAYA



**Re-Imagining**  
**IMAGINATION**

**Any time I hear a brand suggest we push the boundaries of how their message is received I get excited; it means we have the chance to do something *different*.**

My understanding is that we are aiming for a cooler representation of what playing with LOL Surprise feels like. To me that speaks to the idea of creating a dynamic spot with tons of color, camera movement and fun transitions.

It was such a blast diving into this truly endless world. As I write to you now, I would like to take it as an opportunity to begin a conversation, so that we can immediately start bouncing ideas off each other. I don't doubt that some of the ideas I am presenting are great as they are, however, others might simply serve as jumping off points for further inspiration. I'm thrilled at the chance to envision what this campaign could be so let's jump right in!



# THE ELEMENT OF SURPRISE

...that surprise which never disappoints, is what I most love about LOL Surprise. You never know exactly what you're going to get—and for this campaign I'd love to add a bit of that playful epicness to LOL Surprise at the top, as an emphasis on the surprise element. Then, when we dive into the world of our Girl's imagination, instead of jumping into realistic VFX driven representations, let's submerge into....



**Our Girl's**

# VIS ION

**Of these worlds...**

When imagining the look and art direction of the worlds, I'd like to approach them with the following questions in mind: What do these worlds look like in the mind of a little girl? What ideas would she build them from? This is where a more "crafty" and moody approach to the realization of these worlds becomes the visual voice of our campaign.

Cool, hip, and with a fashion forward spin, these worlds will have a decent dose of spark. We will push the boundary of what a toy commercial can be by joining our main character on her fascinating journey, the key is that we are fully experiencing her own game together with her, a truly immersive experience. At the same time we will still keep all the key product elements so that we are always clear that LOL SURPRISE is the catalyst of this experience.

# MUCH OF THE TONE AND VOICE OF OUR CAMPAIGN

...will come from the vibrant color story we tell from scene to scene. Playful, adventurous, and most importantly: dynamic, rhythmic, and ever-evolving visually. Think in terms of an imaginative and stylish music video. We also want to capture a slightly precocious tonality as well, that this girl has an adventurous spirit—she could easily be seen as the hero of your favorite current Disney film or one of the spidermen from Spider-Man: Into the Spider-Verse.

The worlds themselves will have an expansive feel, something that's evocative of childlike wonderment. With practical sets we will create a tangible reality that stokes our imaginations into believing this place actually exists!

# SO, WHAT EXACTLY DO THESE WORLDS LOOK LIKE

...if we're reflecting a little-girl's imagination?

Let's get down to the brass tacks of production design: definitely practical and crafty (rather than complex and expensive VFX post work). I'd also say intentional and sometimes minimalistic, with a highly creative use of lighting, which will build strikingly different atmospheres for each of the worlds.

When creating a fantasy world for the screen I believe that the first consideration is to make sure it feels endless. We want our audiences' imaginations to run wild with the idea that they could easily get lost in this place. Therefore, when it comes to shooting our worlds, I'd avoid wide shots, keeping our coverage a bit tighter to keep the "world of fantasy" slightly more abstract and less realistic.

Take for example the stage set from the Band Scene ; we can place the girl in a small projection setup as seen in...



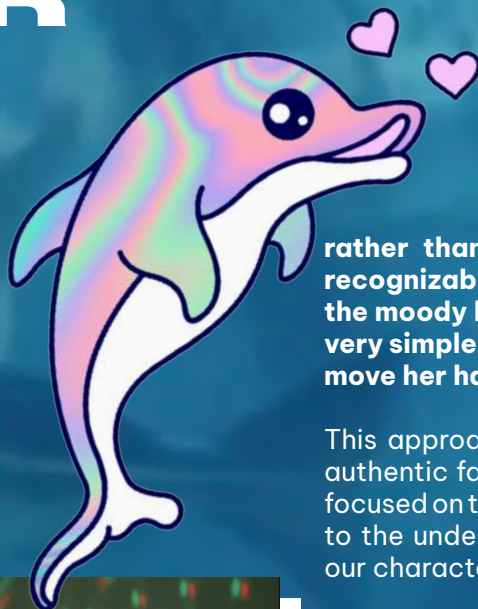
We'll shine lights on shiny accessories that the girl and her bandmates are wearing, making the colors pop. The idea here is to create more of a music video setup, rather than a live performance.



# IN THE

# UNDERWATER

# SCENE



rather than literally shooting underwater, we can focus on the most recognizable elements of being underwater and then reimagine them—the moody blue atmosphere and the slowly moving hair. While using some very simple practical tools, such as gravity, fans, and slow motion, we can move her hair in an underwater-like manner.

This approach is even better than the real thing because it creates a very authentic fantasy-esque visual experience. We will keep our shots tight and focused on the details. And of course, ever-shifting light will bring added depth to the underwater world, while colorful and oh-so-glittery fish surrounding our character will pop the colors of the scene.





# IN THE FASHION SHOW SCENE

we can create a small setup that consists entirely of floating fabric! This will be an impressive visual progression from “ever-shifting water” into floating fabric. Here, surrounded by mannequins in the background, she is sending a couple of her model friends (maybe the same friends she was in the band with?) toward a light source that’s emanating from somewhere off-camera so that it feels like an imaginary take on a prep room backstage of the runway.



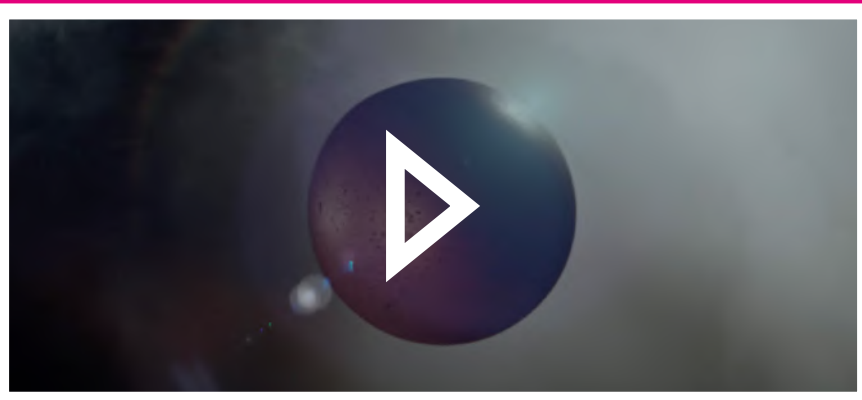
**NARRATIVE**

**ARC**



Let's start off with some magic right away! Mom hands a LOL Surprise ball right to the camera—reverse shot, on the foreground of the ball, covered in mystery, maybe we even shift the lighting here, and we see the girl right behind it. I like how the round objects in the openings of the LURPAK spots below are portrayed in mysterious, tempting, and magical ways. This is something we could do albeit within the tonality of LOL Surprise.

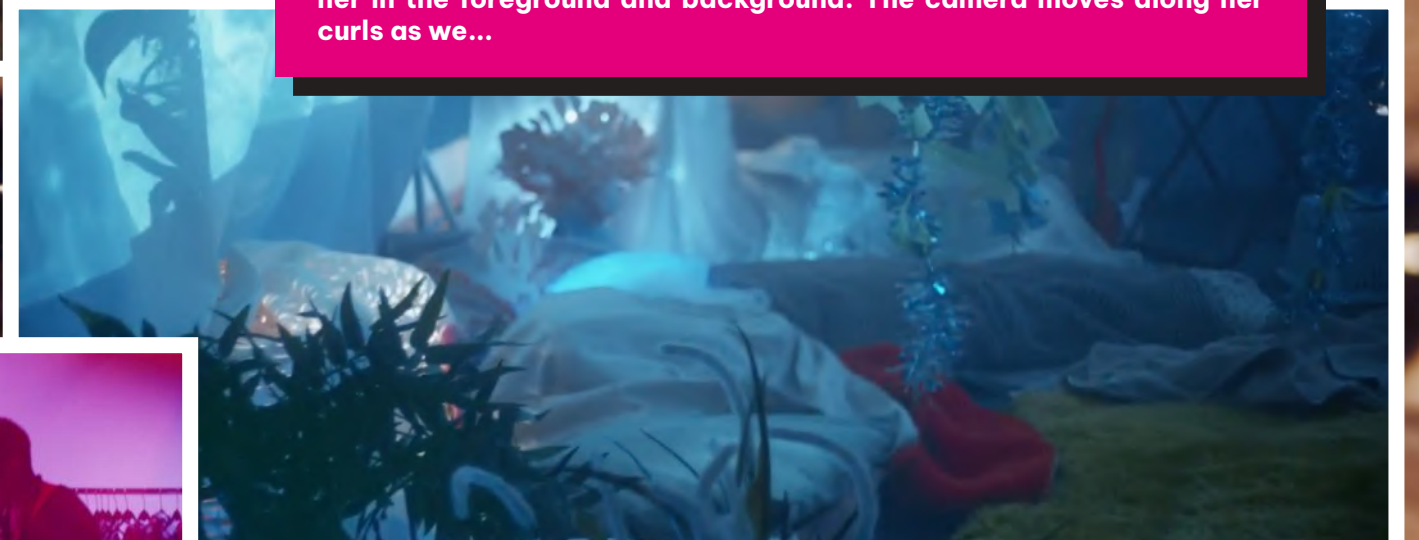
Maybe we don't get too linear here and we don't see the actual opening moment, but instead we CUT to the opened ball in the girl's hand as she rolls the funky accessories on her desk, in the background we see a collection of LOL Surprise characters of all styles. Our camera will be right on the surface of the desk and the accessories will roll right towards us (using a bit of a slow motion here will help the roll out look perfect).



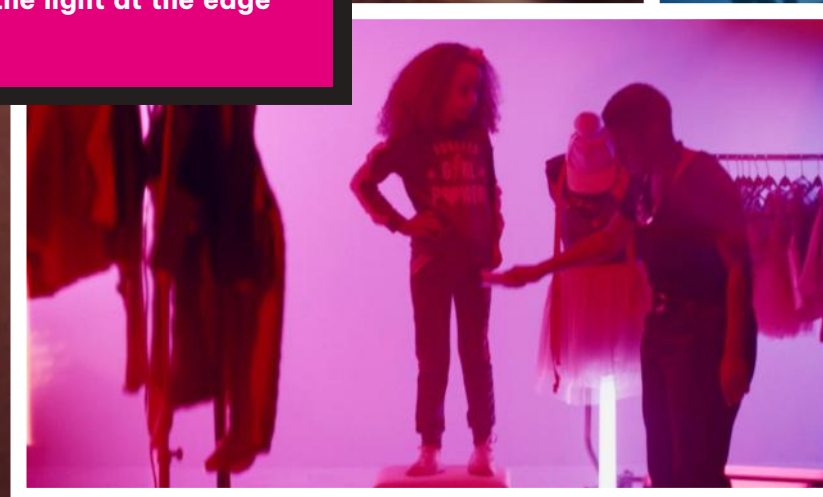
**CUT TO** close up of the drumsticks hitting to take us into our girl's fantasy land! Here she's rocking out with her band. She plays the drums and when she bends back after cracking one last beat, we...

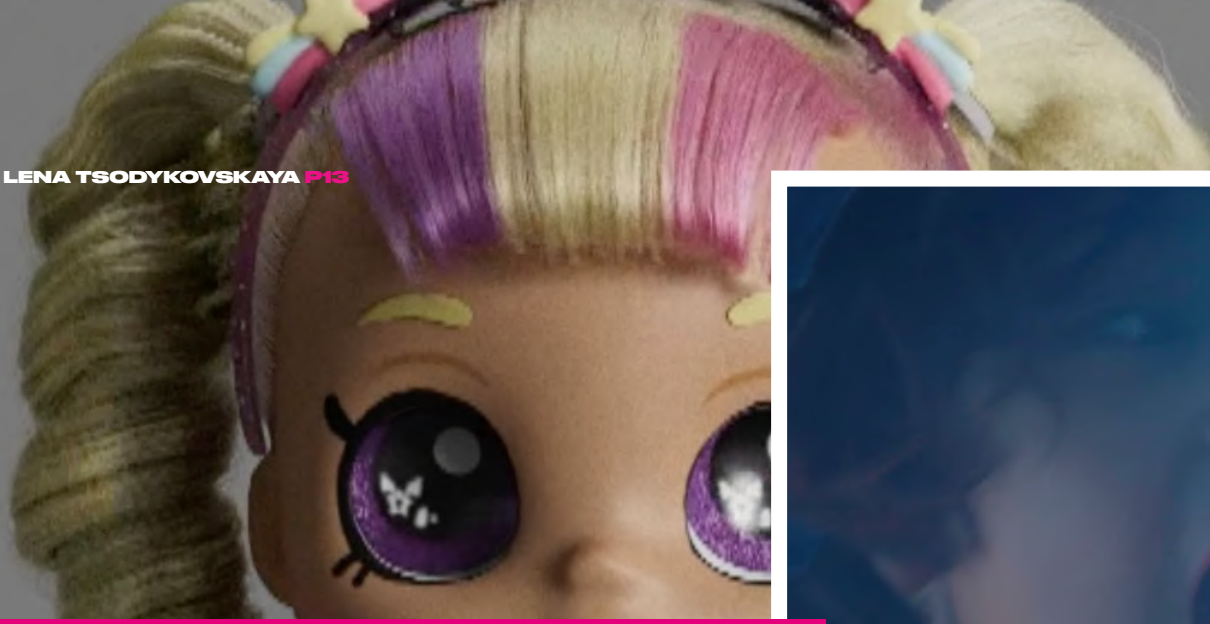


**CUT TO** her in the same pose, but underwater! Her hair is floating in front of the camera, we are tight on her face. Colorful fish surround her in the foreground and background. The camera moves along her curls as we...



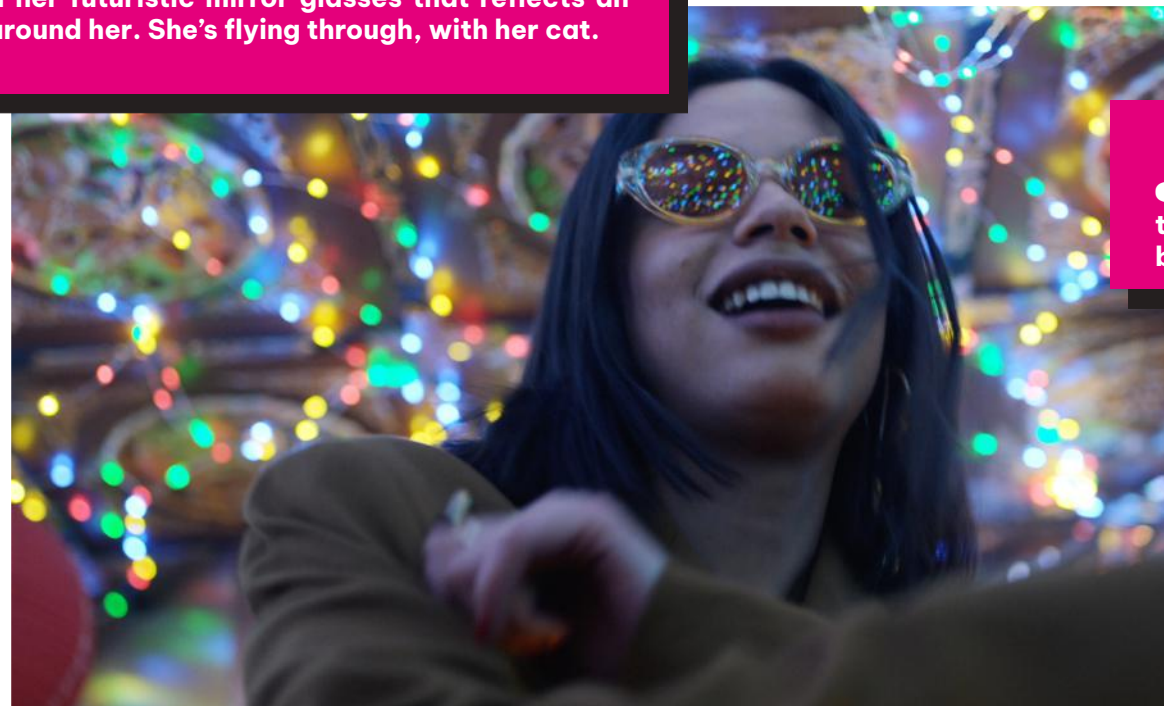
**CUT TO** a large piece of fabric continuing in the same motion. We are in a small area with colorful (and stylishly matched) fabric surrounding the Girl, who is putting the final touches on her model: a purple hat. She then sends the model off toward the light at the edge of the frame.



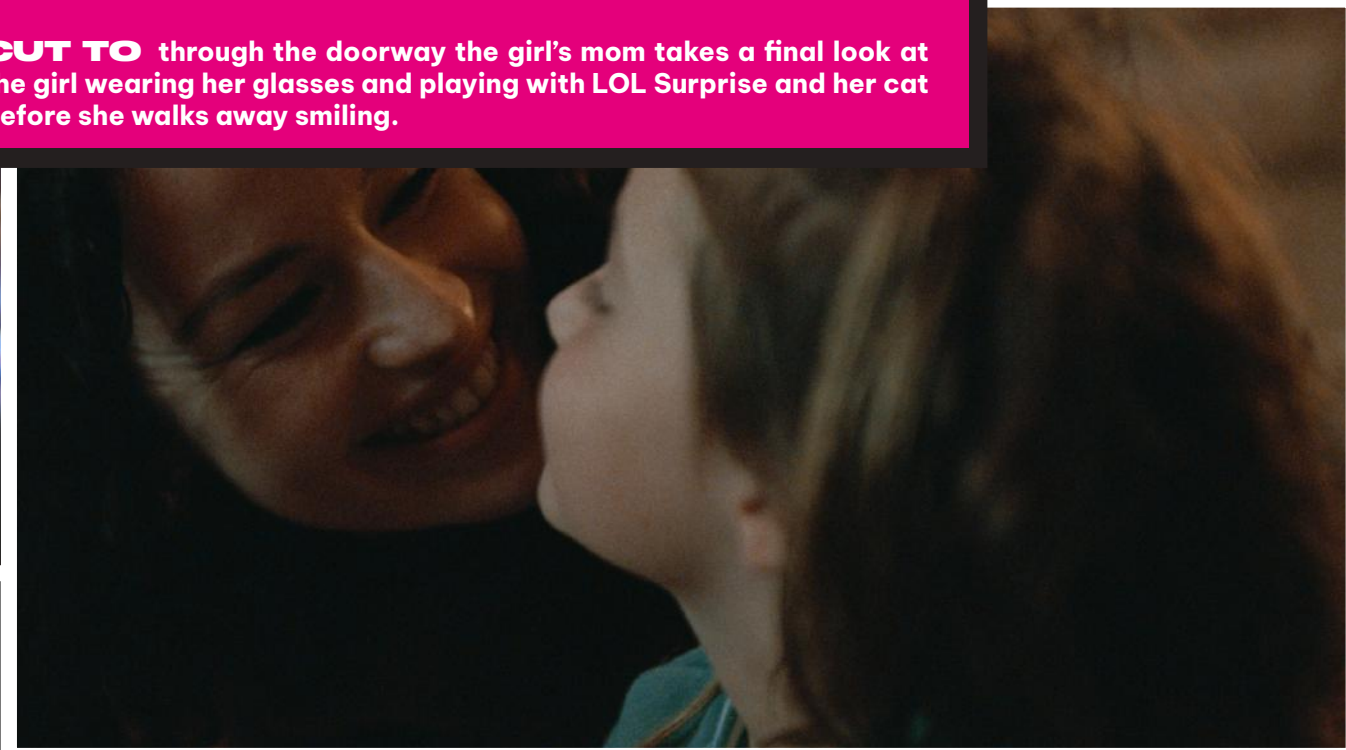


**CUT TO** a hockey puck landing perfectly in the Girl's goalie glove. Lights surround her and the goal, and they flash with flickering cheer. Through a light flare we...

**CUT TO** a spark in her futuristic mirror glasses that reflects an open universe of stars around her. She's flying through, with her cat.



**CUT TO** through the doorway the girl's mom takes a final look at the girl wearing her glasses and playing with LOL Surprise and her cat before she walks away smiling.



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# WHO IS OUR GIRL?



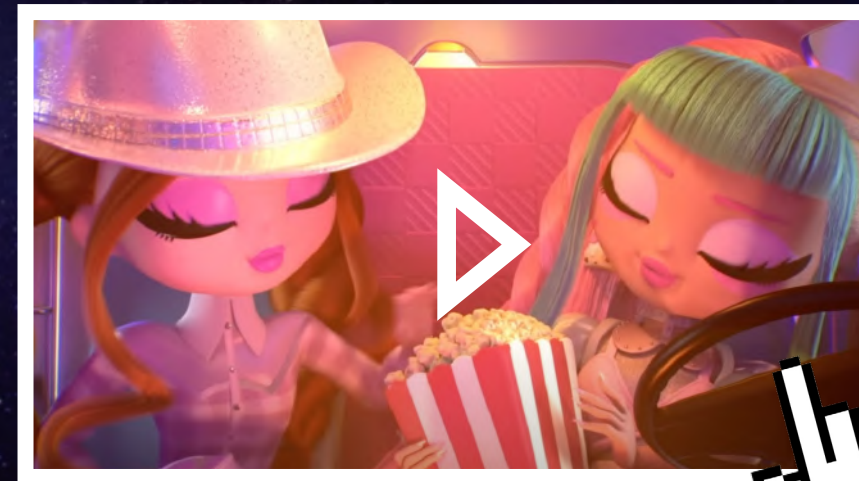
On top of finding the most adorable little girl, I really would love to make sure she has a coolness and fierceness about her. This character is going on an adventure which means we should be looking for a girl who truly embodies that spirit. It's also a great help if she is truly passionate about LOL Surprise, however this is not a must because I love working with kids and I always find a way to get them to embrace their sense of play. Besides, if she doesn't know the toys, she will be more than thrilled to discover them with us!

Two key considerations that I believe are must-haves are that she knows how to play a musical instrument (preferably drums, but a electric guitar will do as well) and she has some kind of athletic sensibility—that could simply mean she's the sporty type, she doesn't need to be a star athlete by any stretch of the imagination. This is so that the goalie scene looks and feels organic to her character.



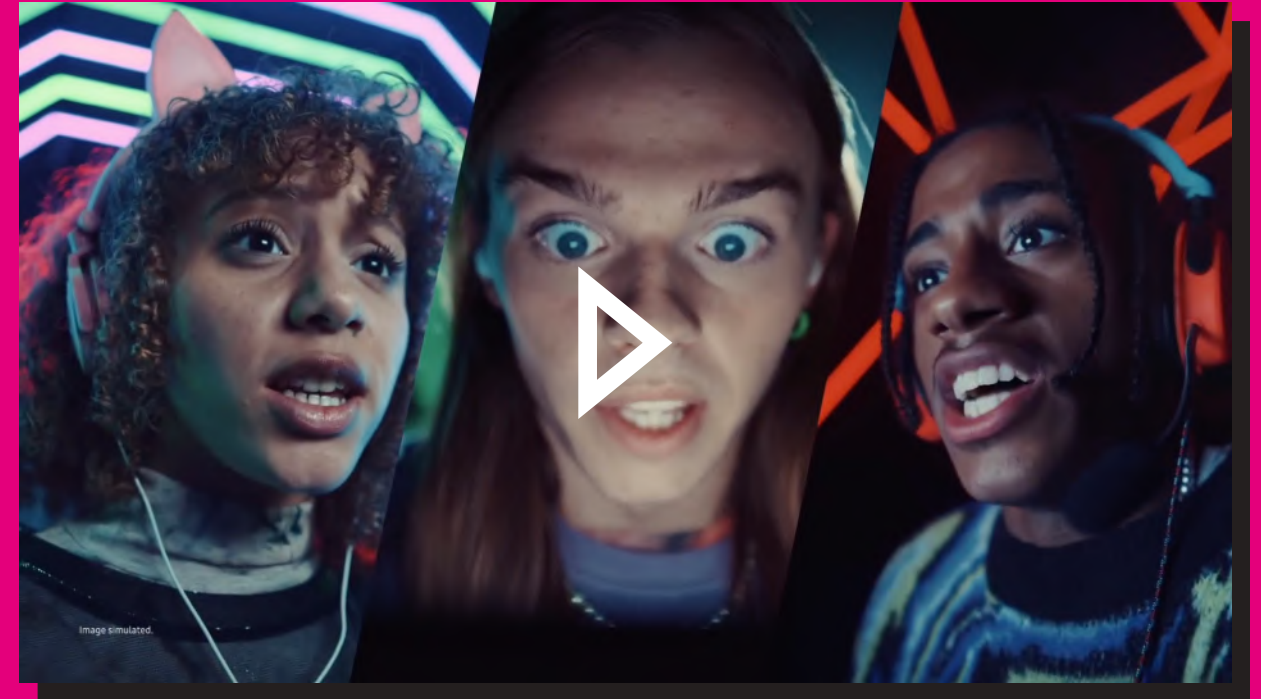
# VISUAL LANGUAGE

I love the neony-colorful visual direction in the below **LOL SURPRISE MUSIC VIDEO**. And as I mentioned before, I like thinking of our spot in a music video style: highly visual, dynamic, non-linear and with fun transitions. I also imagine the live action version of it in a similar direction of this **STREET BEAT** spot—super fun, playful and with little VFX gags to add to the texture of the voice throughout, rather than taking itself too seriously.



# TRANSITIONS ✨

I want to build a seamless and engaging move from one scene to scene through match cuts and matching motions; or the occasional camera motion will match, but the scene would just jump cut, giving us an element of surprise, as seen in THIS SAMSUNG REFERENCE at the 00:28 mark.

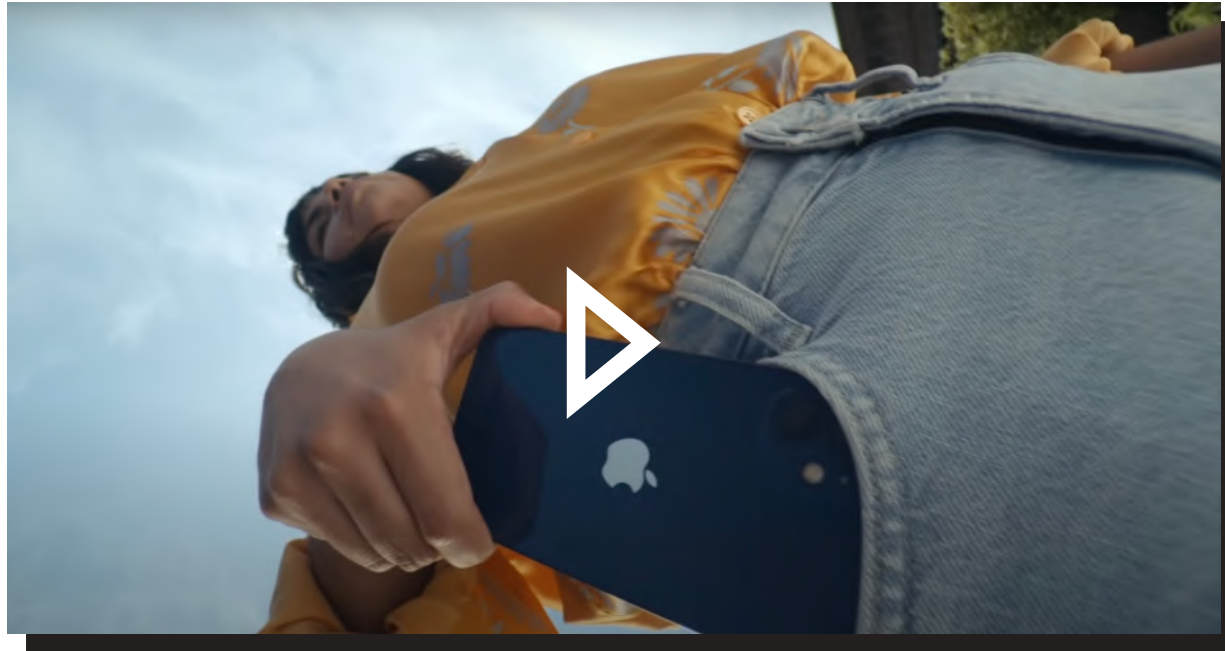


Another idea would be to intercut with some fun shots of the girl playing with the dolls. Jumping in and out of the fantasy, but without losing the mood! Something like THIS LURPAK SPOT serves as a good example. This could help reveal the endless worlds that LOL Surprise can take you to, but it also shows how much fun and joy it brings!

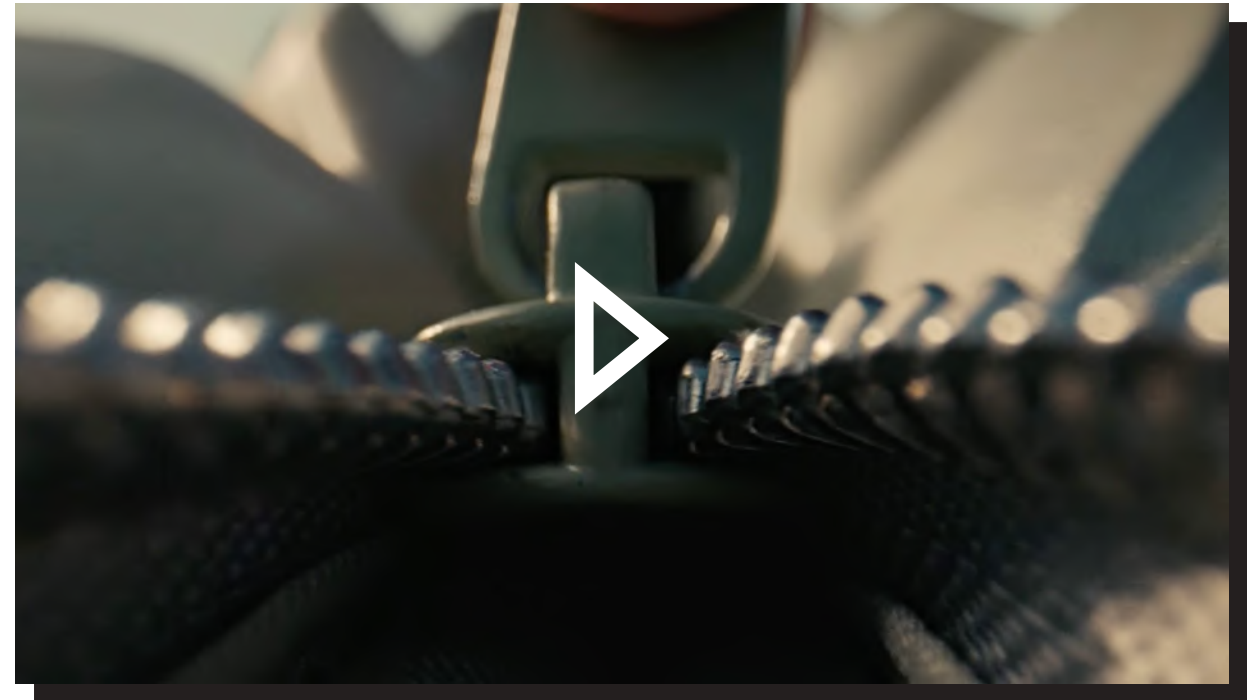


# CAMERA TOOLS

Constant motion, fun angles, slow motion, and speed ramps—I'm all about utilizing practical tools to make this spot look even more dynamic and visually fun. For the fantasy scenes I would use vintage anamorphic lenses to add a bit of a dreamy texture to the look and feel. And for the close ups, especially the close ups of the Toys and accessories, I would use a macro lens while placing the camera right at the level of the toys so that we feel as if we are among them, surrounded by them, diving into their world, rather than looking at them from above.



You can see how this macro lens works in these two spots. That macro lens approach can work especially great for the ending, our pack shot. I imagine that after all the adventures we went through, we're going to look at LOL Surprise dolls and accessories not objectively from above (like we usually do), but we will be surrounded by them, and they will still feel significant right up to the final frame!



# VFX

Our approach here will be to use VFX as an enhancing tool rather than to fully create the worlds we are building. For example, VFX in our case would be great for embellishing textures to get a moodier feel (like the girl's hair in the underwater scene). In the space scene we will need to create the starry background with VFX, and this is the one scene that we might go a bit heavy with the use of VFX to really sell the interstellar atmosphere.

Something that we might consider as well, but more as an add on, would be a little bit of 2D animation. I'm thinking something like this...



only more stylistically in line with LOL SURPRISE patterns and colors.



# MUSIC

If we're not using one of LOLs Surprise Songs, I would want to create something in the same vein - modern, fresh, and uplifting electronic pop. Tracks like these have such a great beat, that's the kind of rhythm that will allow us to fly through all the scenes with a dynamic pulse.



# TEAM



The team that we will be building will come from the music video world. These will be professionals with impeccable visual taste, who are also resourceful and can create stunning images with little at their disposal. This will come down to our DP and especially our Production Designer. We will be looking for someone who can turn “crafty” into magical!

# THANK YOU



Thank you for taking the time to read through all of this. I can't tell you how fun I imagine this will be to create. Projects like these offer the opportunity to explore our most childlike sense of play and that's always rewarding. I look forward to hearing from you!

LENA