

bruno banani

TILT TO PLAY

JORDAN SCOTT

INTRO

This film is an opportunity to create an exciting new chapter in the story of the BRUNO BANANI fragrance; A super stylish and impactful narrative that reminds us, the BRUNO BANANI woman has a thirst for life and a knack for manifesting her desires.

Seen through a playful and tongue in cheek lens, our story celebrates and highlights female empowerment through the core idea of a woman fulfilling her desires and taking charge of her dreams. The beauty of this approach is that it allows the viewers to enjoy the glamour and sparkle of the film, but also appreciate it on another level as they tune into its spirited, subversive spirit.

APPROACH

We will create a striking, unmistakably premium environment where our heroine can feel sensual and strong, inspired to express herself and have a great time. Navigating subtly between a performance that is filled with a strong attitude and light-hearted fun that will keep the viewer captivated and amused in equal measure.





BB WOMAN

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THE CAST

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VISUAL APPROACH

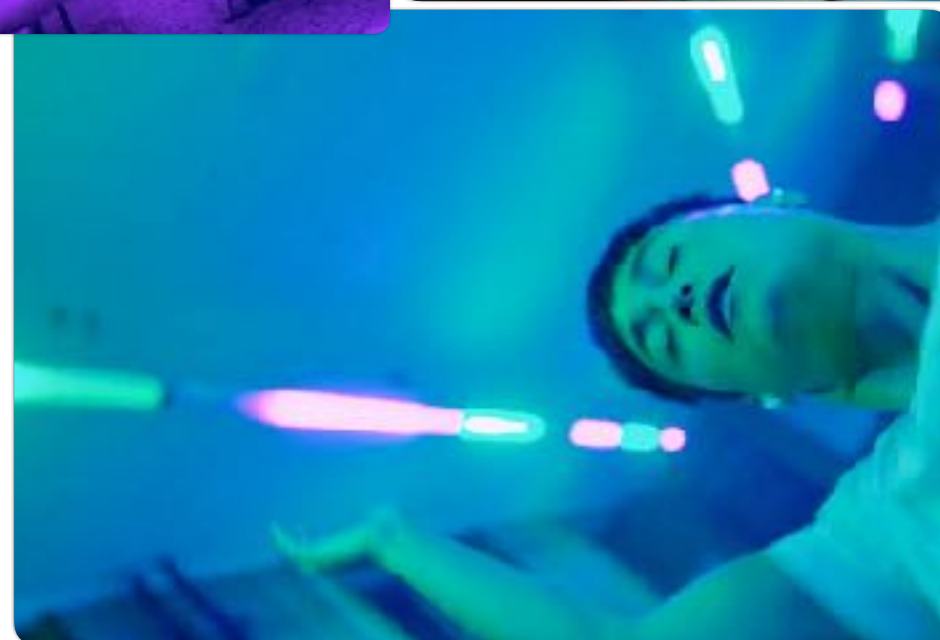
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THE STORY




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The camera finds the curvature of our woman's neck and sweeps upwards as she turns to camera and makes eye contact with us.

She applies the BB fragrance to her neck... we transition into a stunning macro close-up and see the tiny droplets hit her skin and then slide sensuously down her neck. The fragrance brings out her alluring aura and acts as a conduit to her desires and dreams.

The TILT TO PLAY supers appear on screen and we cut to the bottle animating into a tilt... then back a close up on our BB woman at the party as she grabs our screen and physically *tilts it*. As our view turns, we rotate into her fantasy world.

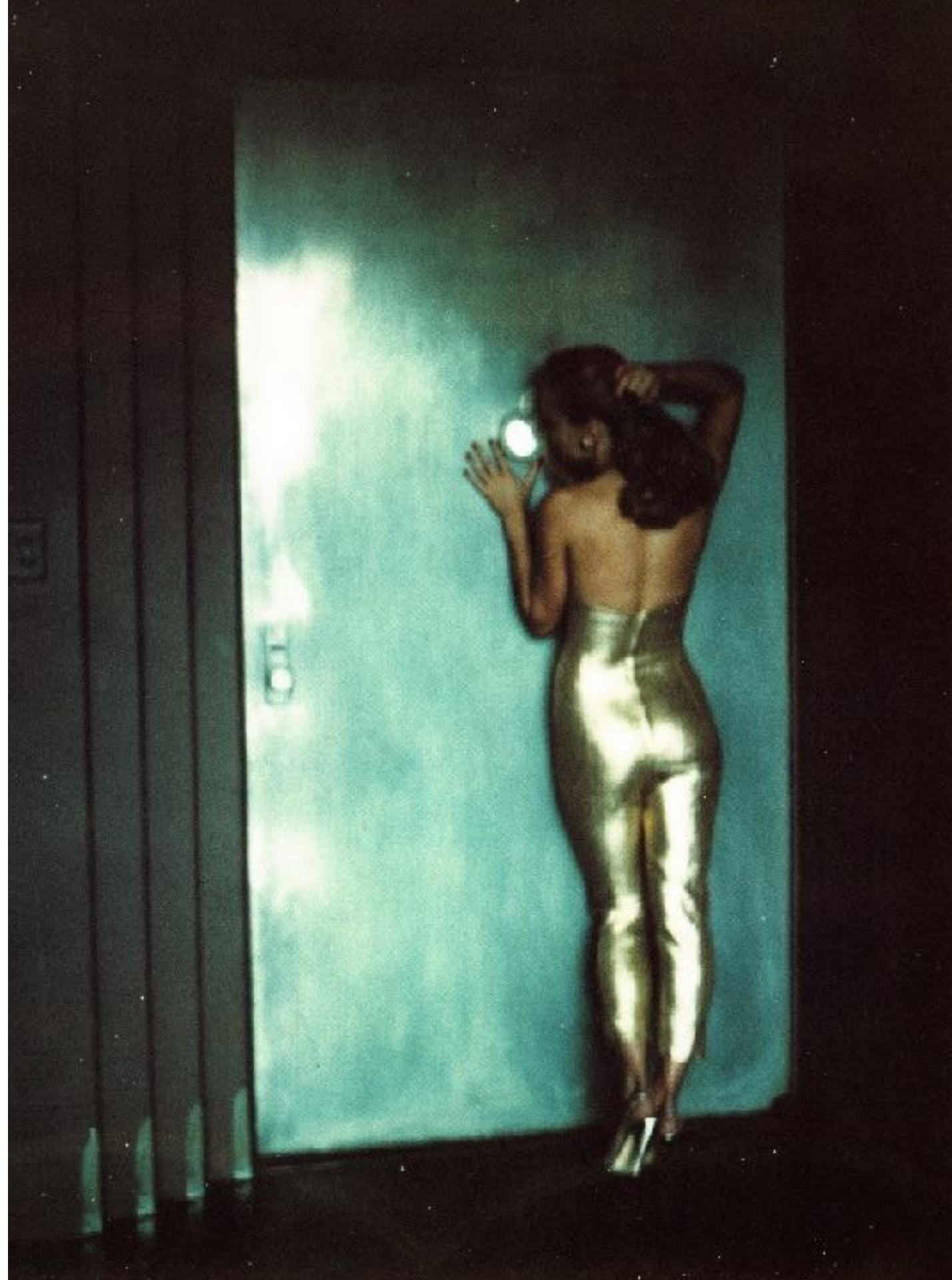
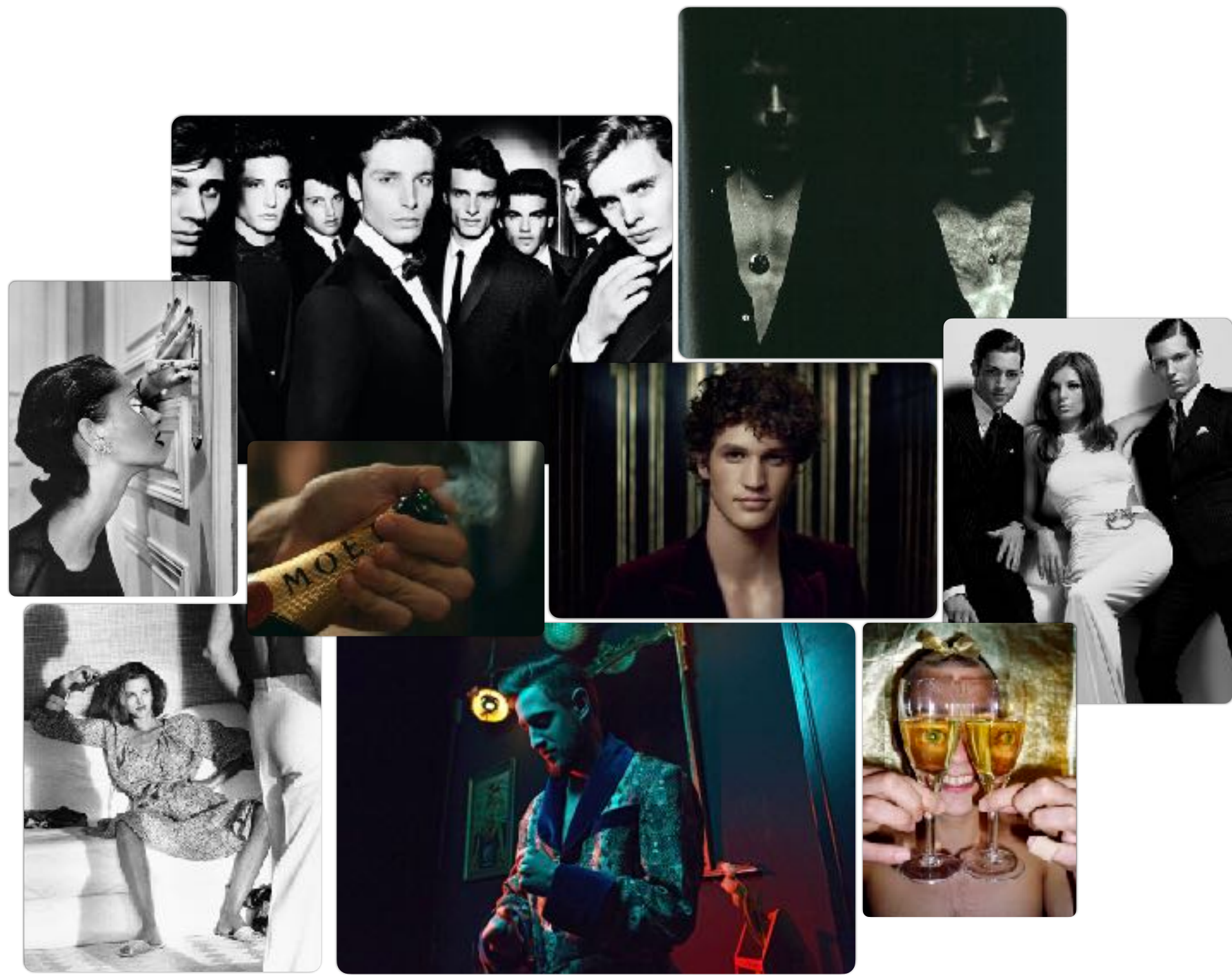
The woman is pressed up against a hotel room door, spying through the peep hole.

Through the peephole we see two be-suited, handsome men, both holding bottles of champagne. Clearly there's been a scheduling mix up. One shoots the other an indignant look as his opponent 'accidentally' jostles into him, shoving him out of her eye line.

A wry smile crosses our woman's face.

The camera tilts again and we are transported to...







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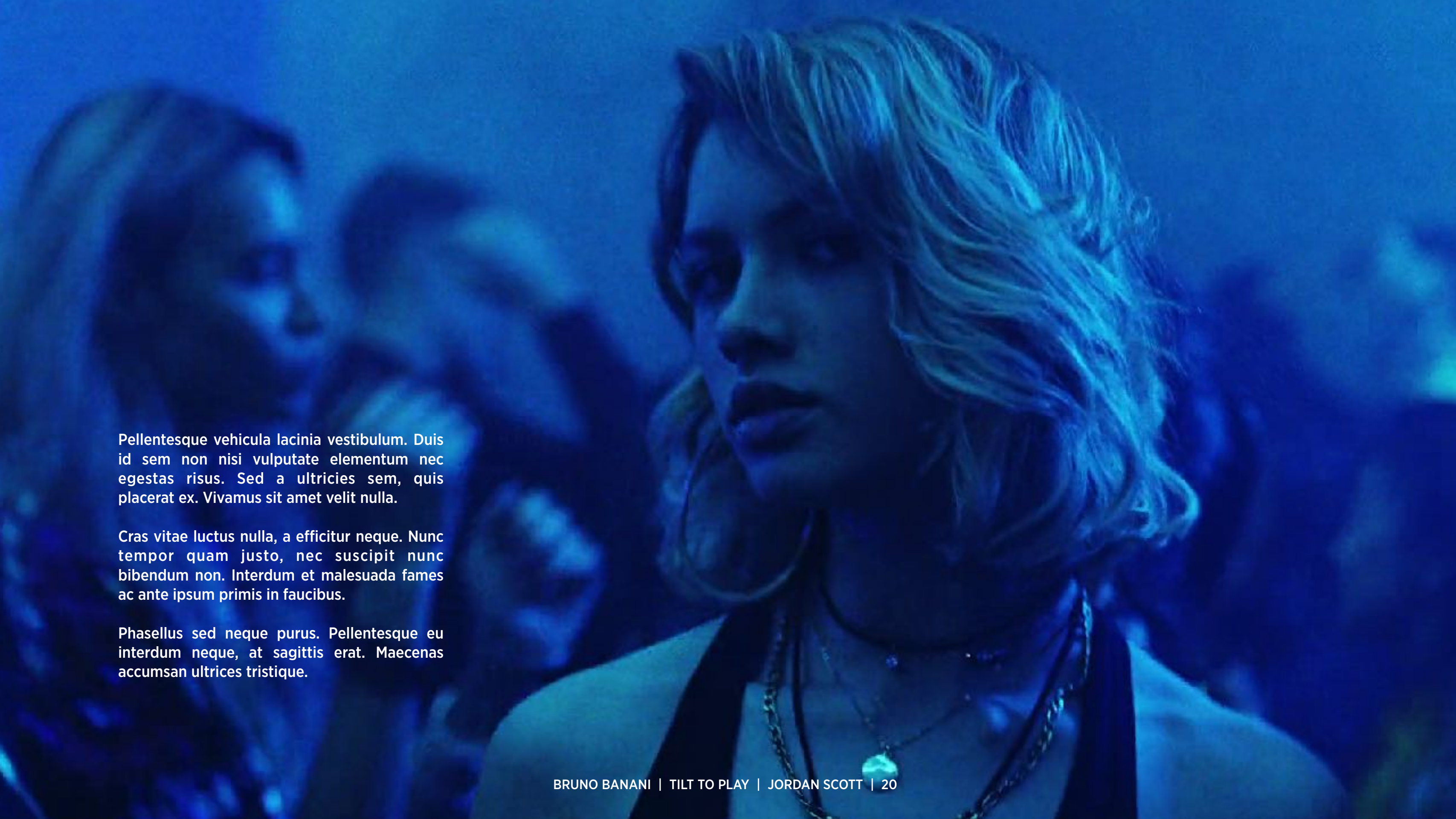


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RSA  FILMS