

L'ORÉAL — TRUE MATCH

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TREATMENT BY DIRECTOR

**THIS ISN'T A ONE SIZE  
FITS ALL.  
THIS ISN'T A CATCH-  
ALL.  
AND WITH TRUE  
MATCH,  
IT'S ALL-NATURAL.**

INTRO

For me, it's important that we really lean in to the idea that all of these different styles have their own natural, organic character, their own sound, own smell, their own speed.

This video could be close to a field recording. We capture intimate, beautiful moments of luscious hairstyles in sweeping motion, in bouncy play, in beautiful frizzy chaos, and find natural organic visual counterparts that add drama, excitement and style.

A sweeping quiff is matched by the ripple of a curling wave, just at its apex. Long, light hairs sweep across the screen as gentle clouds roll through organic stones. A tight afro bounces to life, 'rustling' as wind blows autumn leaves.

This video begs for a minimalist, gentle approach, that heightens the senses.

Sound as texture, feel as movement.



# THE CALM BEFORE THE STORM

CALM

The combined imagery of the ocean and straight hairs in motion will act as the framing device for the edit, bookending the piece and guiding the tempo as we cut between other styles of hair and organic events.

Everything calm on the ocean's surface until we notice **the slow build of a huge wave.**

The camera slowly glides across a neatly gelled hair bun. We see long strands of hair suspended at the apex of a head bang.





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# THE CRASHING AND THE FLAILING

CRASH

The wave thunders, curling into itself. Heads flail wildly. Hands grip hair tight. A waterfall cascades into a spring. Trees and bushes are thrown by gale force winds. Bushy afros bounce and tremble.

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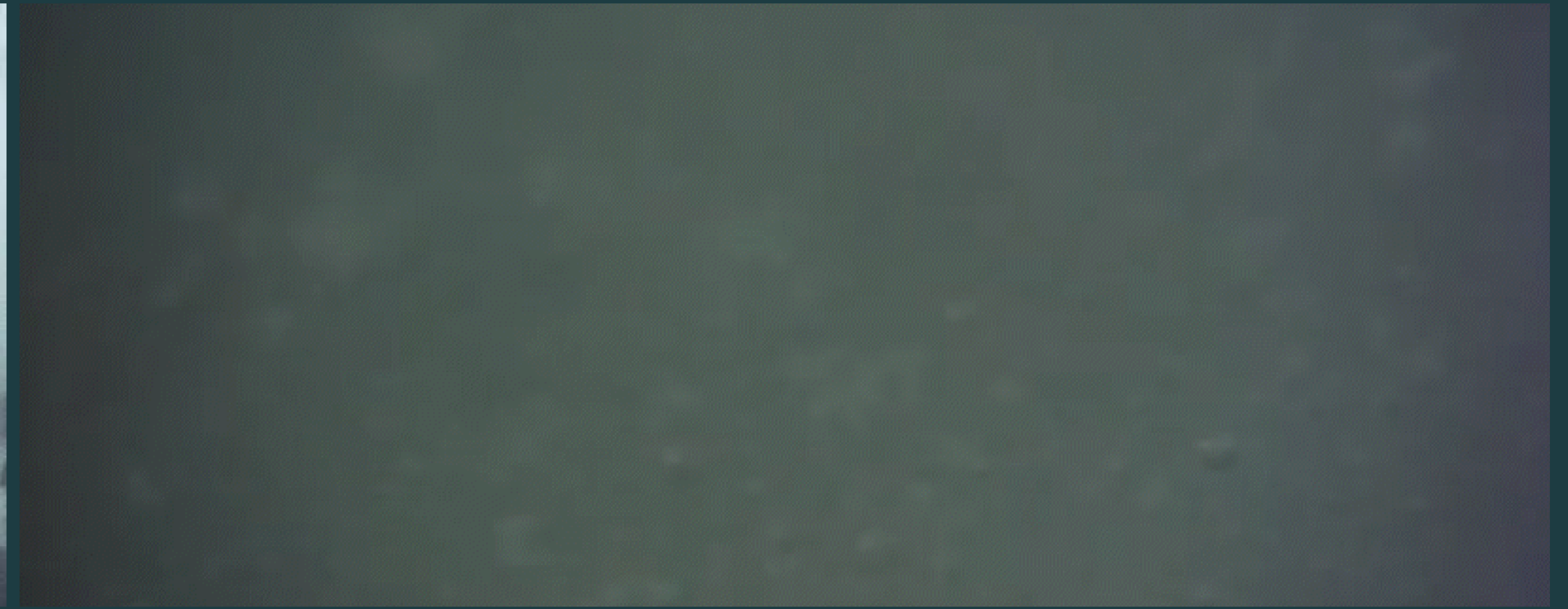


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**17** DIRECTOR

DIRECTOR **17**

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# THE CASTING

CASTING

This is after specific hair-styles, and the cast will be comfortable in their own skin. No layers between us and the talent. A gentle openness in their presence, with distinct hair qualities that speak volumes.





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# THE EDIT

CASTING

The piece is all made in the edit. We'll find a smooth ebb and flow between hair styles and gentle scenes, and build to a fast-paced crescendo of waves crashing, geysers shooting, curls frizzing, bobs flailing, all settling on a serene image of the product.



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# THE SOUND

SOUND

The texture of detailed sound is key in building the sensual nature of the piece. We'll be close up, in the weeds, and the sound accompanying any action will be crisp and clear. It should feel like that moment, after finding peace in nature, you suddenly realise the detail in the sound of your own breath, the tinkling of leaves in the breeze.

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# THANK YOU

THANKS

Thanks for sharing this brief and taking the time to check this idea out.

DIRECTOR

# PRODUCTION