

HOME EXPERTS

LEXI POWNER TREATMENT

PROD
IGIOUS.

INTRO

Firstly, thank you for inviting me to treat on this brief. I love that this content can genuinely make people's lives easier and I was really excited when I read the scripts to see the eclectic mix of people and stories. Working alongside real people is where I feel most at ease, and in turn am able to help people to trust in the crew to feel comfortable in sharing their stories in the most credible and effortless way.

Now let's get into it!





APPROACH

Our experts are the heroes in our content and their authenticity is key to the audience being able to connect to the stories and trust in the advice being offered. Casting the right people who are relatable is key. Given, we'll be working with real people my job on the shoot day is to create an environment where they feel relaxed and at ease, I want to encourage them to be open and playful with the crew and camera.

But credibility doesn't mean having to sacrifice on style! We will keep the content dynamic, sleek and on brand with EE's visual identity too. Elevating the everyday with dynamic shots, considered production design and a rhythmic edit.





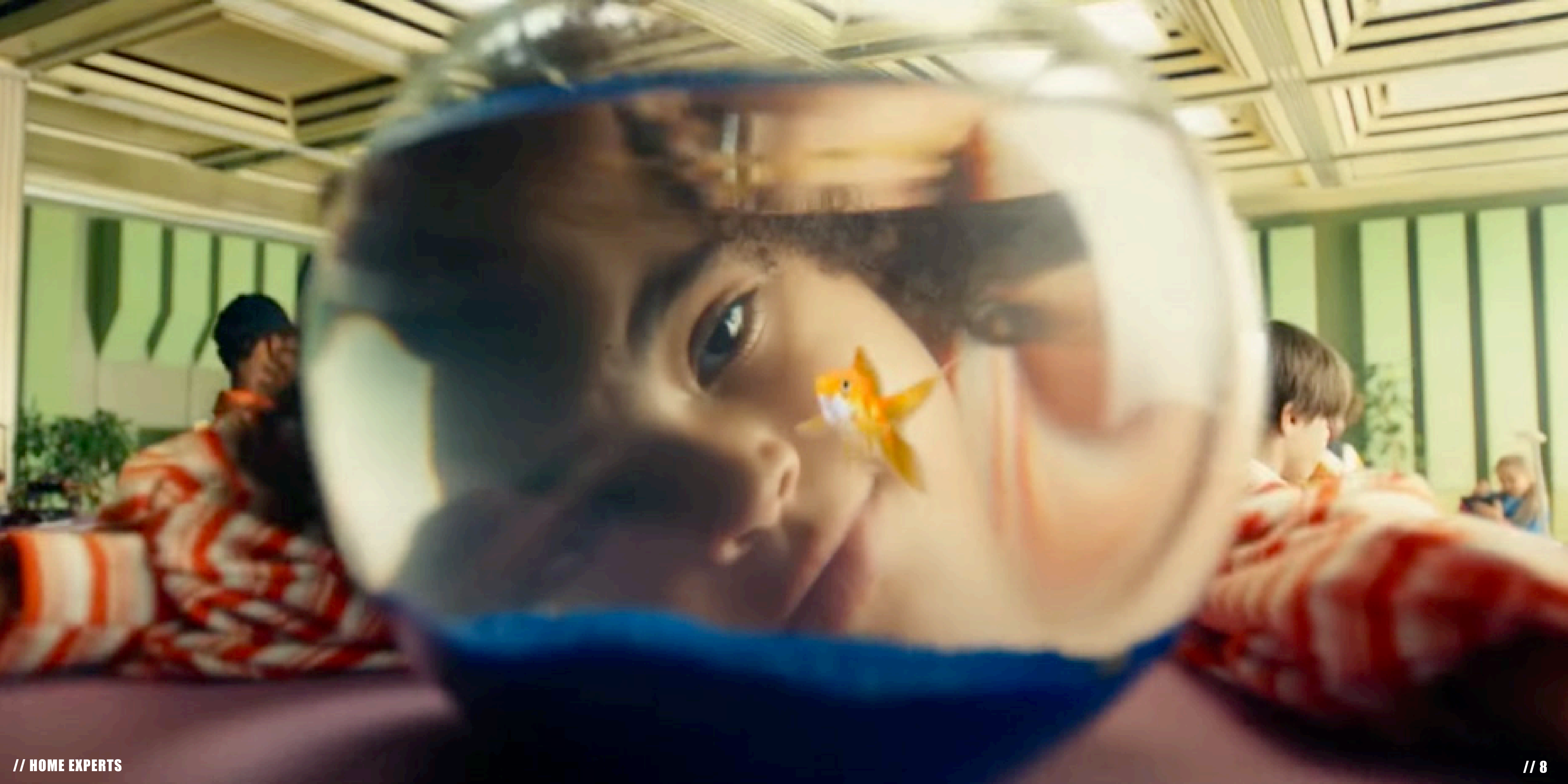
LOOK

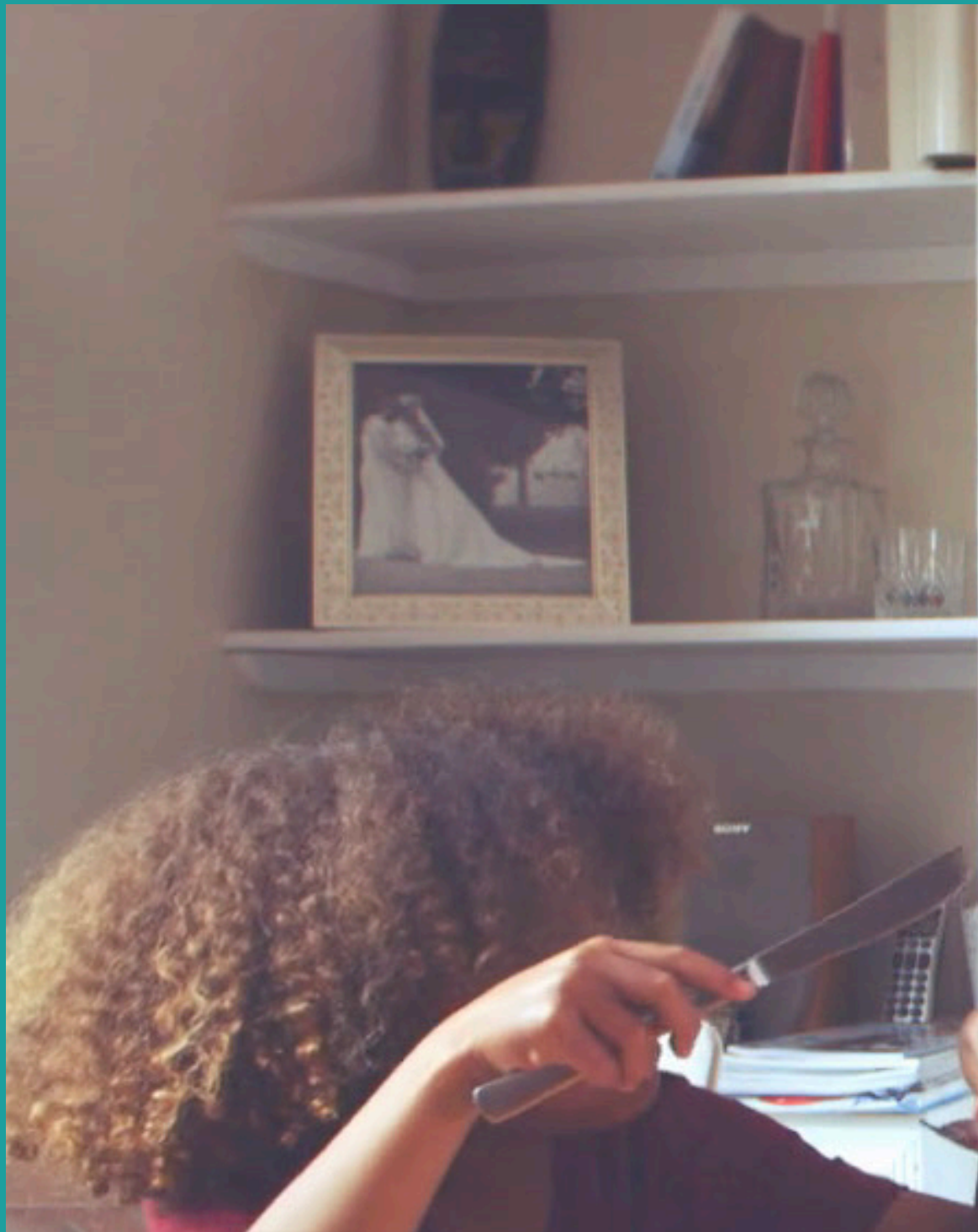
To give all the films a cohesive look, we will film on wide angle lenses. This creates a unique, contemporary look and allows the films to feel stylised without being overly polished. Creating subtle stylised distortion in close up objects and beautiful wide shots. Using dynamic angles where possible, like our reformed burglar looking through a door peephole or the camera turning on it's side as a kid lies down. We will carefully plan our shots to ensure there is a camera language running through all our films. All the interviews will be filmed in this wide style, placing the experts informally in their own environments and surrounded by their things which make them uniquely themselves.

In practice, this will allow us to be nimble on set - from being able to film in tight spaces in a home, to being agile with moving cameras for exterior shots such as the burglar. It also lends itself to versioning into multiple aspect ratios.











FEEL

We want the audience to feel like a friend is letting them in on some advice, so the films will feel playful, observational and break the fourth wall. We're looking for those golden blooper moments when the expert makes a joke to the camera or show their individuality. The things that make them human. Reminding the audience that they are watching real people with credible experience, not a polished advert.



TA

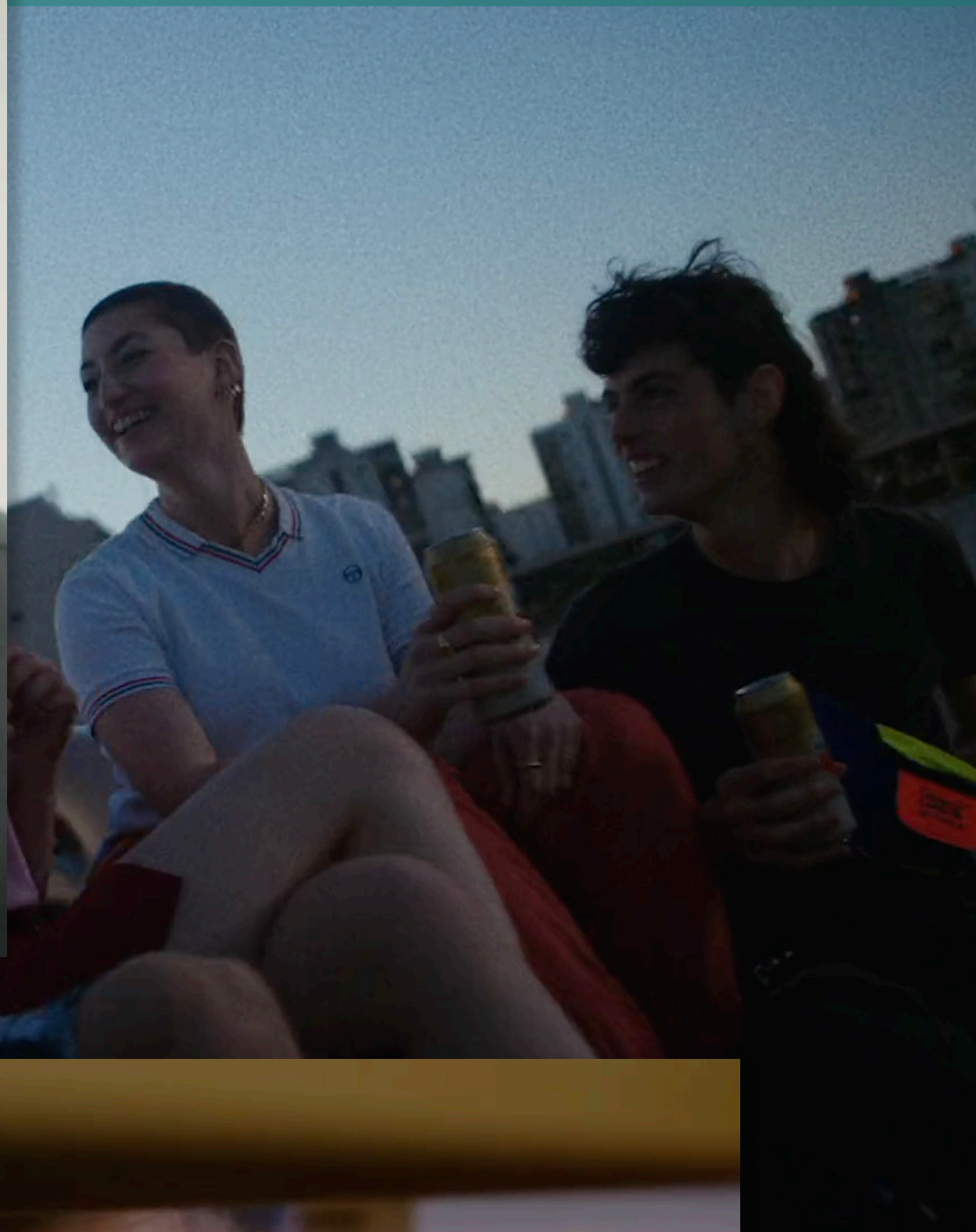


A man and a woman are laughing heartily while holding wooden planks over their heads. The man is wearing a blue beanie and a blue shirt, and the woman is wearing blue sunglasses and a blue shirt. The background is a bright, slightly overcast sky. The word "GASTING" is overlaid in large, white, outlined letters.

GASTING



We will work with a casting director to find talent with the perfect mix of story and personality. Ensuring that we build a rapport with them in pre production calls, so that once we're on set they already feel at ease.



Locations/Production Design

Our Locations will be the backdrops to help tell our contributors stories. We're not looking for the perfect tidy house, we want our locations to feel lived in, an extension of our talents world. For the most part, we'll be working with the locations general look and feel, but we'll dress in props to help elevate the space and tell our characters story. The locations need to feel representative of the majority, not the minority. It's also important that the locations feel broadly British, we don't want anything to feel too London centric, although the majority of filming will take place here.





We want our contributors to feel as natural & comfortable as possible. We'll work with our talents to find out what they usually wear & simply elevate their look with subtle wardrobe styling, ensuring our colour palette fits with the locations & suit the mood of the film.

WARDROBE



EDIT/MUSIC

Pace and timing is everything! Moving from upbeat to sentimental moments seamlessly and taking the audience on an emotional journey in a short space of time. The rhythm and flow of the edit will balance including key information and featuring authentic moments to keep the audience watching and leaving them feeling like EE is a brand they can trust in.

HERO PORTRAIT

All of the films will end with a hero portrait of our experts posing in their environment - but you guessed it - with a wide angle twist!

Shooting with an ultra wide lens will give a stylised look, and we'll work with the angles of each location and choose a high or low perspective to add dynamism. I will direct the talent to be playful in their poses to the camera, like leaning down into the lens to smile or holding out a prop.

In post, the portrait will freeze, the background will transition into blue, then text will appear. This will keep us on brand, help to hero our expert and allow for accompanying text.





THE STORIES

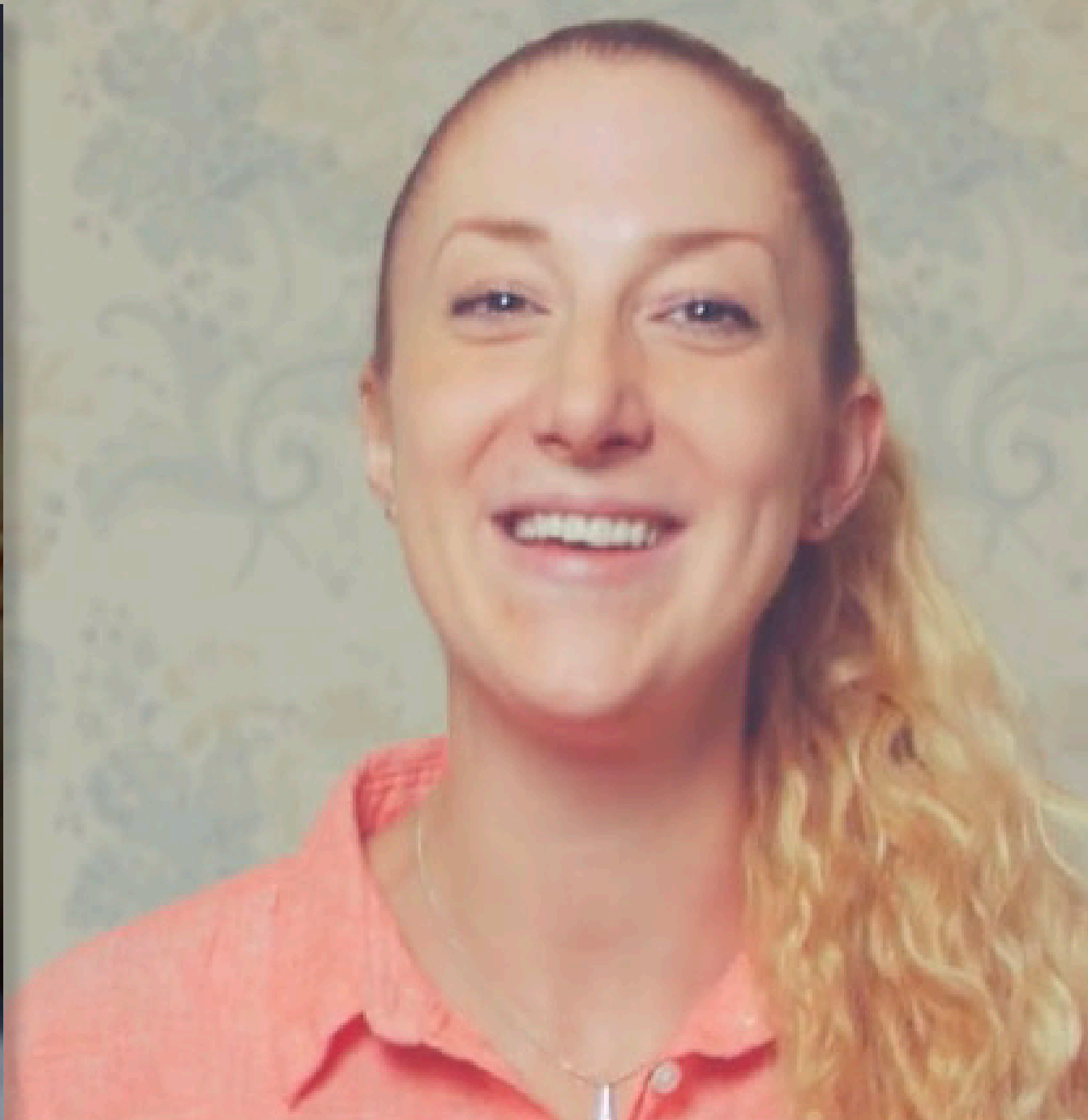
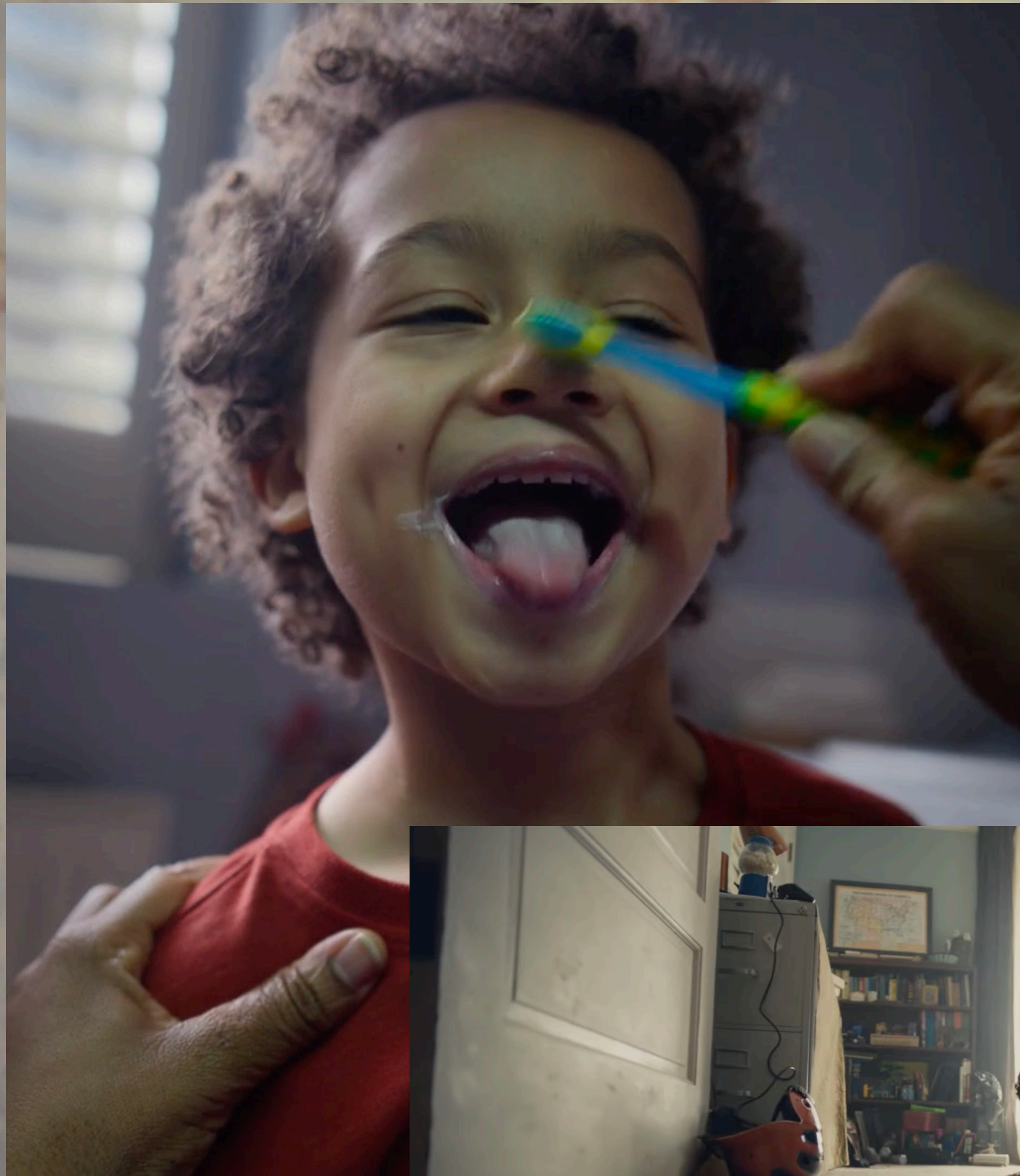
CHILDREN'S NURSE // HOME

This film will mirror children's ability to be wild and playful one moment and calm and sweet the next. Imagine the nurse sitting down and beginning to explain something as they're interrupted by a scream. Followed by a quick montage of pre bedtime chaos. In the edit this montage will flow together using sound, from the noise of a screech, teeth brushing and crescendoing in a door slamming. Then a calm moment as we see the resolution of the nurse's solution.

Using wide angle for close ups distorts the subject, which is perfect for our extreme drama shots. From a practical perspective, wide lenses will also allow us to shoot in tight spaces and get a feel for the environment in every shot.

Warm lighting will be used to evoke the feeling of nighttime - shots of glowing light emanating from doorways, carrying us into a cosy space as the mayhem settles.





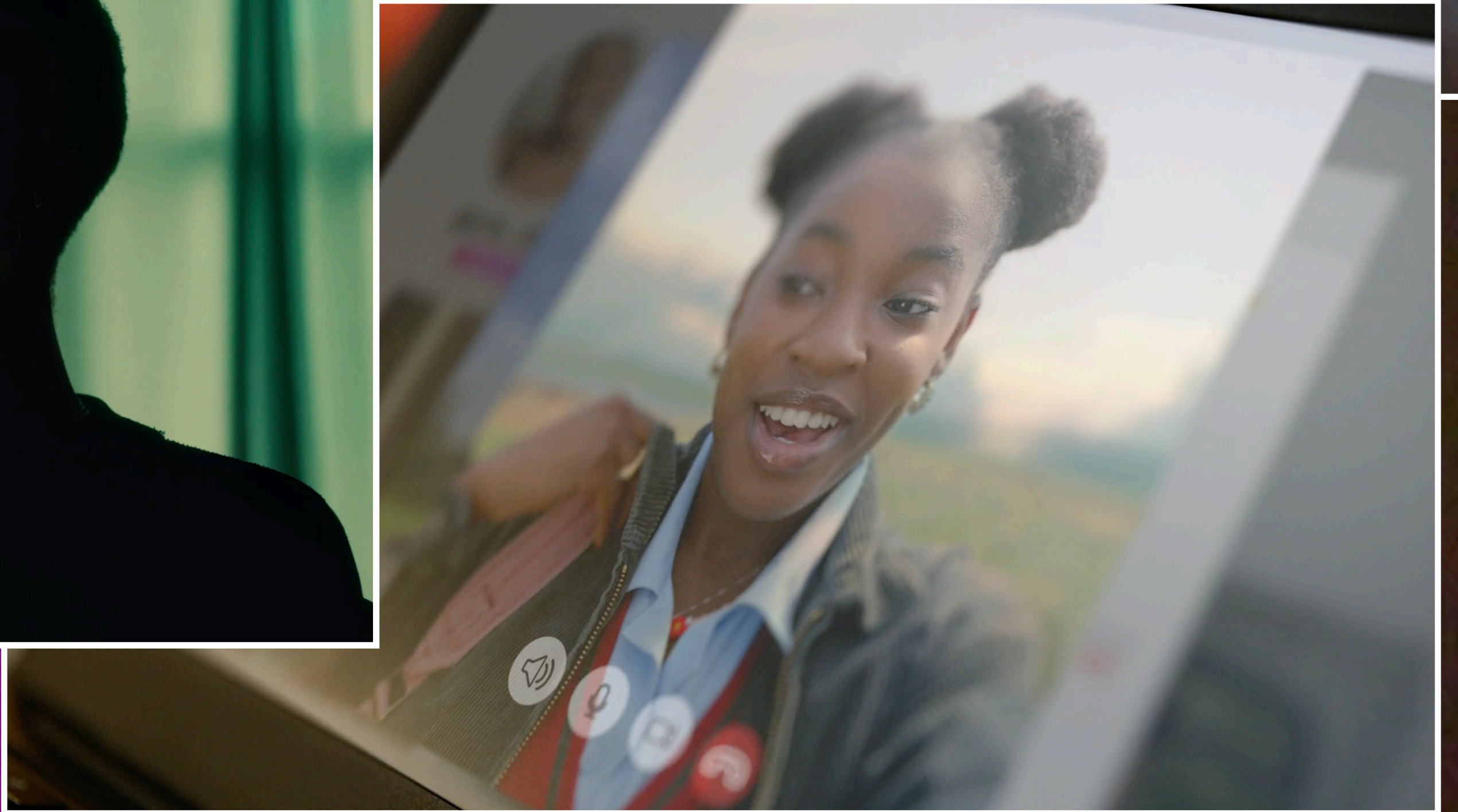
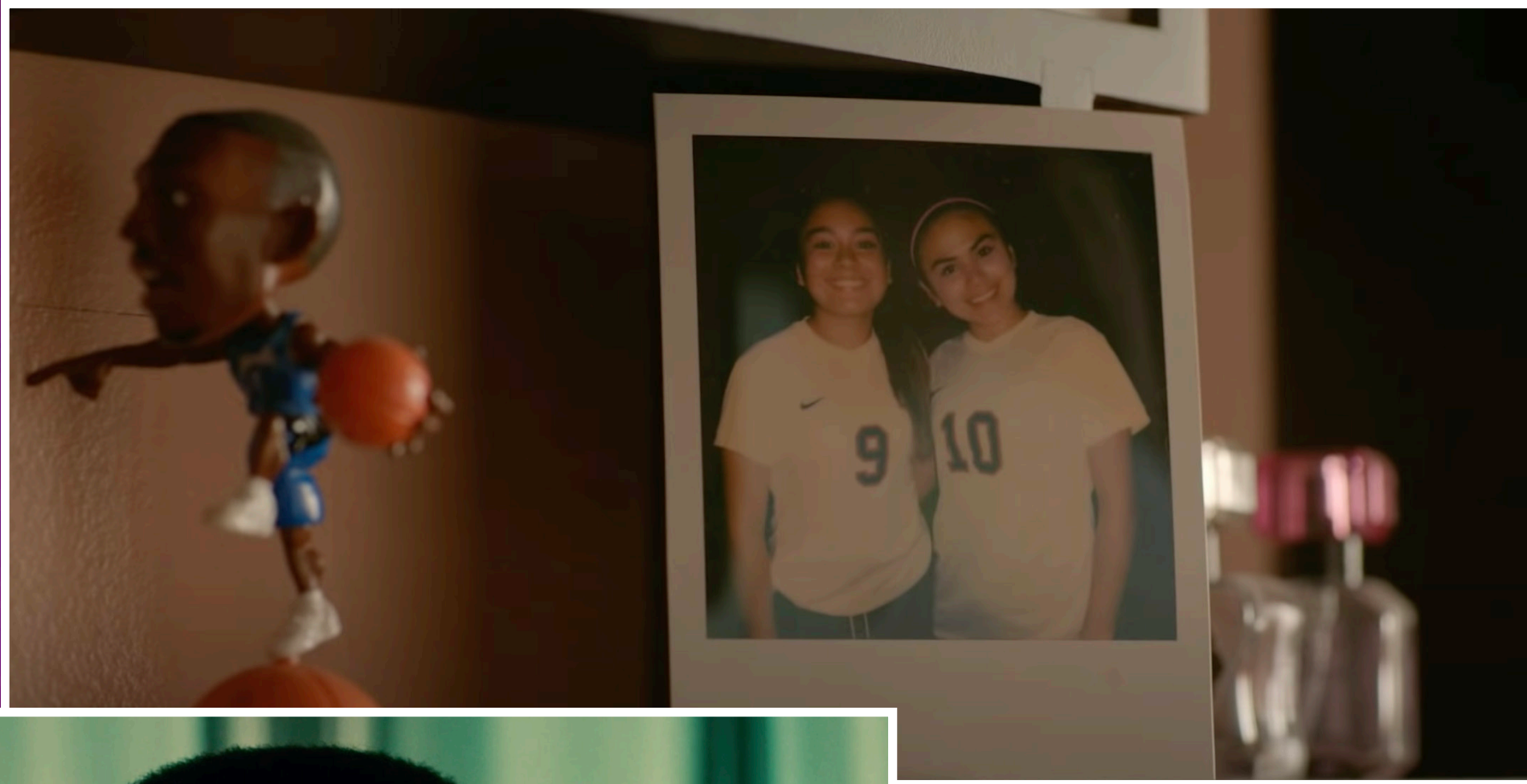
REAL LIFE TEAMMATES OF TEAM EXCEL // GAME

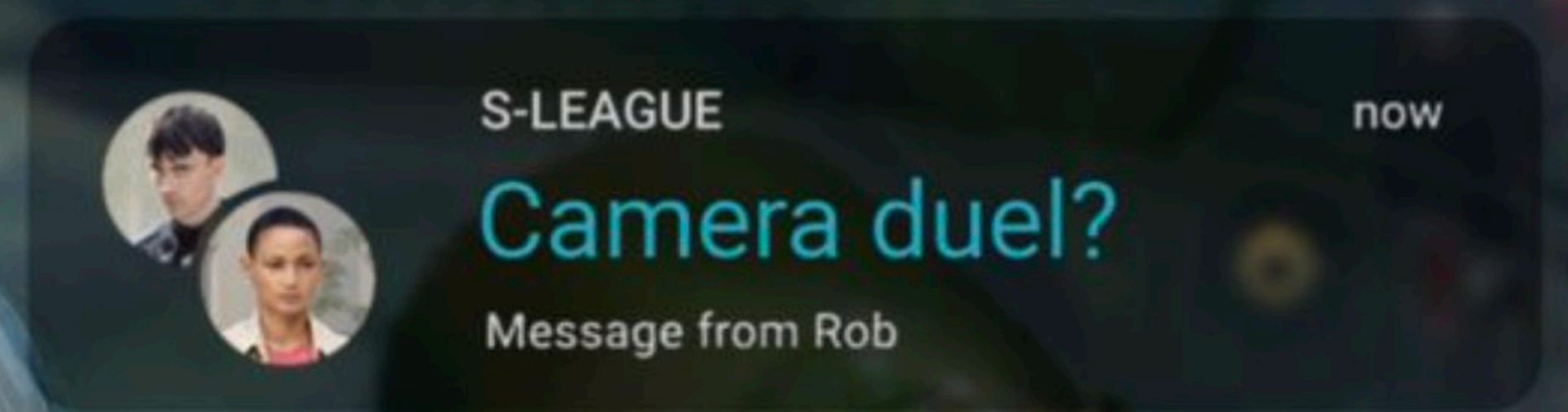
Instead of the usual tropes of gamer representation, this story will focus on the sentimental and unexpected sides of gamer life. No one talks about themselves with the kindness that friends and family do, so we'll capture short snippets with them in stylish wide angle, jumping from various locations including video chat, to build a picture of our gamer circle. Encouraging silly and sweet responses, alongside the key messaging.

The lighting will have a flashier, sleeker quality as a gentle nod to tech. Making subtle use of pink and blue strip lighting, placed behind furniture, to evoke the gamer aesthetic and bring to life their environment.

Fun angles too, like looking up through the controllers and close ups of eyes and fingers darting.



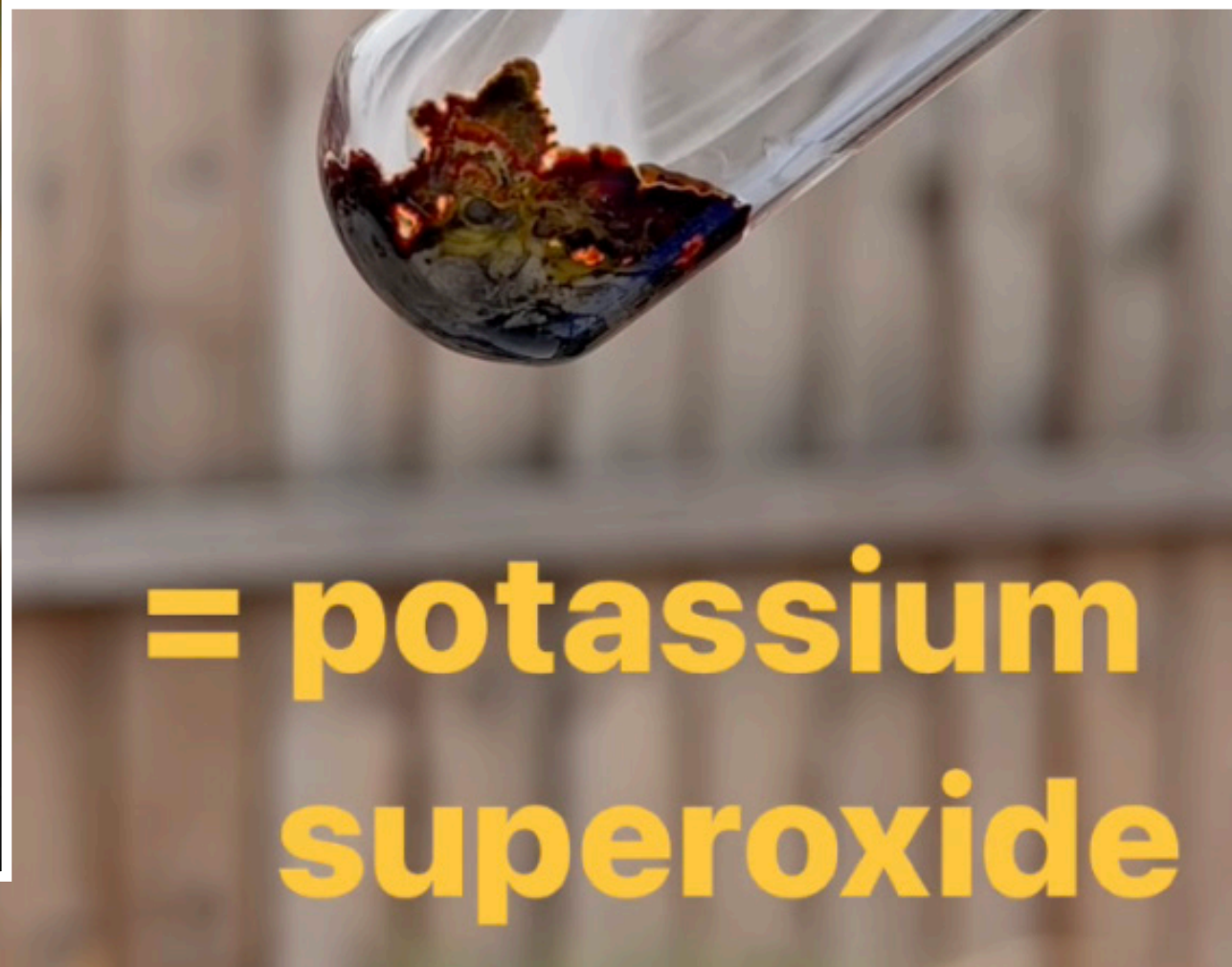




TEACHERS OF THE INTERNET // LEARN

This film will take a mixed media collage approach, layering stills over footage, leaning into the DIY look and feel that the influencers embody. This collage will incorporate their past content, images, emojis and text interactions with their followers/community.

The Influencer will be responsible for filming their own content which will help these films feel authentic. I'll work closely with each influencer ahead of filming to ensure they're aware of the look/feel we're aiming to achieve. Retaining the visual language of wide angle lens, which is already a classic device for influencers & options of some more dynamic shot angles.



REFORMED BURGLAR // HOME

For our reformed burglar we will be shooting nimbly to maximise our shoot day. The approach will be running and gunning through the streets with him as he talks to the camera along the way. Starting in the day and following as night begins to fall.

We'll be using a wide angle lens on a gimbal to follow him and also creating multiple setups to mimic CCTV, peep holes and other home security devices - shooting from their perspective.





CHEERS!

This was a hell of a ride, guys. I had fun writing this down, and I'd love to elaborate on it with you. It's totally my cup of tea. I'm sure this can result in an ad that one can be proud of. And that's definitely a reason to celebrate.



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