



**BARDIA ZEINALI**



# HELLO.

What's so exciting here is the way your scripts use a heightened visual device to shine a light on a shared feeling.

That moment of intrigue, curiosity, and desire.

When something special captures your attention and ignites your imagination.

Synapses start firing. You can see your whole look and vibe coming together. You can express yourself in ways you never quite expected.

*With this feeling as our North Star, we're going to develop innovative and surprising visual reveals that speak to the unique spirits of our charming, unapologetically authentic characters.*

Let's dive in.







# APPROACH.

*Our visual technique will be more than just clever. An intuitive logic grounds our fantastic images in a sense of feeling that's dreamlike and poetic.*

In that moment, when you find something you absolutely have to have—you're not necessarily teleported to a different world.

Instead, that special something and the feeling it conjures—it helps you tap into a heightened place through a shift in perspective.

As if you're discovering a secret world right under your nose.

Let's use this observation to build out our visual conceit.

Our characters aren't necessarily teleporting to new worlds, or transforming the world around them.

Instead, shifts in perspective reveal bold new possibilities:

Our camera pulls out, revealing an apartment full of flowers.

From a different angle, a beige waiting room turns out to be covered in colors and patterns we couldn't see before.

Our camera rotates around a character at home, revealing a roaring crowd cheering them on.









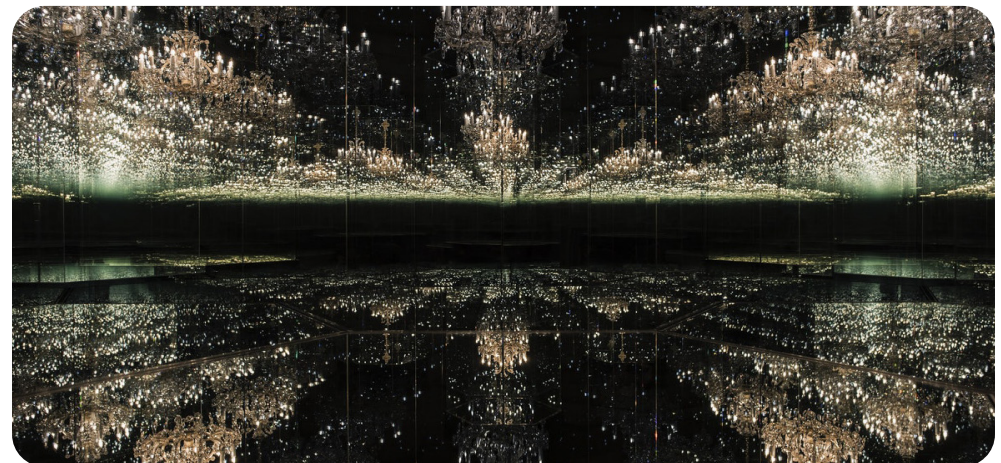
# NARRATIVE STRUCTURE

*A consistent story structure from vignette to vignette will also further ground our heightened visuals in a sense of cohesive logic:*

## 1. NORMAL WORLD

We meet our characters in everyday locations. Even though these worlds are ordinary, mundane, our characters are larger-than-life. Bold styles already at play.

They're each looking for something—that piece of jewelry or clothing that brings it all together, that makes their self-expression really soar.





## 2. INTRIGUE & CURIOSITY

Then our character looks to camera. An expression of subtle discovery in their eyes. We come in close.

The surrounding world fades into darkness. Naturalistic sound fades away with it. A hard light source shines brighter on our character. Or maybe dramatic chiaroscuro streaks across their face.

They have to have it, need to have it.

*They ask: "Where'd you get—"*



### 3. ITEM APPEARS/INSTAGRAM UI

They're interrupted when the object of their desire suddenly appears. There's a physicality to the way it shows up, like the picture frames hitting the walls in this Apple spot. A necklace jangles around their neck, as if it was thrown onto them like a game of horseshoe.

*Here we subtly showcase an abstract expression of the Instagram UI over the project as it appears to highlight the different features: Live, Drops, and Collections. It's unobtrusive and elegant, in sync with the motion, enhancing the moment.*





## 4. WORLD REVEALS

We pull out from our character to discover their world in the midst of transformation. Elements of nature intrude on the city as our gorpcore fan walks down the sidewalk. Our print-lover looks at the world from another angle, to find a banal waiting room covered in a variety of colors and patterns.

Our character feels into the moment, feels their expressivity stretching out in all directions. A subtle sense of wonder and opportunity. Their world is suddenly as big and as brash as they are.

*They finish their sentence: “—that?”*









# TRANSFORMATIONS & LIGHTING.

*Our shifts in lighting will be the first step in transformation, easing us away from the ordinary and towards a heightened plane.*

Soft naturalistic light gives way to hard, stylized lighting as our characters hone in on their desire.

It's a surprising stylistic shift that also dials us into our characters.

It's intimate, like we're watching them fall in love, locking eyes from across the room.

Each lighting cue echoes our character's aesthetic.

So, for example with our academic goth, the lighting gets low and brooding.

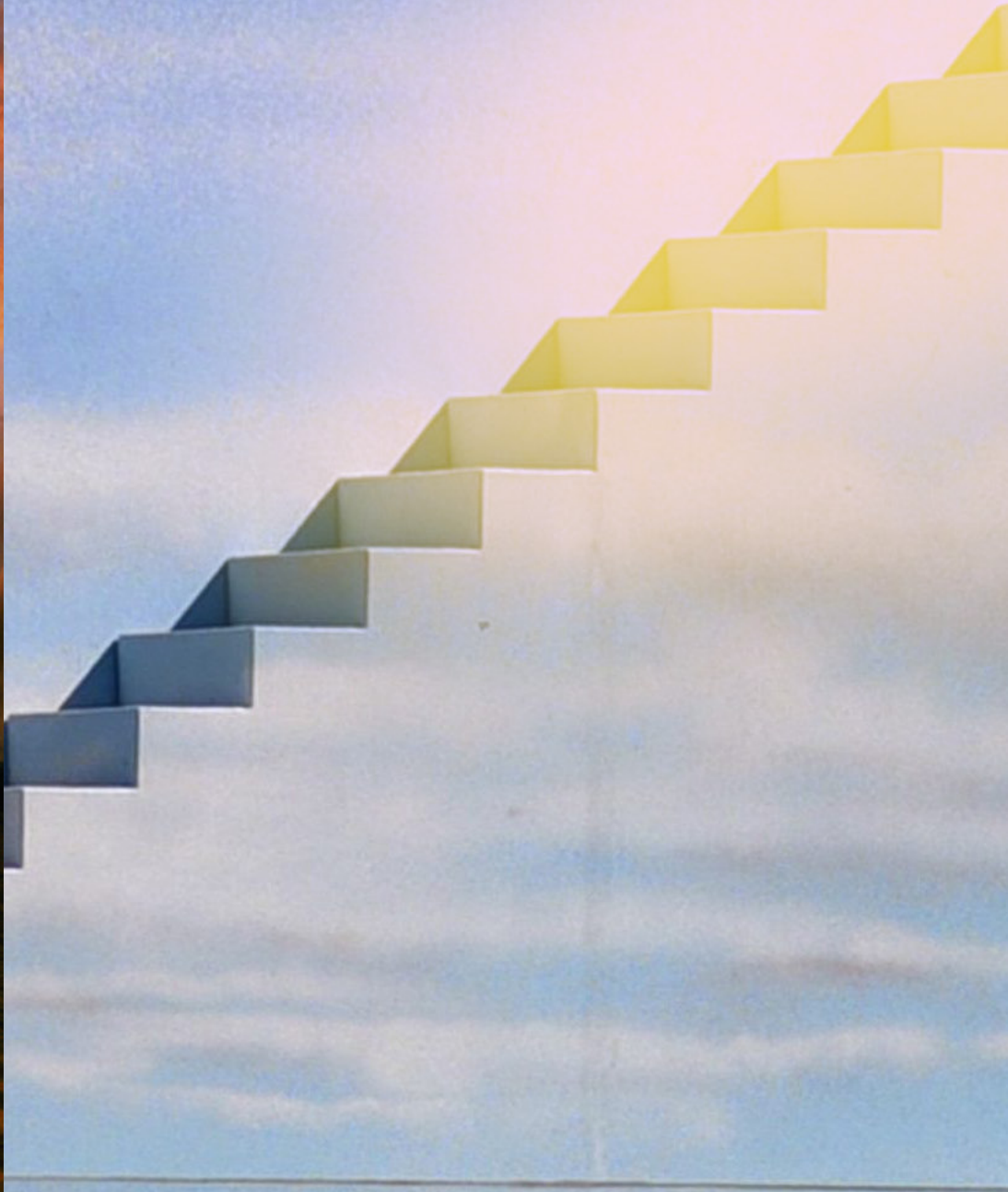
Or with our Kingdom Hearts fan, a star filter glimmers behind them, echoing the fantasy style of the game.













# CHARACTERS AND TONE.

One thing that's especially truthful and exciting in your scripts is that our characters aren't waiting around for products to tell them who they are.

*Each is a unique individual who pops off the screen and grabs our attention right away. They're just on the lookout for that certain something that makes their light shine even a little brighter.*

To that end we're looking for bold characters, each with their own distinct sense of effortless style. Unconventional faces, nuanced body language, and an authentic openness and expressivity that draws us in.

And while we might have distinct trends and styles we're looking to showcase, let's go into casting with an open mind.







Maybe somebody absolutely flies off the screen, but their style doesn't 100% match one of our scripted vignettes. Let's collaborate with them, subtly tweaking their vignette to resonate with their personality and panache.

Obviously we want to keep our products the same. But many of them have enough flexibility to allow for these subtle changes in aesthetic.

*Our characters play against our heightened visuals with a sense of humanity and restraint. There's no mugging to camera. No ooo-ing or aah-ing. Every beat is grounded in sincerity, depth and nuance.*

This sense of restraint extends to our overall tone. A grounded naturalism plays against our heightened lighting cues and elevated transformations. There's a certain texture and grit to our images, even as we enter each heightened plane.









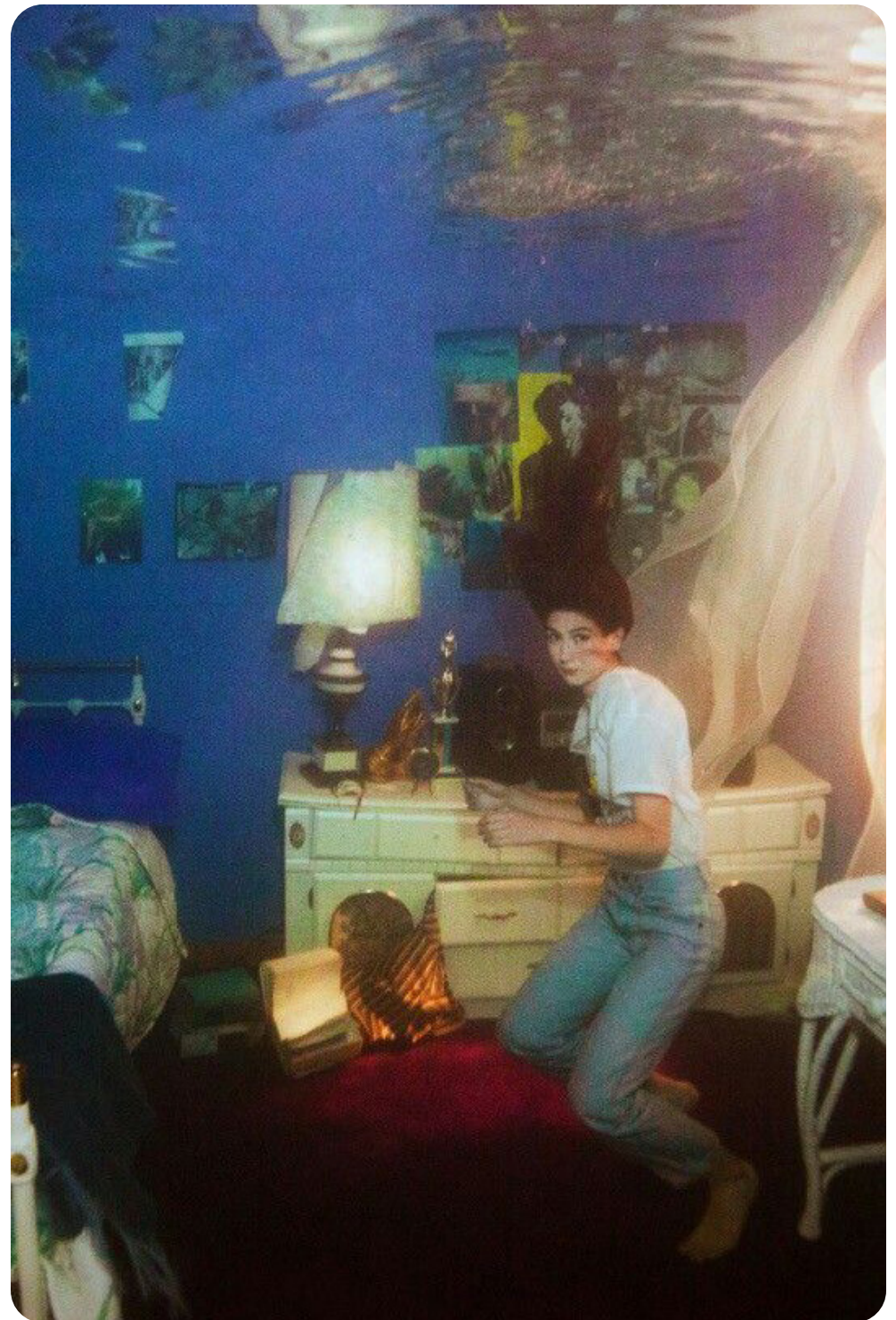


# ART DIRECTION.

Our approach is surreal, stylish, but not too flat, symmetrical, or framed. Our heightened worlds are baroque—bold, colorful, and maximalist, but grounded in a sense of reality, with a modern edge, depth, and a grit.

Rather than being overly composed, there's a certain organic, intuitive quality to our fantasy, like we've stepped into a dream.

*In keeping with that dreamlike feeling, our fantastical worlds aren't overly literal.*







So, for example, instead of our academic goth's world becoming a physical study, a shift in perspective unveils a new side of the world around her. She discovers that behind her ordinary dorm room lies a world of more depth and darkness, A more abstract expression of her style.

We pull out to find her dorm room bed on top of a giant stack of books. Low, warm, gloomy lighting, flickering as if from an unseen fireplace, sets the mood.

Or our pattern-lover, sitting in a banal waiting room. At first, all she sees is a wash of beige. But when she looks at the room from the other side, she discovers a plethora of bold, playfully clashing prints.

Or our gorpcore fan isn't teleported into the literal woods. Instead, he turns to discover elements of nature intruding on the city around him. A flock of birds swooshes by, or a babbling brook lines the sidewalk.













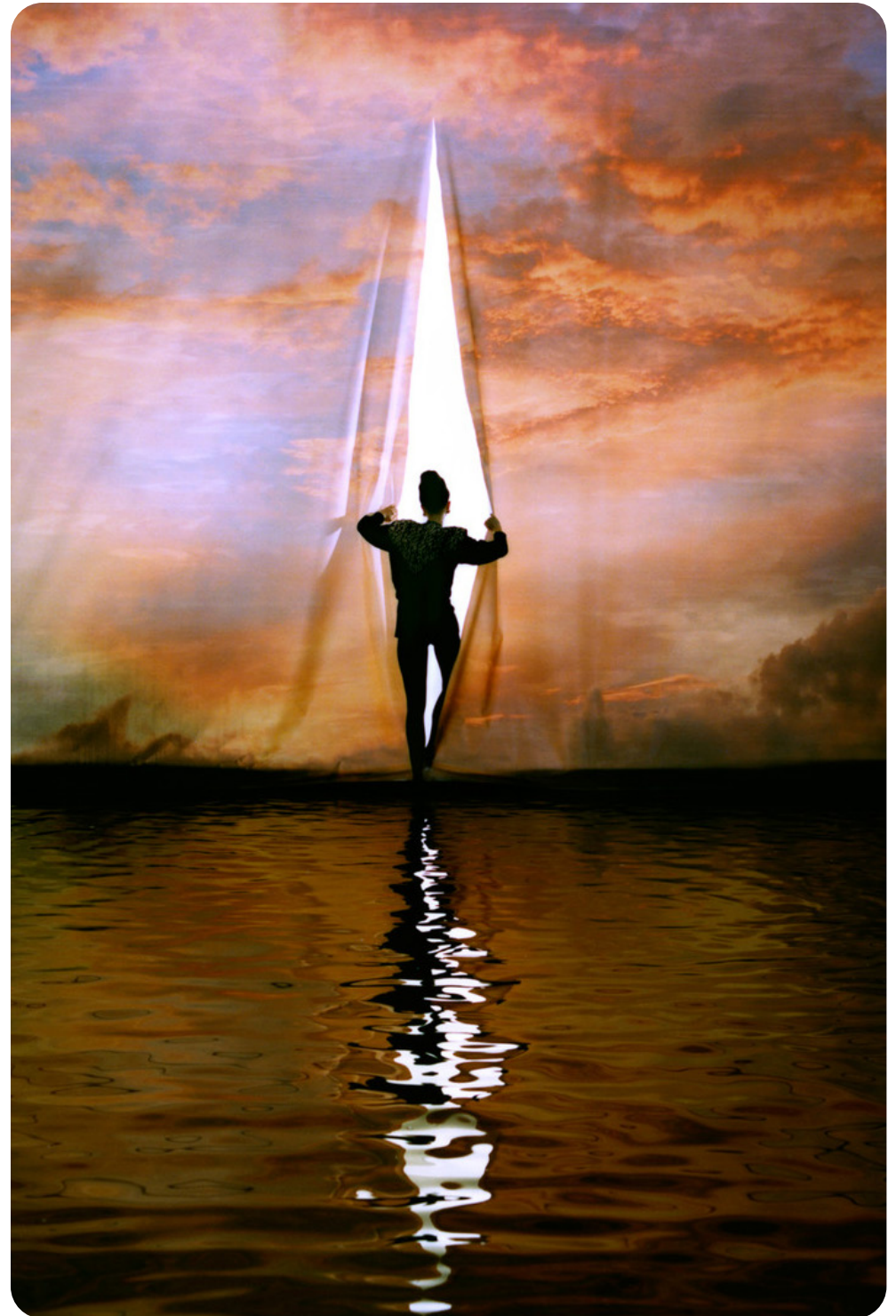
# SOUND & MUSIC.

*Our soundscape further charts our course from the ordinary, into our moments of curiosity and intrigue, and then through our reveals.*

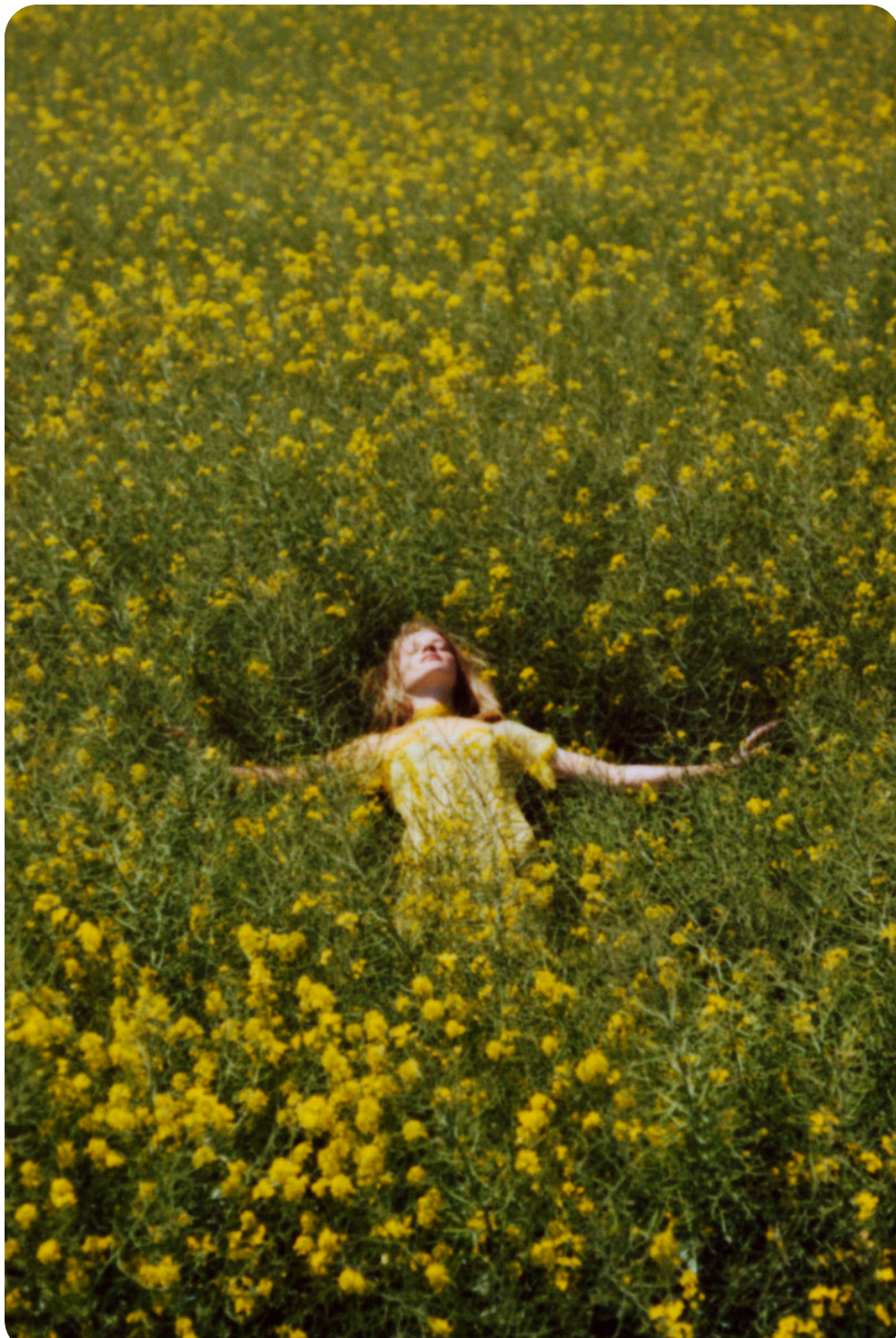
Like our lighting and art direction, our sound design first places us in an ordinary world—the bustle of the city, the hum of convenience store lights, etc..

Maybe as the lights dim and we dial into our character, the natural soundscape fades away, a beat of silence with our character.

As our transformations emerge, sounds pierce through the mix. It feels tactile, visceral. The bright gameplay sounds of Kingdom Hearts. The CAW of birds or the echoing sounds of a party somewhere nearby.







*Our music mutates with each transformation.*

Maybe with each reveal the music shifts from one genre to another. Or maybe it simply becomes more elevated, more stylized.

For example, a folksy mandolin plays at the beginning of our Cottagecore scene. But as flowers blossom all around our character, a harp and a whole folk band join in, elevating the music in a cathartic rush.





# INSTAGRAM.

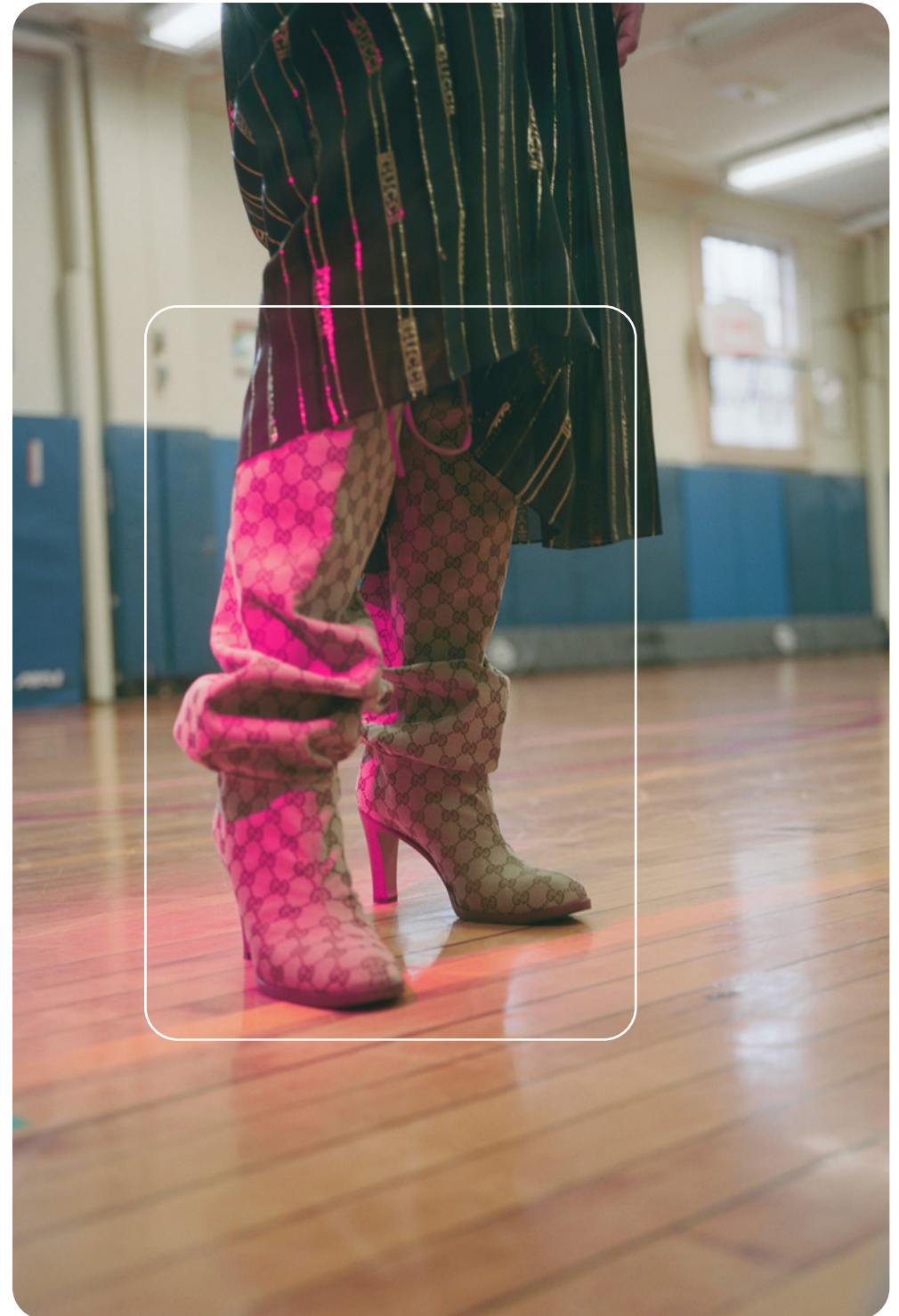
I think you've nailed it in your deck with how to integrate the Instagram UI without it obstructing our stories.

It's clear, present, and purposeful, distinctly highlighting one of the different ways to shop on Instagram without ever getting in the way.

Saving the full product details until the very end titillates our viewer, makes them curious. We build up to the IG Shop Hub, with a final satisfying reveal.

Let's work closely with our post house to explore the different ways each UI can appear and disappear in a way that's stylish but still unobtrusive.

*You could see each frame around the product flickering in, or tracing around itself to complete the square. A little flourish to celebrate the UI in an elegant way.*





# SCRIPT.





# INTRODUCTION

## ***KINGDOM HEARTS***

Open on a group of YOUNG FRIENDS, late teens/early 20s, in a small apartment bedroom.

It's early evening, the cool glow of twilight from the window clashing with the warm, inviting tungsten glow inside.

The bedroom is decked out with the gear of a passionate gamer.

Collectible figurines line one wall. A few works of art reference iconic classic games like Katamari Damacy, Final Fantasy.

The friends try on different anime-influenced outfits. Flourishes of cosplay in their looks.

They're a group of misfits—proud nerds of all stripes, who have built their own community together.

## ***SUPER: INSTAGRAM SHOP***

Close on one of them, let's call him NOAH, as he sports a hoodie emblazoned with the Kingdom Hearts logo.

He turns to camera, looks down the barrel of our lens. His eyes widen. A smile comes across his face.

The warm light dims. The FLASH of a light through a star filter.

A flash of intrigue.

***NOAH: Where'd you get—***

WOOSH!





Close on his hands, swaying like something has just brushed past them. We see he's now decked-out in a set of colorful press-on nails.

A clean, graphic INSTAGRAM LIVE UI flutters across camera.

**LIVE UI: @nekorinails**

As we pull out colorful bright light washes over the room. We see mountains of plushies all around him—all different characters, all different tapestries. Maybe Noah's even wearing a giant plushie head.

Noah looks at it all with a subtle sense of wonder and energy—like the whole universe around him is now vibrating on his frequency.

**MAN: —that?**









## COTTAGECORE

Cut to a fire escape at midday, clean white light beaming down. We hear the sounds of a busy city street below.

A WOMAN, let's call her MORGAN, sits outside, sipping a coffee and enjoying the sun.

Her billowy cottagecore dress is a colorful update on Little House on the Prairie vibes. Her long red pigtails complete the look. She turns to us, a glimmer in her eye. Entranced.

The light seems to dim, replaced by bold, hard light shining over her as we go in close. The sounds of the city fade.

### **MORGAN: Where'd you get—**

SWOOSH—a necklace appears around her neck. It jingles and sways, almost as if someone offscreen just threw it onto her neck like a game of horseshoe.

She breaks out in a wide smile at the sight of the necklace, as the COLLECTIONS UI subtly traces around it.

### **COLLECTIONS UI: @resinyourdreams**

Our camera pulls back through the window and into her apartment. Morgan follows us through the window, revealing a transformed world inside.

All around her is a lush garden overgrown with colorful flowers of different colors and sizes. Maybe like her necklace, some of the flowers are encased in resin.

Inside we hear the CHIRP of birds, the RUSTLE of wind. Maybe instead of a ceiling we see a bold blue sky overhead. As we pull back farther, maybe we see that Morgan is now draped in a gargantuan, colorful dress and crown made of flowers, a la Midsommar.

### **MORGAN: —that?**









## **EMO**

Cut to a NONBINARY YOUNG PERSON, let's call them ROWAN, jamming on guitar with a few FRIENDS in a band.

They're practicing in a furnished basement, low afternoon light streaking in through small windows and dappling them in patterns of warm light and shadow.

Between songs ROWAN turns to us, stares directly into camera.

The light fades. A series of overhead spotlights appear high above their head, flaring in our lens.

A look of inspiration in their eye. The sounds of their bandmates tuning up fades from our mix.

### ***THEM: Where'd you get—***

WOOSH! Rowan's head turns to the side, like someone has just slapped them in the face.

When they turn back to us they're wearing bold grunge-inspired makeup with @OliviaPalermoBeauty Holiday Eye Palette.

An Instagram DROPS UI flickers over their face.

### ***DROPS UI: @OliviaPalermoBeauty Holiday Eye Palette***





We hear a roaring GUITAR and DRUMS rise in the background, playing a rollicking emo revival track. A CHEERING crowd gets louder and louder.

The camera wraps around them, revealing a RAUCOUS CROWD moving to the music.

**THEM: —that?**

Rowan leaps backwards, caught by a sea of outstretched hands.

Cut to an overhead shot, pulling back as Rowan crowd surfs and plays guitar.

We cut to the Drops UI clearly displayed on a phone, and then to the IG Shop Hub scroll.

**SUPER: Where you get that “where’d you get that?”**

**LOGO: Instagram Shop**





# BUY BLACK

## DARK ACADEMIA

Open on an ordinary dorm room in the mid-morning, bright white light streaming in through a high window and onto a small bed.

### **SUPER: INSTAGRAM SHOP**

On the bed is a young woman, let's call her DAWN, 20s. She's lost in a book, with giant headphones blocking out the world. She wears a dark grey sweater and a vintage plaid skirt, with additional gothic flourishes to her look.

We cut close to her as she looks up, takes off her headphones, and stares down the barrel of our lens.

The light around her lowers and flickers. The hue of the light turns from pale white to a deep warm orange—like she's sitting near a huge fireplace. She looks fascinated, a sense of inspiration in her eyes.

### **DAWN: Where'd you get --**

WOOSH. She lifts her hand, like something's just brushed against it. On her finger, a gothic ring from @bernardjames has appeared. The elegant Instagram Drops UI streaks around her hand.

### **DROPS UI: Buy Black Collection @bernardjames gothic ring**

We pull out quickly from her, to discover her bed is now sitting on top of a giant pile of old books.

Dawn looks content, like she's found her own personal oasis.

### **DAWN: —that?**





## THROWBACK JERSEYS

We move through a convenience store in the early evening. Flat, greenish overhead fluorescent light clashes with the cool glow of twilight outside.

We approach two stylish FRIENDS laughing and joking at the slushie machine, let's call them MYA and IVY.

As we approach them they turn to camera, their eyes widen. The lights overhead seem to lower. The BUZZ of the fluorescents, the ambient MUSAK of the shop fades away.

**MYA: Where'd you get—**

WOOSH. Mya & Ivy both sway, like they've been knocked back by a swift wind.

As they recover they see they're now wearing brightly colored, vintage-inspired letterman jackets from @browniepointsforyou.

The Instagram Collections UI subtly traces around them, highlighting the jackets.

**COLLECTIONS UI: Buy Black Collection @browniepointsforyou Letterman jackets**

Just then, the remaining light flickers out. A quick beat of darkness.

Then NEON lights come to life all around the shop, tracing every line and detail. It's colorful and moody—like we've just stepped into a 70s noir or an 80s Michael Mann film.

Mya and Ivy vibe with the look, wide smiles across their faces.

**IVY: —that?**



Left: raincoat Joseph, nylon jacket worn underneath G-Star RAW, letterman jacket Balenciaga, sunglasses Putna, neoprene straps Eyewear. Right: inflatable jacket, spandex pantatights Balenciaga, embroidered name Molly Goddard



## **2000s ROCKER**

Open on an empty elevator at the end of a hallway in a plain grey office building. The light is cool and drab.

Into frame walks a tall, lanky guy rocking a 2000s-inspired outfit with oversized jeans, let's call him JUDE.

He steps into the elevator, but before it leaves, something catches his eye. He walks out of the elevator and towards camera.

The light starts to dim. The cool light gives way to warm, colorful tones and bold, hard shadows. Jude stares down the barrel of our lens.

**JUDE: Where'd you get—**

Behind him, the elevator doors close, revealing they're now a bright, sparkling pink.

WOOSH. Out of nowhere a stylish jean purse appears around his arm, swaying back and forth like somebody just tossed it there.

Jude examines the bag, a smirk on his face. The Instagram Live UI traces around his bag.

**LIVE UI: Buy Black Collection @brandonblackwoodnyc  
jean purse**

Our camera pulls back, revealing the hallway walls are covered in pink feathers. Behind him, the elevator doors open, revealing the elevator is now lined with pink feathers.

**JUDE: —that?**

His voice echoes through the hall as he gets back in the elevator as the pink doors close behind him.

**SUPER: Where you get that "where'd you get that?"**

**TITLE: This November, Buy Black on Instagram**

**LOGO: Shop Instagram Shop**





# HOLIDAY

## GORPCORE

Open on a man, let's call him MARCUS, wearing a bold marigold puffer jacket, toque and cargo pants, pure gorpcore excellence.

Despite his outdoorsy vibe we see he's walking down a city sidewalk in the late morning with his beagle, let's call her STELLA. She's sporting a matching puffer jacket.

### **SUPER: INSTAGRAM SHOP**

As he passes by our camera, he does a double-take. He and our camera follow each other's gaze, doing a 180° on the sidewalk. .

### **MARCUS: Where'd you get—**

WOOSH. Marcus stumbles just a little bit. We tilt down to see he's now wearing new Reeboks that complete his vibe. The Instagram Collections UI flickers around them.

### **COLLECTIONS UI: @reebok Floatride Energy 3 Adventure**

We pull out as the light rises, but now Marcus & Stella are dappled in complex patterns of light and shadow, as if they're under a thick canopy of trees in the middle of the forest.

A soft gentle breeze blows, a flock of BIRDS pass by between the buildings.

We pull out, revealing a babbling brook crossing over the sidewalk behind him, a few boulders covered in lush moss, or maybe an old tree growing next to a tall skyscraper.

Marcus breathes deeply, taking in the woodland vibes.

### **MAN: —that?**





## **PRINT ON PRINT**

A WOMAN with neon-colored hair, wearing layers of gloriously clashing prints, let's call her MACKENZIE, sits awkwardly out-of-place in a beige-color dentist's office.

She looks around, taps her toe, a passing glance at the bland PEOPLE sitting near her. We see them in profile.

Then she gets up, moves close to camera, staring down our lens, fascinated. The light dims as her eyes widen.

**MACKENZIE: Where'd you get—**

WOOSH. A NECKLACE appears around her neck, as if it was just tossed onto her. She examines it, elated.

She moves around the office, our camera sweeps with her. As we move 180° to the other side of the office, we reveal on the other side a world of complex, wild patterns and colors.

Everything and everyone is beige on one side, colorful and patterned on the other, split down the middle like this recent iconic lip-sync.

**LIVE UI: Veert Holiday Capsule necklace**

Mackenzie takes in this colorful world that completely compliments her personal style.

**MACKENZIE: —that?**





## **GLAM PUNK**

Open on an overhead shot, looking through a car's moonroof as a glam-punk knockout, let's call them HEDWIG, gets into the back seat. Torn stockings, gold boots, dramatic makeup and a blonde bob.

As the car drives away, something catches Hedwig's attention. Our camera RISES as Hedwig looks straight up through the moonroof and into our lens.

The light seems to dim around them, the sounds of the city fade into the distance.

Hedwig pokes their head, then their entire torso, out of the sunroof. They look titillated, licking their chops. A flash of inspiration.

**HEDWIG: Where'd you get—**

WOOSH. They raise their hands to find their nails now beautifully manicured and studded in jewels, perfectly completing their look.

An Instagram Drops UI traces around their nails.

**DROPS UI: @makartt\_official studded nails**

Hedwig looks at their nails in mischievous delight. A raucous glam-rock song BLARES as they climb out of the car and stand on the roof.

Deep blue light washes all over the scene. Glitter rains down from above, glinting in the light. Hedwig dances on top of the car.

**HEDWIG: —that?**

We cut to a close-up of a phone, taking in the DROPS UI and the IG SHOP HUB.

**SUPER: Where you get that "where'd you get that?"**  
**LOGO: Shop Instagram Shop**



# CONTINUING THE CONVERSATION.

*Consider these just some ideas to keep our conversation flowing.*

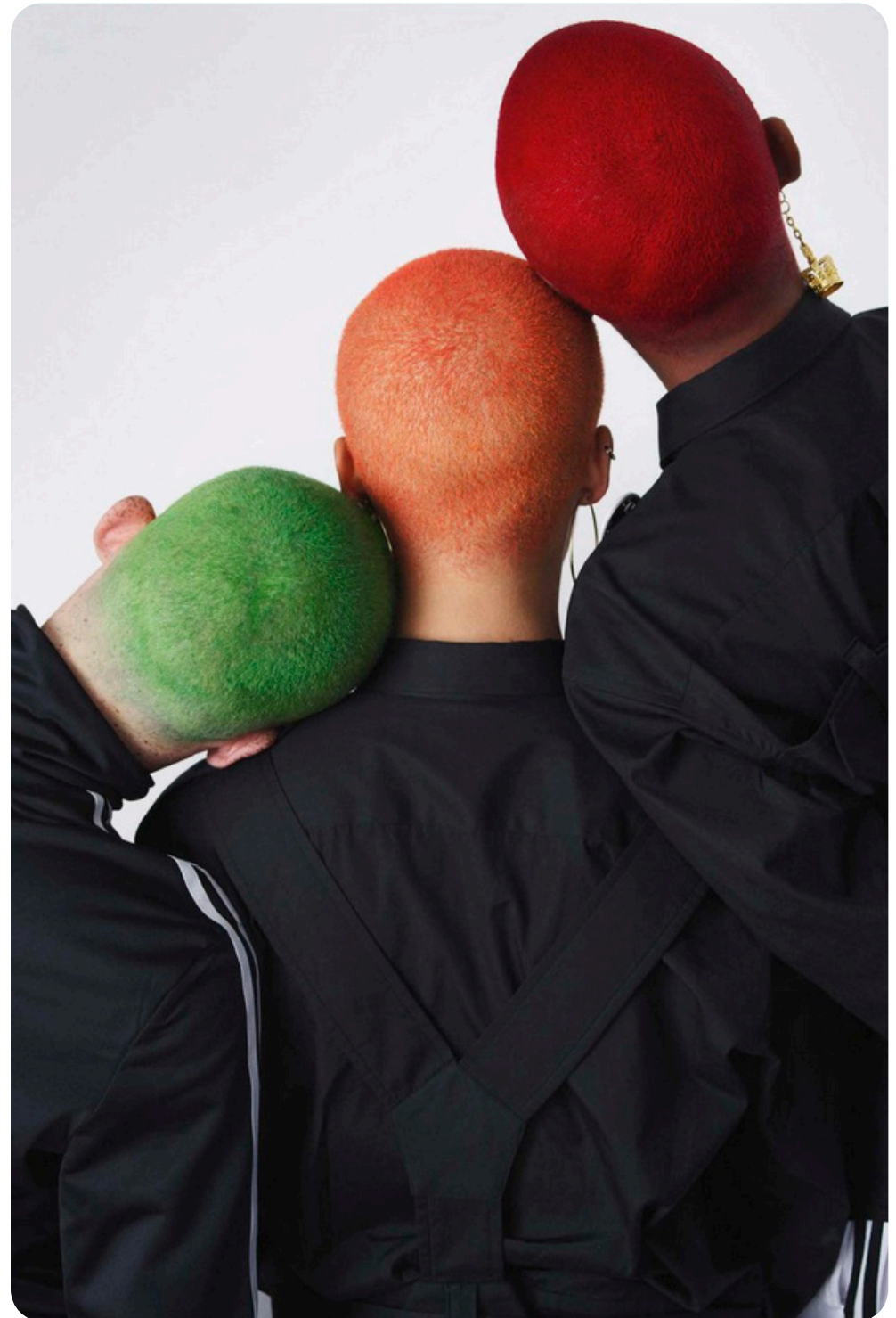
As we hone in on our unique characters we'll tweak each vignette to match their singular spirit and style.

Usually you get to explore a compelling character OR architect a clever, compelling visual device.

What's so exciting here is the chance to marry the two.

To use heightened, play, and surprising visuals to speak truthfully to authentically iconic characters.

*Thanks,  
Bardia*



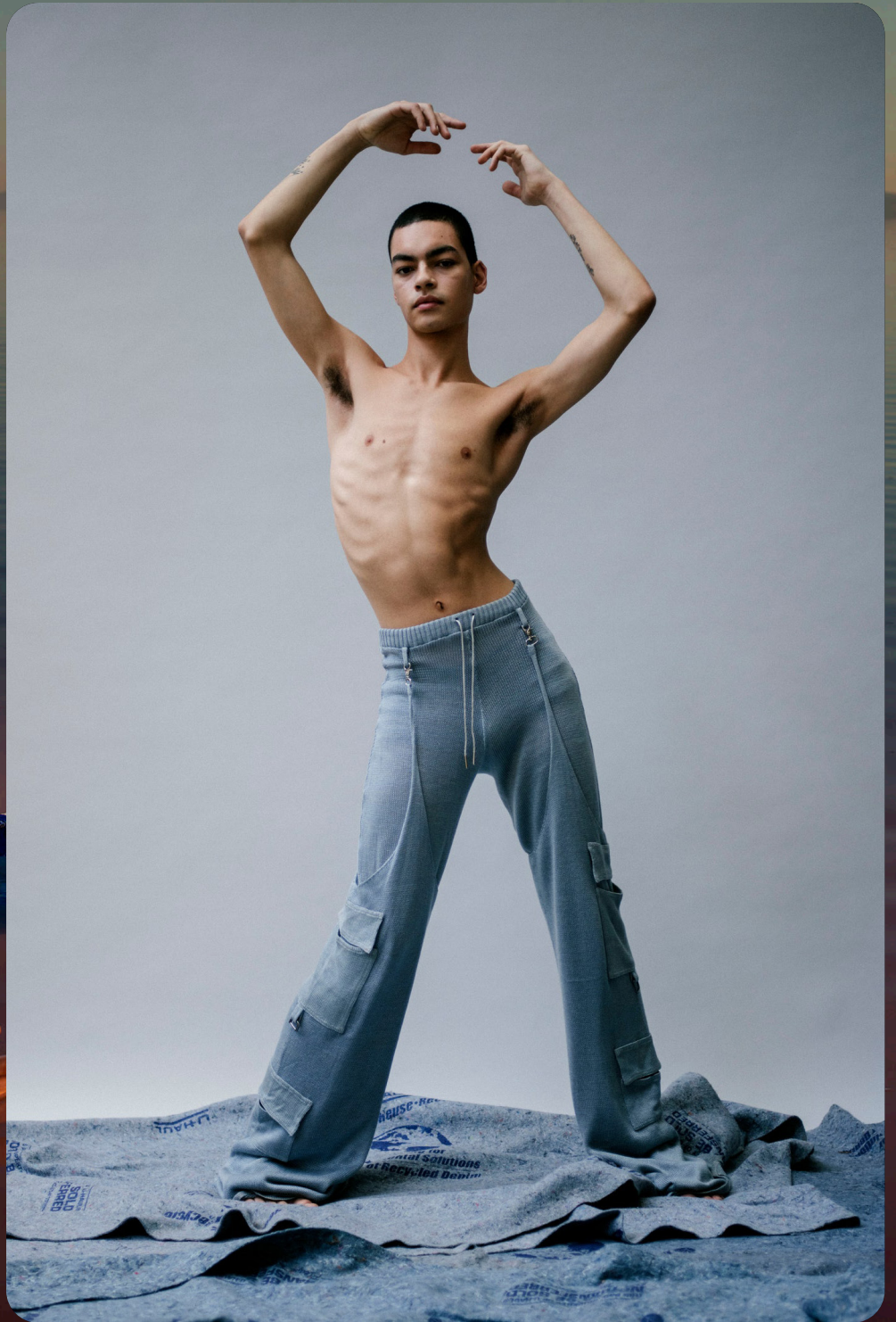
















**ANONYMOUS**  
content