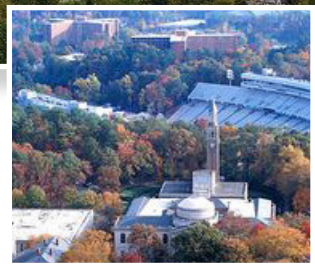
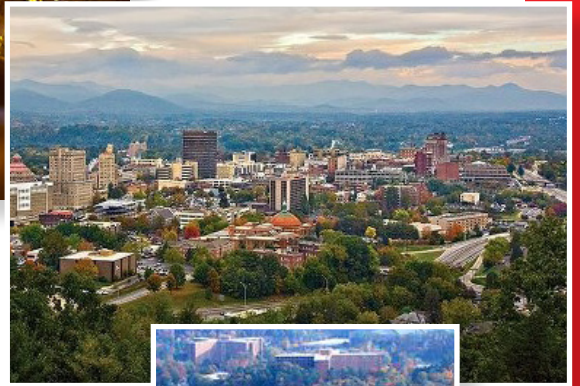


OPENING THOUGHTS

This is game-changing idea I can't wait to see come to life (and change someone else's!) To me, we're making more than a commercial, we're creating a moment; for the couples involved, the people that watch, and truly to those of us privileged enough to help bring this idea to life.

THE PLOT

Mistletoe is quintessential fairy tale romance. Where social norms scream "personal space" suddenly a little green bloom whispers "be reckless" and disarms people for a moment of tenderness. In this campaign we're going to present the jubilation and elation that comes with kissing in love. Unsuspecting *lovers* in the charming town of Asheville, North Carolina will be lured into a picturesque gazebo and be surprised when a prominent, green sprig with a sign reading: "Kiss Under the Mistletoe?" descends mysteriously from the roof. When brave couples share their kiss they'll suddenly be showered in a gayety of color and action. Marching bands will erupt from the trees, fireworks will explode in the sky, acrobats and animals will leap from behind foliage and fantasies of every kind will dazzle and frame this moment as "The World's Most Beautiful Mistletoe Kiss." And to bring it all home, a banner will punctuate this moment when it suddenly unfolds from behind the gazebo to reveal the charming sentiment "Celebrate Love and the Most Wonderful Time of the Year -Ulta". Our couple and our onlookers will laugh, cry and elate while we gather these overwhelming moments from hidden cameras and audio equipment all around.



THE SETTING

Our location is an integral choice in this product: Asheville, North Carolina is not New York City. It's not clustered, steel, or busy, but rather regal, with all the amenities of a large city and none of the stress. A town of eclecticism and energy, its picturesque landscape perfectly accents the romance of the set-up. Reality spots like yours had in the past considered their location as simply the place they where they shot. We're shooting in Asheville because its landscape and atmosphere provide the essential canvas for painting our romantic dreamscape.

THE SENSATION

In populous parks and public places, we as the audience will cherish the moments each of the couples experience with the sensation that comes with a smile. The crosscutting of lover's scenes from the perspective of pedestrians is perhaps just as charming until we add our fairy tale touch. This variety of romantic 'happy-ending' scenarios will be staged in the same vein of every great love story ending. Our angle is to view it from a pedestrian vantage point and enhance the reality of a truly genuine and beautiful moment.



THE EVENTS

We're inviting the idea that this sweet little kiss is a real-life 'happily ever after.' That said, when their lips touch they'll be met with an incredible spectacle spanning in scale from a parade of ribbon dancers and a deluge of butterflies to eruptions of lights, color, and fireworks. Choirs will sing, acrobats and circus performers will leap from foliage, behind walls, and of disguises to surprise our Romeos and Juliets. Each couple will experience a different scenario but once it's intercut with the others, it will play as if one incredibly huge event happened to each of them.

THE CINEMATOGRAPHY

The look and feel for this is essential to this idea. That said, the camera will not detract from this scene, it'll enhance it. We'll have a very long lens camera far off to act as Master Camera to ensure the whole scene is captured covertly. We'll also equip long lenses on closer, hidden cameras for close up shots with the beautiful, shallow depth-of-field we love to associate with dream-come-true scenarios. Meanwhile we'll have hidden GoPro and DSLR cameras tucked into foliage, the gazebo and low to the ground for all around coverage. We'll use slow motion 'phantom' cameras to highlight choice moments each couple experiences and enhance the dreamy quality of the production. All the while we'll place time-lapse cameras to document the crowd and traffic of this production.

Additionally part of the charm comes from the reality of the moment and other pedestrians reactions to the moment. These people ground us into the eccentricity and breathtaking romance of this event. That said we'll have cameras primed to capture the onlookers both in tight for intimate reaction shots and wide to see their reactions as they relate to one another. To simplify: this commercial is going to play like a fantasy from a movie, but in the earnest of real life and real people.

THE POINT

What I see in this project is a chance to do something wonderful. I see the opportunity to indulge in a heartwarming event to shoot and to experience. I see building a better brand and bringing people together over a business with a heart. So let's make this happen, change lives and create something beautiful. Thank you again for your the opportunity to pitch my interpretation of "The World's Most Beautiful Mistletoe Kiss"

