

APPROACH

The challenge present is simple. We have to be weary of over stylizing things or solely focusing on the visuals. We need to create and maintain a human element on both sides of these tools~the people that use them and the people that they ultimately help.

As long as the tools are part of the larger human theme and cause, then their relevance is accomplished, leaving us with a great opportunity to create something dramatically visual and even visceral.

The theory is to be meaningful yet extraordinarily visual. We need the images to execute the message by communicating both the overall tone and scale. That's accomplished by making this spot "real", understanding that simply because it's real doesn't mean it has to be expected, typical or unengaging.

CONTENT/LOOK

I'd like to approach each of the tools with a similar theory. Exploring everything around the tool except the tool itself. It will be there, but if we let the shot become a still life, the meaning and the message are sacrificed.

We'll explore the climate and pace. The force of its blow, the unknown presence at the other end of it. We're interested as much on the eyes behind the shatter resistant mask as the mask itself. It's shatter resistant for a reason and that's what we're exploring.

The visuals will work with one another, allowing the viewer to breathe and absorb, while at the same time creating a distinctive pacing so the spot never feels repetitive. But this shouldn't feel like a montage. It should cut like a glimpse into small moments from within larger stories.

Shots will vary from medium close-up to extreme close-up. At times it feels symmetrical and graphic, but the mood is filmic and epic. We'll set this epic stage with an extreme wide shot near the beginning. After that we'll keep the emphasis on the people and the tools by using close shots.

ANATOMY

Describing the body of the spot may be best executed with storyboards. What seems most important however is the tone. We have to allow for a build, then a soft moment here and there cueing the rise and the action to follow. The spot starts off with a glimpse into quiet, before the action begins.

When the first image appears in soft focus it looks like smoke and floating ash floating across frame like falling snow. The image is filmic and non descript but leads the viewer. From the ash emerges a figure. He stays in soft focus. We cut to a stark cliff. Then a snow-covered mountainside. The pace is fast within the edit but the spaces are vast, empty, quiet. Back to the ash as a fireman reveals himself from soft focus. He runs towards camera. We see his eyes through his shield.

They widen. We visit each of the scenes and tools in similar fashion. The camera is handheld at times, structured and purposeful at others. The pace is fast and real time, only slow motion for the fireman, the axe and for a wide of the raft falling to the sea. The shot of rope is stark and locked. The rope unravels frantically at the top of a cliff. It snaps tight in an instant. All is good.

The axe is the most intense and energetic of all. I'll shoot an extreme close-up in mid swing as it impacts the door. Then cut quickly to a slower shot~its owner taking a moment to reflect, axe is still in his grasp.

Once the rise, fall and rise of action and pace cue the reveal of the Hummer, it's important to treat the truck as one of the tools. We'll capture a series of shots as the truck incline, fords through the water...

The final shot of the hummer is an opportunity to do something different. In similar fashion as the opening shot, it emerges from a massive body of mud and dirt and slowly into focus. It simply emerges itself into focus and becomes evident for a brief moment.

Cut to Hummer Logo.

SOUND

Given the nature of the images and the message I think a minimal sound design is best. The sync sound of each scene should be there and feel real. Beyond that a very light rising score should be behind the whole spot.

SUM UP

We want this to exemplify the epitome of purpose and the meaning behind the purpose. Beyond the great images and graphic frames we'll achieve that by creating a spot that facilitates all those filmic devices with moments to breathe so the devices can do their job.

People know the brand. They know Hummer is rugged and tough. Now we need to take that knowledge and apply it with a direct human element. By allowing the people, their plight and the result to be a part of the equation we demonstrate that without the people the tools are useless.

Knowing full well the result of that will be the flipside; knowledge of each tool and how they specifically have purpose and how they influence us...Hummer included.