



# Hide and Seek



# *Introduction*



This film is designed to intrigue and draw the audience's attention. By playing on the idea that Haagen Dazs is more important to a woman than a romantic afternoon with her partner. Although the idea is essentially comical, the final product will be of a very high production value with a jazzy soundtrack.

Our goal is to keep the film simple, fresh, and straight to the point. We intend to hook the audience from the very first frame, capturing their attention immediately. In a commercial like this every detail is very important and in order to make it fully credible the acting is extremely crucial. With regards to shooting style, the choice of a lens, camera movement and mood lighting are all important factors that we will take into consideration.

When we first saw the brief we immediately thought that a fresh whimsical commercial, with a heartfelt tone, high production value and excellent acting, would really suit this well known and loved brand.

Will Moore and Matthew Emvin Taylor both graduated from respected film schools and have amassed a credible amount of experience and film discipline since. Although this is their first collaboration together, in the past they have both worked on various MOFILM projects, some of which garnered awards. We believe that our combined experience and filmmaking abilities will prove in successfully creating a great product for 'Haagen Dazs' and MOFILM.



# Idea

A car pulls into a driveway.

A pair of woman's eyes looks up in reaction to the car sound; the rim of a carton of Haagen Dazs ice cream is on the edge of the shot.

A handsome man steps out of the car carrying a bunch of flowers, he walks up to the front door and there is a note pinned to it. The note reads, "*Hide and Seek!!!* or *There's a surprise upstairs!!!*" The man smiles and walks inside.

A spoon sinks into the tub of Haagen Dazs and slowly surrounds its self with creamy ice cream.

The man, now in the hallway, sees a pair of tights hanging over the banister. There's a note attached, it reads, 'Getting warmer.'

A spoonful of Haagen Dazs slowly moves up to a pair of woman's lips and sensually enters her mouth.

At the top of the stairs lies a bra scatters on the floor. A note attached reads '*Getting Hot*'.

The woman's mouth licks her lips.

The man comes to a door and there are a pair of knickers hanging on the door knob with another note attached "*Very Hot*" The man picks up the knickers and walks inside.

An empty tub of Haagen Dazs lies on a table with a spoon in it.

The door opens from the inside and the man smile soon changes as he sees in front of him a pile of dirty washing with a note attached that reads "*Bingo!!!*"

The woman is relaxing on a sunbed looks up to the bedroom window. The man is leaning out of it with a confused look on his face.

The slogan reads "*A good time is Haagen Dazs time.*"

# *Mission*

The 'Haagen Dazs' product has become an iconic, well recognised and much loved brand over the years. Doing the brand justice in relation to its previous campaigns takes a great amount of responsibility. Traditionally Haagen Dazs commercials have relied on the sexy and playfully mischievous values, with the woman tending to dupe the man. These values attract and inform the audience of the light heartedness of the brand. Even though the woman has tricked the man into doing the washing, he laughs at her trick and appreciates that she had really enjoyed her time..

Our aim, through the use of a strong story, captivating visuals and a great cast and crew.. is to produce a commercial that is relatable while making sure that 'Haagen Dazs's association with luxury and desire is well demonstrated.



# *Mood*

Due to the light hearted nature of the commercial, we will avoid overdramatising anything, although the cutaway's of the woman eating the ice cream must really sell how delicious the product is and this will need to be over the top. Sensual lighting will be used to set the mood and add to the joke. Camera movement and depth of field will aid to convey the story, set a tone and draw the audience to our characters, with close ups and extreme close ups to be used during the ice cream sections. Ideally we would aim to shoot in one location that is quiet and luxurious. The overall tone of the film should be heartfelt and non-complicated with fun, jazzy music to emphasise the light hearted nature.



*Treatment by Will Moore and Matthew Emvin Taylor*