



Grandpa's Little Helper



Introduction



This film plays on a sympathetic premise and our aim is to create a commercial that amuses, intrigues and draws the audience's attention. Although the idea is essentially comical, the final product will be of a very high production value.

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 in to 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 'Rolo' and MOFILM.



Mission

The 'Rolo' 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 Rolo commercials have relied on the cheekiness and comical values to attract and inform the audience of the light heartedness of the brand. Even though the young boy as done so much for the old man, the old man cannot part with his last Rolo and the young boy cannot hold in his disappointment.

Our aim, through the use of a strong story, captivating visuals and perfectly executed comedic timing, is to produce a commercial that is relatable while making sure that 'Rolo's association with love and affection is well demonstrated.



Mood

Due to the light hearted nature of the commercial, we will avoid overdramatising anything. Natural lighting will neutralise the environment and flatten the mood. Camera movement and depth of field will aid to convey the story, set a tone and draw the audience to our characters. Ideally we would aim to shoot in a quiet location and as its outside then space shouldn't be a problem. The overall tone of the film should be heartfelt and non-complicated with mellow music to emphasise the light hearted nature.



Treatment by Will Moore and Matthew Emvin Taylor