



## THE ROLO-SAL



# Introduction



Using a romantic premise 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 romantic 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.



# Idea

In a busy restaurant, we see the dining room filled with couples enjoying a romantic meal. We focus in on one couple in the centre of the room, they too are enjoying their meal. Suddenly the sound of a chair scrapes across the floor. A brash woman stands up in front of a man kneeling on the ground, holding a box with a ring in it. He receives a hard slap across the face and his date storms out leaving him confused still holding the ring box.

We cut to another couple. This man is excitedly looking at the glass of champagne his partner is drinking. We see a ring inside the glass. He is blatantly gesturing to her to look inside. She does and without a moments hesitation she throws the drink, ring and all into his face. He too sits there motionless with drink dripping from his face.

At another table, a man purposefully drops his napkin on the floor. He bends down to pick it up and as he does so, he produces a ring in a box from underneath it. His partner, with a look of distaste, stands up, picks up her napkin and drops it over his face and storms out of the room. He is left motionless, still kneeling with the napkin over his face holding out the ring.

Back to the couple in the middle, the man, with his back to us, pulls out a ring box and opens it. We can't see its contents. His partner leaps up from her chair and throws her arms around him with a look of excitement.

Cut to a close up of the ring box containing his last 'Rolo' with a bit of the wrapper left on it. Title card reads: *"Do you love someone enough to give them your last Rolo?"*



# 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. A 'Rolo' has become a symbol for love and affection. The final 'Rolo' in a packet is a prized possession only worth parting with if you truly love the person you are giving it too. Playing on this idea we have decided that it would be comical to portray the last 'Rolo' as more valuable than any diamond engagement ring.

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. Ambient lighting will romanticise the environment and accentuate 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 vibrant, busy location with a large amount of space. We would do this in order to separate the individual couples from each other, this will help achieve the desired depth of field and emphasize the fact that the restaurant is a very busy one where a proposal is common place.



*Treatment by Will Moore and Matthew Emvin Taylor*