



PAPAYA
YOUNG
DIRECTORS
2020

DIRECTOR'S TREATMENT

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APPLICATION 2019



MAIN PARTNER / DPD
TITLE / NO MATTER WHAT
DURATION / 90 SECONDS

Instagram stories



I. CONCEPT OR IDEA



Ahh the Gift of Giving. An unparalleled pleasure. Although the joy and anticipation of tearing open an unexpected gift isn't so bad either. We treasure the beginning and end point of gifting - the 'A' to 'C' - but what of 'B'? Do we hold the journey in the same regard?

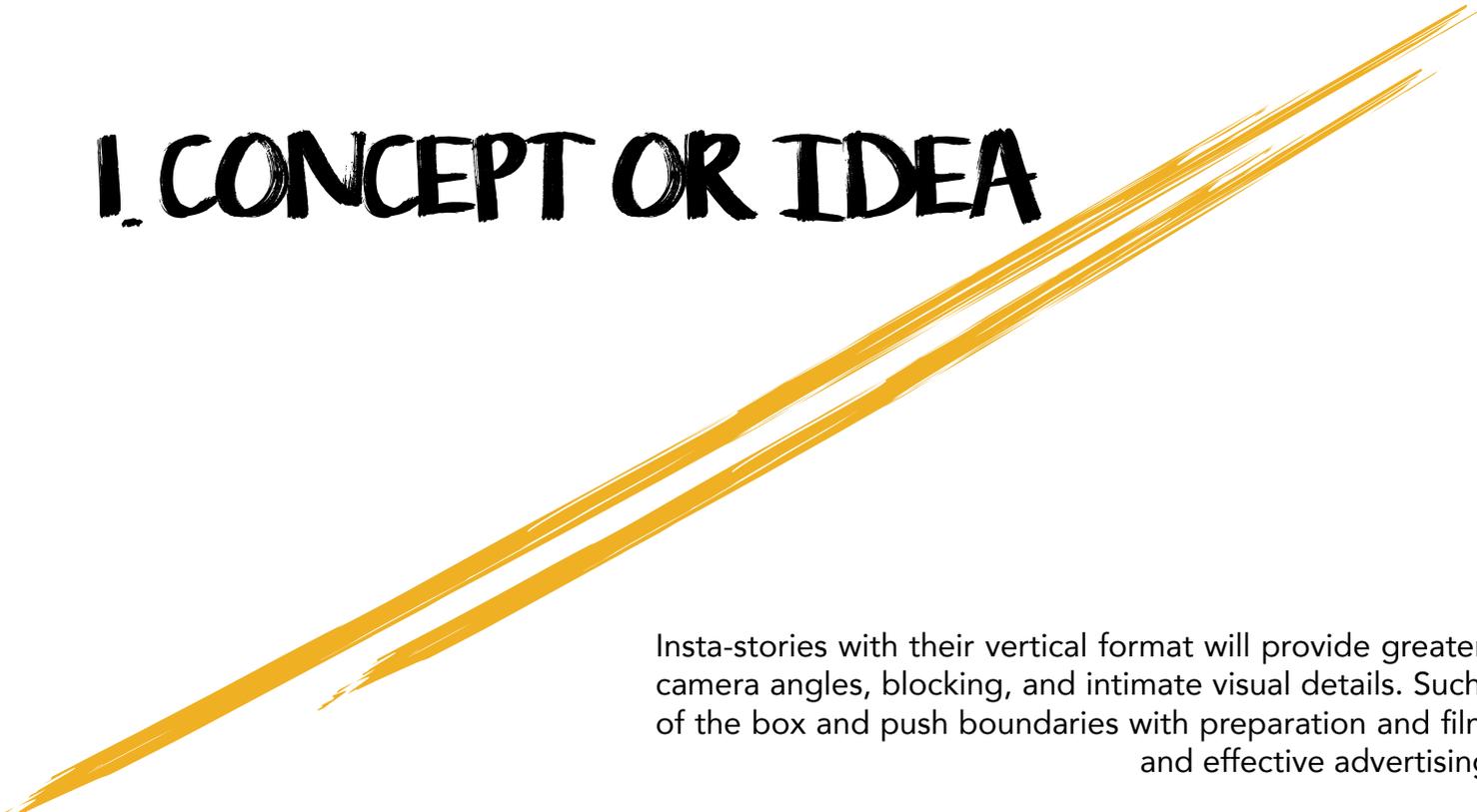
DPD do. For them, it's all about the journey. When parcels are your whole world, you'll stop at nothing to deliver them. And it's exactly this value that will drive the narrative (excuse the pun).

Instead of just focussing on the 'A' and 'C', our story delves into the B. It's a whimsical and exaggerated yet touching portrayal of a delivery expert on a time- and life-critical journey to deliver a grandfather's gift to his grand-daughter in a pretty unreachable place in the world.

Everyone can relate to the feeling of missing a loved one. Of wanting to be close to someone who is far way. Of the need to protect and provide comfort for those we care about. Gifts are often how we choose to show we care. We need to feel safe in the knowledge that items of such value arrive safely and on time. DPD are experts on that.

The unsung heroes of these stories are those that travel far and wide, overcoming every obstacle that stands in their way, to deliver these tokens of affection. Reflecting the responsibility of and dedication to making these moments possible is why we have chosen this brand.

I. CONCEPT OR IDEA



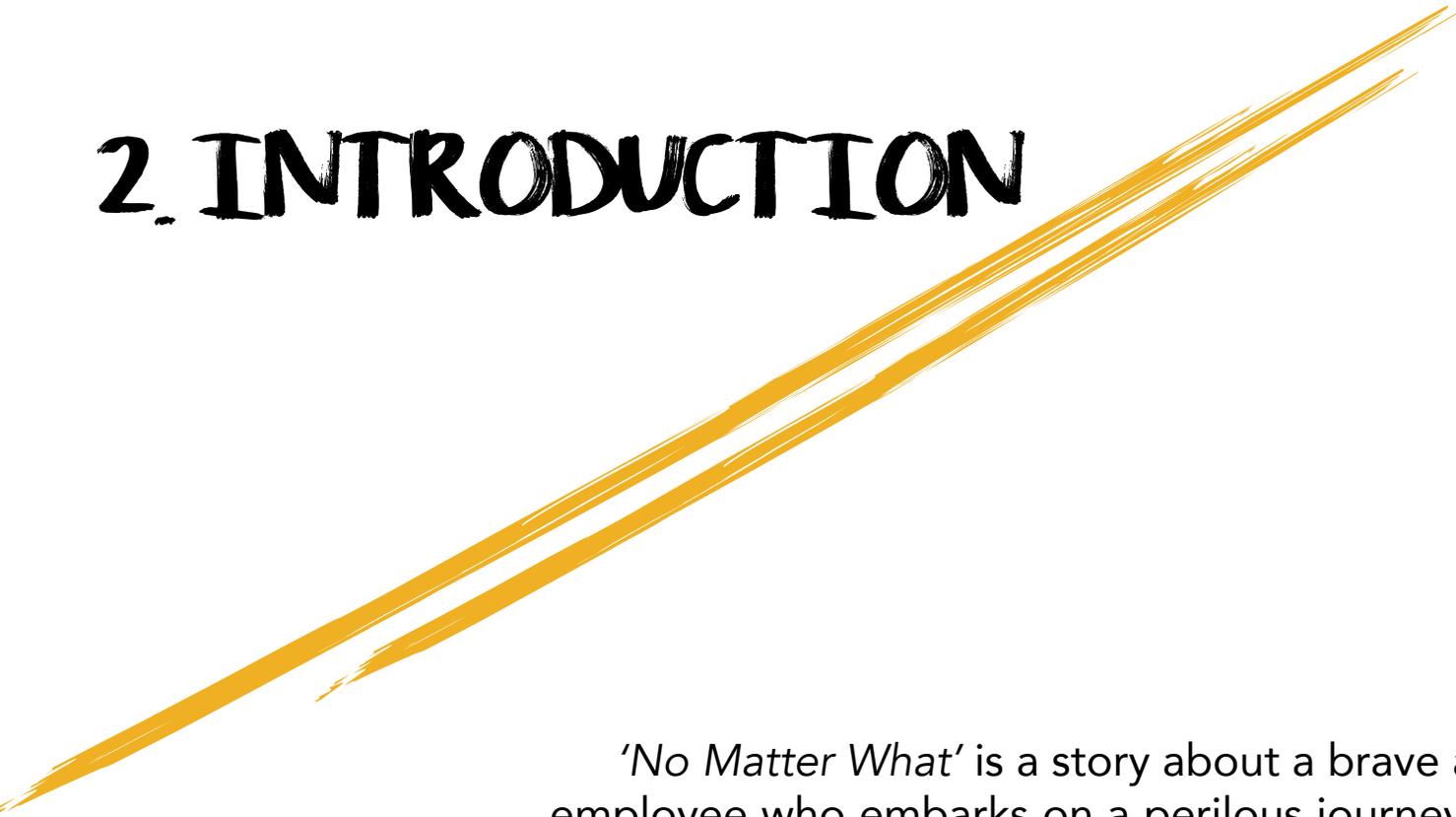
Insta-stories with their vertical format will provide greater room for creativity and exploration with camera angles, blocking, and intimate visual details. Such a composition will force us think outside of the box and push boundaries with preparation and filming, but it also lends to an ever-growing and effective advertising trend.

Studies show that audiences engage more with visual content that includes faces – people relate to other people, not facts. Portrait photography-like shots will heighten viewer engagement.

Instantly grabbing an audience's attention is one of the most important aspects of producing successful advertising campaigns. Our set design will draw viewers into the heart of the story within the first 3 seconds. It will paint an instant picture of where we are, who the first on-screen character is, and where the story is going.

Performance will be as effective even without sound. Body language, facial expressions, and playful visuals will be sufficient in demonstrating the comedic genre and telling the story regardless of whether audio is on or not.

2. INTRODUCTION



'*No Matter What*' is a story about a brave and determined DPD employee who embarks on a perilous journey to make the giving and receiving of a single gift possible.

No amount of traffic, narrow bridges, unscalable mountains or unforeseen bears in urban areas will stop him. He **will** place this moment of joy into the addressee's hands, no matter what.

3. SCRIPT

video

We start with a close-up of a box being sealed. An elderly man, GRANDAD (late 70's), carefully wraps a pair of cosy, sheepskin slippers and places them in a parcel.

He seals them with tape.

Grandad opens the door and sees a wide-smiled DPD courier.

Our charming courier is driving through the city in his DPD van. He seems to be encountering red light after red light. Frustration starts to grow, but he has a job to do! He is determined to deliver the parcel on time.

Closeup of courier smiling, determination in his eyes.

The light has finally turned green and he is on his way out of the city

MONTAGE STARTS

We see the van driving through a scenic, countryside lane.

The courier is whistling happily when he suddenly slams the breaks, a look of terror in his eyes.

A colossal grizzly bear is blocking the road.

audio

SFX - Tape closing a box. Music cue starts.

SFX - doorbell and street ambience noises.

Our music track increases in tempo SFX - car horns, and general ambient of the busy street.

The music gets a little more upbeat

Lively, optimistic music playing in the background

SFX. Breaks of a car

SFX. A bear roars

3. SCRIPT

video

The bear stands and roars. It's about to attack. The courier's forehead is heavy with nervous sweat. A single drip falls down his face.

The courier has a light bulb moment and takes a giant salmon from the passenger's compartment. DPD drivers are prepared for anything!

The courier throws the salmon to the side of the road. The bear runs to the salmon, freeing the road and the courier drives on.

The courier is driving happily, but is forced to stop again. A long suspension bridge hangs precariously over a sprawling gorge. The courier checks his GPS. Yup... he has to go over it.

The courier takes a big gulp, clutches the parcel to his chest and takes his first step onto the bridge. We pan out to see him walking unsteadily across.

With his clothes slightly dishevelled and hair askew, the courier stands at the bottom of a mountain looking up. He looks down at his GPS. It tells him to go up. The camera pans up the massive expanse of rock that towers over him – a straight, unscalable wall. But our DPD drivers fear nothing.

audio

SFX. We hear the courier searching for the sardine. We hear a big "Whoosh!" when he takes out the salmon.

SFX. Bear content mild roar.

SFX. Beep noise of the GPS. Voice from GPS tells him to turn right.

SFX. Wind sound

SFX. Rope sound

SFX. Wind sound

SFX. Wind sound

SFX. Deep exhale breath

SFX. Shirt ripping

3. SCRIPT

video

The courier gathers his courage and rips his shirt to secure the parcel on his back. He rubs his hands together and begins to free-climb the rock.

The top of the mountain looks picturesque and peaceful. A girl in her 20s is camping. She is startled as the courier approaches, breathless and much more dishevelled than before. The courier holds out the parcel. The girl takes the pristine, unscathed parcel inquisitively and opens it. Seeing the slippers from her grandpa, her eyes fill with tears. She smiles and looks up at the courier.

The courier beams back.

Cut to:

Parcels are our whole world.
Seriously
DPD

audio

SFX. Wind and atmos noises

SFX. Almost inaudible, the girl thanks the courier.

SFX. Twinkle noise as the courier smiles widely.
Music finishes with a final key tap.

Music finishes with a final key tap.

4. DESCRIPTION OF CHARACTERS

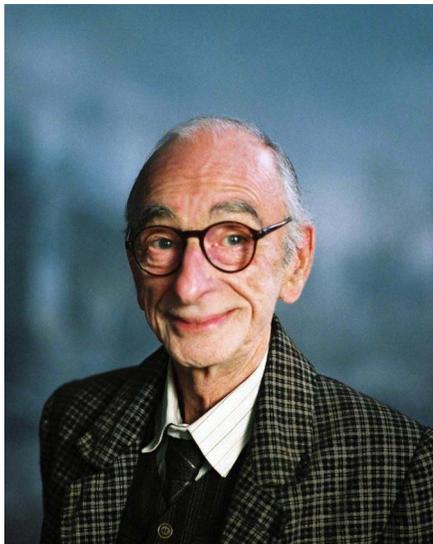
delivery man

Male. Mid 40's. Friendly and conventional looking person



grandpa

Male. Late 60's / early 70's. Kind and caring looking man.



woman

Female. Mid 20's. Sporty and possibly brunette.



5. DESCRIPTION OF SET DESIGN

Grandpa's house

The house feels like a throwback to the old-school Polish People's Republic. The interiors are a mixture of wood and a warm orange and brown palette. The walls are full of family pictures and the space is cluttered with memorabilia and trinkets.



Truck

There is a GPS screen attached to the window. A small DPD trinket hangs down from the rear-view mirror.



Traffic

Typical rush-hour traffic jam. The street is packed with cars and there is no movement. We will do an aerial shot of this to better show how packed it is.

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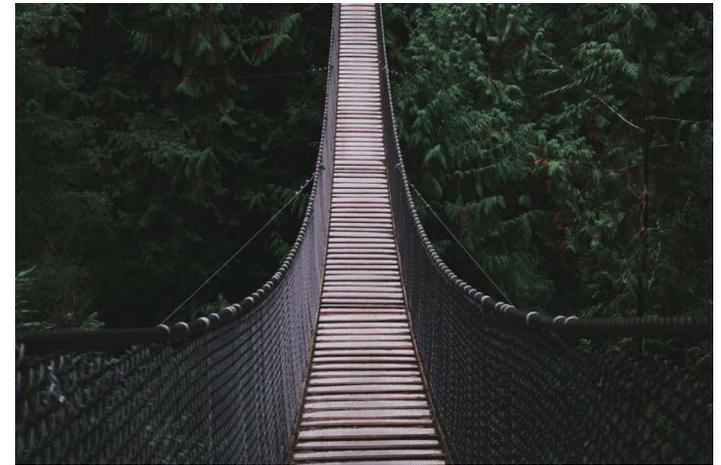
Mountain

The mountain is a vertical rock formation, which looks completely unscalable unless one is a professional climber, and even then it presents a terrifying and potentially life-threatening challenge.



Bridge

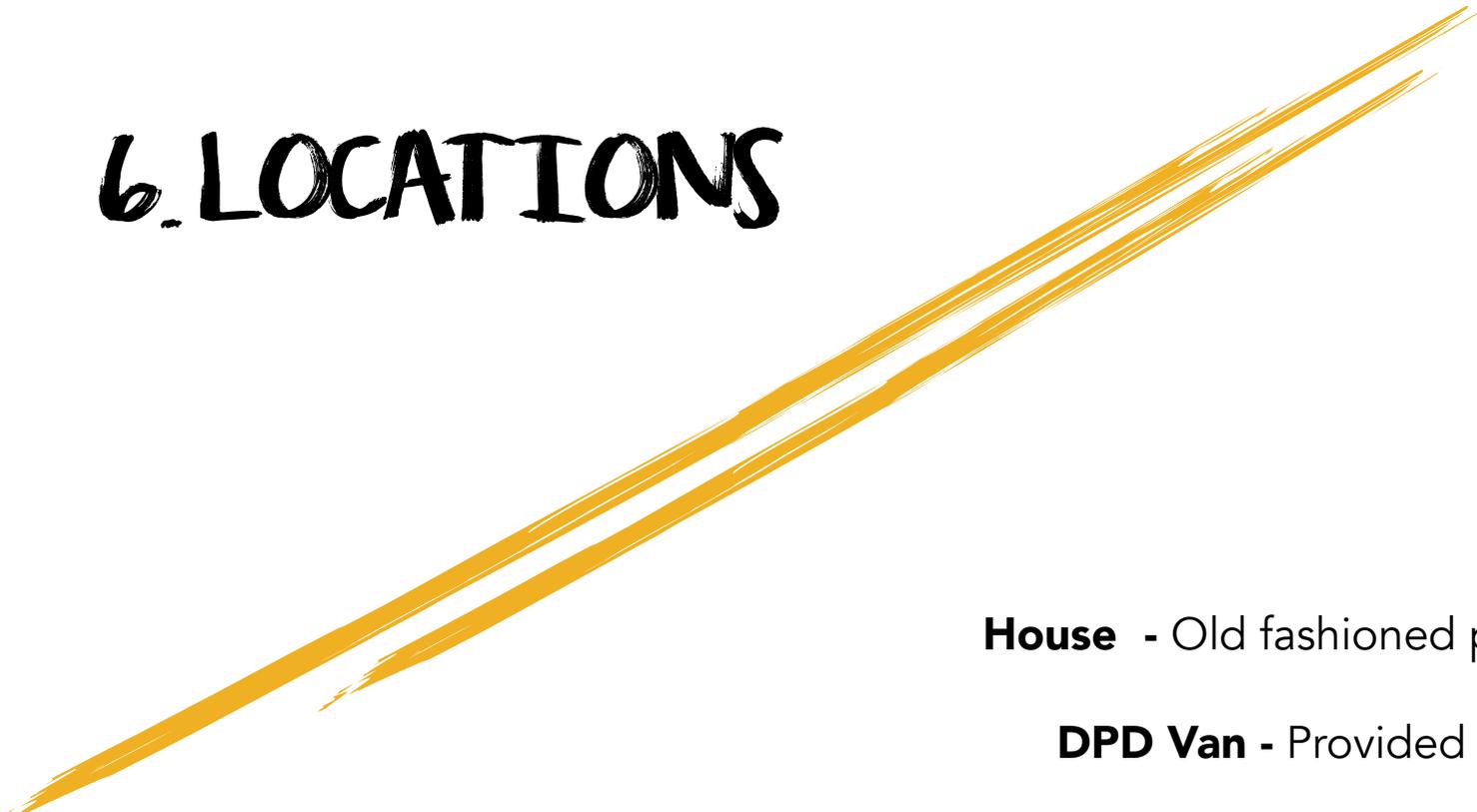
The bridge stretches far ahead and looks like it was intended for explorers or experienced and committed hikers. Crossing it looks physically demanding, not to mention terrifying. It also looks like one wrong move could result in a deadly drop.



Camp-site

It is set up for one person, but by a person who clearly knows what they are doing. It could be a campervan with an extended roof and campfire with survival tools. The colour palette comprises hard greens, yellow and blue pastels.

6. LOCATIONS



House - Old fashioned polish house

DPD Van - Provided by client

Warsaw Streets - Name of streets

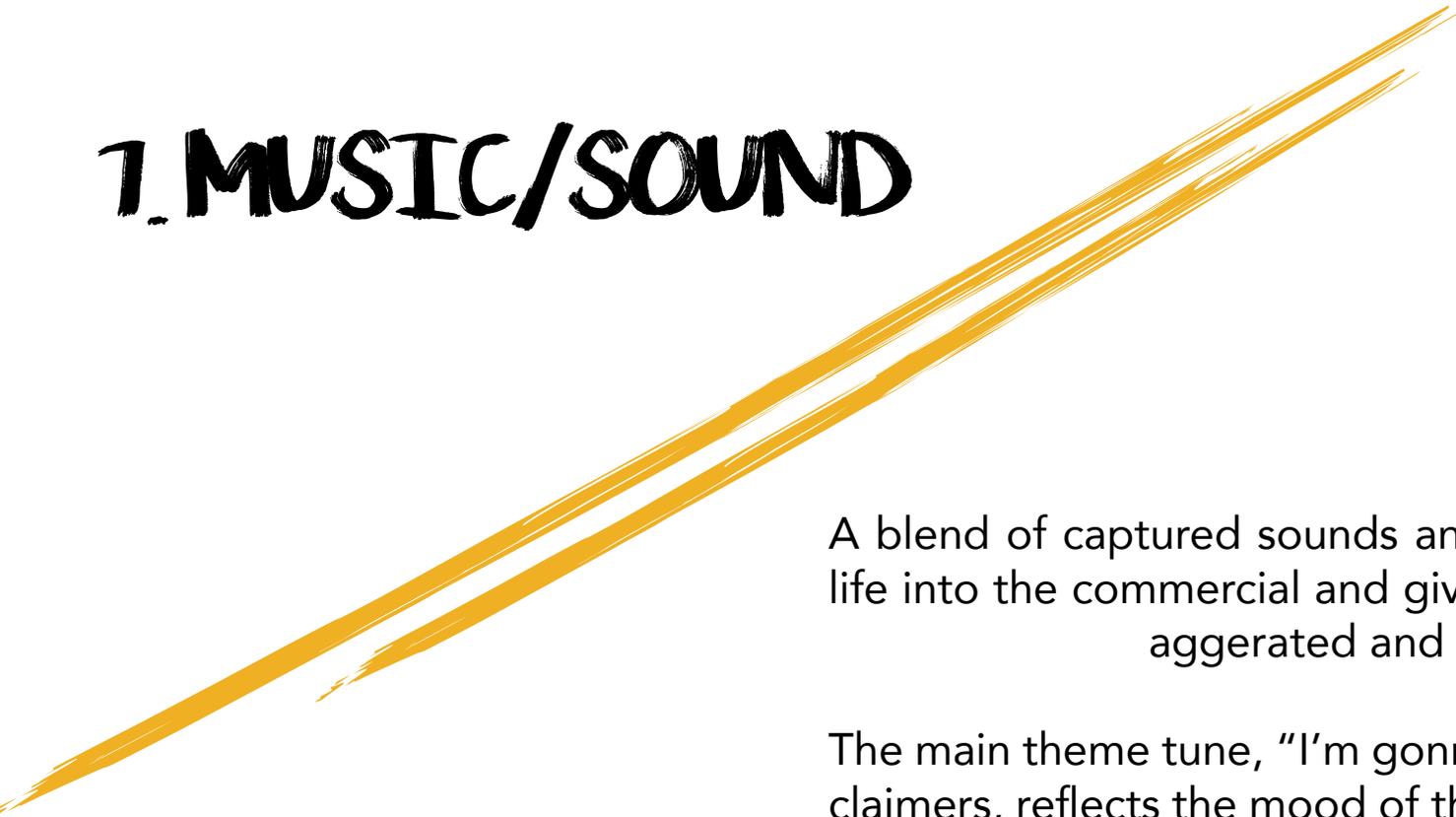
Bear enclosure Street - Near Brown Bears enclosure.
Aleja Solidarnosci

Suspended Bridge - Geierlay Bridge enhanced with CGI

Mountain Range - Tatra Mountains enhanced with CGI

Campsite - Tatra Mountains and Morskie Oko

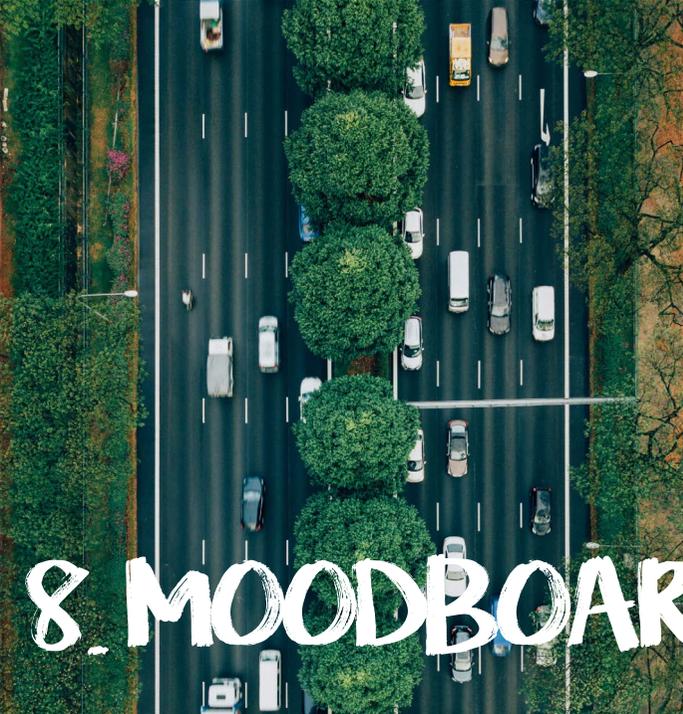
7. MUSIC/SOUND



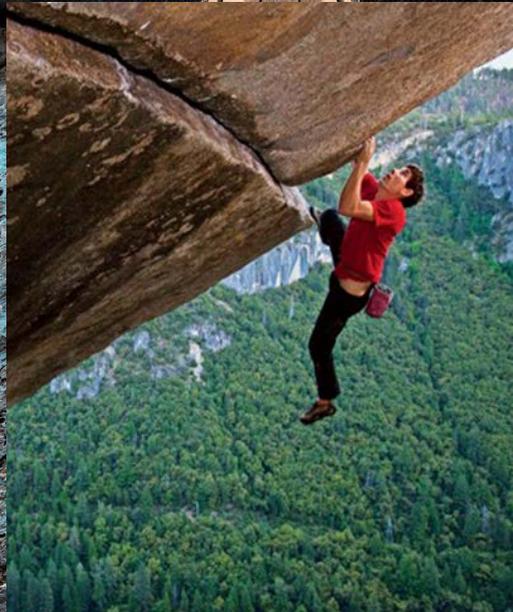
A blend of captured sounds and sound effects will breathe life into the commercial and give whimsical moments an exaggerated and quirky edge.

The main theme tune, "I'm gonna be (500 Miles) by The Proclaimers, reflects the mood of the story, the temperament of all characters, and the narrative itself.

It's about upbeat determination, travelling far and wide, and stopping at nothing to reach a destination – whether it's delivering a parcel, soul-searching at the top of a mountain, or caring for your grand-daughter wherever in the world she may be. Not to mention it's a classic road trip anthem.



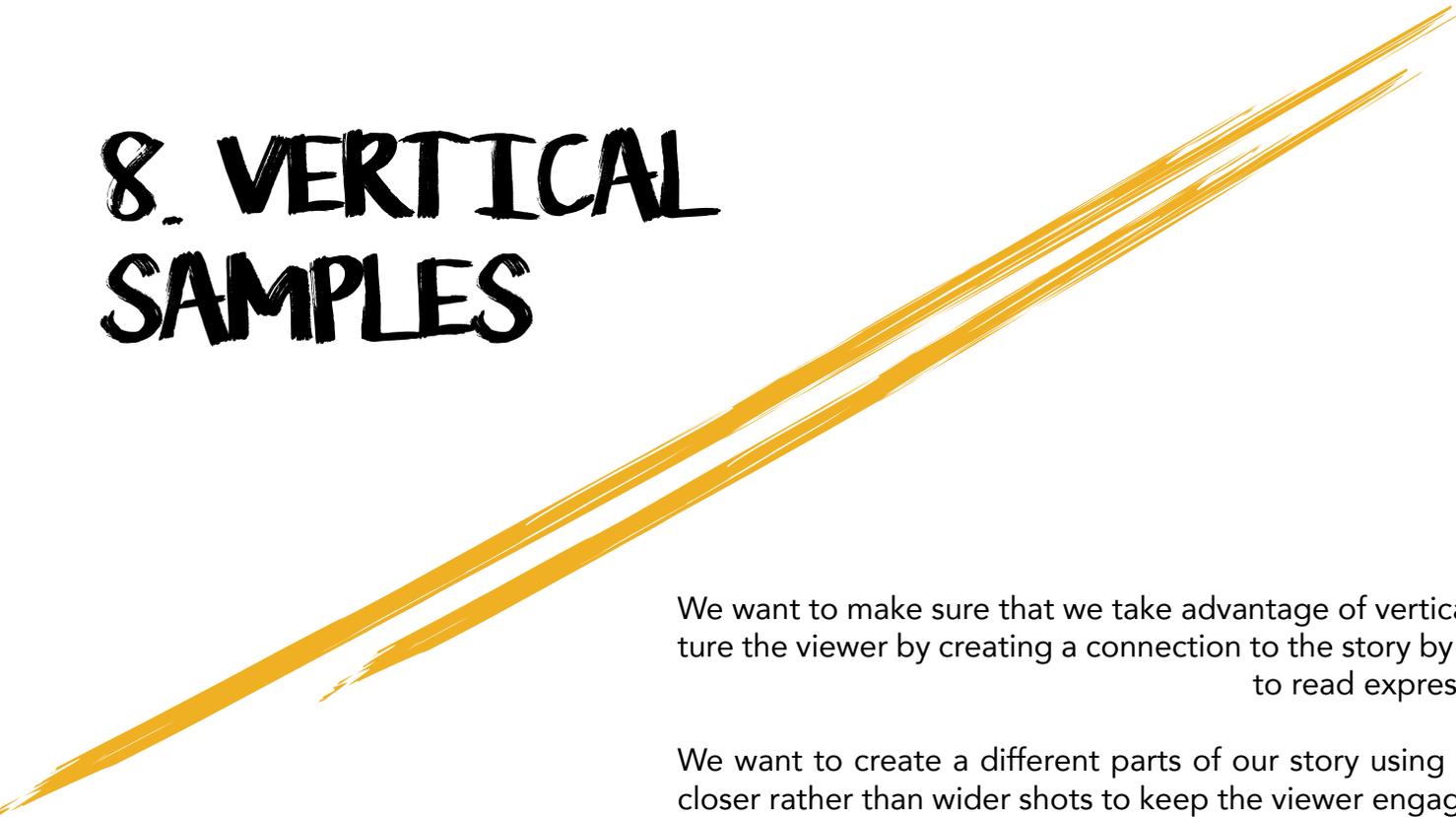
8 MOODBOARD







8. VERTICAL SAMPLES



We want to make sure that we take advantage of vertical format of Instagram stories. We want to capture the viewer by creating a connection to the story by focusing a lot on the characters face to read expressions.

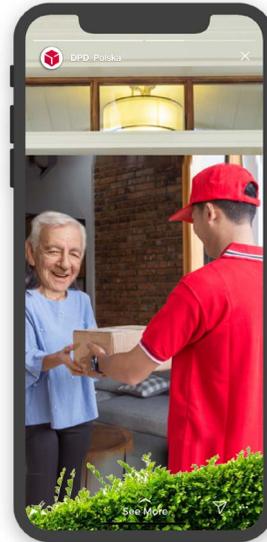
We want to create a different parts of our story using simple CGI or VFX, therefore we closer rather than wider shots to keep the viewer engaged with the protagonist and his story rather than putting too much attention on the outside world. Instead of worrying about closing whole road for our shoot we can use a gopro camera attached inside of the delivery van to capture driving shots.

We will use intelligent camera angles to favour character as well as easy to read expressions to keep viewer engaged with the story.

GIPHY

We want to create a set of complimentary GIPHY stickers that include the facial reactions of our courier, the courier climbing the mountain and well as the logo with the animated image of the earth. We want to do that further engage the audience and make the ad a more immersive and interactive experience.

8. VERTICAL SAMPLES



9. MOOD FILM



[PLEASE CLICK HERE](#)

THANK YOU!

