





PRESTIGE TREATMENT

FOR: PUBLIGESTION SA
DIRECTED BY: itsknottv



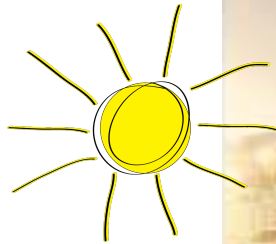
Overall

I see this spot enhanced with visual additives to highlight the hero's journey from shantytown to local celebrity - the street race being the difficult road to freedom.

Opening with flatter, muted colors, but gaining vibrance as the climax is reached. Wardrobe, filters and color themes should all be aligned with Prestige's Color palate of red, blue, gold and green. Shot composition should be tighter at the beginning, but opening up as the spot continues to indicate an opening of their world. We'll also use lower angles at first and gradually raise the shots to be on equal level to our hero.

The story is three part, with an additional payoff at the end: (1) the small house, (2) the street chase (this has stunts both on foot and driving) and (3) the radio station performance. An epilogue (4) in the mobile bar is also included.

Our Look



Establishing drone shots as the sun rises over a colorful shantytown. Colors should be flattened out from the morning sun with a reddish filter.





Low angle dolly shot into the open front door introducing the characters, each in separate corners of the room to show separation even though all three are friends. This will be different in the final shot when all three share the frame. Physically, this journey will bring them all closer.

The first scene in our story to be treated as an Action-Comedy film along the lines of

BAD BOYS or **HITMAN'S BODYGUARD**. The characters aware of their situation and choose not to let it break their spirits. The friend in the ridiculous mascot costume providing visual comedy.



What follows is pure

adrenaline!

As soon as the announcement is made, we hit the streets running... literally!



OUR SOUND

Here's the moment for Haiti to shine with characters running past iconic scenes and landmarks that make up daily life on the island: art vendors, street vendors, tap tap, recognizable buildings and monuments that align with the positive message.

The **beat** to the Byen

Brase rap is created by the sounds of the streets (running feet hitting the pavement, bottles opening, horns honking, etc) so the song starts before they even get into the station. Key lyrics

(Byen Brase) are

graffitied on the passing walls. Lots of handheld shots.



The edits are fast and synched with the music like **BABY DRIVER**. Stunts and movements are reminiscent of the film **DISTRICT-B13**, with car and building jumps, obstacle navigation and exact timing.



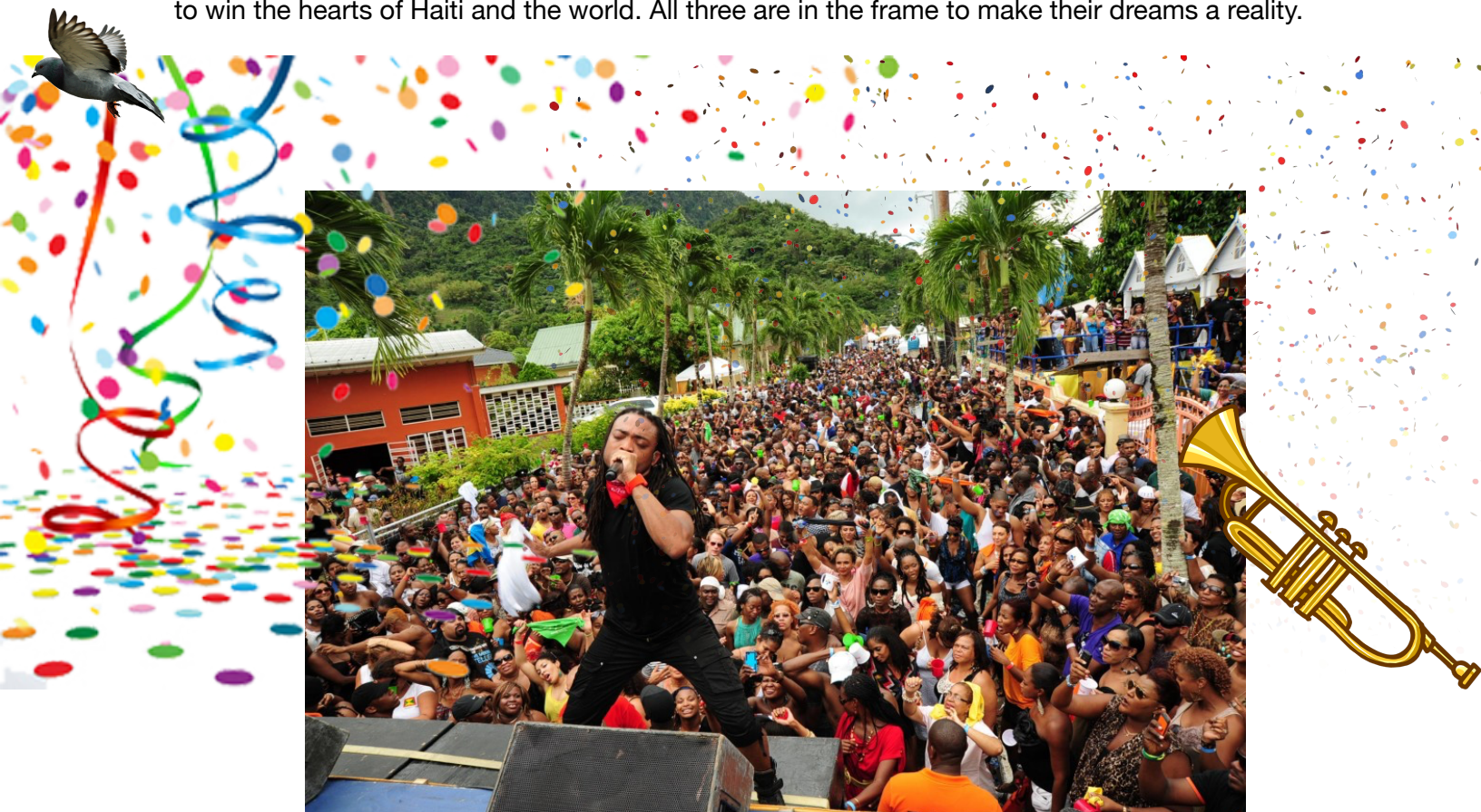
Many of the shots in this sequence will be captured through reflective surfaces... illustrating the self observation one needs to apply when making that difficult, obstacle-laden journey to emancipation.





The street chase peaks when a cab is borrowed and expertly weaves through traffic to gain access through the radio station gates.

Along the way, various elements have been collected to guarantee the most epic entrance. Ever! Tee-shirts, fanfare, music, acrobatics, give our heroes their shot to win the hearts of Haiti and the world. All three are in the frame to make their dreams a reality.



The exchange

is as treated like the payoff for **OCEAN'S ELEVEN** or **TOWER HEIST**. All the key players appear in the mobile bar and recognize one another as equal players. Respect has been earned, independence gained and it was all thanks to maintaining positivity throughout their journey...

Bylen Brase!

