

Infiniti
Director's Treatment
Spot: New Tradition



Intro

Some traditions have become an exercise in habit. Routines, absent of the values they originally passed from one generation to the next. Infiniti has changed that. Reinstilled meaning in tradition – by creating a new one. An identity of today's luxury that embraces modern concerns like social responsibility. And simple caring. A tradition of luxury completely aligned with today's ideals.

This is a story that shows Infiniti understands traditions should be the vanguard of our ideals. Whether that ideal is reflected in the Infiniti you drive – or the Christmas tree you do your best to preserve. After the holiday season.

Tone

Heart, some honest charm. The nostalgia of Christmas through a child's eyes. The pang of holiday's end signaled by discarded trees curbside. And the beautiful gravitas of a little girl – and her family's - big decision to start a new tradition. I'm fine if this film tugs heartstrings. Let's just avoid the common tropes and clichés in the process. I want to leave the viewer feeling satisfied - because we told this story with the utmost honesty.

Approach

This is about how tradition can change, for the better. It's also about Infiniti – and a new, modern tradition of premium value that respects today's, values. Let's make that message elegant and truthful. While adding a dose of humanity – because that matters, too. So let's tell our story with minimal trickery or emotional manipulation. And not show our hand too early. We see a little girl react to a neighborhood of discarded Christmas trees. Cut to her tree on the roof of their Infiniti as it drives into the countryside – but, why? Let's allow the why to unfold through thoughtful filmmaking. Aerial shots that peek through canyons of towering pines. A shot that holds on our trees boughs moving in the wind – giving it a gently animated sense of personality. And give this story a cinematic, beautiful look on film. So it feels like a movie. Has a poetic, engaging visual identity that captures our attention. And delivers both a social narrative and declaration about Infiniti that feels true. And inspires us.

The Brand

I want to bring a quiet, but focused attention to our vehicle. Make it the hero without making it feel like a product showcase. We'll accomplish that by having our shots of the Infinity always be connected to the narrative. Because our car allows the literal journey we see, to take place. And during that journey we'll find organic ways to present the Infiniti's luxury and performance. We'll hold on the dashboard a long second when our dad looks in the review mirror at his girl. We'll watch it power up inclines. Move with confidence as it snakes along bends and long curves. And we'll do that without ever losing our emotional connection to the family. And the lightly curious sense of mystery that surrounds this trip. Our interior coverage, running footage and the families' journey - will all be one story. Beautifully told, viscerally felt and honestly believed.

The Family

Should be the guardians and real advocates of the New Tradition. They're aspirational, but we truly believe they're doing this to make a difference. They're a family that actually are socially responsible – they're not doing this so they can tell their friends they did a good thing. And we need to see that care and honesty reflected in the casting.

Location

My gut says Vancouver is a sound option. There's every possibility for late fall / early winter snowfall. Clearly, once we know what Mother Nature gives us, we'll decide how or if to augment additional snowfall or snow FX in post. I've done both – all the snow natural and in camera and augmented both snowfall and surrounding snow (on trees, houses, roadside) so I'm confident we'll end up with the amount of snow we need to make this feel true to season. I've also shot a lot in Vancouver and have already reached out – there's great crew available I can tap for this.

Sound Design

My feeling overall is we can go with a song or purely an instrumental. Either way, it needs to ping a few different emotions. It should sound a touch melancholy at first – when we – and especially the girl see's the discarded trees, the music should evoke 'end of the holidays', sentimentality. As we track their journey however, there's a shift in mood – and song. Along with the visuals, the music brings hope. Our tree's branches sway and move in the wind. Our drone camera peeks at the tree and the Infiniti from between trees, tracking alongside. There's mystery, hopefulness, a touch of wonder. The track should reveal all these little unfolding layers of story and emotion. Either song or instrumental, it's that beautiful, pure cinematic score that storytells by going where words or visuals can't.

New Tradition

We open on an Infiniti QX60 driving through a recognizable, suburban neighborhood. Nicely cared for homes, but not much difference between them – two car garages, pretty lawns covered in fresh white snow. And Christmas trees along every curb. Discarded, end of season. Waiting to be hauled off.

We cut inside the infinity – to a little girl in the backseat watching tree after tree. She's holding a small, bright ornament, turning it over in her small hand. Some of the trees have stray bits of shiny tinsel clinging to them. One of them has a few ornaments stuck to a branch.

Her father looks in the rearview mirror – watches his little girl. She turns away from the window, looks to the ceiling of the Infiniti...

...we cut outside, see a still very green Christmas tree tied to the roof. The Infiniti roars – powers out of frame.

We cut to the Infiniti – driving in the countryside. We're overhead – wind is making the Christmas tree's pine-y boughs move and shake. Like it's dancing. Like it's happy. We cut away – we're alongside the Infiniti – but we're inside the tree line. Watching the sleek car through the forest, through a curtain of tall pines.

The girl's mother turns in her seat to her daughter, smiles. Gives a little wink. The little girl smiles back, holds her ornament in her lap. She's very still, just waiting.

We cut overhead to a very high aerial shot. We're looking down at the Infiniti as it maneuvers and slaloms below us through a canyon of towering pines.

We cut to a clearing in the woods – we see the family get out. Tight on the dark, earthy ground as a shovel makes contact.

We cut back to the little girl, standing next to her mother. It's dusk, beautiful half light filters through the tall trees.

We cut behind the little girl – and follow as she walks up to her tree – that's been replanted. She places her ornament onto it. Gently smooths out its needles.

GIRL: SEE YA NEXT YEAR. *'Thank you, tree'

We're back inside the Infiniti – it slowly reverses, backs away – we track with it, the tree ahead in frame. The lone ornament catches the Infiniti's headlamp glow – twinkles back, 'bye'.

We cut to a front shot – looking past the parents to the little girl in the backseat. Turned around, watching her tree as they drive away.

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It's a very well executed concept – that has a lot of heart. What inspires me about it is we can do both things here – tell a beautiful story and make a very strong, honest statement about Infiniti.

Appreciate you thinking of me.