

# RECYCLED COMMERCIAL

## Client: Seventh Generation

### A Commercial Treatment

By Daniel Kelley

#### CONCEPT SUMMARY

Seventh Generation as a brand has been a market leader arena of sustainable, environment friendly household products. They have established themselves not only as a viable alternative to other less eco-conscious products but also in the realm of bringing public awareness to harmful chemicals present in many cleansers and detergents. On their website, Seventh Generation maintains a public forum answering questions as to the contents of their own products and taking suggestions to improve their own packaging which is derived from a variety of recycled materials. The concept for this commercial both promotes their current dedication to recycling and sustainability as a brand as well as plays with the idea of recycling in a fun, tongue-in-cheek manner which will be interesting to the viewer.

The spot opens on a full frame of a beautiful field at dusk. We see insects dance merrily above the clover in the dying sunlight just before night falls. It is magic hour. A text appears stating; "A message from your friends at Seventh Generation." the message continues "Due to the waste generated and resources depleted during the production of a commercial, we at seventh generation have decided to *recycle* past advertisements in order to impart to you the message about our products." Cut to black. A vintage commercial fades in. The commercial is complete in every way with the exception of mention of brand. When brand names are mentioned a voice-over which does not match chimes in stating the name of the seventh generation product relevant to the commercial. Product placement is also replaced with (badly) compositted shots of the seventh generation product. The result will be a fun glimpse into commercials of the past coupled with Seventh Generation's ethos of recycling embedded deeply into the premise.

#### LOGISTICS

These spots can be achieved in several ways. Archive.org is a great resource for finding royalty free photographic source materials. On cursory examination of the site I found several vintage advertisements that would be compatible with Seventh Generation products. These could be "uprezzed" by being reshot by a Canon 5D then any appropriate composites and audio adjustments could be made. In this case any resulting photographic or audio imperfections would just add to the texture and concept of the commercial.

Another way to achieve this concept would be to reshoot a series of generic ads attempting to make them appear vintage, then Seventh Generation brand additions could be made in the post process. This strategy would allow us to control the placement of voice overs and composites.

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### VISUAL REFERENCES

