

LIFE NOT INCLUDED

Client: Duracell

A Comercial Treatment

By Daniel Kelley

CONCEPT SUMMARY

This concept illustrates the inherent importance of batteries in our lives through a series of simplistic yet poetic vignettes featuring battery-powered items at work through the point of view of the consumer. Each spot in this series will transport the audience into a specific moment, a rich sensory experience commonly accessible to everybody and made possible by the long lasting power of Duracell Alkaline Batteries.

SPOT ONE: Flashlight

This spot captures the sensory experience of walking through the woods at night with nothing but a Duracell-powered flashlight guiding your way.

POV Shot of a flashlight scanning the ground and the forest at night. Everything is pitch black but the sphere of direct light revealing the trees, bushes, rocks, the forest floor and the reflective eyes of a deer or some other woodland animal before it scampers away. The scene is magical, Serene yet thrilling. The forest is alive with rich atmospheric sounds everything amplified in the silence the sound of leaves and twigs crunching underfoot. After a few minutes of this dramatic tableau, the picture fades, the sound lingers leaving the viewer to contemplate the scene. In simple sans serif type the words appear: **Duracell Batteries.** Then directly below in smaller type: **(Life not included)**

SPOT TWO: Airplane

This spot inspires a childlike excitement and wonder for mechanical flight set against the blank canvas of a bright blue sky.

POV Shot of a bright blue sky on a crisp fall day. We hear only the mechanical hum of a remote control airplane as it darts in and out of frame. Transversing the scene back and fourth up and down the camera follows the plane but loses it from time to time. In the foreground a remote control antenna glinting in the sunlight telegraphs the movements of the airplane, a brightly colored ribbon tied to the end of the antenna flutters gently in the breeze. The drama of flight builds as the plane dives, then recovers, dives, then recovers again revealing just a glimpse of a beautiful green grassy field below. The picture fades, the sound lingers leaving the viewer to contemplate the scene. In simple sans serif type the words appear: **Duracell Batteries.** Then directly below in smaller type: **(Life not included)**

SPOT THREE: TV Remote

This spot captures a warm moment between a couple, both romantic and playful it illustrates the importance of fresh batteries in a television remote control.

POV Shot from a man laying on a bed, we see his legs and feet streched out before the camera then beyond that there is a flickering television, his arm stretched out in the foreground flipping through the channels, remote control featured prominently. To the right an open doorway reveals a beautiful woman brushing her teeth, hair, etc. getting ready for bed. The light is dim and soft in the bedroom splitting the focal point between the bathroom and the tv. Suddenly the woman turns out the light and walks playfully toward camera, she slides down onto the bed laying her head on the mans stomach folding her hands underneath her chin giving him a coy look and a knowing smile. The mans turns the power off and The picture fades leaving the viewer to contemplate the scene. In simple sans serif type the words appear: **Duracell Batteries.** Then directly below in smaller type: **(Life not included)**

AESTHETIC NOTES:

All photography will be rich and vibrant but with an overall softness to it, almost home movie-esque. The focus will be capturing the moment, the atmosphere, imparting a feeling, triggering memories etc, rather than capturing specific actions. The shots will most likely be handheld to help place the audience into the scene but without being distracting from the overall composition.