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Orlando Tourism

Whenever I approach a new project, I like to begin by getting a grasp of the story that needs to be told and the emotion that needs to be conveyed. In this instance, it only took a matter of seconds. The moment those boards were opened, all these smiling faces leapt off the page and I became overwhelmed by the feeling of fun gained from all these shared experiences at these Orlando locations. Maybe I picked up on this as the result of the personal connection this story has to my own life. I could easily see me and my own son captured in the midst of a moment in which we are making a memory of our own that will last a lifetime. And that's the feeling I want to bring to this campaign.

I want to let the people tell the story. I want to use the looks on these people's faces, the free-spirited feeling of their actions, and the expressions of joy and fun, as part of a visual language that captures the essence of what Orlando offers. It's a story about people and the positive effect that Orlando can have on you, your family, and your friends. It's about enjoying the moments and building memories, and my goal is to tell a story that is as memorable as these experiences are themselves.

The Look & Feel

If I were to express what I'm after in the simplest terms possible, I would have to say that the film should look as beautiful, and real, and as engaging as these Orlando destinations. We want to capture the stunning beauty of the water, the crisp blue canopy of a gorgeous sky, the amazing architecture of the Disney parks and the downtown area, the lush green expansiveness of the golf courses, the warmth of the sun, and the sparkle of the water.

It's about bringing the film a look that is varied in terms of the landscape and locations, but united by the underlying feeling of fun and the fact that all these different places are available by traveling to this one great city. It's as if we are saying that this is a place that's almost too good to be true — and as a way of capturing that, I would approach the storytelling by blending the authenticity of great documentary filmmaking with the rich and textured cinematic beauty of a feature film.

Along with bringing this campaign the right look, it's also important that we capture the energy — that unmistakably positive and celebratory spirit that you experience at these different Orlando locations. In other words, it must never be *just* about the destinations. It has to be about *what happens* at these destinations. That's what can make this campaign unique. It's about the *experiences*. And in order to instill the film with that uplifting dynamic, I would use the camera like a curious eye that engages the audience

from very personal and experiential perspectives. Through the use of natural light, handheld photography, fluid and loose camera movement, and compelling angles and POVs, we can capture moments that are as visually captivating as they will be emotionally involving.

The Method

As I have in the past, my plan will be to work with a nimble and experienced crew capable of delivering the high quality look and the wide range of great coverage needed for this campaign. For the best result, I will be shooting on a Red Epic using mini S4 Cooke lenses. This will offer us a system that is compact, flexible, and great for working with available light when necessary. Better yet, the camera and lenses will give us a sophisticated look that is beautiful, filmic, and real — while also allowing us to collect a comprehensive mix of imagery so that you have a great library of footage to work with in the edit.

The Theme Parks

Even though we will be filming in locations as iconic and recognizable as Disney World, Universal Studios, and SeaWorld, we still want to make sure that the emphasis remains on the people and their experiences. We'll get a sense of each park, but more than likely we will be shooting with a depth of field that allows the surroundings to fall off to soft focus. It's a nice cinematic way of immersing the viewer in the moments, and featuring each different destination, while still maintaining the sense of humanity and emotion we want to capture in the storytelling.

In large part this will come from encouraging the people we're filming to have fun. There's no need to over-direct them or belabor the specifics of a moment. The key is to create situations and then allow our people to interpret the moments in their own way. And in these cases, the simpler the moments are the better.

Seeing a child transforming into a wizard after getting their very own wand — and watching a dad or mom play along in some way, is enough to put a smile on your face. Capturing a moment of adults suddenly turning into big kids can make you long for a couple of days away from your ordinary routine. Seeing those wide-eyed looks of wonder on the face of a child standing on the other side of the glass of the Orca tank, sharing in the laughter of getting drenched by a splash, or just getting the camera down on a kid's level and joining in a moment of spontaneous fun is enough to tell the story we want to capture, and that's what I want to bring to this film.

Even though you will be handling the casting on your end, the spirit of what we want to convey can be helped by using the casting process to make sure that we search for a great mix of people who can offer us the true sense of observing moments shared by real families in these parks (as well as in any of the other locations). And since this will

also be used for a global campaign, it will also be a good idea to cast with the idea in mind of bringing the vignettes a look that reflects a multicultural experience.

There are also specific logistical challenges and requirements that have to be expected and the crew I work with has a great deal of experience shooting in Disney parks. They are seasoned locals who are sensitive and knowledgeable about the details involved when shooting in these controlled situations. In fact, my first AD basically shoots everything for Disney. He knows them. They know him. And they both have a shared respect for each other. The reason that I mention this is that having this level of experience is invaluable when shooting in places like these. It will allow us to maintain a cooperative atmosphere with the park, which ultimately results in better footage, and a better experience for everyone involved.

Romance & Relaxation

We all know that Orlando is more than just theme parks, and we'll make sure to capture moments that share the great choice of dining, shopping, spas, golf, and other outdoor activities available. In these instances we want to take the same approach of bringing the story the very relaxed naturalism of seeing people captured in the midst of moments that feel very happened upon. Obviously, the specifics of what and where we will be shooting will be developed and defined in more detail as we move forward. But by dedicating half of our shoot days to the theme parks, and the other half to the other Orlando attractions, we'll have all the time needed to bring the storytelling a great and comprehensive balance of experiences.

Summing up...

Orlando is a city that has an abundance of beauty to offer, but the essence of this story must be about the human experience. It's about what happens when people come to these destinations and the way in which Orlando makes you want to *let joy run free*. That ever-present atmosphere of fun is what leads to making those memories that you will cherish for a lifetime. That's what Orlando has to offer. I've enjoyed the making of those memories with my own family, and that's what I would love to bring to this film.

Thanks again for thinking of me. This is a great project that is close to my heart. I would love to be involved, and I look forward to speaking with you further.