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Purina One Smart-Blend

As we all know, when you bring a puppy into your home, it becomes more than just a pet. Before you know it, that little ball of fun and joy will have become a loyal and loving friend and companion — a four-legged member of the family that you couldn't imagine doing without. The bond you develop with it will grow, becoming deeper and stronger as it rapidly progresses through each stage of its life, and the ways in which this one animal will enrich your own life will be impossible to number. So, if you're among the lucky ones who share your home with a dog — you naturally want to do everything you can to make sure it is healthy, happy, and strong, as it matures from pup, to a devoted, fully-grown, adult.

That caring attitude and relatable sense of emotion is what we want to bring to this spot. We want to create an encapsulated story that allows us to share in these happy and active moments lifted from a dog's life. And as it grows, we'll be able to offer the viewer an experience that resonates and touches hearts in ways that all dog owners will understand. The boards you've created offer us everything we need to achieve this, and what follows are some of the details on how I would like to bring that level of authenticity and emotion to this story.

The "O" Moments

One of the many things I love about this spot is that you've found a very creative and effective way of incorporating the branding and typography. The use of those organic elements like the frisbee, tennis ball, scoop, and bowl, allow us to punctuate each stage of this dog's life with an iconic Purina "ONE." Rather than break the reality, interrupt the story, or interfere with the emotion of the moment, this makes it possible to include branding in a way that actually adds to the overall look and feel.

In order to make these moments work, I'll pay close attention to the negative space and the positioning of each of these physical elements in frame. For the most part, we'll want each of the objects to be equal to the size of the typography. One simple way of ensuring this will be to use a graphic overlay while shooting, so that we're certain that we have the right relationship between the object and its placement in the scene. I also like the idea of shooting some or all of these moments high-speed. For a spot like this, those touches of slow motion can go a long way toward accentuating the health and physicality of the dog, while also helping to keep the "O" elements steady enough to fit with the rest of the type.

The Casting

Just as we have done in the past, it will be smart to decide on the breed of dog we want to use for this spot, and work with a trainer as soon as possible. As you all know, I've worked extensively with SAS, who I would highly recommend again. Once we've cast the dogs, it will also be important to make sure that we schedule time for rehearsal. This is especially important in this instance because we'll be working with at least 5 different dogs of different ages. (The 6th stage can easily be achieved using our 5th stage dog, and simply graying the muzzle).

Luckily, the "tricks" we need them to perform aren't really that complicated or demanding. But we will need to work out their movements so that the dogs will come to a stopping point that allows us to line up the framing and focal length for our "O" moments.

As far as the breeds are concerned, the Yellow Lab is a classic that we've used in the past. If you'd prefer working with a breed that is a little less ordinary, then the Weimaraner or Rhodesian Ridgeback would also be a great option. All three breeds are very photogenic. And of course, the puppies all have that floppy eared, big eyed look that makes them absolutely lovable the moment you see them. So, any of the choices should work well for what we want to achieve.

On the human side of the equation, we'll want to search for a woman who has a natural attractiveness. She should have a relaxed and approachable ease in her performance that is consistent with spending time with this lovable companion that she shares her home with. When it comes to creating a slightly different look for those last two stages, we'll simply use a change in wardrobe and a hairstyle to convey the passages of a few more years.

The Location

We'll be looking for a home with a lush and green spacious back yard. I'll want to film the dog running, so it will also be important to make sure that it has an open expanse of lawn that isn't restricting to our dog's movements. This will enable me to capture a nice mix of moments in which we see the dog running, playing with a ball, etc. — all of which will call attention to the dog's physicality, health, and muscle movement in a very natural way.

For the sake of grounding this passage of time in one home setting, we'll also want to use some sort of visual anchor that can offer us a uniting visual thread throughout these different life stages. Something simple like a distinctive fence, an identifiable tree, a brick patio, or a prop like a backyard bench or glider would serve the purpose.

Finding a home with attractive and warm hardwood floors, and a nice open and airy kitchen with windows that let in natural light is equally important. This will provide us with a visually inviting space where we can shoot the scoop scene, the packages, the shot of the dog holding his bowl, and an overhead of it eating the Purina One.

The Story

The beauty of this spot is that the VO does all the heavy lifting in terms of delivering the brand message, which frees us to simply capture a great mix of moments with this dog as we follow it through the years. Taking full advantage of natural light will add to the beauty and warmth of the moment. And seeing this puppy frolicking in the surroundings of this backyard will capture our viewers' hearts, put an immediate smile on their faces, and keep them happily engaged. Better yet, this will only get more enjoyable when we see this little guy carrying that frisbee toward the camera.

It's just one of those priceless *ahhhh...* moments that will connect with dog lovers, and in order to make sure it reads for the "ONE" moment, I'll frame the pup off center, while perhaps also shooting high-speed so that the frisbee clearly reads as the "O."

The moment of our dog (now big and a little older) holding the tennis ball in its mouth is also great. Having it remain stationary for this shot shouldn't be a problem. We could also have it running up to the camera and then lying down in the perfect position for the "ONE." But even if it isn't moving, we'll still be able to capture that quintessential look of excitement and anticipation on the face of a dog that is getting to play at its all-time favorite game of fetching a ball.

The Scoop lifting the Purina One out of the bag is straightforward enough, and in order to offer this a visual consistency with the other shots, I'll make a point to shoot this in an interior setting warmed by beautiful natural light. That can help bring that healthy and optimistic look to the story, which is a big part of what we associate with the brand. This is another instance in which we can consider shooting high speed, or ramping the action down so that the scoop comes to a near stop at the "ONE" moment. The key being to allow it to create the "O" without the action feeling posed or performed for the camera.

I also like the idea of considering using the shot of our dog holding its bowl in its mouth for an ending moment. It just feels like a nice way to bring the spot to a close, and might help convey the idea that the dog has eaten, and loves the Purina so much, he's trying to coax his housemate into giving him a little more... It can work in this section of the story too. Either way, I'll make a point of getting great coverage of this scene — as well as all the others, so that you have all you need in the edit — and more.

Along with all the shots that are boarded, I'll also go out of my way to shoot a variety of shots of the dogs in motion — just to ensure that you have some fantastic scenes that feature our hero dogs' muscularity, health, happiness, and athleticism — at all stages

of his life. This is another instance in which high-speed photography will pay dividends. Slowing the motion down will give us the opportunity to highlight the dog's physical health — the flex of its muscles, the positive level of energy, and the eagerness to play — all within moments that are captured with a cinematic naturalism.

The shot of the 5 bags resting on a warm hardwood floor will be filmed at an angle that offers you a great look at the bags, and as always, we'll make sure to light this in a way that makes the product look beautiful, while lending the scene a slightly aspirational lifestyle feel. And just as before, we'll shoot this in ways that give you a mix of different options for the kibble and bag shots.

In these later moments, we find our dog, and woman in more relaxing situations. From overhead we see the two of them lounging in the soft green grass. Sunlight is dappling down through the canopy of a tree. They're just enjoying the fresh air, the warmth, and each other's company... Then, transitioning to a slightly later time in their lives, we'll see the woman (in a different hairstyle and wardrobe) cuddling with her dog — who is still healthy, happy, and active.

For our final moment, I'll capture our adult dog in a beautiful sunlit moment, composed with a balance of negative space, so that you can create a photogenic tableau of the dog and the Purina One logo.

As we discussed on the call, I'll also be shooting motion and still photography simultaneously — all of which will have a visual consistency that works equally well for broadcast and /or print.

Summing up...

Once again, it was great speaking with you. I'm always thrilled at the opportunity to be involved in a Purina campaign. This is exactly the type of story that I love to make as a filmmaker, and a brand that I've come to feel a personal attachment to.

Thanks again for thinking of me, and I look forward to speaking with all of you further.