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# Tumi

The more I think about all the possibilities for this campaign, the more it excites me. Part of that comes from the fact that we're not limiting ourselves to simply promoting a product or a brand. That will clearly be one key element in a project like this. But we're setting out to do more. We want to tell a story that explores the depth and dimension of a woman's personality.

To paraphrase a great writer, it's a concept inspired by the idea that we are "vast, and contain multitudes." Obviously, for the sake of this film, we are going to whittle that "multitude" down to an achievable number of four stories within this bigger story. But if we cast it well, and take a photographic approach that is rich with a sense of cinematic realness and energy, we can use that screen time to deliver a message that is as meaningful to a global audience, as it is inspiring to any one individual.

As a director, that's the type narrative I like to work with. It's what any filmmaker needs to tell a great human story. It's all there in the boards you've created, and my hope is to partner with you in a successful effort to bring them to life with imagery and actions that are as viscerally engaging as they are visually involving.

## So where do we start...?

Even though we'll be featuring the various Tumi bags by integrating them into this woman's active lifestyle, the driving force behind this story will be the woman we cast for this role. Because of this, it makes sense to allow this woman shape the story as much as possible. This begins with searching for an actress in the right age range who can inspire the character, and just as importantly — bring a unquestioned sense of authenticity to the moments in which we see her living out the *Acrobat*, *Innovator*, *Prodigy*, and *Executive* parts of her personality.

She must be intelligent, talented, and versatile. She's young but successful, grounded, and wise beyond her years. She's aspirational, and possesses a quiet courage while still having a very relatable appeal. Of equal importance, since we are featuring these different aspects of her personality, this actress also needs to be someone who we can believably imagine being involved in a artistic endeavor, some sort of social or altruistic cause, pioneering an innovative project, or acting as the head of an enterprise.

As we discussed during our call, there are a number of young actresses who I think embody these qualities. At the top of that list are women like Emma Watson and Emily Blunt. Others would include actresses such as Rachel Brosnahan, *Glow's* Betty Gilpin, *Vinyl's* Gina Temple, or Rose Leslie from *Game of Thrones*.

If we want someone who has more of an ethnic look, we could consider actresses such as Zoe Kravitz, or *Atlanta's* Zazie Beetz. I'm sure there are others who are on the verge of bigger success who we can include on this list. But regardless of who we cast, it's essential to find a young woman who combines a fashion-forward look, with a down-to-earth relatability. She needs to be stunning — but at the same time approachable. She should exude confidence, independence, and have a clear love for living life; the type of woman who looks great wearing makeup, but who doesn't mind getting a little dirt under her nails.

## The Visual Style

I think this story insists on being captured with a look and feel that blends the raw authenticity of documentary filmmaking with the cinematic sophistication of a feature film. I don't want viewers to ever feel as if they are passively watching from a distance. I want to use the camera, framing, compositions, and editorial pacing to create an energetic subjectivity that feels immersive, participatory, and unquestionably real.

Part of this will come from keeping the camera loose and handheld. That doesn't mean we want the imagery to be overly frenetic, self-consciously shaky, or disorienting. The intention is to lend the moments a breath of life that feels as if we are documenting the moments as they happen. We are a fly-on-the-wall being treated to a very well-observed series of actions. It's a look that will be artful without feeling pretentious; bold, but still elegant; propulsive, but fluidly seamless.

In addition to bringing the narrative this sense of cinematic realism, I also think it would be interesting and beneficial to film these scenes in a way that lends them a steady and progressive build. The ultimate goal would be to offer viewers the sense of being taken along on a continuous journey. The energy of our hero is propelling it forward, and we are always trying to keep pace with a person who never seems to tire.

This steady build will be modulated with occasional pauses in which we can stop for a moment to linger on an image. But a moment later, the pace will pick up again, the energy will continue to build, and we'll be off and running.

## The Product Shots

Within these scenes, we'll be taking a mix of different opportunities to feature the Tumi bags. But when we do this, I want to make sure that they are filmed with the same level of realism that we are using for the story as a whole. It should never appear as if we are

bringing the story to a halt for a gratuitous shot of a bag. When we see them they will be integrated into the action as an indispensable part of this woman's lifestyle.

They will be lit beautifully and styled in a way that lends them a sense of hands-on realness. At times that might involve see them carried by our hero, tossed down on a seat next to her, or opened to retrieve something essential to the task she's about to perform. At other times, we might catch a glimpse of a particular bag in the foreground or some other part of the frame, while observing our woman involved in some sort of action. But regardless of when or how the Tumi bags are featured, I always want to make them feel as if they are grounded in the reality of the moment.

## Perfecting the Journey

One of the key thematic elements that we need to keep in mind is that we don't want this to be your typical "day-in-the-life" story. It's a life witnessed in acts that are separate but still connected. It can be captured in the moment — but never random or lacking in focus. We're following an individual who wakes up in the morning with a purpose. We're traveling with her as she takes this journey, and although we may have to follow a circuitous path and overcome a few obstacles along the way, each step is intended to get us closer to our goal.

In addition to this, I also think it's critical to stay open to the possibility of shaping each of these scenes to fit the talents and interests of the actress we cast. This is clearly one of those details that will continue to develop as we move ahead, but I think it's to our advantage to go into the process with the idea of letting the stories evolve organically to suit the personality and talents of the woman who occupies these roles.

Once we cast the role, secured the locations, and decided upon our four scenarios, we will definitely create a detailed shooting script. But in support of the style we want to capture, I'll also be working with a nimble crew and a talented DP so that we can great coverage of the scenes we've as written — while being prepared to adapt and capture as many of those unscripted moments that are bound to present themselves during the process of filming.

That being said... let's begin this journey by introducing our audience to the first side of this amazing woman's personality:

## The Acrobat

Seeing our woman involved in ballet definitely offers us a wealth of wonderful photographic opportunities. It's an art that will allow us to see a side of this woman that is graceful, expressive, and strong. The main question we need to ask is if it's bold and distinctive enough to be used to get our journey off on the right foot.

If we were to use ballet, we could see our woman arriving at a studio, tossing down her Tumi Voyager bag, retrieving a few items from it, and preparing to go through her workout. This would include a range of intimate close ups of her feet, legs, arms, and hands. We could get in macro close to see the determination on her face, the sweat on her brow, the strain in her eyes, and the satisfaction in her face when achieving something she's been working on. This could be filmed in a dance studio with large windows that fill the space with soft natural light — adding to the cinematic realness of the scenes.

But, just for the sake of offering you another possibility, perhaps we could see our woman involved in something a little more daring and dynamic — something inspired by the actresses we're considering for this role.

Perhaps that might involve seeing her arrive at a kickboxing, martial arts, fencing, or stage fighting class. Getting the camera into the action, we'll balance bold personalized perspectives with compelling close ups that put us right in the midst of this workout. As part of this we might see her begin by reaching into her bag to remove a pair gloves, or some other type of protective gear. The bag is tossed aside — and our hero begins to wade in...

This could conclude by transitioning from this space to another location where we see her imparting the lessons she's learned to a younger (college-aged) group of people at a studio or conservatory such as Julliard. The student has become the teacher and we see that along with enriching and improving herself, this is a young woman who is just as concerned about giving back to others.

## The Innovator

For this side of our woman's personality, it might be interesting to search for a setting suggestive of seeing her involved in heading some sort of not-for-profit foundation. As an example, perhaps she's brought a team of people together to help create and distribute something like clean cook stoves intended for use by women in small African villages.

Instead of feeling corporate, we could find her entering a repurposed industrial building in an area like Brooklyn or L.A.'s Echo Park. For this scenario, along with some work oriented meetings, she might be sitting down to speak with some financial partners — which makes her Tumi Mariella bag a smart and sensible choice.

At first, we might not actually know what it is that she's involved in. It's clear that she's in a position of authority, but the item she's trying to develop might initially be seen in something abstract such as mechanical drawings or digital renderings.

After meeting with investors and getting the financial commitment she was after, we could see her going over drawings with an engineer, meeting with people in distribution

to talk about the logistics of getting the stoves delivered. This also opens up the possibility of having this act end with a scene of a clean cook stove being used by a woman in a village — or seeing our hero inspecting the first shipment of product after it arrives at her office location.

## The Prodigy

We can certainly tell a music-oriented story, but again, it might better suit our purposes to look for something that is a little more active and aggressive. One thought that comes to mind would be to follow the path of people like Danica Patrick, Steve McQueen, or Paul Newman by featuring her as part of a race team.

At first we can see her with the Alpha Bravo bag slung over her shoulder, conversing with some mechanics near a race car that is in the process of being worked on. If possible, it might even be interesting to have this centered around a vintage race car — a classic Lotus, Corvette, Shelby Cobra, Jaguar, Porsche, Alfa Romeo, or Austin-Healey. This would allow us to create the initial mislead that she might be there to buy a car, or arriving as part of some sort of film shoot.

Rapidly we realize that she's not just visiting. She's the head of this team — the driver. And within a matter of a few cuts, we see her shift from the person who's asking questions, to the one who is taking charge. She looking under the hood and pointing to something that concerns her, consulting a mechanic or engineer, reviewing specs, etc.

A beat or two later we see her remove racing gloves from her Tumi bag, toss the bag on the seat of the car next to her, and power the car out to the track. Once she's behind the wheel and driving the car, we could even design some shots using lights inside the car, or over the track, to illuminate the bag — adding some dynamic energy that elevates our product shots by making them feel true to the moment.

## The Executive

This scenario offers us an opportunity to tie her Executive self to one or more of the other endeavors we've seen her involved in. Perhaps for this scene we can find her standing in a grand hallway that feels as if it belongs to a house of congress.

She's carrying her Tumi bag and lobbying or advocating her cause to a group of older men (and perhaps a congress woman) all wearing power suits. Their body language tells us that they are attempting to take charge of this exchange, but our hero won't be intimidated.

Her physical training, her experience getting things done in the not-for-profit, and the grit she's gained on the race track, all help give her the mettle and resolve to assert herself in the midst of these power brokers.

She's not only holding her own, but winning them over. Perhaps after a moment of pause in which one of these older people stops to consider the information she's been sharing with them, we could see him (or her) reach into their jacket pocket and hand her a card.

Cutting close to our woman's face, we see her grin — with a subtle look of victory in her eyes. The business card is dropped into her handbag, and following a fluid transition we move forward in time to see her sitting down across the desk from the congressman (or woman) presenting one of the clean cook stoves she intends to distribute to remote villages in Africa.

### Summing things up...

These are some of my early thoughts, all of which are intended as suggestions that hopefully will act as the beginning of an active and ongoing collaboration. I truly believe that we have all the elements we need to create a great campaign that is relevant to a younger audience in place. The key at this point is to continue to develop these ideas so that we can mold them into a series of stories that are bold, cohesive, visually interesting — and stunningly real.

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