

Theodore Alexander – Manhasset Design Center

Creative Direction for Commercial - Spring 2026

- **Overarching theme: “Legacy, Craftsmanship, Home.”**
 - More specific themes we're aiming to capture within the footage and voiceovers: **beauty, taste, brand confidence, customization, and discovery**
 - The more drilled down hook: **it's exceptionally crafted, it's unique, it's curated, it can be custom fit, it's a legacy company, and it's immediate (local); it's Theodore Alexander.**
 - We're not a furniture store (*insinuating that our competitors are without saying that overtly*); we're the answer for tastemakers and those that place value on fine craftsmanship and quality at the luxury level.
- Overall, the goal is to frame the Manhasset Design Center as a world-class interior design destination that just happens to be local to the target audience. It's not a “showroom”. Not a “store”. It is a place to visit when you're ready to elevate your home and bring design dreams to life.
- **Tone:** quiet luxury with an editorial viewpoint, near-cinematic style footage to further elevate the brand
- **POV:** Visually showing a woman's (or couple's) journey through the Design Center.
 - They enter, they touch finishes, they pause to look at pieces and vignettes, they up and are greeted by a design consultant, they begin to discuss their needs in the project design area (without conversation audio because there will be a voiceover). Essentially, we're seeing the Design Center experience unfold that people can expect when they visit.
- **Cuts:** the primary commercial should be either the :45 or :30 second versions that will be either cut down or extended to hit the other time allotments needed for the streaming platforms.
- **Shots:**
 - Exterior arrival shot (subtle, elegant)
 - Doors opening / entry moment
 - Wide “scale” shots (the 40,000 sq ft feeling)
 - Slow walk-throughs of full vignettes
 - Macro craftsmanship shots: hardware, stitching, wood grain, stone tops
 - Focused shots on a few “hero pieces” that instantly ring luxury
 - **We can pull some existing footage of the factory from files we already have for the longer cuts
- Ends with visually minimal call-to-action overlay with exterior building shot, includes address and contact information