

Women of Color

Commercial Directing Program

Tanya E. Taylor

“Borrowing the Car”



PAXEROS

**WOMEN OF COLOR
COMMERCIAL DIRECTING PROGRAM**

Agencies and brands have long been eager to hire women of color, however, without proof of their directorial skills, women often have the odds against them. In an effort to amplify diverse female voices in advertising, Paxeros is launching our inaugural Women of Color Commercial



cddprogram • Following



cddprogram Women of Color Directors!- We invite you to apply to an amazing new opportunity offered by the wonderful production company/team of Paxeros @paxeros ! Paxeros is launching an inaugural Women of Color Commercial Directing program. Through this program one female of Color director will have her spec script funded and produced while receiving one-on-one directorial mentorship. This is a first step in creating new opportunities and Paxeros hopes it will inspire other organizations to take actionable steps in creating commercial directing opportunities for women of color.

The CDDP is happy to support Paxeros



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Director's Statement



I saw this program posted by CDDP on their IG page and leapt at the opportunity to make a spec car commercial in the US market.

My film and television career began, developed and flourished in Jamaica, where I wrote, directed and produced content across genres. Helming over 400 hours of content, I successfully navigated the predominantly patriarchal dynamic of the Jamaican advertising and film industries. Earning the respect and support of the 95% male teams and crews I've led.

Over 5 years ago I moved to New York on a mission to conquer new territories by lending my diverse lens to more global content. Alas, even armed with experience, I remain unsuccessful in procuring directing jobs here in the US.

Meanwhile, I continued to successfully write, produce and direct award winning Jamaican commercials for the Caribbean region. However, agents and production companies repeatedly suggest that I am a "hard sell" as I lack US generated content.

Therefore, seeing the post on the CDDP IG page for **the Paxeros WCCDP Program** was like the ray of sun that breaks through the clouds and the chorus of angels sound a collective sigh.

The program offers me the unique opportunity to craft a project on US soil, within realistic boundaries. Allowing my creative spirit to soar with all the toys and professional skillset available. Thusly, arming me with proof of what I can truly create.

Artistic Statement

As we navigate our way through a world forever changed by a pandemic and the resurgence of the battle for racial equality, I'd like to propose a narrative reflecting, and normalizing, the world we live in.

The world I live in.

The **Love Promise** to all and for all as told through an average evening with the Taylors, an average American family.

A family we don't often see reflected on our screens.

Having conversations we are not usually privy to.

While they do things most families do.



The Story

It's said, media controls minds.

However, too often our media fails to showcase positivity by sanitizing, or eliminating, true reflections of normalcy.

What is more family normal than a teenage boy “*borrowing the car*” to go to the movies with friends?

Reflected in a previous Subaru commercial, here are concerns most parents have as they send children out in their cars.

Concerned Father



The Theme

But how does that story now look if the family is *Black*?

What if we crafted that story using an honest reflection of the times through an evening with the Taylors, an average American **Black** family?

Against the backdrop of love, family and Subaru, this is just another night in a Black household. Our teenage boy, Tarik, is struggling to muster up the courage to ask his seemingly distracted parents to borrow the car.



The Tone

As a loving Black family, before this normal evening, Mommy and Daddy Taylor would have had the following conversation with young Tarik and Laurelle.

The Talk

<https://youtu.be/coryt8IZ-DE>

This piece will allow the Black gaze to expand and highlight on parental concerns.

With all the other concerns, they do not have to worry about vehicle safety with a Subaru.



Visually Speaking

Using rich color palettes and lighting ...



A vibrant clothing boutique scene. In the foreground, a woman in a light blue dress is seen from the back, holding a red ribbon. To her right, two women are looking at a white t-shirt with a graphic print. The background is filled with colorful clothing items, including a large bouquet of colorful flowers in a vase. The overall atmosphere is bright and celebratory.

Visually Speaking

Celebrating the richness of life...





Visually Speaking

Vibrant hues and skin that seems to glow from within.



Editing and Pacing

Simple cuts as the story unfolds, with the camera angles/shots leading the eyes to convey the story and accentuate the “averageness” of the night while highlighting the significant differences in a Black household.

Such as:

- The father’s fingers as they weave through his daughter’s hair
- Knowing, loving looks between Mother and Father
- Teenage awkwardness



Editing and Pacing

Normalcy of family life.

Similar pacing to

<https://youtu.be/lmEkuACGSvk>

<https://youtu.be/ocfF5TNkGOc>

<https://youtu.be/fh8ylMedDMM>



Music

Ambient sounds.

A classic familiar full instrumental lends a soothing feeling without being intrusive as the scene unfolds.

FANTASY INSTRUMENTAL





Location Reference

Exterior Los Angeles Upper middle income home with a driveway allowing for 2 cars to park side by side.





Location Reference

Interior living room

with distinct touches of a family who has travelled and pictures of the family etc.





Location References

Exterior suburban road



Casting references

We explore the situation through a lens stripped of sanitizing microaggressions.

- The family is all Black – not mixed.
- The mother is curvy
- The little girl has thick full hair that is not curly or wavy and it is not processed



Wardrobe References

Simple solid color casual wear worn on a Saturday while hanging out around the house.

Mother: Lounge jumpsuit

Father: T shirt and shorts

Teenager: Joggers and a hoodie or slogan t-shirt

Little Girl: Romper/shorts and shirt





HAIR Reference - Little Girl

An interesting intricate braided style.



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THANK YOU