



Women of Color
Commercial Directing Program
Tanya E. Taylor



“Meet Cute”

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 a Women of Color Commercial Directing Program. This program is designed to provide a platform for women of color to showcase their talent and gain valuable experience in the industry. 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.

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



Liked by paxeros and 99 others

JUNE 29

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

I've always been a fan of the old classic romantic comedies. The ones with Doris Day and Rock Hudson. I always enjoyed the "meet cute". That moment where our 2 leads' worlds collide, igniting their inevitable road to romance.

The typical "meet cute" almost always involves an actual collision of characters. However, our version uses the time stopping power of "love at first sight" as the ignition moment.

The fairytale moment of everything but the 2 seeing each other for the 1st...

and 2nd...

and 3rd time!



The Story

Romance and love at 1st, 2nd and 3rd sight.

Who are the 2 characters falling in love?

Playing on audience learned biases, the spot seeks to be deliberately misleading.

The misdirect Typical audiences through love at 1st and 2nd sight, will be wondering who is behind the wheel of that car? They will most likely assume because of gender norms represented in media that our heroine is falling for a hot guy driving by.

The double misdirect Wait... a woman is driving. When we get to the love at 3rd sight moment, we discover it's a woman that's been driving all along. So our audience will now fall in love with the lesbian couple we've created and see their future relationship unfold.

The real story Our heroine has been falling for the hottest character in the entire spot... **the BRZ.**

It's Not a Choice.
It's the Way We're Built.



Subaru All-Wheel Driving System.
In every car we make.

It's Not a Choice.
It's the Way We're Built.



Subaru All-Wheel Driving System.
In every car we make.

The Theme

Lesbians love Subaru

This spot is subtly LGBTQ+ friendly.

It also gives a nod to previous female centric Subaru marketing campaigns.

[Jan 2020 Medium post]



The **Tone**



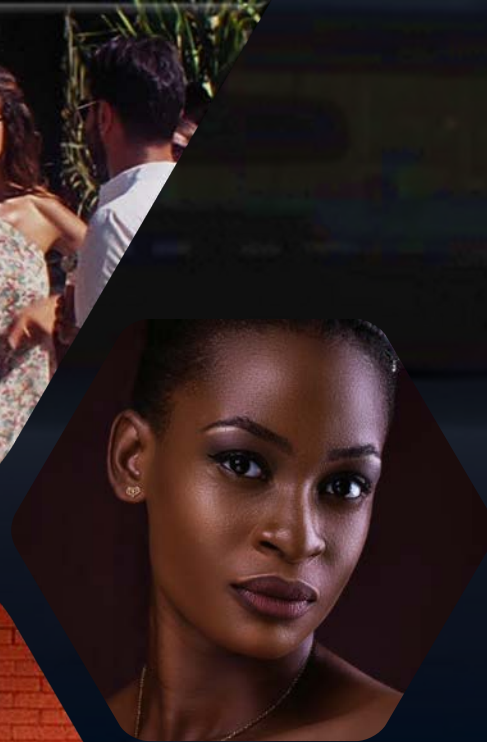
The spot is smolderingly sexy, capturing **that moment** when someone (or something) **takes your breath away**.

The moment where your world ceases to exist as your soul is only filled with thoughts of that someone...

Or...

... something.





Visually Speaking

- Saturated
- High contrast
- Rich textures



Visually Speaking

The look of LOVE

Longing in her eyes

Licking of her lips

Biting of her lips

Surreal lighting





Visually Speaking

The car

Slow Motion (except for final scene)

Backlit / Hard light

(some) Low Angle

Lens flares



Editing & Pacing

Edited to the Afro-Dance beat track, except for slow motion shots.

- Normal - 24fps
- Slow Motion - 120fps/240fps



Music

Ambient sounds

A driving Afro-Dance track similar to the track below.

Afro-beats has been on the rise over the past few years, with many musicians incorporating the genre into their most recent offerings.

MY POWER TRACK (BEYONCÉ)



Location Reference

Exterior Sidewalk Café





Location Reference

Exterior Office



Tanya E. Taylor WCCDP 07|20





Location Reference

Exterior Club Valet Stand





Location Reference

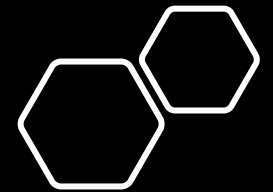
Exterior Dealership





Casting **References**

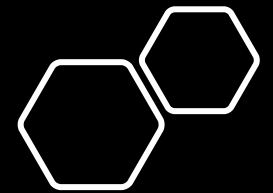
Our Heroine

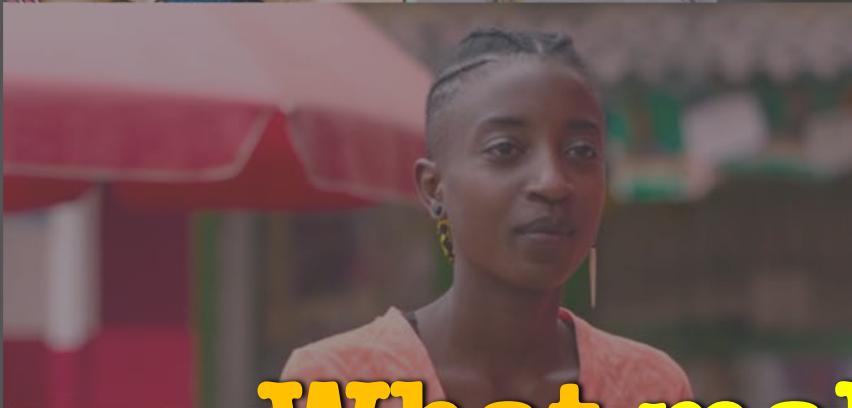




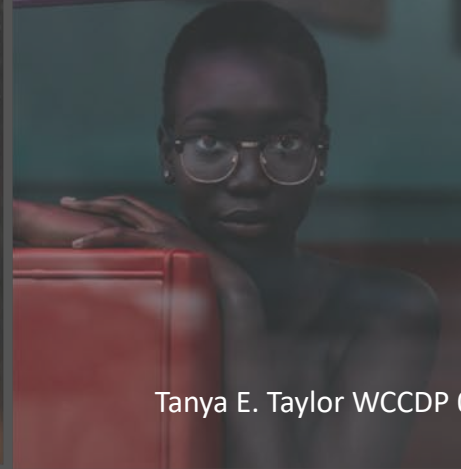
Casting **References**

Our Driver





What makes a Subaru a Subaru.





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THANK YOU

