



Dunkin Donuts “Origami” :30

## Director’s Treatment

It’s been said that goat herders in the Ethiopian highlands discovered coffee after noticing that their goats, upon eating the berries from a certain tree, became so spirited that they did not want to sleep at night.

Goat stories aside, a morning without coffee is unimaginable to me. It’s an unconscious part of our daily routine. In fact without it most of us would be unconscious. Coffee is that warm companion that greets us in the morning and keeps us company throughout the day. That image of someone’s warm relationship with their coffee is what we want to capture visually and as part of the narrative in this spot, where the core of our story will be about the presentation of the product and the ease of enjoyment that it offers our audience to have the same great cup of Dunkin Donuts coffee at home.



## Visual style:

In revealing the KCup from the “normal” cup of Dunkin Donuts coffee, we plan on treating the origami transformations in a way that has not been seen before by creating a more organic and fluid-style animation. The idea is to steer clear of mechanical (read Transformer-like) animation, which doesn’t just peel away to reveal the KCup, but folds itself into the shape while allowing us to see glimpses of the liquid coffee inside.

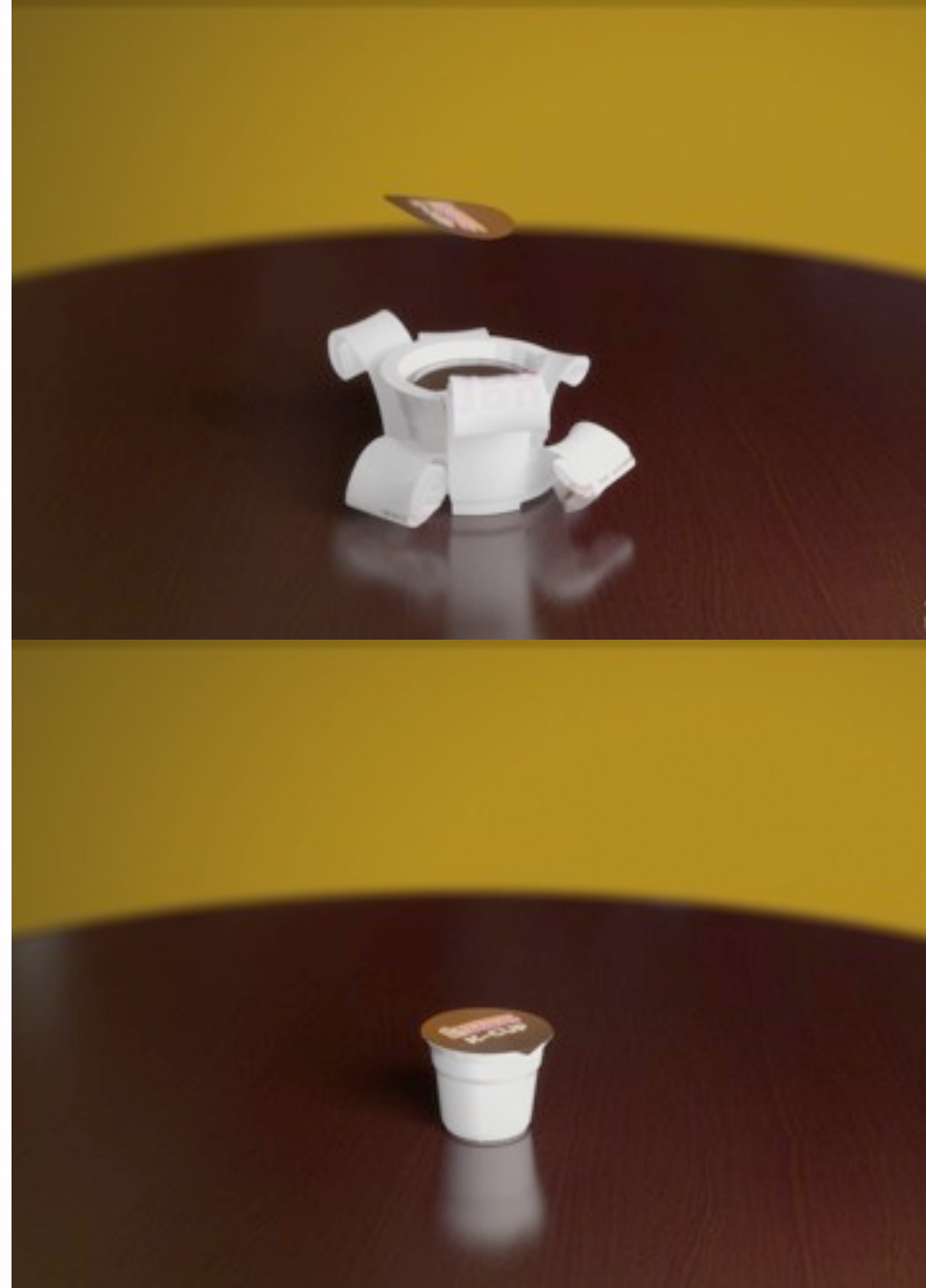
We plan to animate each component of the frame in a way that takes into account what each of those elements are made of. For instance, our motion test makes use of the Styrofoam cup material qualities and creates a peeling effect that clearly defines what one could do with that cup if we wanted to shoot the effect in stop-motion. Imagine the Formica counter-top of the store rolling away and revealing cut pieces of black marble settling into place. Cupboard doors would collapse neatly into squares, and different wall sections would fold and break slightly at the edges like a real piece of sheetrock would.

An organic style will be the overriding creative push and will allow us to tell our story in an extraordinary way. The 15 to 17 seconds we have for this section will be a visual tour de force for Dunkin Donuts.



Our team at Digital Domain/Mothership is world-renown for its ability to create seamless, photo-real visual effects. It's important that the transformation of the store into the kitchen looks completely real as to not distract from the story. Yes, it's true that we will be showing something impossible, but in going with the naturalistic and organic nature of the design, if the realism falls short of perfect, the attention of our audience would fall in the wrong place.

Whether we shoot on location or create the store and kitchen on set, our team would both capture the lighting design and textures of both the store and kitchen to facilitate the recreation of the different pieces in CG. The result will be striking.



## Food/Product section:

We will be showcasing the K-Cups and the Keurig coffee maker in all their technological glory through a series of dynamic shots which will illustrate the ease of brewing a delicious cup of Dunkin Donuts coffee in the comfort of your own kitchen, right out of bed in the morning or anytime of the day.

We feel it's important to maintain a seamless visual style throughout the spot and feel strongly that we should be involved in shooting this portion of the project. We would partner with an experienced food/product DP such as Warren Hansen <http://web.mac.com/whansen1/hansenMain/home.html> or Rebecca Baehler <http://greendotfilms.com/rebecca-baehler/dpghv1.html> (both of which I've worked with multiple times), as well as top food stylists/prop stylists to capture all the action in a stylish and beautiful way.



## Locations:

Our first location, whether we choose to shoot at an actual DD restaurant or design a set to match one, will be airy and modern. We need to distill the basics to make it recognizable but at the same time not burden the frame with unnecessary clutter.

For our second location, the kitchen, we have two equally attractive choices. The first one, my preference so far, is to recreate a “homey” kitchen, for lack of a better description. Something that would be sunny and beautiful, but not overly modern. The idea is to portray a space we could all identify with.

The second choice would be a modern, design kitchen. Full of cutting edge appliances, aluminum and glass. Perhaps with gorgeous black marble countertops.

Either way, we will treat the spaces with reverence and make sure it looks both real and sumptuous.





## Casting:

We believe it's important to impart a human component right from the beginning, to make a connection with the viewer that goes beyond striking visuals. With that in mind, we feel that opening the spot with a smiling Dunkin Donuts employee offering a nice warm cup of coffee from behind the counter would help set the comfort tone right away. That way we make that quick human relationship before we set on our adventure.

With that in mind, we present you with some thoughts related to casting. Our main talent will be beautiful, early to mid-thirties perhaps. She needs to be graceful and comfortable and transmit a sense of calm and satisfaction.

Our barista/employee needs to be friendly, with a sunny disposition. She needs to invite you to enjoy both the coffee and the experience.





