



*i*comfort®
Sleep System by Serta®

DIRECTOR TREATMENT
BY ALADINO DEBERT



+



Babies get a lot of it. So do teenagers. Parents don't get enough and desperately need it. Sleep... It might seem like a pretty simple physiological process, but scientists are still scratching their heads over questions surrounding this slumbering state. It's unclear exactly why organisms need to sleep, let alone whether every last species actually settles down for siestas.

But regardless of scientific explanations for its need or reasons for not getting it, we all know that when we don't sleep well, a good mattress is up there on the list of things we can do to enjoy a better snooze.

So how to we showcase a superior product? How do we demonstrate what makes a Serta iComfort special? Is it the ThermoCool Fabric? Is it its exclusive Memory Foam construction? We believe it's all of the above, and we intend to show it in a striking and unique way.

My intention is to avoid the usual pitfall of an impersonal and clinical look. Although the technical aspects are exceedingly important with a high-end product such as this one, I believe what we need to do here is combine those product elements with a gut connection to better sleep.



How do we visually express a night of good sleep? I think it's showing our talent *waking up refreshed*. In other words, it's not only important to sleep well but also how we feel after a night of solid rest. After all, our wake time is what we show to the world around us.

We start our spot with beautiful shots of people sleeping. In Real Rooms. Not your run-of-the-mill showroom bed, but actual, beautifully modern bedrooms. The light is gorgeous. It's just before dawn, as the new day begins to caress our sleeping talent. The sun is only just beginning to illuminate our spaces, but enough that the idea of a New Day is clearly communicated.

The light should feel very natural. There's nothing more disconcerting than shots of couples sleeping in what appears to be an insanely bright room. Who wants to sleep like that?! In fact, who could? Again, what we are communicating is *better sleep*.





The visual design is what will define this as a unique spot. It's paramount that we show both the sleeping people and our technical demos in gorgeous lighting. The frames should look stunning no matter what portion of the spot is on screen.

In order to clearly convey this idea, the entire spot should read like one continuous visual story, with the rising sun playing the part of storyteller.

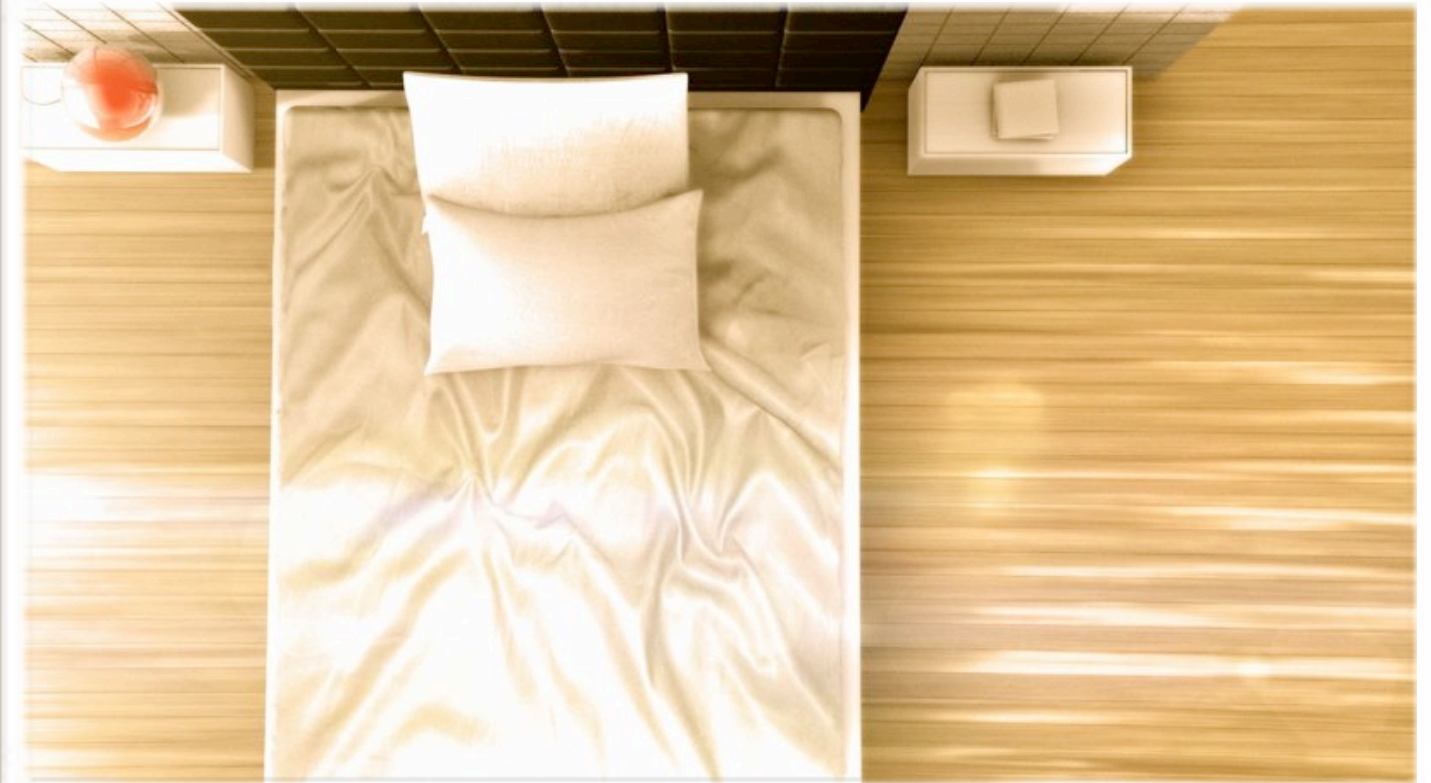
With that in mind, every shot, including the section where we showcase the different layers that make our iComfort unique, should be designed with a certain *time-lapse* feel. The idea is to imagine that time is passing as our talent peacefully sleeps, as we show the technical aspects of the iComfort, and finally as our couple begins their new day. What I'd like to see is a slowly moving camera across handsome and modern bedrooms, the light going from pre-dawn blue, to warm and inviting early morning. Magical realism is an apt description for the look I'm going after.

When we build our mattress in front of the viewer's eyes, the rays of the sun slowly move across the frame, hitting the layers just so; a flare crossing the lens as the translucent materials glide downwards. The last of the layers come into place, and our sleeping woman fades into position, allowing us to...

... cut to our side cross-section shots, where we demonstrate the enhanced cooling comfort and individual support of the Serta. Again, illumination will make these shots inviting and unique. The lighting should be warm, the morning sun wrapping around the shape of our sleeping talent.



The Sun drifting through our frames defines the look and starts a new day.





The closing shots should have our couple waking as the sun warms up the room and starts a new day. The sun is the storyteller.

They are waking up after a night of beautiful slumber. They are waking up refreshed. And they have the Serta iComfort to thank. What better way to showcase the benefits of such a high quality product? In this spot, we have the potential to create a unique visual style and identity for Serta; an uncommon trait for products like these. This commercial should be elegant. It should be inspirational. And it should be beautiful. This is how we would connect this superior product to our everyday well-being.

Thank you so much for the opportunity of showing you what we can accomplish together.

Peace,

Aladino Debert
Director, Mothership/Digital Domain



Technical Methodology: Given the nature of the spot there are some technical requirements placed on the live action shoot. We will approach the shoot with the color palette and light-changing designs in mind, and at the same time will make full use of Digital Domain's unsurpassed visual effects and design expertise.

The opening overhead shots will be created by using either a Techno-crane or scaffolding setup (depending on the location's ceiling heights). By carefully tweaking the lighting between each shot, we will simulate the dawn-to-early morning conditions. Special care will be taken to assure the rooms look as natural and realistic as possible. Set design and placement of ancillary elements are extremely important in making sure the bedrooms look like real, lived-in spaces. On-set lighting won't be all however; post-production elements, color-correction and elegant graphic elements will get us to the finished look.

The build up of the mattress will be accomplished by combining live action plates with changing light, and photo-real CGI elements, built and animated to behave in a fully realistic manner as they gently glide downwards. By capturing the light on set as HDRs (High Dynamic Range) photography, we will ensure absolute integration between CG and live action elements. Once again, stylish use of motion graphic elements will add a high-tech look to this sequence.

The cross-section shot will once again utilize as much natural light as possible. Given the idea of sunrise, I will work closely with our DP to make sure the sun wraps around our sleeping talent in an elegant and beautiful way. Digital Domain artists will design and add the graphic information in post, together with all the color correction and light flares necessary to make this section dazzling.

The macro-level shot will be achieved by particle dynamics simulation. We have an immense talent pool for this kind of work at Digital Domain. Using reference from the actual product, our artists will create and simulate the microscopic details, and then render and composite them with a slightly shallow depth of field to complete the realistic look. Our intention is to create this section as if shot with actual microscope cameras.

Lastly, we want to work with a DP that can shoot beautiful images. I see this spot as a hybrid of fashion and tech, so it's paramount we choose the right DP who can both create stunning plates and make the product and talent look as gorgeous as possible.

Alternate Edit Idea: As we discussed during our chat, I was also thinking about rearranging the edit a bit, to let the story flow before going “technical”. So rather than going from our opening shots to the demonstration of the memory foam and macro-level shot, we would swap those and go from our sleeping people and logo reveal, to the mattress forming and the cross section shot, only then explaining what that cross section really is about: the memory foam and macro shots. That way we can let the warm visuals tell a story. But of course we can play with this together as we move forward.

iCONOGRAPHY :22 /:08 - A

“Tiled” Tag



VO: Update to comfort that's...



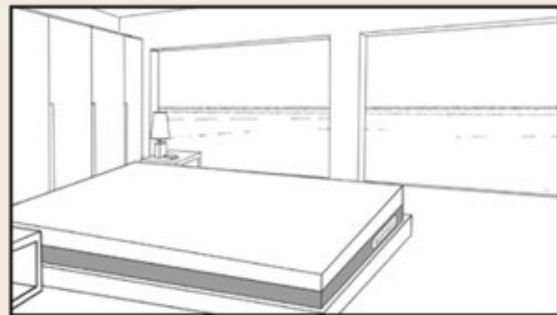
VO: ...unique to the way you sleep.



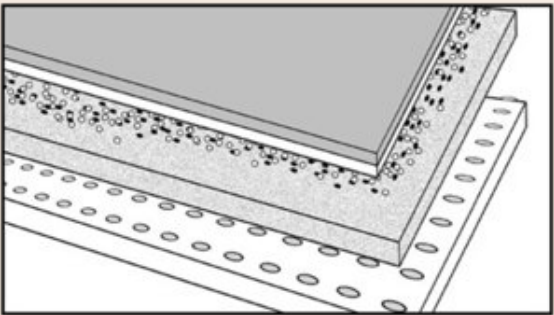
VO: Update to the latest...



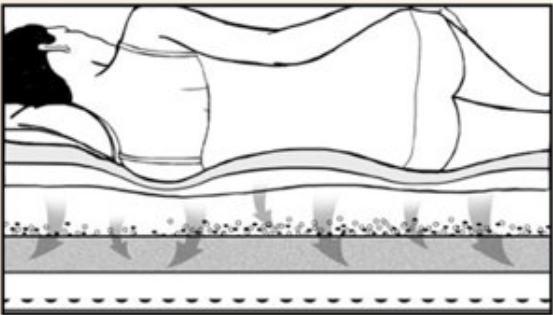
VO: ...iComfort Sleep System by Serta...



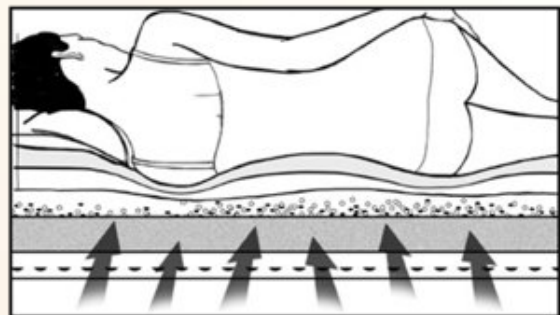
VO: Designed...



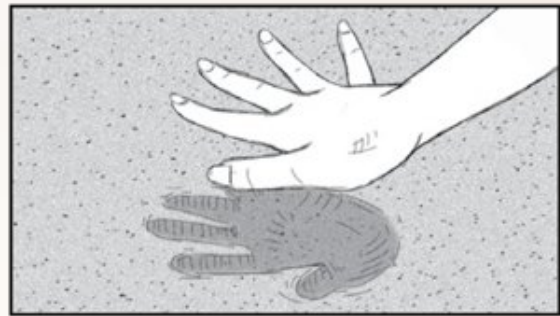
VO: ...from the surface to the core for...



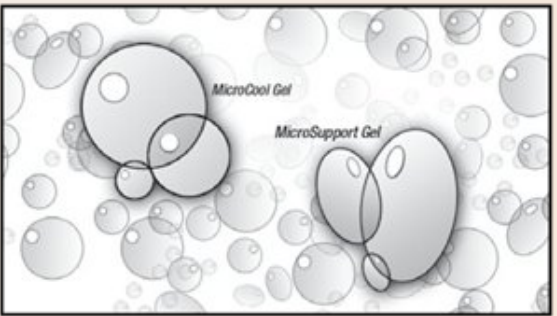
VO: ...enhanced cooling comfort...



VO: ...and individualized support.



VO: ...featuring our first memory foam...



VO: ...with dual-action gel technology.



VO: Update to iComfort.



ANNCR: Right now, get our Triple Bonus. Save up to \$1,000,...



VO: ... plus get two free extras! Visit a Serta retailer or iComfort.com

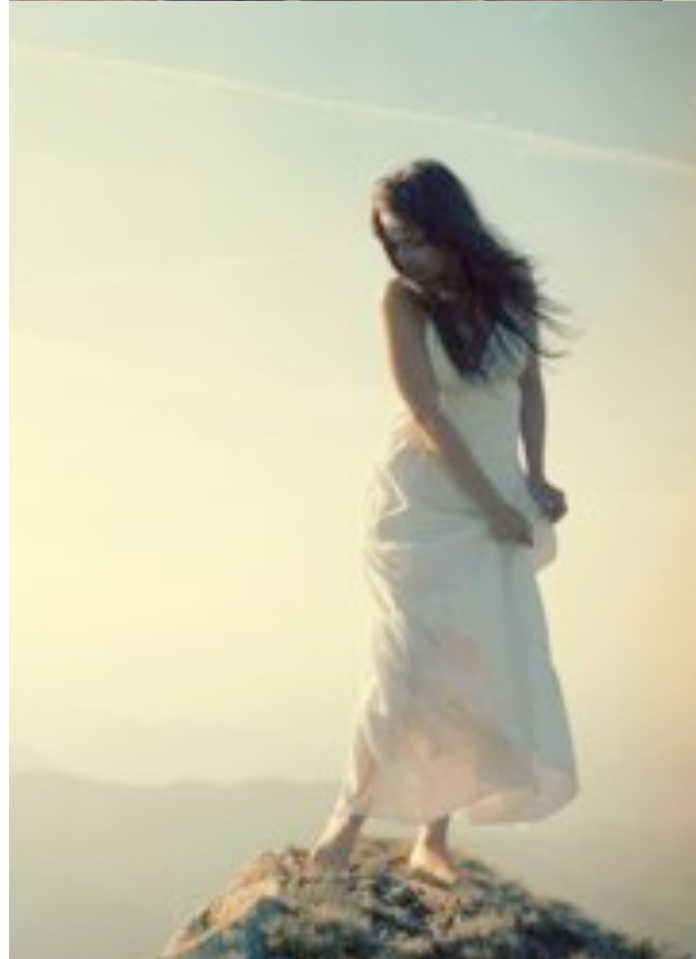
Mood Reference

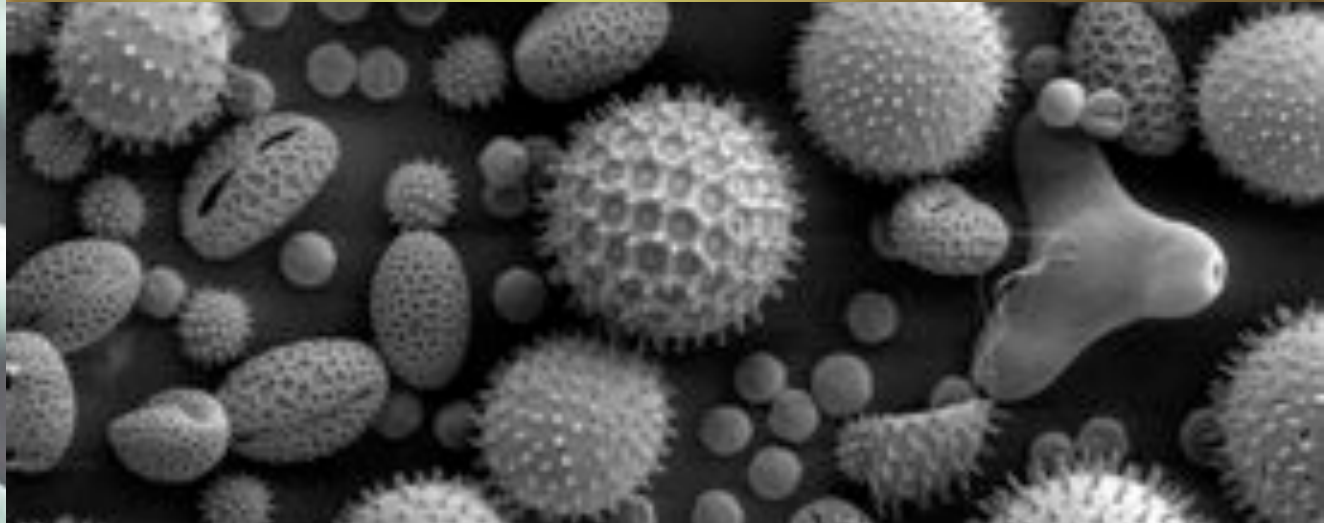
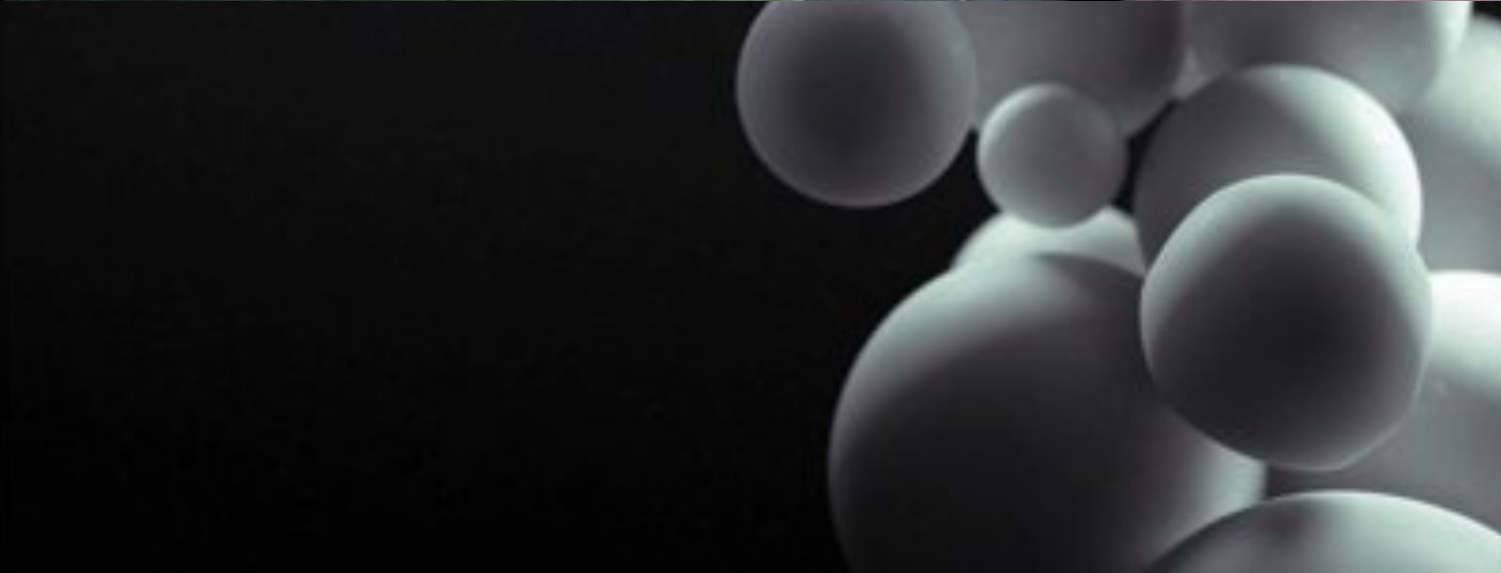
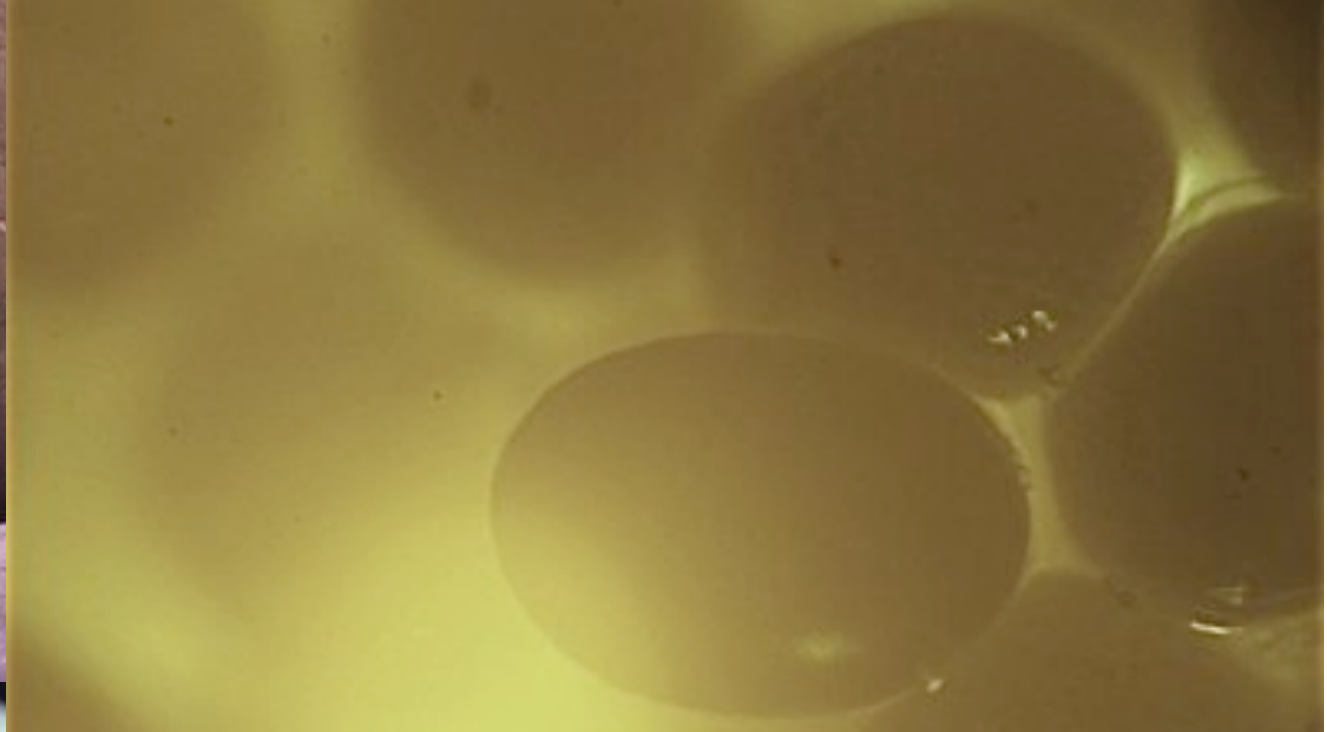
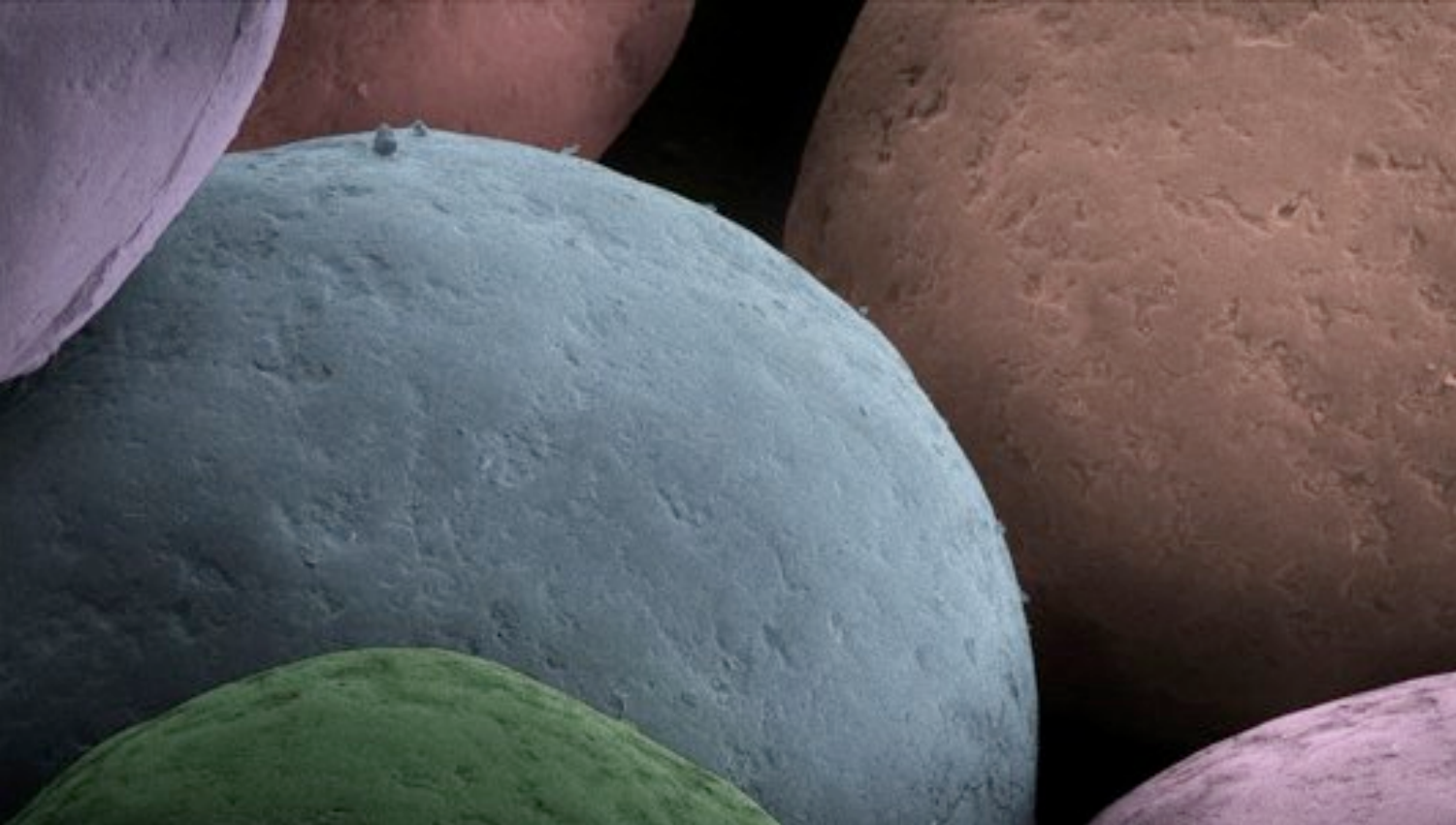
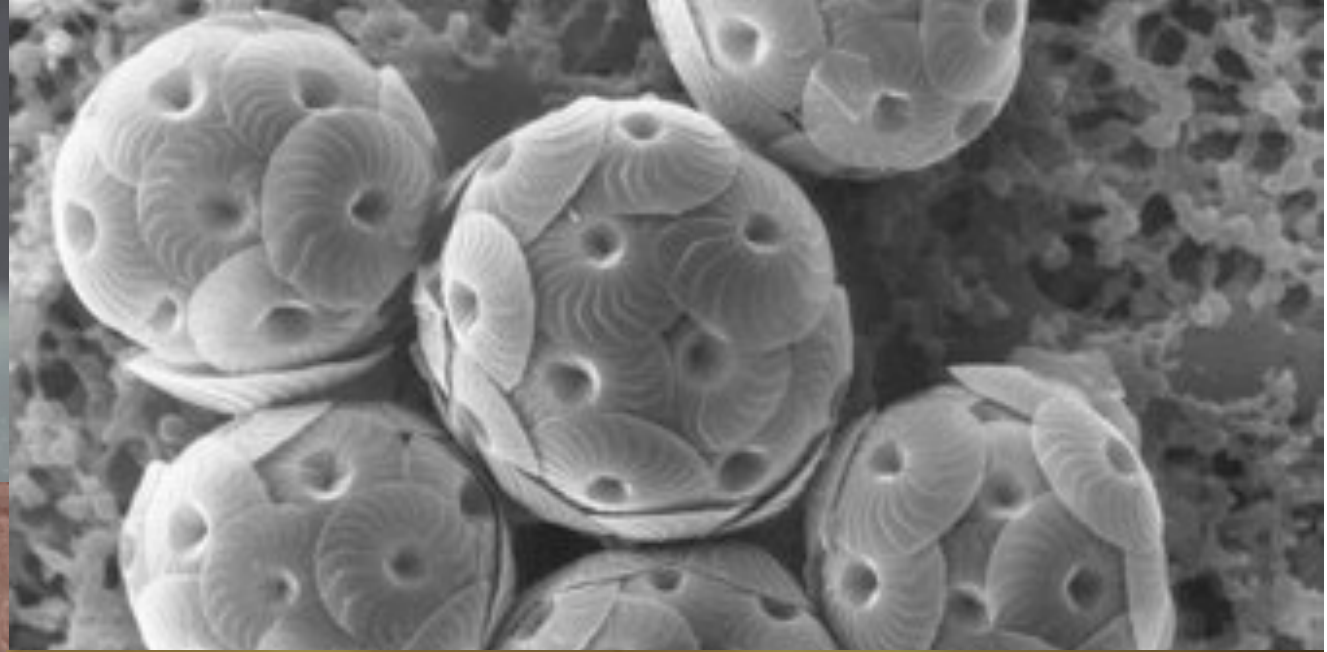
Dawn-Cool to Morning-Warm



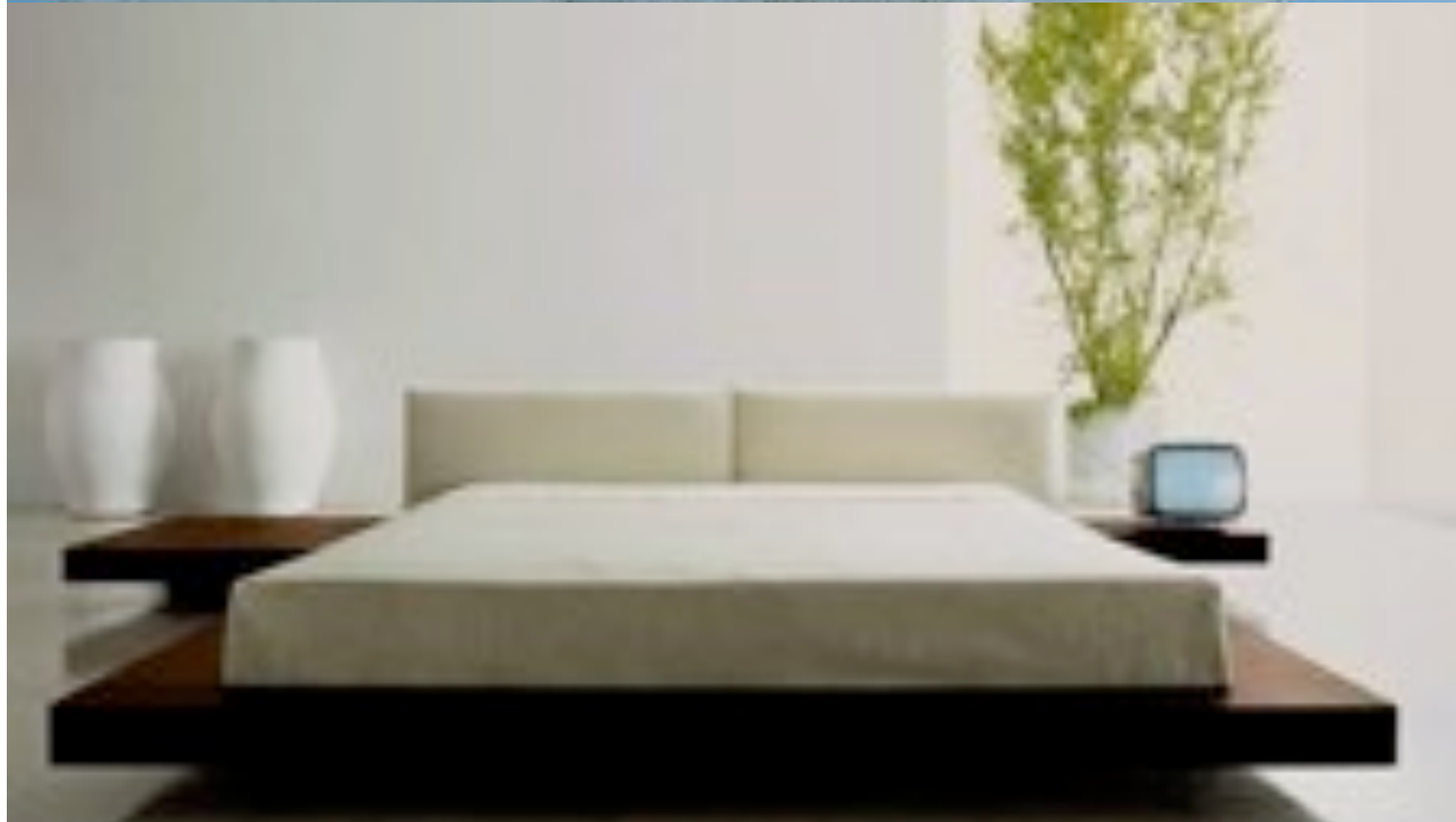
Mood Reference

Dawn-Cool to Morning-Warm





Macro-Look Reference





Set design & lighting ideas



Casting



Casting



DP Suggestions

All are extremely talented and are particularly well suited to the look we are going to achieve.

Marten Tedin

<http://skouras.com/reelProfileEmbed-HTML5-videojs.php?clien>

Jonathan Sela

http://wp-a.com/cinematographers/jonathan-sela/beauty_reel/

Giorgio Scali

<http://www.giorgioscali.com/current.html>

Pascal Lebègue

<http://wp-a.com/cinematographers/pascal-lebegue-afc/>

Editor

Colin Woods

<http://wdrv.it/Y4dExD>