



INTRO

My toddler's current favorite game is hiding every gadget possible so they can have my undivided attention. As a result, I've turned to Amazon (my new best friend) on an almost daily basis to replenish my stock of phone chargers and USB cables that have gone M.I.A.

I'm all about streamlined organization these days. But the 101 sticky notes on my fridge (and littering my kitchen floor) aren't cutting it anymore. And given that we haven't quite yet managed to cram every part of our lives onto our phones in the way I'd hoped, I can't wait to get my hands on the latest Rineia and new Sushi!

TONE

Despite the differences between these two products, there will be a few things that unite this campaign and tone is one of them.

I want to reflect the ease and efficiency of the Sushi and Rineia with a series of effortless, engaging films that immerse our audience in the world of these products and reflect their own lives and humanity back at them.

This starts with a story that is clear and relatable, with an unexpected twist of humor. It's elevated with emotive performances that look comfortable and feel realistic. And ends with a snappy, kinetic edit that has a dynamic flow.

VISUAL APPROACH

Like the tone, we're looking for something cool, fresh, and cinematic when it comes to our minimalistic aesthetic. Of course, our devices are the heroes, but let's make them feel like a natural part of the story, rather than front and center of every shot.

This subtle balance extends to our locations, with aspirational yet attainable homes that capture the great taste and sense of style our homeowners and audience possess. Contemporary, well-lit, with natural materials such as wood, white oak, and greenery.

Warm, natural lighting, such as dappled sunlight, and cool, crisp contrasting tones are crucial to accentuating these homes. Each script will have a distinctive mood, with the Sushi spot having a warm morning light, the Rineia "Sweet, Sweet Sound" shot at magic

hour/dusk, the “Missing Keys” with early natural daylight, and the “Bedtime Kids” film shot at night.

CAMERA LANGUAGE

I want to treat the camera like another character in the film. A dynamic character with a curious personality that moves in bold, unexpected yet fluid ways as it pushes in, tracks out, and generally guides us with intention through the action.

For the Sushi film in particular, let’s use a lot of POV with our hero character to show how she uses the Sushi device and just how much it helps with her everyday life.

SEAMLESS TRANSITIONS

To convey the effortless ease of these products, we’ll connect these kinetic shots with match cuts and whip pans that make our transitions and loops feel smooth and seamless, and our edit pacy and surprising.

LANGUAGE VERSIONING

Depending on who we cast, not everyone will be able to speak all three different languages. Where necessary, we’ll use a language coach to help get our actors up to speed and convincingly pronounce the dialogue in the language required. Alternatively, we may decide to record dubbed VO to replace certain languages.

“SUSHI” TVC SCRIPT :30

We’re inside the fridge as we open on our hero, JUNE, scanning the shelves. We push in towards her as she closes the door and seamlessly transition to...

...a wider shot outside the fridge revealing the Sushi tablet on the fridge door within range of an Echo Dot. We cut to a tighter shot of the Sushi.

VO: This is sushi.

The camera unexpectedly whips pans to the left and we transition to what June’s fridge used to look like pre-sushi. A chaotic mess filled with multicolored sticky notes and a giant notepad with a pen hanging from a piece of string.

VO: It does what this and this does—

We pan right to see June approaching us as she says:

TALENT: Alexa, add oranges to my shopping list.

We crash-zoom into the Echo Dot light ring as it illuminates.

Then we cut back to the Sushi now displaying the same shopping list but in an organized, easy-to-read layout.

These grocery items appear on screen with oranges populating the shot.

VO: But easier. See?

A sticky note pops up on the Sushi display, reading “Off to the game, love you”.

VO: It’s the new version of this—

The camera quickly spins and we see LUKE running off to his game night. The camera continues to rotate, landing on a sticky note on the fridge that says the same thing. The back door closes, creating a draft that blows the sticky notes off the fridge.

VO: Without this part.

We follow the sticky note as it flies through the air, only for June to effortlessly catch it in her hand. We pull out wider and find her seated at the kitchen island, drowning in sticky notes as she writes new ones and re-writes others that are covered in food or have lost their stick. It’s a living nightmare! Fortunately, there’s a solution...

VO: It organizes the same way you already do-

We cut to a close-up of her doing a swipe hand gesture and follow that motion as we push straight in on the fridge. All of the calendar reminders, notes, and lists fall off the fridge to reveal the calendar events now legible and in order on the Sushi.

VO: But better. Like this.

June’s hand comes into frame and she pinches her two fingers together. As she does this, the camera zooms in tight onto the home screen and shows the weather.

VO: It shows this at a glance—

The camera pulls out wide to reveal June grabbing the device off the fridge and we follow her as she crosses “oranges” off the list. Then the camera tilts up and we transition to...

VO: Stays on top of your to-dos—

...a wide showing June cooking at the kitchen counter. The camera pushes into the reminder on the Sushi screen which reads: “Luke’s soccer game @ 6pm.”

VO: And even reminds you of the important things.

The camera pulls back wide. It’s now early evening and we find June placing the Sushi on the fridge and exiting the frame, keys and sliced oranges in hand.

We hero in on the device (within range of the Echo Dot).

Super: Sushi

New, better, same.

VISUAL CONCEPT

This spot is all about user experience. Capturing how the clean, simple, convenient Sushi device declutters and improves your life by streamlining organization.

Sure, there’s an instructive, educational element to the film, but that doesn’t mean it can’t be fresh and engaging. We’ll shoot mostly from our character’s POV, then break away at times and capture them from a different perspective as they walk us through what their hectic life used to be like and the controlled confidence that the Sushi has given them.

CASTING AND STYLING

JUNE (mid-30s) has a relatable, everyday beauty about her and elegant, understated sense of style. She is an interior designer who has recently gone freelance and married her partner, LUKE (mid-30s). They’re busy people but understand the importance of making time for each other and the things they care about.

If we can, let’s try to find a real couple. This will add a layer of authenticity to their performances as their existing dynamics and idiosyncratic interactions will lead to unplanned, intuitive moments that make our characters and their exchanges feel more original.

RINEIA

Despite being three separate :15s, these spots should all look and feel like a cohesive story when edited together into a :45. We’ll do this by applying a similar camera language

across each of the spots and shoot two additional transitions that help us to seamlessly bridge our three stories.

‘AUDIO ENTERTAINMENT: SWEET, SWEET SOUND' TVC SCRIPT :15

Open on a hero shot of Echo Show 8 playing a love ballad in a kitchen.

SUPER: Echo Show 8

We fly across the edge-to-edge display and see a (stock) video playing then snap into quick cuts of someone building an epic ice cream sundae to the beat.

Ice cream is scooped, whipped cream is sprayed, sprinkles topple, and a cherry is placed on top with spatial audio pulsing to the track in the background. As the music crescendos, we dolly zoom to see our hero take a triumphant bite and fall in love.

SUPER: Better sound

A close-up of the person's eyes darting over to the screen across the room. We snap zoom across the length of the kitchen to see a reminder that reads “Dentist tomorrow.” They snap back to reality, stop mid-bite, and slowly put the sundae down.

CARD: Echo Show 8

CARD: Better inside and out

COMMS UTILITY: INNER CIRCLE: MISSING KEYS

VISUAL CONCEPT

This spot is about sensory overload, focusing on our hero’s auditory senses as they get lost in the music and we feel the beats pulsating around them. Just like that heady rush when you first fall in love, each of his different senses are dramatized and romanticized. Everything is focused on our character’s gaze as he savors his ‘me’ time - only for reality and that very real disappointment to hit hard.

SOUNDSCAPE

The beat of the music will drive the sound coming from the Echo device and I’ll use a combination of in-camera effects and VFX to visualize the pulsing audio emitting from the Rineia.

CASTING AND STYLING

GUY (30-35) is a bearded architect in a smart-causal outfit who cares more about the buildings he creates than his comfortable clothing. He's got an eye for detail and is always looking for easy, efficient design solutions that simplify his work and life.

Alternatively, I'd like to propose casting a woman for this role. In my experience, when it comes to portraying subtle, emotive expressions and gentle, sensorial actions, women are better able to deliver natural, authentic performances without straying into cheese.

‘INNER CIRCLE: MISSING KEYS’ TVC SCRIPT :15

Open on a hero shot of the Echo Show 8 on a stand inside a messy kitchen full of baby gear.

SUPER: Echo Show 8

A hand enters, quickly navigates the inner circle UI, and calls 'wife'.

We dive into the center camera and quickly snap into a bunch of cuts as we hear them jump into their conversation.

The Dad says, "I can't find them anywhere," as he turns the house upside while watching his toddler.

Pillows are thrown, dishes are rummaged through, blankets fall, and laundry piles are tossed.

We can hear his wife and occasionally see her on the edge-to-edge display saying, "did you check the dresser, the drawer, the couch..." as he rummages through the house.

SUPER: Better calling

The man enters frame, exhausted by the toddler in his arms. Without saying anything, the wife sees something thanks to a center-mounted camera and simply points at the toddler to reveal they've been holding the keys the entire time. The Dad sheepishly smiles.

CARD: Echo Show 8

CARD: Better inside and out

VISUAL CONCEPT

As parents, we have no choice but to embrace the mess and chaos of life at times, whether that's playing an unwanted game of hide and seek with our car keys or discovering our favorite lipstick is now just another color in our kid's crayon set. It's all part of the fun, right? Right?!

As Dad searches for his keys, we'll dive into those weird tight spaces with him. In his pockets. In between the couch cushions. Inside that miscellaneous drawer we all have. Hell, maybe even down the plughole/toilet bowl (too far?).

What we're aiming for here is reliability. To have every parent in the audience watch and think "yep, been there my friend."

CASTING AND STYLING

JADON and DANI (late 30s) are web designers who met at work (when meeting at work was still a thing) and who love to layer up in denim and corduroy in its various forms. They now both work from home, tag-teaming in their attempts to parent their toddler, SANDY. They clearly had no idea what they were getting into, but they would relinquish the peace, quiet, and general cleanliness all over again for their little bundle of joy.

I appreciate we're currently working with a mixed family here, but I'm very much open to the idea of opening it up to a gay couple as well to reflect the breadth and diversity of our audience.

'SMART HUB: BEDTIME KIDS' TVC SCRIPT :15

Open on a hero shot of Echo Show 8 in a kitchen nook.

SUPER: Echo Show 8

A mom navigates the smart hub on the edge-to-edge display, clicking different labeled switches as she hollers goodnight to her kids. "Goodnight Jenna!" "Night Billy!" "Sweet dreams Curtis!"

She taps the interface as we jump cut to closeups of lights turning off, blinds closing, a thermostat being turned down. A fan turns on and Blink cameras in the corner of a few rooms show the whole house winding down.

SUPER: Better smart home

Cut to reveal all her kids are actually her pets. Jenna is a dog who settles in nicely with a freshly dispensed bedtime snack and a cool fan on them. Billy is an iguana whose thermostat and heat lamp turn off as he nestles under a rock for the night. Curtis is a parrot whose cage is covered with drapes via a blink camera. Curtis squawks, “goodnight!”

CARD: Echo Show 8

CARD: Better inside and out

VISUAL CONCEPT

This spot centers around the user interface and details of the smart hub, so I like the idea of epic, dynamic shots that show our hero using the device. Starting with our hero dimming the light around the kitchen so the bright light from the smart hub illuminates her face. Then we cut to her intense, focused gaze as she taps all the lights off. And between closeups of her lips as she says “goodnight” to her kids. There’s an empowered intensity to it. As if she is shutting down an entire city at will.

CASTING AND STYLING

Jenna (late 20s) is casually dressed and effortlessly cool, with a few tats and a rough-cut hairstyle that adds to her personalized, edgy vibe.

Given that our audience is more likely to connect with the film and the product if they see diverse individuals like themselves included, let’s cast our net wide and embrace a range of ethnicities, body types, and abilities when it comes to seeking out our ‘Jenna’.

THANK YOU

I’ve had so much fun relating, therapizing, and just generally using way too much from my own life. I hope you’ve enjoyed my oversharing and I look forward to continuing the conversation.