



BONJOUR

I love the concept at the core of this latest Pepsi campaign.

Questioning convention. Standing out from the crowd. Embracing who you are and what you like to create something original.

This pretty much sums up my approach to directing (and eating), so it feels like a perfect fit!

CRACK THE PEPSI...

Pepsi might not be in every shot, but when it does appear that iconic blue can and bottle will be front and centre, cutting through the clutter and lingering in the memory of our audience.

We'll capture the beads of condensation dripping down the side of a cold, refreshing can or bottle from a range of interesting angles and in the very best light, as our characters grab it, crack it open, pour it out, and mix it in a cocktail or drink it.

...HACK THE MEAL

We've all been there. Sat in front of a computer at our desk, shovelling unsatisfying leftovers from a Tupperware box into our mouths as we try to make a work deadline.

What's different this time is that our characters have a secret weapon that awakens their boldness: Pepsi.

When our characters crack open that can or bottle of Pepsi it will spark their imagination, inspiring them to experiment with their meal in ways that surprise, entertain, and encourage our audience to do the same.

PEPSI PEEPS AND PERFORMANCE

Our Gen-Z characters need to look and feel like more than mere archetypes. We want unique, idiosyncratic, naturally charismatic actors who have a distinct energy and way of moving through the world. They should feel like they've been plucked from the street, rather than a casting audition.

Showing their genuine enjoyment of Pepsi and the food with little more than the flicker of an eye or a subtle facial expression, so this doesn't feel like a cheesy Christmas commercial.

These idiosyncrasies and abilities should also extend to our minor characters, some of whom might be outside of the Gen-Z age bracket. They should be just as vibrant, interesting, and memorable as our heroes, stealing the scenes they are in and elevating the story.

Let's also make sure our characters reflect the diverse genders, ethnicities, and body shapes of our Gen-Z audience. We don't want this to feel like a box-ticking exercise, so rather than tokenizing anyone's identity we'll just let diversity be a ubiquitous part of the campaign.

STYLING

For me, casting and styling are deeply interconnected, because altering a character's wardrobe can completely transform their vibe. I have a passion for crafting distinctive looks that feel rooted in reality, so I'm really excited about exploring fresh, contemporary ideas that add depth and personality to our characters, their stories, and the Pepsi brand.

THE LOOK AND FEEL

I want to use camera and lighting to elevate reality with a vibrant twist and wit that instantly grabs our audience's attention.

This look should feel familiar to our international, city-dwelling viewers, but our mixed group and the cuisines they eat shouldn't feel specific to any single location or culture.

The camera should be energetic and fluid with simple, subtle but stylish transitions that give us the freedom to reassemble the cutdowns as we please.

Crane shots will give the scenes a grand scale while Steadicams will allow us to capture those close-up moments with dynamism. These techniques are key to establishing the

cool tone of the campaign, as well as building dramatic tension. But they should never cross into the comedic or silly.

I like to work closely with the DoP and involve them from the very start of the project, drawing on their wealth of experience and expertise to decide which lenses, equipment, and camera movement will be the most exciting and emotionally resonant for our audience.

LOCATIONS

Meal BWP

Office

A buzzing workspace filled with desks, computers, and the hum of productivity. Drab, artificial lighting and the modern, soulless decor set the uninspiring tone that triggers our character to reach for the Pepsi.

Park

A peaceful green space with sprawling lawns, towering trees, and vibrant flowers. The sound of birdsong. The laughter of our character and her colleagues enjoying lunch while the people around them either eat picnics, jog, or simply relax in nature.

Restaurant

A busy, lively but simple space. White tablecloths set with gleaming cutlery and the soft glow of ambient light create a warm atmosphere where our friends and other diners gather to eat good, authentic food.

Kitchen

A cramped but characterful space with pots and pans hanging from hooks on the walls. The countertops are lined with ingredients while a saucepan bubbles away on the gaslit stove.

Street Market

A vibrant, bustling place lined with colourful stalls, lively chatter, and fresh produce, spices, and street food. Vendors simultaneously cook and call out from behind their stalls while shoppers weave through the crowds, haggling for the best deals.

Pizza BWP

Kitchen

An open-plan kitchen with counters that are lined with ingredients, such as flour, water, eggs, and a bright array of chopped pizza toppings. It's kind of chaotic and messy, but amidst the food is a gleaming can of Pepsi.

Fridge

A cool American-style stainless-steel stocked fridge. It's filled with fresh ingredients, beverages, and leftovers that are neatly organised on different shelves.

Bar

A sleek, classy, inviting space with dim lighting and a well-stocked shelf of spirits. The clink of glasses and the murmur of conversation set the tone as bartenders craft cocktails with flair.

Rooftop

A chic, elevated open-air escape above the city, offering stunning views of the skyline. The space is dotted with lounge seating and soft lighting as the sun sets over the built-up horizon.

Street Market

See previous.

SOUND AND MUSIC

I want to use sound design to immerse us in the real but different worlds of our characters. The indistinguishable chatter of the office, birdsong in the park, hum of the fridge, or cacophony of the street market.

We'll combine this with a fresh, energetic track that doesn't feel too bland or poppy but chimes with our cool, international Gen-Z audience and feels of the moment.

‘MEAL’ TVC SCRIPT :30

We open on a medium shot of a WOMAN (25) in a smart-casual outfit. She sits at the desk in her drab, artificially-lit corporate office eating an uninspiring salad from a cardboard tub.

V/O: Why munch at your machine...

Her eyes catch sight of a cold Pepsi can. We cut to a close-up of the branding as beads of condensation trickle down the side. She picks up the can, cracks it open, and takes a drink. As she slams it back down on the desk, it pulses and we whip pan downwards to reveal...

V/O: ...when you can lunch with your colleagues in the green?

...a wide of the woman sitting in a lush, green park with her smiling colleagues. She eats her colourful salad with a Pepsi as she basks in the sunlight.

Her phone pings.

She picks it up and we cut to a close-up of the screen. It reads 'Dinner with Friends'. We push through the screen into...

V/O: Why follow the crowd...

... a wide of a lively, understated restaurant. Five friends sit around a table and four of them point at similar Caesar salads.

V/O: ...when you can enjoy your own choice?

The fifth person hesitates. We cut to a close-up of them turning the page and pointing to a photo of a mouth-watering steak as they add "and a Pepsi please". We cut to the waiter grabbing an open bottle of Pepsi from the counter next to him, then pouring it into a glass. As he pours, we zoom into a glass and the dark Pepsi drink and find ourselves...

V/O: Why follow the recipe, when you can hack it...

...emerging from another bottle of Pepsi. It's being drunk by a YOUNG MAN who puts it down next to a cookbook in his cramped but characterful kitchen. The young man struggles to make sense of the intricate method and rolls his eyes, then closes the cookbook. Instead, he picks up some sliced red chillies and a spicy sauce, coating the chicken with both.

We cut to a medium shot of him sitting at the table and taking a bite as his eyes catch fire, then to...

V/O: ...and make it internet famous?

...a rapid montage of people on TikTok, YouTube, and Instagram all trying the same

fiery fried chicken challenge but losing to the heat. We cut to a close-up of the phone as a thumb flicks through social media videos that show the different stages of the challenge. The first person takes a bite. The second person's face distorts...

V/O: Quick, that's going to need a Pepsi.

...and the third has tears streaming down their eyes as they say "that's going to need a Pepsi" and reach for a sip. We cut from the hand holding the phone to...

V/O: Why stand the heat...

...a hand holding BBQ tongs as we see a YOUNG WOMAN flipping food on a grill in a bustling street market, sweat dripping from her brow as she is encased in smoke.

V/O: ...when you can beat it?

She looks up to see the ice bar in front of her and we cut to a close-up of the young woman being given a refreshing Pepsi mocktail in an ice-cold bar. She smiles at the camera and shares a toast with us before drinking.

V/O: Why settle for the usual, when you can make it better.

We show a vibrant, energetic montage of our protagonists all enjoying their different meals, ending with a guy finishing a can of Pepsi and leaving it on the table as it pulses.

A super appears "Your meals. Better with (The Pepsi logo on the can completes the sentence).

Your Meal.

Better with Pepsi.

#thirstyformore

‘PIZZA’ TVC SCRIPT :30

We're in a wide shot of an open-plan apartment as three FRIENDS gather by the kitchen counter with a Pepsi on the side. One of them is holding a phone in their hand. We cut to a close-up of their phone screen as we see a TikTok recipe titled "La Pizza Perfetta" from an Italian chef. It moves fast and is difficult to follow, evident by the frustrated, confused close-up of our three friends' faces.

V/O: Why have pizza the way it "should" be...

One of them catches sight of the cold can of Pepsi sitting on the counter as beads of condensation trickle down the side. They pick up the can, crack it open, and take a drink.

V/O: ...when you could have it your way?

Once he has finished drinking, he slams the can down on the counter, triggering the Pepsi pulse. His expression shifts from frustration to inspiration and he waves away the TikTok video on the phone.

Instead, he follows his own intuition, throwing ham, pineapple, pepperoni, and honey into the toppings. Stray pieces of ingredients land on the screen of the phone which sits on the counter, upsetting the chef who yells in Italian looking at the camera.

V/O: It's 8 am? Make it a cold pizza.

We cut to a POV from inside a fridge as a YOUNG MAN in his funny tuxedo pyjamas opens the door, scans the shelves, then grabs a can of Pepsi and a pizza.

V/O: Fancy date? Have a gourmet pizza.

We cut to a medium profile shot of a guy in a real tuxedo, playing a grand piano in a bar. A fig and prosciutto pizza rests on top of the piano. We cut in closer to him playing the piano with one hand and pouring a drink in a premium-looking glass with the other. We zoom in on the glass as beads of condensation trickles down the side, then into the liquid itself as it bubbles and swirls in an appetising way. We cut from the swirling motion of the drink to...

V/O: It's your birthday? Have a birthday pizza.

...a circular pizza with candles stuck into the cheesy, tomato-y base at a rooftop birthday party. The BIRTHDAY GIRL blows out the candles and takes a big bite out of a slice, but it's too hot and she burns her mouth, waving her hand to cool it down.

V/O: That's going to need a Pepsi.

A friend passes her a perfectly chilled Pepsi, dripping with beads of condensation, and we cut to a close-up of her drinking and enjoying it.

V/O: Make it round...

Cut to a medium shot of a hand placing a bottle of Pepsi on a table in a bustling, lively street market. Half a dozen hands enter the frame and take a slice each as it animates into...

V/O: ...make it squared...

...a square pizza with slices that are also picked up by a range of different hands. We push in on the last slice as it is picked up to reveal...

...a water cooler filled with ice and chilled Pepsi cans. A hand reaches inside and grabs a Pepsi.

V/O: ...eat it folded.

We cut to a close-up of a YOUNG WOMAN eating a folded slice of NY pizza.

V/O: ...or backwards.

Then to a close-up of a young man eating a slice of pizza backwards.

V/O: Make it just for you.

We cut to a miniature pizza, crammed with a range of different toppings.

And we end on a young woman drinking from a Pepsi. As she finishes, she bangs the can on the table igniting Pepsi pulse.

The logo remains, perfectly aligned to complete the TITLE:

Your pizza.

Better with Pepsi.

#Thirsty for More

THANK YOU

Thanks again for giving me the chance to pitch on this exciting campaign. It's fizzing with exactly the kind of pressurised energy you would expect from Pepsi which I can't wait to bring to life.

Merci!