



EST. 1873

# Heineken®

DIRECTOR'S TREATMENT BY JONTY TOOSEY



# Introduction

Share the drama is the great message for this new Heineken film and share the drama we will. Our film will be captured in high definition with top quality lenses for the premium look required.

We will further ensure that this fun film comes across as completely real. All reactions will feel spontaneous and unrehearsed. Our cameras will follow the unfolding drama covertly with long lenses and little fixed cameras that are never revealed to our participants during their assessment.

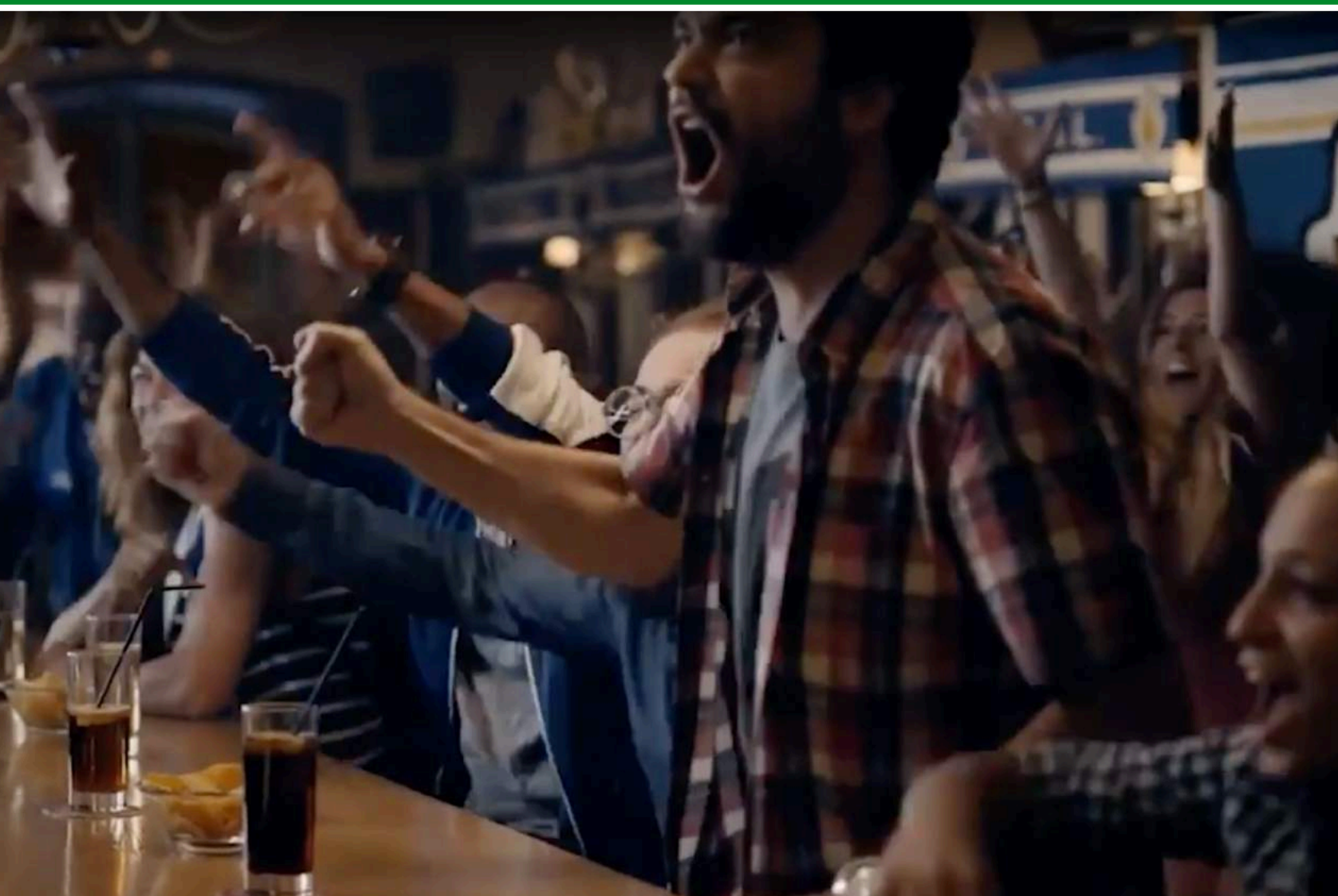
The tests are aimed at seeing how the chosen employees behave in a group and others behave alone in a series of tests that range from the usual to the rather absurd. Our aim is to simply convince our audience that watching UCL alone is not nearly as fun and stimulating as sharing the experience with others. **UCL is better when shared.**





# The Script

I think where we're at with the script is very good starting point. And so working from this script I've started to write a 'story'. This helps to frame what we intend to capture. In 'the story' I'm focusing on the experiments as these will be key moments where we capture our participants reactions. This will ultimately help to tell the story that Watching the UCL is better when shared.





# CASTING

We will cast real people by going directly to the bosses of small local businesses and attempting to get the whole office to participate in our project. We will basically offer them a team-building day.

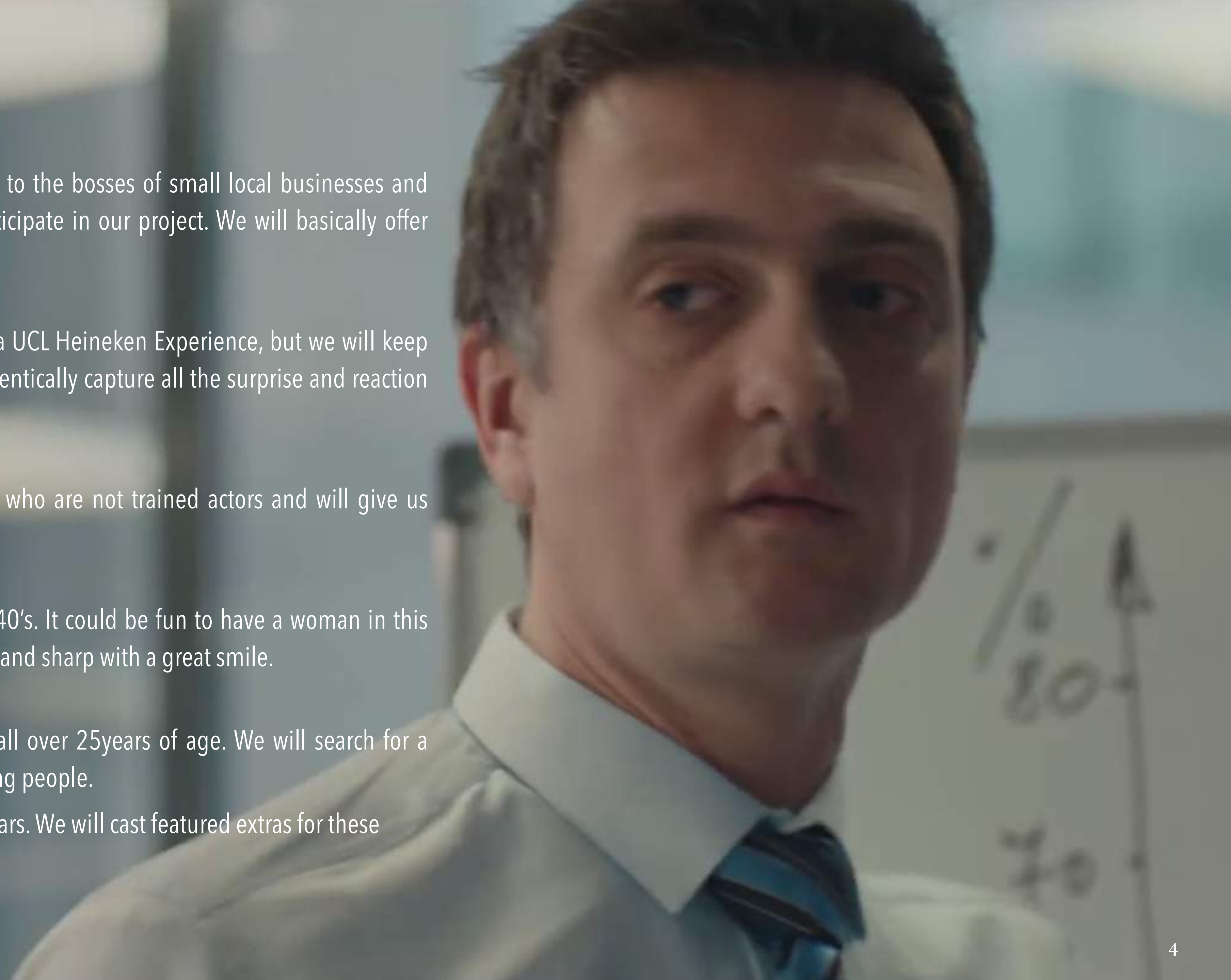
The boss will be privy to the fact that it is a UCL Heineken Experience, but we will keep the employees in the dark so that we authentically capture all the surprise and reaction we want for our project.

This is in effect street casting real people who are not trained actors and will give us genuine reactions and emotions.

Boss: a man or a woman in his/her early 40's. It could be fun to have a woman in this role. We will look for someone charismatic and sharp with a great smile.

Workers: 10 x Male and female workers all over 25 years of age. We will search for a small tech company with interesting looking people.

Scientists: 5 x Male and Female over 25 years. We will cast featured extras for these roles.









## CAMERA & LIGHT

We will shoot this film documentary style with high definition cameras for a premium quality look.

Though we will capture all our scenes in 16:9 aspect ratio we will always frame the key action in the centre of the frame to allow us a simple reformat of our film into 9:16 vertical aspect ratio. Fit for feed on social media platforms.

The filming in the research institute will be a combination of fixed cameras tactically positioned to capture the action and long lens operated cameras shots filming more candidly and covertly our employees during their tests for spontaneous emotions and reactions.

Inside the booth we will use small fixed cameras carefully set on the participant's faces to capture their reactions. The result is that none of the employees know they are being filmed and are therefore never performing for the camera.

The test centre filming will be captured with fixed cameras and also a couple of cameramen in white coats posing as research scientists. The presence of the operated cameras up close will allow us to capture the action more effectively allowing our audience closer into the story.

This film begins by day. Any natural light through windows will be exploited. We will boost the institute lighting to create a bright test environment for our employees to interact in.

The green "Heineken" room will be light using green light source and made to look super appealing for everyone to go and celebrate in.

The stadium will be filmed by night and light up with the house lights.



# VOX POPS

To push the authenticity of the project we will conduct little vox pop interviews of each of the participants describing what they have undergone and how the whole experience has been received. These interviews will be candid, fast and amusing.

The vox pops will be filmed whenever there is a spare moment during the shoot inside the research institute and can easily be captured by a secondary team with a small digital SLR and sound recorder.







# STORY

We open on a man, the boss, in his forties sitting at his desk. He is smartly dressed and is proof reading the group email he is sending out to his employees.

We cut to the message on screen. And see his cursor arrow go to click send.

**IMPORTANT! MANDATORY ASSESSMENT DAY. ALL STAFF MUST ATTEND. WEDNESDAY 11 April 2018 @5 PM. Taras Shevchenko Research Centre. Transportation from office to centre at 16.30pm.**

We cut to a wide shot of the office with all employees looking at their computer screens. We hear the message arrive simultaneously in all the inboxes.

We cut to a mini bus driving into the courtyard of the research institute.

**SUPER: HEINEKEN PRESENTS THE ASSESSMENT DAY**

We see several scientists in white coats greet the boss and all 10 employees as they exit the mini bus. The group is lead into the research institute.

We see them all wander into room full of tables, chairs, monitors and scientific equipment. We show employees faces looking apprehensive and smiling nervously.

The boss speaks to his employees as the scientists fit them all with sensor caps.

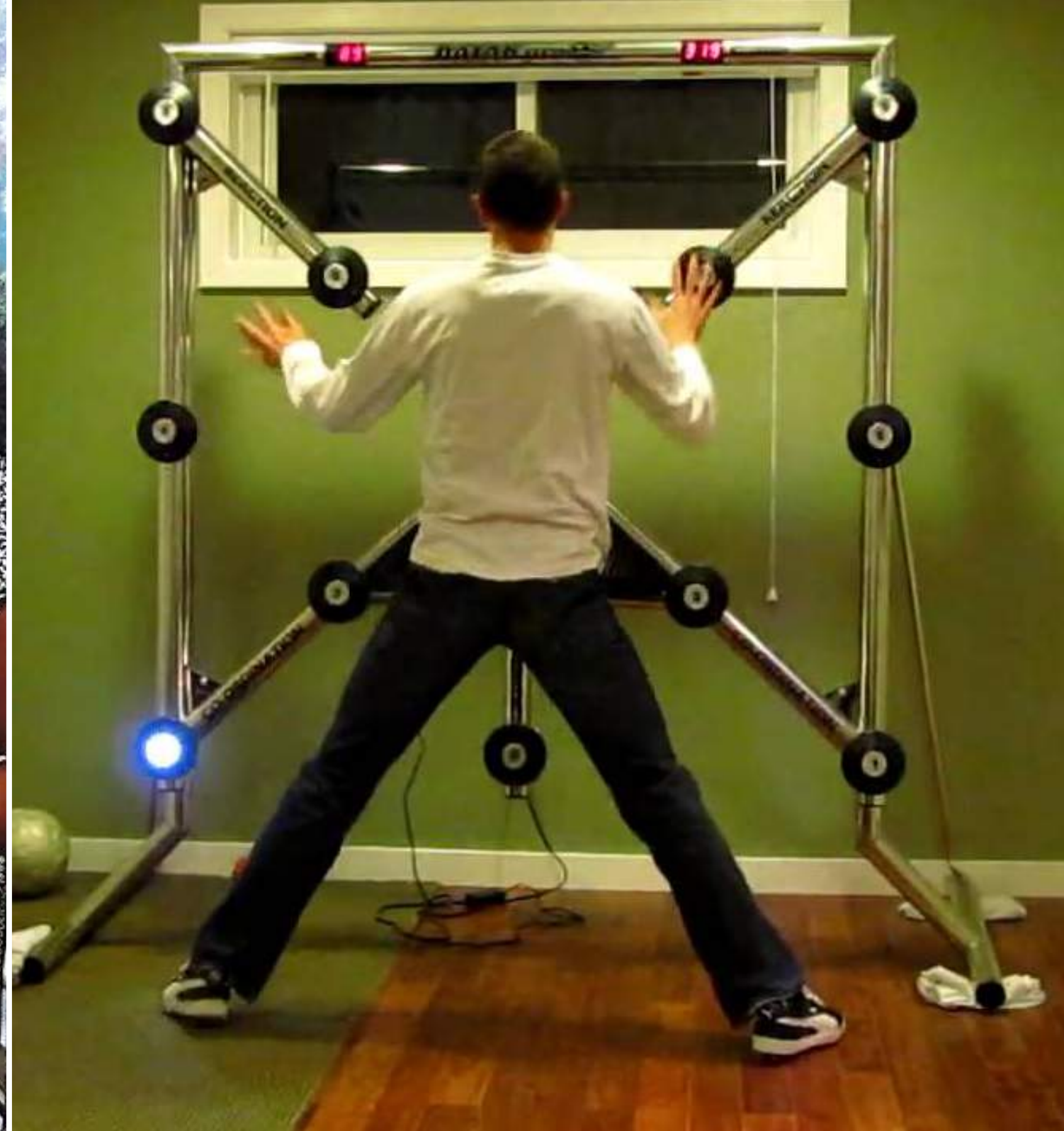
Details show how employees are being linked to individual monitors.

(We don't hear what the boss is saying.).

Employees are put in a group or singled out to be tested solo.

We see the boss leave the test room through a large green door.





We cut to a solo employee filling in a self assessment questionnaire. We see his reactions to the strange questions as our scientist monitors them. His anxiety levels are at a high. In the group room they are assessing each other and giving group feedback. Their anxiety levels are low and enjoyment is up. They're having fun.

We then cut to another experiment where a solo employee inside a booth building a house of cards. The house of cards is minute and he looks a bit bored. Another scientist is silently jotting information down on a clipboard.

We cut to the group building their house of cards and all eyes are glued on the employee trying to place a new layer. The whole structure wobbles and the group

simultaneously reacts with an Ohhh. The scientists next to the group nod approvingly as they make notes.

We cut to the monitors and see the words like EMPATHY and JOY registering high.

We then cut to a solo employee attempting to play table football on their own. It's a struggle as they have to race around both sides of the table to keep the ball in play.









Contrastingly we cut to the group room as they are midway through an intense game of table football. All their readings are through the roof, energy levels are high and enjoyment is soaring. We see a close up of someones brow as a bead of sweat starts to form. Our scientists take notes.

We see a series of vignettes of other experiments, in one of them we see our participants having their reactions tested using a speed game. The group reactions are slowed by distractions of the other people in the room.

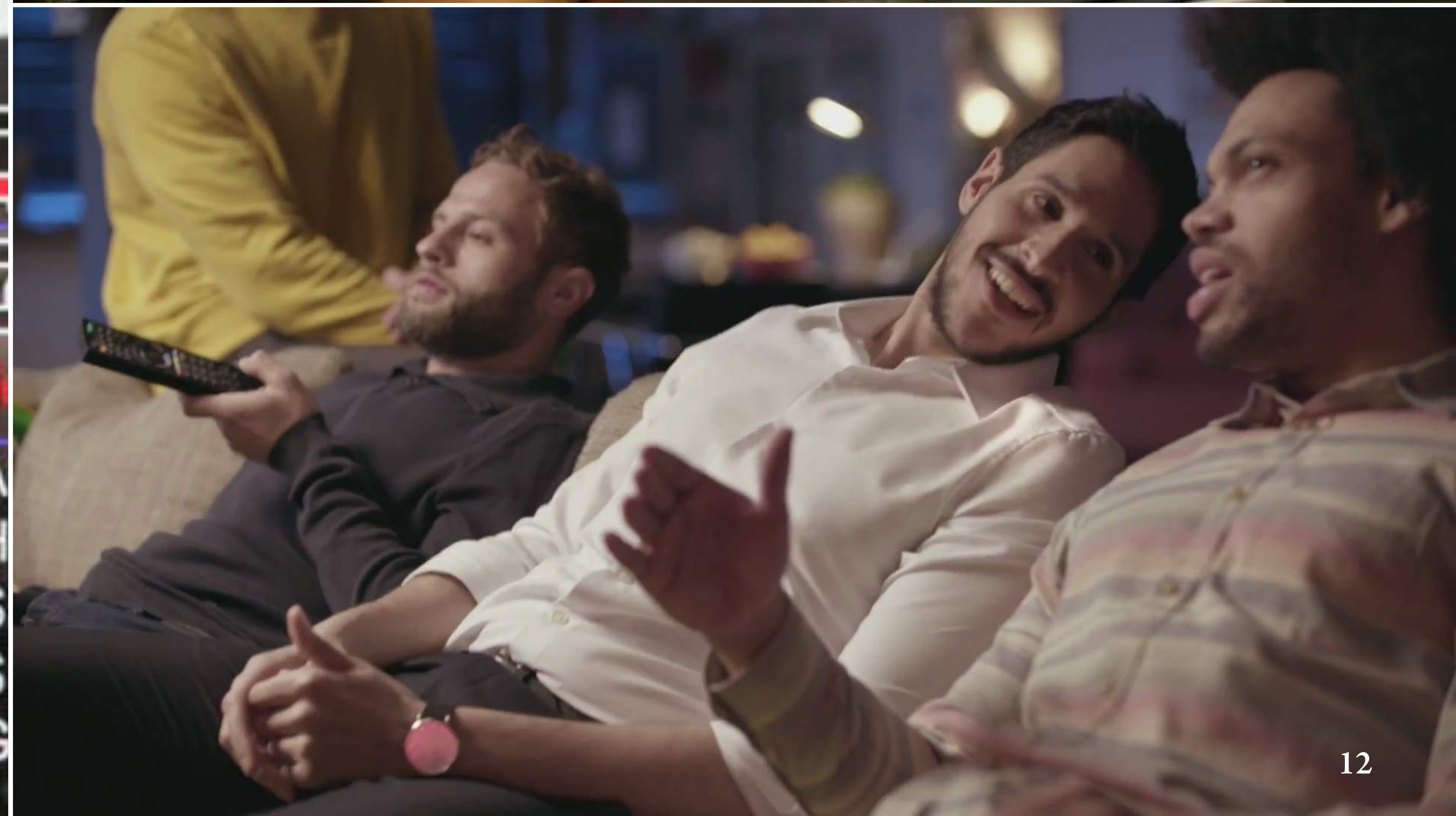
On screen we see the readings as the scientists take notes, they're monitoring the results of the sharing room vs solo participants and comparing them.

We cut to another test where we see a solo participant attempting to do a Mexican wave, it looks pretty awkward, as footage of UCL crowds play on screen next to them.

We cut to the group. They are also performing the Mexican Wave. They are enjoying the task. A scientist captures the wave with a speed gun and a perfect wave registers on an oscilloscope. They all cheer enthusiastically.

We cut to a solo employee inside an isolated booth. He is watching UCL highlights compilation and a camera is filming his face and monitoring his emotions. Each state has a bar marking levels of happiness, empathy, surprise, and anger. We clearly see that his emotions are registering low on the bar.









We cut to the group watching the UCL compilation and reacting really animatedly at the amazing football moments they are seeing. Ohhs and ahhs can be heard. The monitor next to them is showing happiness, empathy, surprise and anger are all registering really high.

We cut to another solo employee watching the same compilation of outstanding tackles and fouls. He looks nonplussed as he chews on his sunflower seeds. Hardly any emotion

**SUPER: "THE MAJORITY OF UKRAINIANS WATCH FOOTBALL ALONE".**

We cut to a close up of an employees face. He looks serious. He suddenly smiles and shouts out.

A wider shot shows that he is surrounded by his colleagues and they are watching a UCL classic goal compilation.

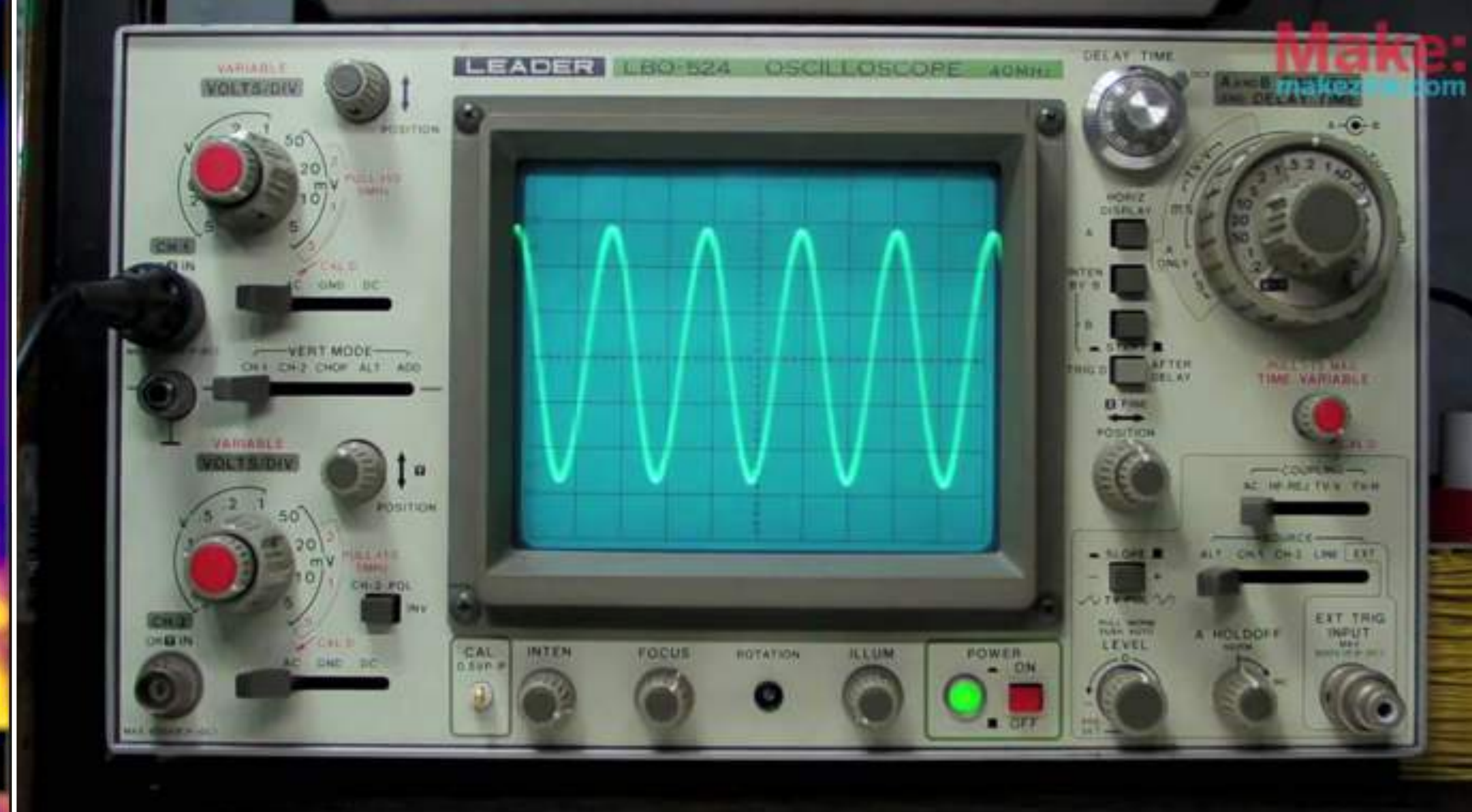
The scene is animated and we can see that they are collectively enjoying the moment. Scientists are busy monitoring the reactions registering on their screens and pads.

**SUPER: "BUT SCIENCE HAS PROVEN THAT SHARING IS BETTER".**

Suddenly the large green door next to the group swings open and the boss is seen sitting on a bright green sofa his arms are wide open as he invites the group to join him and share a large bucket filled with fresh Heineken bottles.

The group all remove their sensor caps and join the boss in the green room.







We then cut to the isolated solo booths. A solo employee is mid test singing the UEFA Champions League Anthem into a microphone Karaoke style.

The screen switches from Karaoke lyrics to a live broadcast of the boss and the other employees celebrating together. The employee immediately stands up and tries to leave the booth but he forgets to remove the sensor cap and gets pulled back. He then urgently unties the cap to go and join the others.

We cut to the green room with the boss and the group and the two solo employees arriving at the green door. They are handed a bottle of Heineken and included in the celebration.

In the green room with everyone gathered and the training day seemingly over the boss steps aside and makes an announcement:

**BOSS: We have one final test for you... And that's to watch the final together. Are you ready to share?**

We see the boss holds up a bunch of winning final tickets in his hand. The employees can barely believe their eyes. They all huddle together and start bouncing up and down celebrating like they have won the Champions League cup.

We cut to an ext. drone shot of Kiev stadium by night all light up (stock footage). As we hear the chanting of tens of thousands of fans.

**SUPER: HEINEKEN – SHARE THE DRAMA**

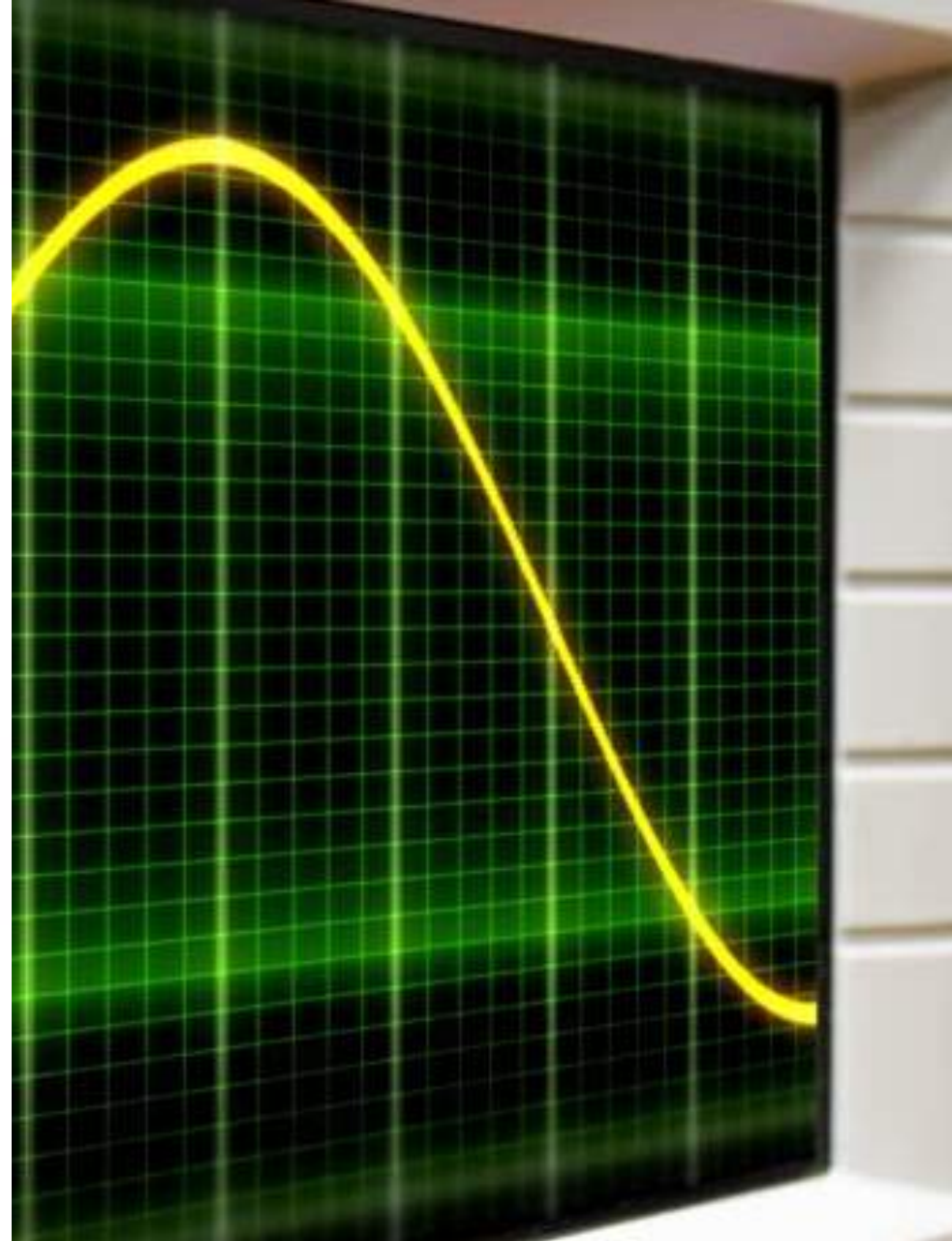
SFX: UCL music "The Champions"











## GREEN PROPS

We will place Heineken green props through out our film.

- The boss blows a green Vuvuzela: the football horn made famous at the FIFA WorldCup 2010.
- Scientists wear white coats and bright green T'shirts underneath
- Boss has a bright green clipboard
- Green electrode stickers for the caps and wires
- Green microphone foam heads for the singing test
- Green confetti for the final shot
- Green sofa
- Green door
- Green oscilloscope wave and onscreen monitoring graphics and data.



# POST

On screen test data will be added in post. The overall effect of the data will feel genuine.

Lighting up the 500 seats inside the stadium will be added in post.

Identifying person  
This is Dan



# OVERALL

This beautifully shot documentary style film is designed to bring a real office full of workers together and to literally share the drama.

We will ensure the whole experience feels completely authentic and spontaneous. Our goal is to treat our audience to a really fun story and a series of witty tests that delivers the ultimate message that alone one cannot live the full experience of Champions League and UCL is definitely best shared together.





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