

THE FUTURE NOW



IDEA

THROUGH RELATABLE CHARACTERS AND MOSTLY CGI VISUALS, THIS INSPIRING STORY TRANSPORTS VIEWERS TO A FUTURISTIC WORLD, SHOWCASING THE WONDERS OF TECHNOLOGY AND A BETTER TOMORROW. THE CHARACTERS ANSWER THE QUESTION, "WHAT DOES THE FUTURE HOLD?" DEFINING IT BASED ON THEIR VALUES AND LIVING STANDARDS. THE STORY CONCLUDES WITH THE AFFIRMATION THAT THE FUTURE HAS ALREADY ARRIVED WITH **ORRO DIGITAL**, LEAVING VIEWERS UPLIFTED AND HOPEFUL ABOUT THE UNKNOWN POSSIBILITIES THAT LIE AHEAD.

APPROACH

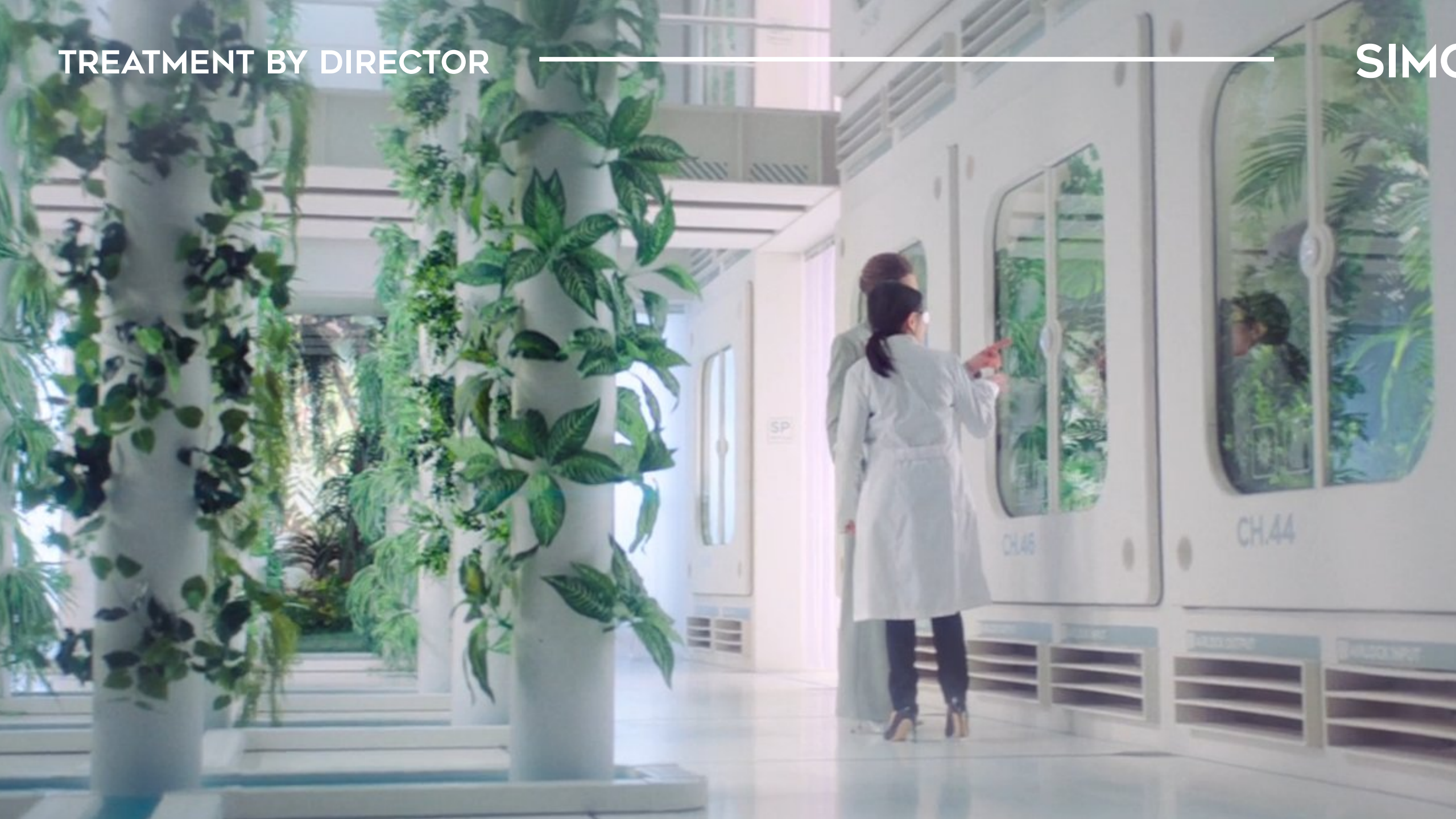
THE MAIN CONCEPT OF MY PROJECT IS TO SHOWCASE A VARIETY OF CHARACTERS IN AN EMOTIONAL AND ASPIRATIONAL WAY WHILE CONVEYING THE EASE AND ACCESSIBILITY OF THE FEATURED TECHNOLOGY. TO ACHIEVE THIS, I'LL USE REAL-LIFE LOCATIONS WITH CGI ADDED IN POST-PRODUCTION TO ENHANCE THE FUTURISTIC ELEMENTS. THROUGH A SERIES OF VIGNETTES, I'LL SHOWCASE DIFFERENT CHARACTERS AND THEIR EXPERIENCES WITH THE TECHNOLOGY, EMPHASIZING THE POSITIVE IMPACT IT HAS HAD ON THEIR LIVES. I'LL CREATE RELATABLE CHARACTERS FROM DIFFERENT BACKGROUNDS AND PROFESSIONS, RANGING FROM CHILDREN TO SENIORS. EACH VIGNETTE WILL BE EMOTIONALLY DRIVEN AND ASPIRATIONAL, LEAVING VIEWERS FEELING INSPIRED ABOUT THE POSSIBILITIES OF THE FUTURE.

LOOK AND FEEL

THE COMMERCIAL WILL HAVE WIDE ANGLE SHOTS WITH A BALANCED COMPOSITION AND SETTLED CAMERA MOVEMENTS FOR A VISUALLY STUNNING AND COHESIVE STORY. WE'LL USE CGI ELEMENTS TO CREATE A FUTURISTIC AND ASPIRATIONAL FEEL, WITH A BRIGHT, WASHED-OUT LOOK THAT CONVEYS EASE AND ACCESSIBILITY. THROUGHOUT THE COMMERCIAL, WE'LL USE COLOR GRADING AND LIGHTING TO ENHANCE THE MOOD AND TONE OF EACH SHOT, WHILE THE CAMERA MOVEMENTS WILL BE PRECISE FOR STABILITY AND CONFIDENCE. OUR GOAL IS TO CREATE AN EMOTIONALLY IMPACTFUL COMMERCIAL THAT SHOWCASES THE TECHNOLOGY AND INSPIRES VIEWERS, WITH A PROFESSIONAL AND POLISHED LOOK THAT BUILDS TRUST IN THE BRAND.







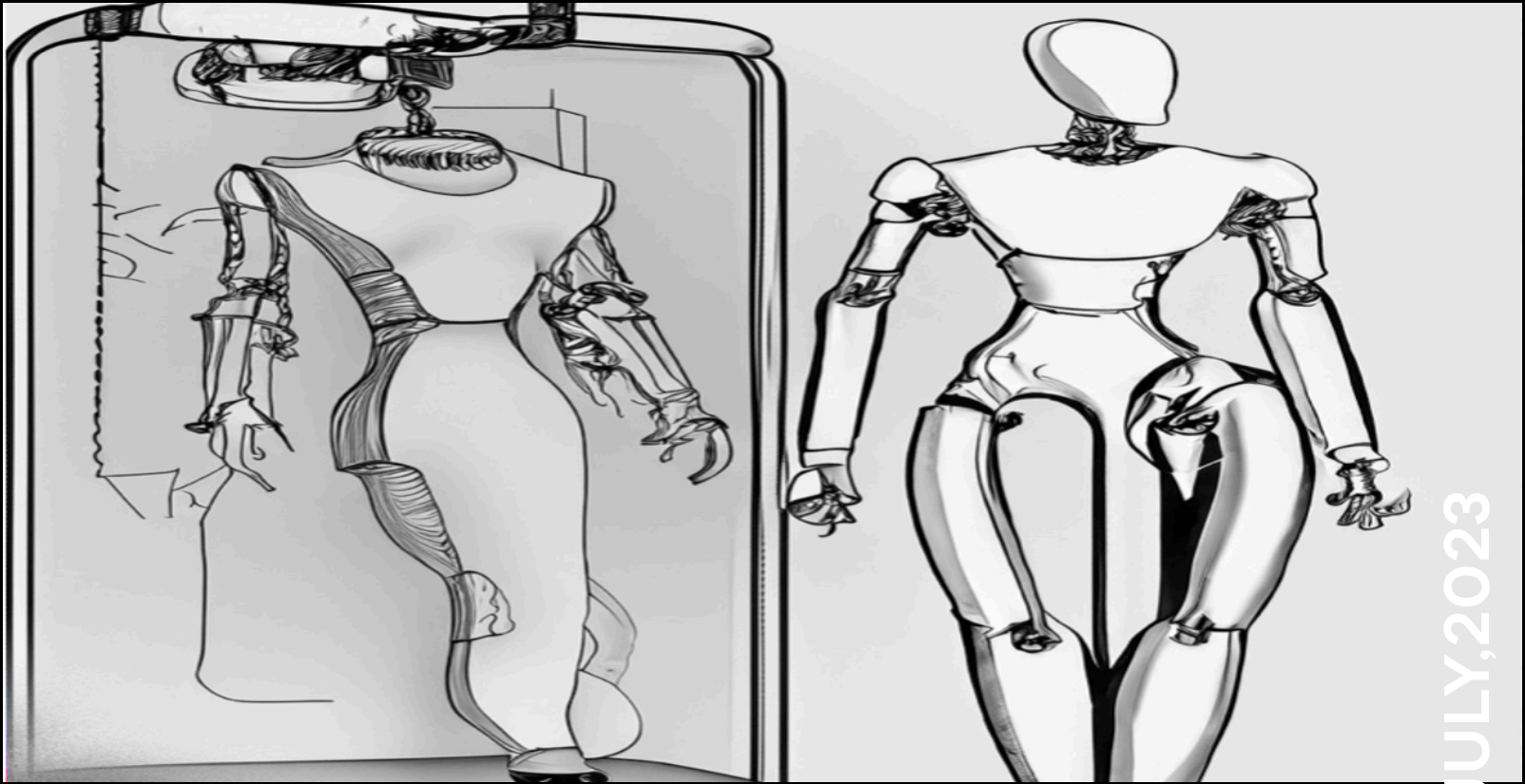
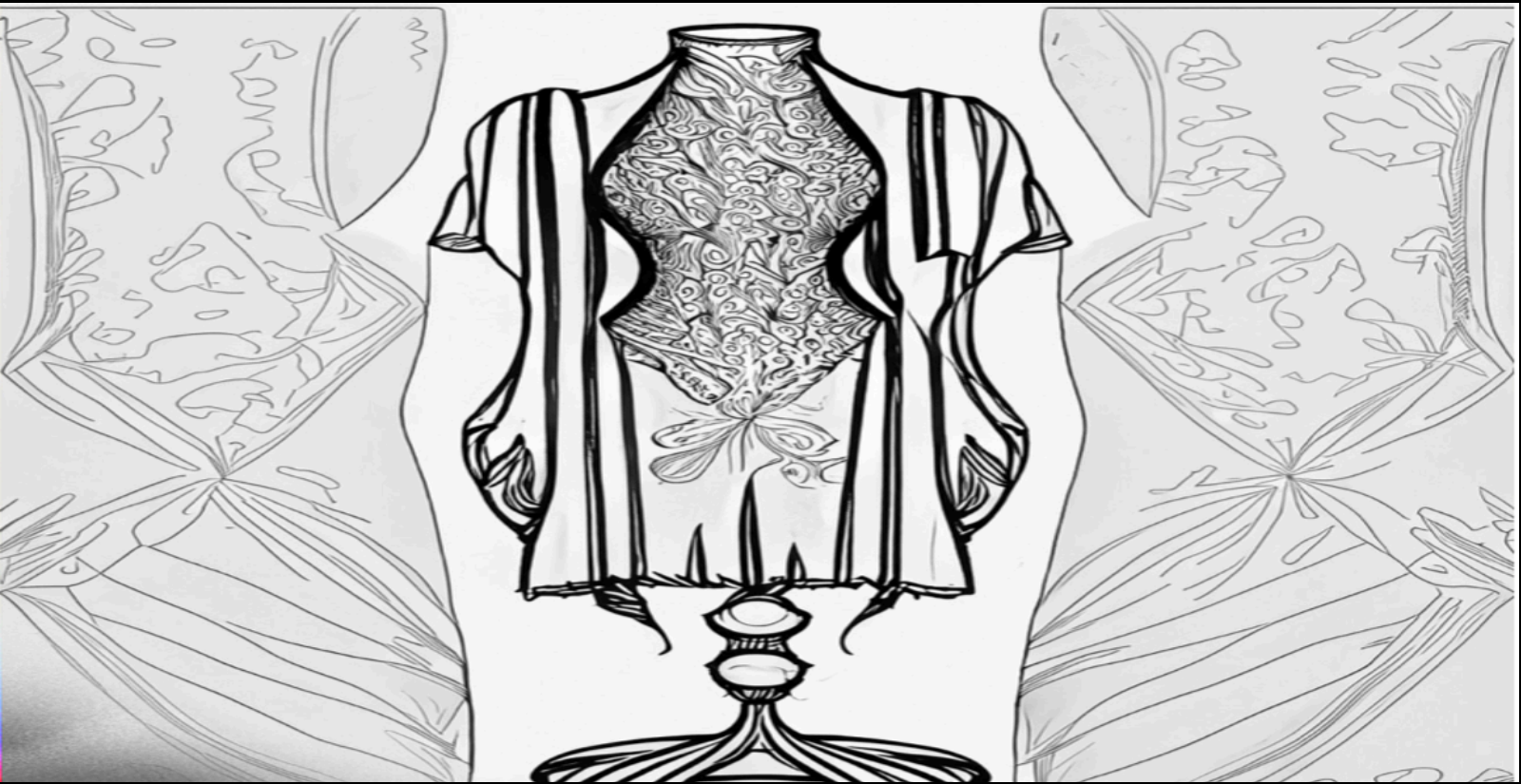
THE STORY

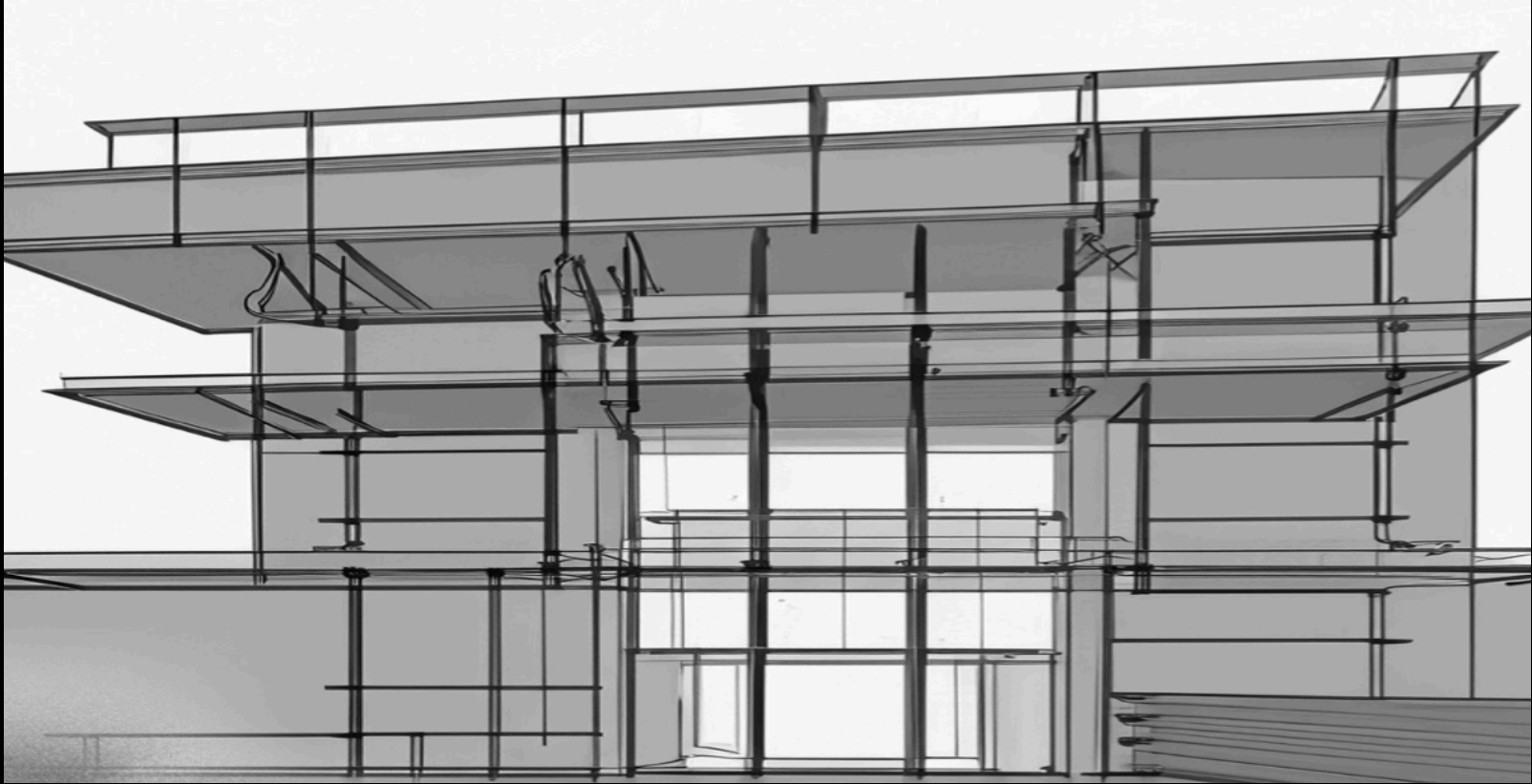
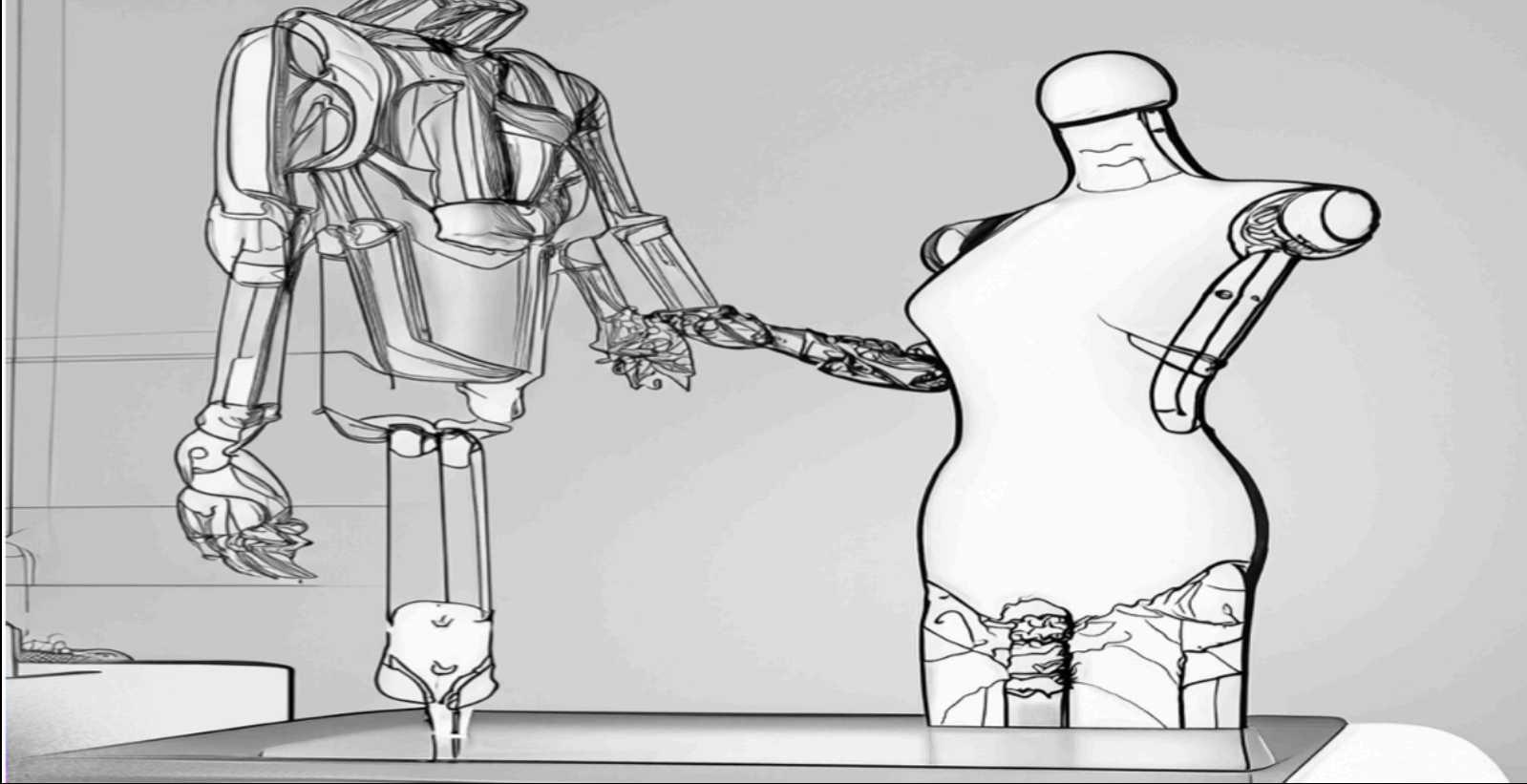
THE STORY BEGINS IN A SCIENCE MUSEUM WHERE A MAN ASKS IN A CHARISMATIC WAY, "WHAT IS THE FUTURE?" AS THE MUSIC CONTINUES, WE FIND OURSELVES IN A FUTURISTIC APARTMENT WHERE A YOUNG GIRL ARRIVES FROM WORK AND VOICE COMMANDS HER HOUSEHOLD APPLIANCES. THE NARRATOR SAYS, "FOR SOME, THE FUTURE IS BEING IN CONTROL." WE THEN SEE A FAMILY WATCHING TV TOGETHER ON A 7D SCREEN, AND A BIRD FLIES OUT FROM THE TV. THE LITTLE GIRL TOUCHES THE BIRD AND LETS IT GO BACK TO THE TV. THE NARRATOR SAYS, "THE FUTURE IS BEING CONNECTED WITH THE ONES WE LOVE IN A DIFFERENT DIMENSION."

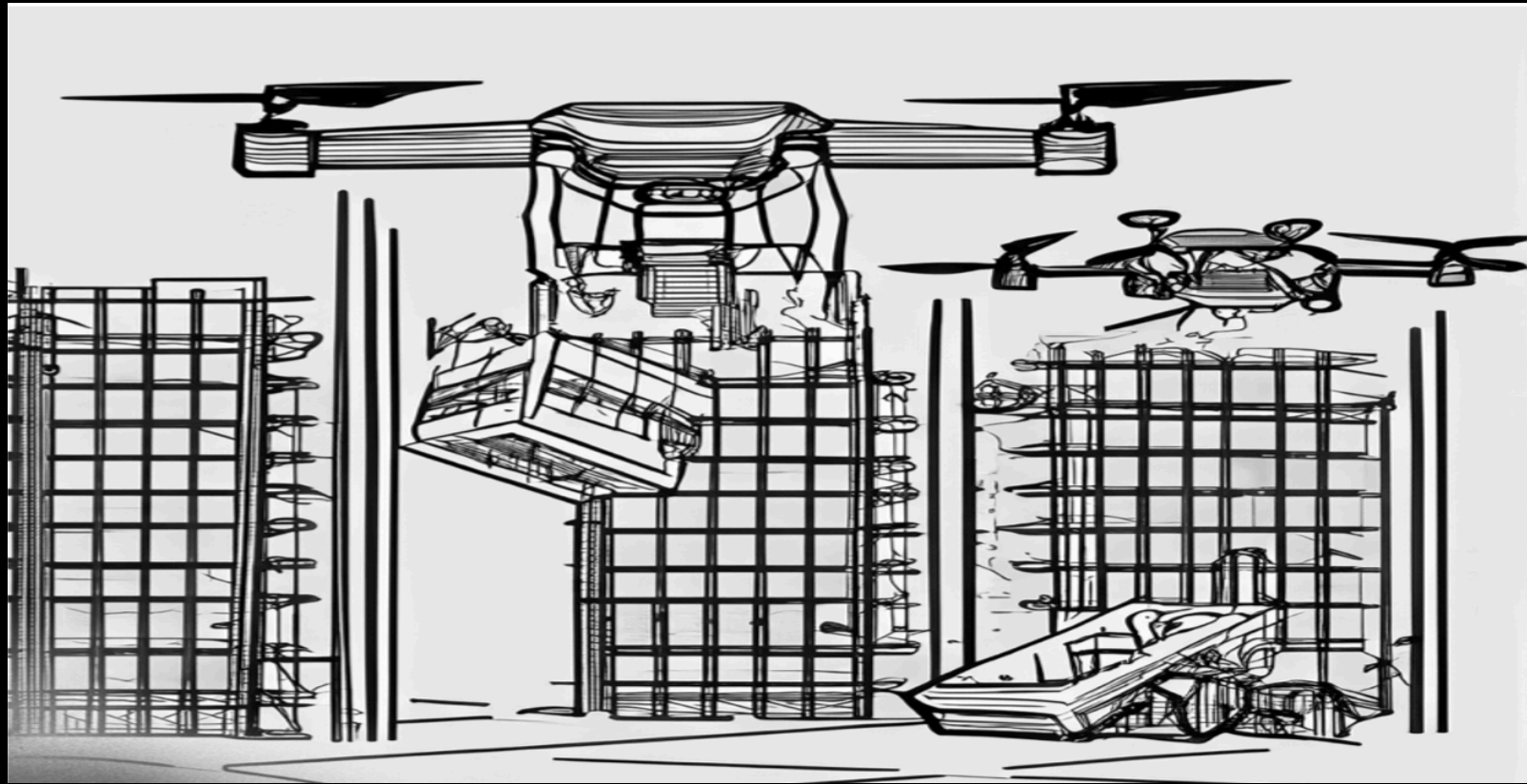
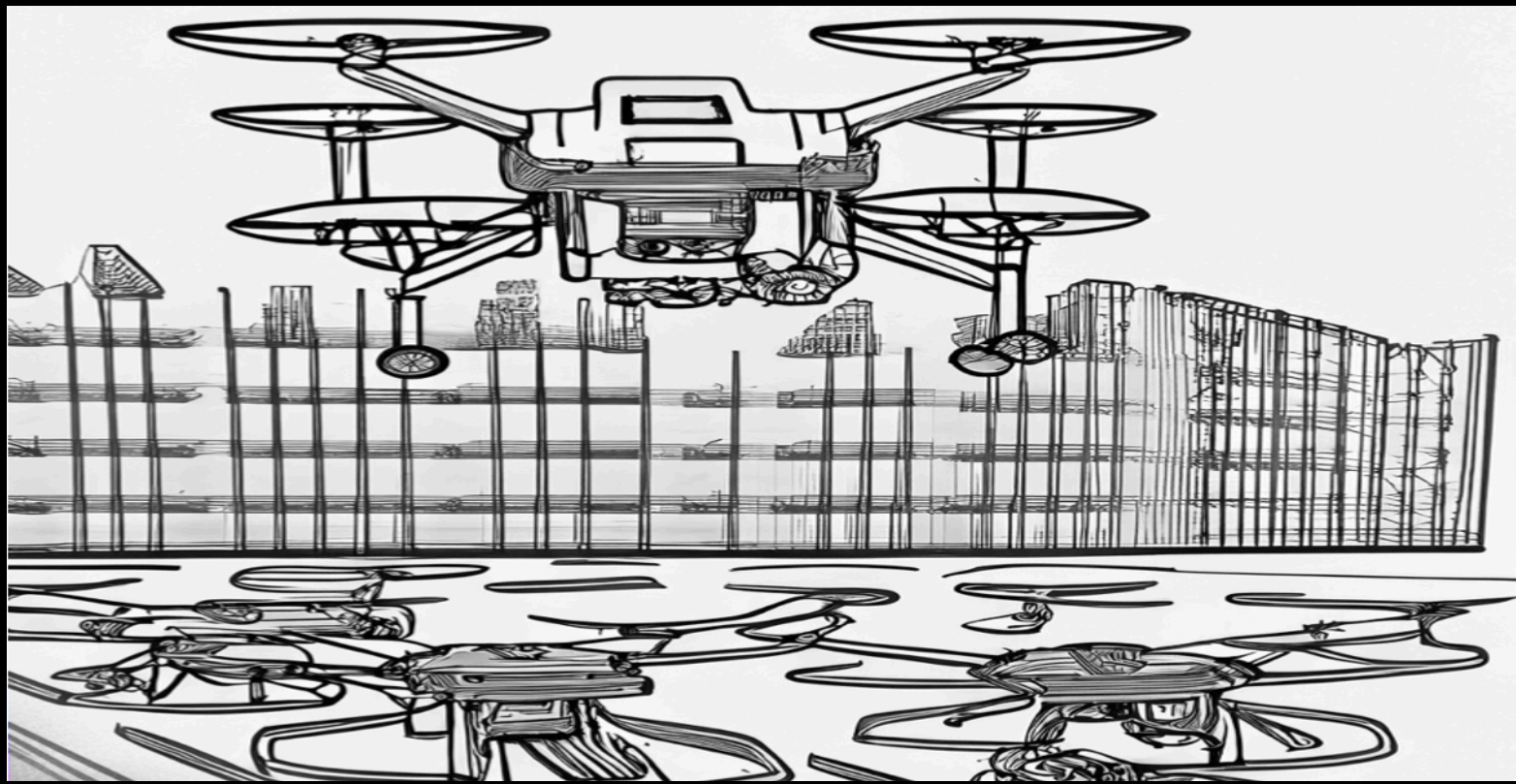
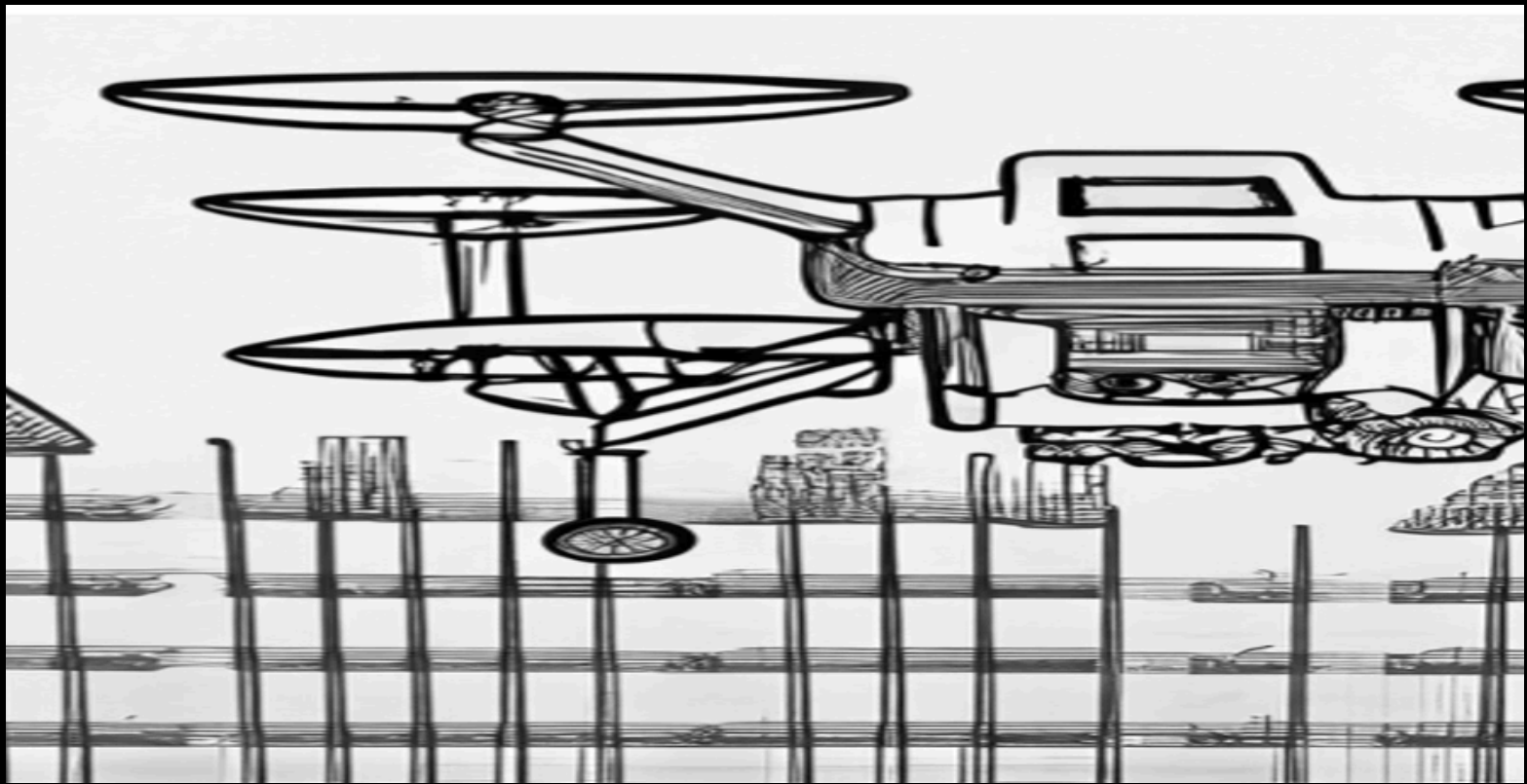
NEXT, WE SEE A DESIGNER WORKING IN AN AUGMENTED REALITY STUDIO WITH MIRRORS AND MANNEQUINS, AND A ROBOT HAND DOING DETAILED DESIGNS. THE NARRATOR SAYS, "FOR OTHERS, THE FUTURE IS LIVING YOUR IMAGINATION." WE THEN MEET A TEAM OF ENGINEERS CONTROLLING THE CONSTRUCTION OF THE CITY BY ROBOTS AND DRONES. THE NARRATOR SAYS, "FOR OTHERS, THE FUTURE IS NOT ONLY BUILDING, IT IS DEVELOPMENT." AFTER THAT, WE SEE THE CITY WHERE EVERYONE IS HAPPY AND ENJOYING LIFE, AND FROM A FLYING CAR, OUR MAIN CAST SAYS, "FOR SOME, THE FUTURE IS POSSIBILITIES AND HARMONY."

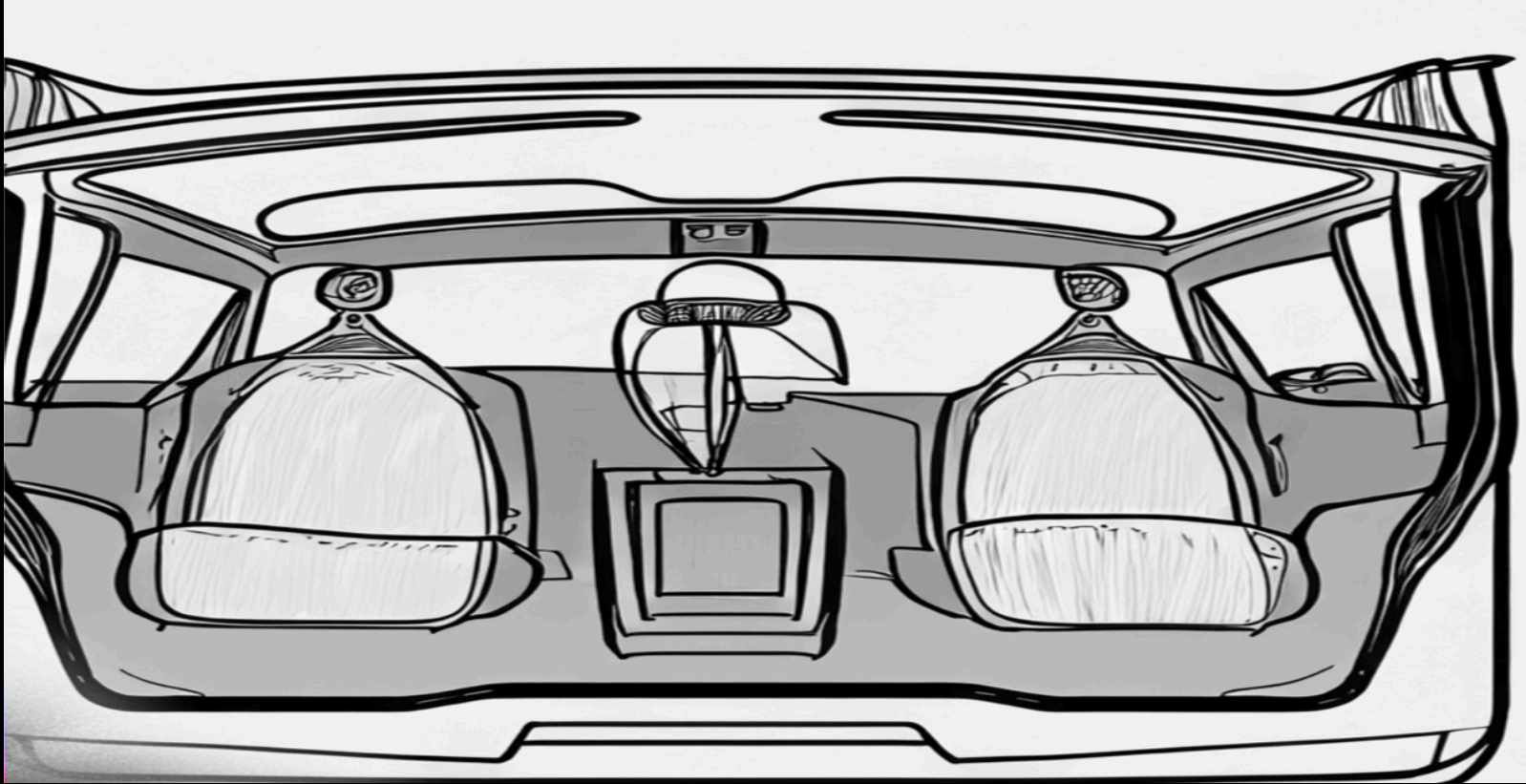
WE THEN SEE A GROUP OF UNDERGROUND CRAZY SCIENTISTS MAKING A MECHANICAL HORSE IN ROCK AND ROLL STYLE. THE NARRATOR SAYS, "FOR THEM, THE FUTURE IS UNKNOWN." FINALLY, WE ARRIVE AT A FUTURISTIC RESTAURANT WHERE ROBOTS PROVIDE SERVICE AND PEOPLE PAY BY PHONE. OUR MAIN CAST SAYS AFTER PAYING, "NO MATTER WHAT YOU THINK THE FUTURE WILL BE, ONE THING IS FOR SURE: IT STARTS NOW WITH ORRO DIGITAL - LIMITLESS POSSIBILITIES."



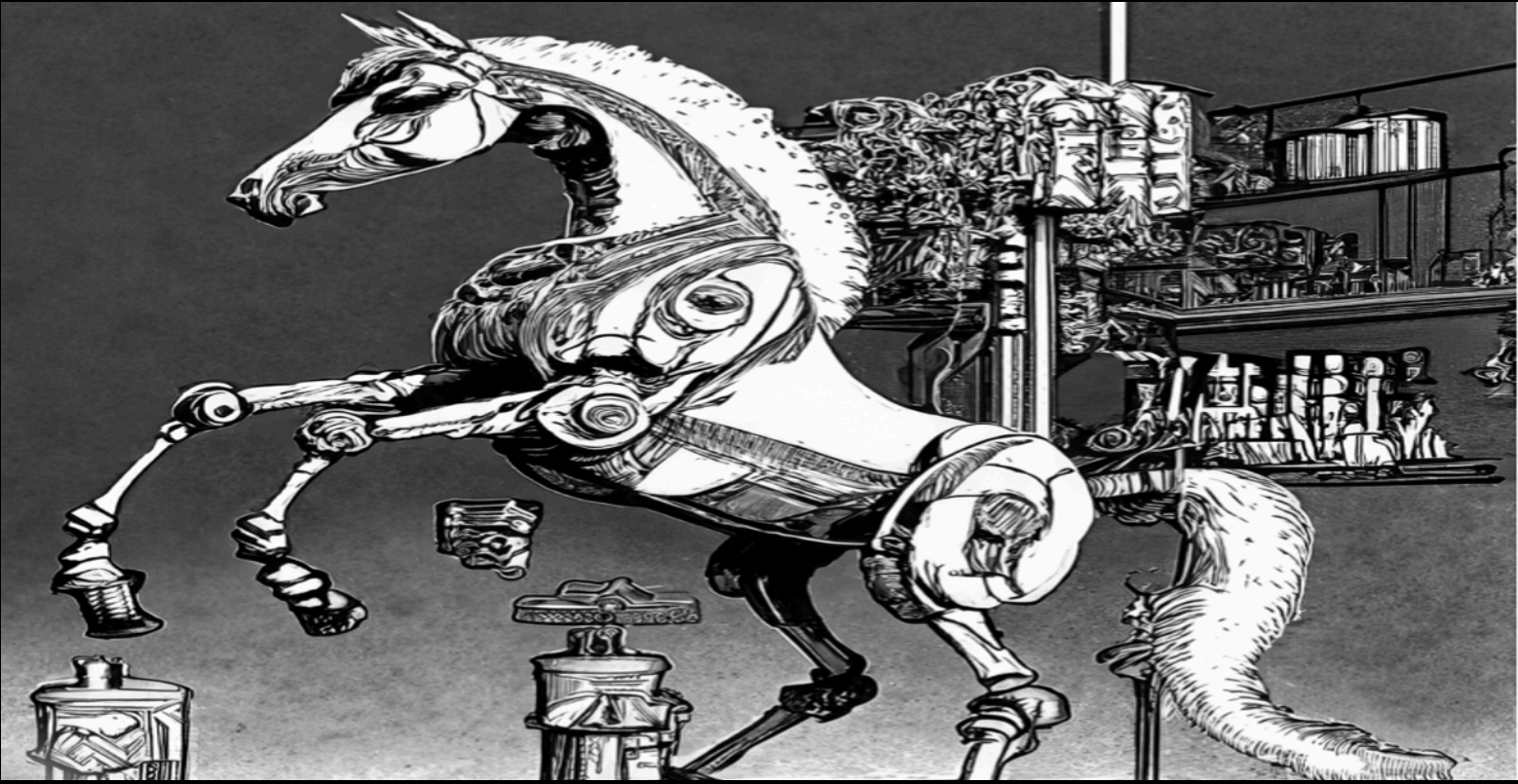
















THE CHARACTERS

The characters in the commercial represent a diverse range of people from different backgrounds and The characters in the commercial represent a diverse range of people from different backgrounds and professions. The man in the science museum is charismatic and curious,

The young girl in the futuristic apartment is tech-savvy and confident, The family watching TV on the 7D screen is loving and connected, The designer in the augmented reality studio is creative and innovative. The team of engineers are skilled and precise, working together seamlessly. The underground scientists making the mechanical horse are eccentric and unconventional, . The man in the science museum is charismatic and curious, The young girl in the futuristic apartment is tech-savvy and confident, The family watching TV on the 7D screen is loving and connected, The designer in the augmented reality studio is creative and innovative. The team of engineers are skilled and precise, working together seamlessly. The underground scientists making the mechanical horse are eccentric and unconventional,



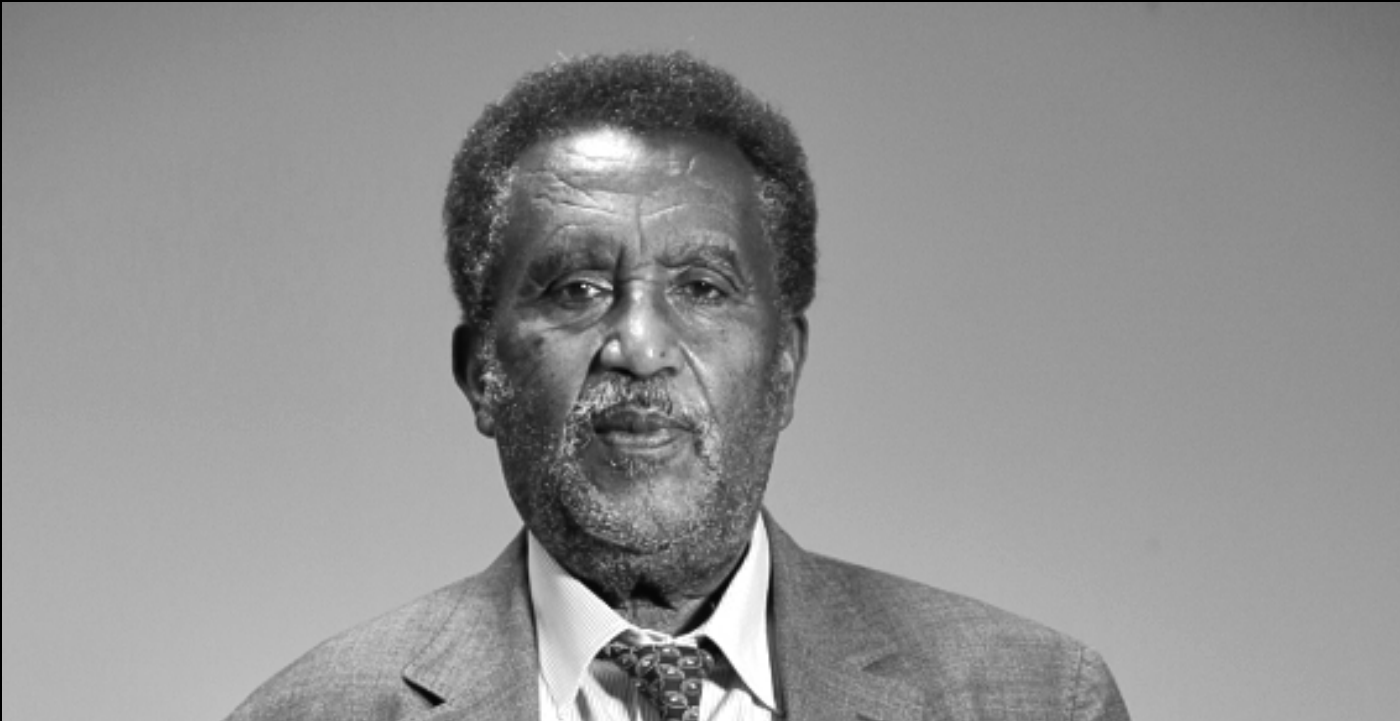
APARTMENT GIRL



DESIGNER



HEAD OF CONSTRUCTION



OLD MAN



OLD WOMEN



KID









CINEMATOGRAPHY

THE COMMERCIAL WILL FEATURE HIGH-KEY AND DIFFUSED LIGHTING, CREATING A BRIGHT AND OPTIMISTIC ATMOSPHERE. WE'LL USE WIDE-ANGLE LENSES FOR A LARGER-THAN-LIFE LOOK, WITH MEDIUM CLOSE-UP SHOTS TO CAPTURE THE CHARACTERS' EMOTIONS. THE PRIMARY CAMERA WILL BE ON A RONIN FOR SMOOTH AND STABLE MOVEMENTS, WITH OCCASIONAL DOLLY SHOTS TO ADD VARIETY AND INTEREST. THE OVERALL EFFECT WILL BE VISUALLY ENGAGING AND ASPIRATIONAL, CAPTURING THE EASE AND ACCESSIBILITY OF THE TECHNOLOGY.

ART DIRECTION

To enhance the look and feel of the commercial, we recommend utilizing a futuristic art direction with sleek and modern set design, advanced technology, and high-tech props. Incorporating natural elements such as plants, wood, or water can create a sense of balance and harmony, while practical effects such as smoke or haze can enhance the dreamy and ethereal atmosphere. Utilizing contrasting lighting and color can create visual interest and highlight the emotional tone of each scene, while a minimalist approach can emphasize the ease and accessibility of the technology and ensure that the focus remains on the characters and their experiences. By incorporating these art direction notes, we can create a visually stunning and emotionally impactful commercial that inspires and uplifts viewers, while also showcasing the aspirational qualities of the technology featured in the story.

COSTUME

THE CHARACTERS IN THE COMMERCIAL WILL WEAR MODERN AND STYLISH CLOTHING IN BRIGHT COLORS WITH A SLEEK, STREAMLINED LOOK AND MINIMALISTIC DESIGN. ACCESSORIES LIKE SMARTWATCHES, SUNGLASSES AND HEADPHONES WILL SHOWCASE THE TECHNOLOGY SUBTLY. THE COSTUMES ADD TO THE ASPIRATIONAL AND VISUALLY STUNNING FEEL OF THE COMMERCIAL, CREATING A MODERN AND EXCITING ATMOSPHERE.

CGI COLOR EDITING

The commercial will feature high-paced editing with a lot of match cuts from one scene to the next. Most of the element in the frame are CGI ,The color grading will have a natural tone with muted colors for a cohesive and futuristic look. The voice-over will be a blend of narration and dialogue to maintain a natural tone and create a conversational feel.

A low-angle shot of a man in a dark suit and white shirt, wearing a black helmet, talking on a black smartphone. He is standing in a city street with several tall skyscrapers in the background. The sky is a pale, hazy blue. The man is looking upwards and to the right. The buildings are made of glass and steel, with some windows reflecting the sky. The overall tone is professional and modern.

THANK YOU