

@@

iZettle - treatment cover

@

THE IDEA

An idea is only as strong the truth it contains. And this is what we love about this project.

The world you present is one that is being taken over by the unstoppable forces of a giant, overarching corporation. A massively centralized, vertically integrated source of food, production, distribution and sales. A beast that has ballooned into a power so strong that it impacts our cities, our streets, our homes and our very behavior - regardless of whether we can actually perceive what is happening all around us. The line between fiction and reality might seem blurred - because it is. We live with a version of it everyday. And this is what really makes this concept so impactful.

The present moment isn't so far off from this stylized version you've created. Entrepreneurs are losing the ability to strike out on their own, fearing the crushing forces of metastasizing conglomerates. In turn, consumers are losing their right to choose who they do business with. It's bleak.

What is clear is that iZettle is helping to even the playing field by democratizing business. They are the hero of this film - here to deliver us from a dark future that's closer than anyone realizes. They are fighting for the rights of the underdog. The Selfmade. And so are we.

{GIFS and/or pics 1}

@

OUR QUEST

This is a fictional world. But like any great piece of fiction, what makes it so impactful is that a kernel of truth is at its core. Our duty as directors is to make use of this idea, and this inherent truth, to create a stunningly strong visual universe. A weirdly unpleasant world, where Cheri, our heroic self-made baker and entrepreneur, struggles against a threat that's growing more oppressive by the day.

Throughout this treatment we will highlight the main ideas that we believe are relevant to make this amazing project as exciting as we imagined when we first got our hands on it.

@

VISUAL UNIVERSE

Convincingly establishing this world will be key to getting our viewers to invest in Cheri's struggle. So we'll focus on showing how Giant Corp's influence stretches far beyond the business world. It impacts the very geography of our cities. How the streets and buildings appear. It shapes the way people dress, how they style their hair. What they eat. Dictates what people see on television, internet content. In short, their oppressive footprint is made obvious by the aesthetic 'massification' of all things.

{GIFS and/or pics 2}

@

Everything we see lives within this crushing and overarching Giant Corp aesthetic. Nothing escapes their impact. Therefore, establishing the right visual tone - dull, oppressive, unpleasant, but still contemporary and weird - is what we are going for.

~~(art direction)~~ The city should look progressively deteriorated. A constant battle between the destructive forces of the riots and the clean-up efforts of the Giant Corp team that surprisingly wipes the city clean within minutes. So it is a tug of war - smokey and chaotic at times, but mostly very clean and weirdly calm the rest of the time.

{GIFS and/or pics 3}

@

Brutalist soviet architecture, with its shades of gray and lack of life, has always been a good choice when depicting a dull, dehumanizing universe. But that version of a dystopia seems to stand for a world propped up by the forces of a supreme, bureaucratic state. What would a world taken over the untamable, crushing forces of centralized capitalism resemble?

@

Think of postmodern dullness. Think of fake happiness framed within endless window patterns. Architecture that lacks any personality. Everything the same, bland color. The same amorphous elevator music playing everywhere. Nothing unique or particularly interesting. Urban oppression in every conceivable form: Lots of police. Heavy traffic. Congestion on the sidewalks. Ever present sound, air and water pollution. Absolutely no place to be inspired.

Our quest is to help redefine the iconography of boredom by creating this utterly impactful (yet completely dull), overwhelmingly dystopian world! **And this will truly bring our audience to side with Cheri as she fights to spark change.**

{GIFS and/or pics 4}

STYLING

This dystopia will also be defined by the smaller details. Such as hair styles, which will also be symbolic of the forces shaping this world. For example, I like to play with the idea of how North Korea has a rule that there are only 6 types of hairstyles a citizen is allowed. The point is that everyone in this world has to abide by the same parameters.

BUT, there's more! Everyone dresses the same and looks the same. Up until one specific part of the film where we feature a poster of a model who has a different hair style. And the next day... everyone has changed their hair to this new style. (Wall-e reference) So, the point is that everyone in this world is pursuing the current fashion and STILL everyone looks the same. We could even create a great moment where we see rows of people at a hair salon, all getting the same exact hair style.

@

WEIRDNESS

We love how you mentioned weirdness in the briefing because we also believe this is key for our film to stand out. Beyond establishing the dystopia, this place needs to feel disturbing and strange - further helping our audience connect to Cheri because she stands out as 'normal'.

This universe should feel boring and oppressive. But, its inhabitants shouldn't be aware of that as they live within the premise of a happy life. Where everything conveniently sits within reach of a single click. Where variety and choice is nothing but an illusion.

@

So, everyone is smiling. Everyone is polite. Nodding their heads with fake greetings and fake cheer. Sharing a surreal calmness that is constantly colliding with a rising, tension-filled soundtrack in the background! Just like the distant sound of a siren, the whine gradually growing closer - we establish a very uncomfortable background noise that keeps building. Making us feel queasy and uncomfortable as it communicates that this is all just a carefully constructed facade. A make-believe version of 'happiness' that only serves to alienate everyone.

{GIFS and/or pics 5}

@

The weirdness is so repulsive that it draws you to Cheri's side because she appears to be one of the few sane people left in this strange world. It spurs a rallying cry from the viewer. This willingness to fight alongside Cheri to keep that small, yet inspiring spark of local business alive!

{GIFS and/or pics 6}

THE PRODUCT

The product will be featured in a very subtle way, but at a very important point in the narrative. We'll showcase the iZettle card machine in our last scene, as Cheri uses it to complete the transaction with her prized customer - establishing a connection between the product and the deeply human and hopeful feeling that this scene will evoke. To keep it as human as possible, this moment should be lit in a very cozy, warm light so that we avoid getting too tech-centric.

We should also avoid oversharing the product features since this will drive the viewer away from the story. Because this film is not mainly about the card machine itself but rather about iZettle as a brand. As a one stop shop for the selfmade employees, we will establish iZettle as a crucial partner for Cheri, and for all other selfmades out there.

SCRIPT

It would be great to kick off the film with a fake advertisement from Giant Corp. A commercial that promises a world where everything is within the reach of a single, easy click. Instant happiness. After a few seconds of watching this fake film, we'd cut to Cheri. Watching as she gets ready for her workday with the tv on in the background, showing the last moments of that Giant Corp ad we'd just been viewing. By doing this at the start of the film we'll generate an interesting misleading feeling - immediately drawing our viewers in.

From then on, the tension of the narrative should be constantly building. Up until the moment when things get even more physical when we see evidence of riots in the streets. Though we won't actually see the activists, we'll see the results of their actions: burning cars, trash filling the streets. Chaos defying the 'big brother-esque' calm of Giant Corp.

Throughout the narrative we should also build upon Cheri's doubt of whether she will be able to sustain the constant pressure. So, we'll see her girlfriend incrementally giving in over the course of the film. She'll start to replace her unique, individual style with Giant Corp fashion. She'll even cut her hair so that it resembles every other Giant Corp consumer drone. However, unlike all of them, Cheri's girlfriend will not be happy or smiling. She'll be miserable and will carry a sad expression that will motivate Cheri to continue the fight against the corporate overlords.

Throughout, many elements of the narrative will seem to try to 'persuade' and convince Cheri to abandon her ideals and give in to the Giant Corp world.

This will intensify until it peaks when she is walking home late at night and she passes a giant 'hologram commercial' of a happy Giant Corp working woman (that uncannily resembles her). It's so convincing that it nearly compels her to give in as she looks at it with a sad, almost lifeless stare. But deep inside she still strong and decides to stick to her ideals.

@

The final scene of this film will serve to show that Cheri isn't alone in this and neither is the audience. When, from the midst of a smokey, chaotic street scene on the verge of a full blown riot... a regular customer emerges. He's one of the good guys. One of us. Human. He enters the shop, buys his favorite raisin bread that only Cheri can bake and pays on her iZettle. The way he looks, and nods to her before going back to the street clearly states: 'Thanks for staying put. Keep up the good work.' And that's what she does.

@

This is the moment that really shows how this is a film about resilience. About pursuing your passion against all odds. About striving and succeeding in a world of giants. And we love how that feeling is wrapped up in the last scene of the film. It's so strong, yet still subtle and human!

{GIFS and/or pics 7}

NARRATIVE - EMPATHY

As we've said, our audience needs a hero to empathize. They need to see themselves in this character to really care about what's happening on screen. So we love how you chose the perspective of a single character to tell your story.

Our hero is a strong, independent woman. Cheri is a self-made business owner, but most importantly, she is a dreamer. No matter how vast Giant Corp grows, she and her local business will find a way to fight back, survive and thrive.

(casting) Cheri should be between the ages of 30 and 40. Someone who's taken control of her life to pursue her dream - she gave up her old job and is struggling to make her self-made career succeed. She's always dressed in warm colors, and in natural fabrics - cotton & wool. This will reinforce the handmade aspect of her personality while clearly contrasting with the minimalist, slick style and dull/cold colors of everyone else who's been subjugated by Giant Corp.

{pics with references of the Cheri character}

Within the scenes of her personal life (her apartment, her resistance to fleeing the city, etc.) we should establish a sense of intimacy. Bit by bit we should relate to her and her light. Each detail compelling us to cheer her on. This type of narrative creates a strong empathy with the viewer. It also amplifies the idea of supporting local businesses and supporting the self-made. Directly associating these entrepreneurs with individualism, authenticity and most of all - the warming glow of humanity.

{GIFS and/or pics 6}

@

CHERI	x	GIANT CORP (other people)
human		industrial
passionate		alienation
warm		cold/fake happiness
Dreamer		numbness

@

VIGNETTES . BUILDING UP TENSION

To best feel Cheri's personal struggle, we need to see things through her eyes. Perceive things in this world as she perceives them. Again drawing our audience in by relating to her.

There is nothing as offensive as that feeling of always being under surveillance. Your life path prescribed to you - that you have no choice in the matter. Cheri is under this constant pressure and our viewers should feel the impact of this mindstate along with her. Whether it's just in her mind, or really happening, the workers from Giant Corp appear to be constantly watching her every step. Awaiting the opportunity to come in and take her business right out from under her... just like they've done to every other self-made entrepreneur in this city. Like the saying goes, 'You call it paranoia, I call it awareness.'

A motorcyclist strangely stops beside her car at a traffic light and simply stares at her (ref 7), a female dog walker seems to be watching her from the other side of her shop windows, the mail man seems to be sabotaging her packages... we'll make use of all aspects of her life to create this weirdly tense, paranoid atmosphere.

{GIFS and/or pics 8}

VIGNETTES . BUILDING UP THE UNIVERSE

To best build the perception of pressure on Cheri, we also need to enlist every detail in this universe to help create this tension. Every element in the film - whether it's front and center in a scene or small details like the sound of a tv in the background, an advertising banner on the street, the weirdly smiling family on the back of a milk carton or the current bland fashion trends... is designed to show that Giant Corp's reach is far beyond anyone's control. Its impact is inescapable. So we should make use of any peripheral elements (visual and audio) in these vignettes that will help reinforce this feeling.

Creating a universe that feels big and looks strong (staying within budget!) is our job. And playing with these vignettes in a smart way is what will take us there!

{GIFS and/or pics 9}

@

THE BAKERY

We'd like to present Cheri as a dedicated baker who loves her craft. Why? Because we feel that reinforcing the handmade aspect of her grassroots business is the key connecting with her passionate struggle. It takes a plethora of passion to run a business such as a bakery. Extremely early morning hours, physically demanding hands-on work.

So, of course, it makes sense that all of her dedication would inspire a passionate base of loyal customers - even in the midst of Giant Corps' overwhelming presence. We feel that this version of Cheri's backstory gives us plenty of interesting material to play with.

@

THE GIANT CORP BAKERY

To juxtapose Cheri's passion - directly across the street from Cheri's shop, a brand new Giant Corp Bakery has just opened up. This is the inciting incident that raises the tension, making Cheri question whether she will be able to keep up or will she see her business boarded up like the rest.

Here, we should play with fast vignettes that show the high contrast between Cheri's human approach to her craft and the dull looking cakes and breads from Giant Corp. Mass produced, bland baked goods that arrive daily in huge delivery trucks, unloaded by workers with a machine-like, industrial precision. Everything at Giant Corp Bakery lacks warmth, personality or flavor. There's just no human touch.

GRADING

To further enhance this contrast between Cheri and the corporate competition we'll also look to use grading - a very important tool. I'd divide it into two sections - the world of the Giant Corp is cold. Blue, gray and green tones take over to create a monotonous ambience. While Cheri's shop fights against the monochromatic world with warm, organic tones - an elegant palette of reds, mustard yellows and warm lighting.

CHOREOGRAPHY

Choreography is also an important element. All of the Giant Corp 'people-bots' will move the same, with absolutely minimal effort, always looking forward. Always synchronized - even stopping in sync at the red light in a crosswalk. They are always either looking at their phones, or looking straight ahead. Never making eye-contact. Cheri, on the other hand, always has a vibrant look. She looks at things with an inherent curiosity, and so does the man, her regular customer who enters her shop. So we should feel that they have a connection in the way they behave and the way that they style themselves.

SOUNDTRACK

All of this will be underscored by an intelligent use of sound design and music. The composer Hans Zimmer is a master at using sound to create a sense of rising tension. As important as establishing the visual tension is, the sound in this film should always be underscoring the oppressive and tense aspects of this dystopian universe.

In Dunkirk, for example, Hans Zimmer used a technique called Shepard-Risset Glissando, creating an unmatched, constantly building tension in the music. It built a steady feeling of dread throughout the film and it's an impactful technique we should make use of ourselves! ([https:// www.youtube.com/watch?v=LVWTQcZbLgY](https://www.youtube.com/watch?v=LVWTQcZbLgY))

@

THANK YOU

We want to thank you for reaching out to us for such an exciting project! It will be amazing to be part of a film that we so strongly relate to on a creative and philosophical level. Let's fight for the underdog and even the playing field for the passionate self-made entrepreneurs everywhere!

Please feel free to ask us any further questions. We hope we can help to make this film as amazing as we've envisioned :)

Cheers,