

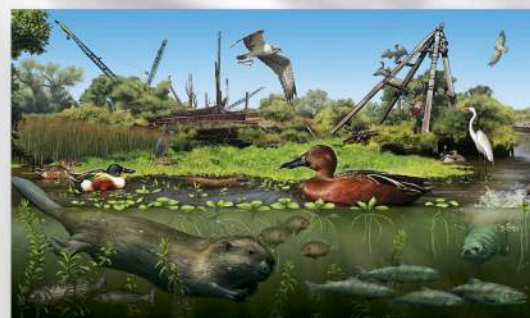


-All Natural-
ALEXIA®

Time Lapse Flavor

Creative Concept
by David Blumenfeld

Thank you for the opportunity to collaborate with you on this fun and exciting campaign. The notion of a highly accelerated view of the natural growing process, taking your product from farm to table, presents a unique occasion to showcase this visually stunning metamorphosis in beautifully captured time lapse artistry.



Through the use of multiple, well choreographed techniques and compelling imagery, we can skillfully capture the viewer's awe and delight as the evolution unfolds before their eyes. Thinking back to my school days, I was always fascinated by those full color textbook illustrations of ecosystem cutaways, where the ordinary world above gave way to the extraordinary environment below, as shown though a magical glass plate revealing a window for the casual observer to enjoy. As my interest in art grew, evocative underwater scenes painted by artists like Robert Wyland and Christian Lassen in this same visual style captivated me, and in reading your treatment, the same excitement I felt then has returned.



While some timelapse photography is jarring and abrupt, with rapidly changing lighting and shadows and quick popping motions, there are others where the motion is smooth and consistent, and this is how I see the initial growth underground, purposefully lit and magically evolving. The world above ground will juxtapose this slightly, transpiring the course of a single day from sunrise to late afternoon. While the Sun itself will not be visible, the color of the sky and our growing foliage will reflect the advancing time, with the highlights and shadows slowly moving with it. The sounds of the time of day will reflect that advance, from birds chirping in the morning to late afternoon crickets and a rustling breeze in the later hours. The course of the day is analagous to the growing season, from Spring planting through the Fall harvest. At the point when the sweet potato plant reaches its full maturity, the passage of time will return to normal as the farmer's hand reaches toward the stalk and pulls the plant from the ground, magically transforming the potatoes into the product bag as it breaks the surface. Let us proceed on this journey and dive into how we will bring this to fruition.

To shoot the underground portion of this spot, we will construct a large four-sided plywood box, missing only the top and front walls. To the face of this we will attach a large plexiglass panel with low reflectivity and then fill this with layers of dirt and planting soil, as well as some rocks and stones. By setting this up in a controlled studio environment, we will be able to carefully light this and position our camera, as well as manipulate the underground growing cavity, various stages of root systems, and the above-ground plant. Since soil is so complex, shooting this practically will yield the best results, and also allow us to seamlessly integrate the live action shot at the end. With a raised platform to the side for the hand model talent, he will easily be able to reach in and pull the final plant with the bag attached from the hole, and in post we will composite the transition where it breaks the surface afterwards.



Behind the box, we will place a large, lit bluescreen so we can key the foreground elements and replace the background with our sky in post.

For the sky, there are three options to go with:

1. Find an ideal location to shoot time-lapse footage of an entire day
2. Find stock footage of a time-lapse day
3. Create our sky as a CG element

Regardless of which one we choose, we will likely augment the footage to have the desired color changes and cinematic beauty that this sequence demands.

The following images illustrate a few frames representative of the progression of the spot as it will be shot.

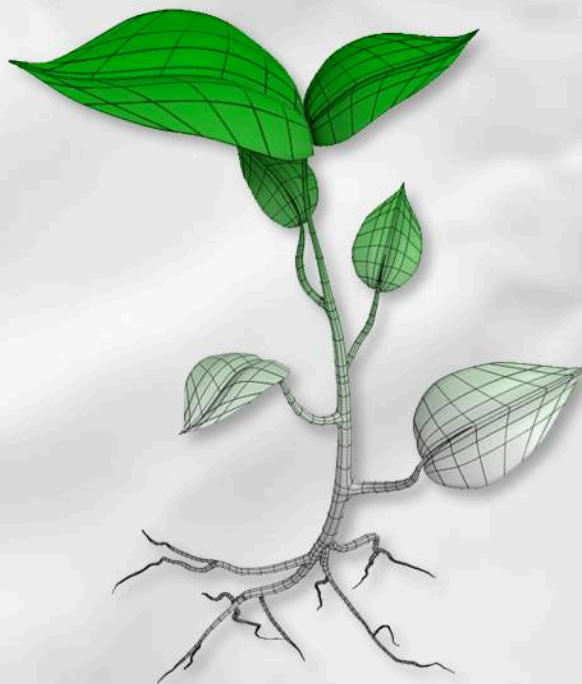


In creating this spot, one of the biggest challenges will be to marry the practically shot underground set and the live action plant harvest ending with the time-lapse growth that preceeds and intercuts within. On set, we will shoot numerous examples of root systems in different stages, possibly fully grown, and then break pieces off to shoot in reverse, as well as for textural and shape reference. The same will be done with various specimens of sweet potato foliage as well as sweet potatoes themselves. This reference will then be utilized to recreate digital 3d models which can be manipulated and "evolved" in the computer, and then photorealistically integrated with the rest of the plates to appear as if the entire thing were shot over the course of weeks or months.



A similar process will take place with the sky replacement, allowing us to composite the two sections together and allow this magical journey to unfold in a seamless, artfully choreographed fashion.

By creating this spot as a mixture of stop motion time-lapse, live action, CG, and composited elements, this gives us the creative freedom to easily alter the timing, growth rate, color palette, and look of the entire evolutionary process leading up to the bag switch and final product reveal.



Thank you again for considering us on this imaginative campaign. Our passion for telling striking, inspired stories is only matched by our desire to push the creative visual envelope.

We recently had the opportunity to create a short film for a large client that involved shooting stop motion from an overhead position of a live actor whom we posed frame by frame to match our animated previz, and then placed this unedited footage into a fully animated environment, complete with CG effects, cel animation, and stylized motion graphics. We have a number of innovative techniques for this type of production, and would love to share some of them with you.

We enjoy technical and creative problem solving, and know this project will be a fantastic chance for us to collaborate on these ideas and hone a finely polished spot from it. We look forward to speaking more about this with you soon.

