

# FATHER'S DAY FILM

by Mike Matthews

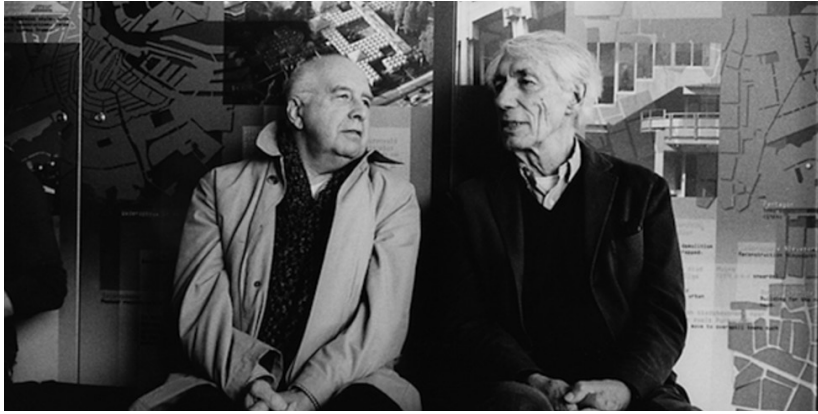
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# INTRODUCTION

This is a brilliant celebration of everyone's old man. Although never knowingly sentimental, this film will encourage people to want to share time with their dads. Having a drink, having a bicker – that's what family is all about and this will see different generations having good old traditional banter.



# APPROACH

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The anchor will always be the dad – there may be one or two kids with them – they will all obviously be overtly over 25 – and we will cast a range of different ages and demographics. The chosen families will be diverse and contrasting in voice. We will select about 4 sets of families. We will feature the ever familiar text, adapted for this theme as something like ‘several fathers, one drink, many opinions’.

Previously I directed the films so that the characters would talk to me off camera during their process of word-smithery. However, this time, it would be nicer for this process to happen more between couples than to me – firstly, to give it a different approach – and also to encourage debate.

How exciting to hear polarizing opinions on this beautifully controversial liquid, spoken in laphroaigian, between different generations, or around the family table during one of the most important times of the year.



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This campaign is about DEBATE. We will be looking for father and kids to have different opinions about the drink. Some will love, some will hate. If two kids, maybe one will love and dad and the other will hate. We will ensure it's not always the dad that loves, and the kids who hate. We will mix it up. If there are three characters – perhaps one will be in the middle and undecided about how they feel towards the drink. The two others will try and persuade them to join their side of the debate.

Although we will have people who are for and against, we are primarily searching for people who can give creative tasting notes – this is still the ultimate focus of the film. We continue to search for the random, left field, considered and creative description of the liquid – but this time, enveloped within a frame of debate.

This film is designed to entertain – we will find characters who make us laugh – through extrovert or introvert means – the tone will be balanced and we could even have a mother with her husband if the character is strong enough.

Within 90 seconds, we will understand that brilliant cross generational banter with which we can all identify. We will have acquired a new set of brilliantly witty, wonderfully observed comments about Laphroaig – and we will always end on a gag – leaving us forever wanting more.

And encouraging us to spend a little bit more time with our dads.



# LOCATION/ART DIRECTION

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Visually, the films will retain the heart of the previous campaigns: the exposed brick walls, the subtle, minimal art direction, the urban stripped back semi-industrial furniture. People sat down talking to each other or off camera to the director. But to emphasize debate and move it on from other films – we will create a literal divide in the space. We will use different coloured props such as the familiar wooden crates, perhaps a lamp, a seat, a small desk. Green for one side. White for the other. Neither will denote FOR or AGAINST but it will literally illustrate that there are two sides to a discussion. We will mix it up in the film – sometimes the FOR person will be on the green side, sometimes on the white. If there is a 3rd person, maybe they stand in the middle, and there is the fun narrative of seeing which side they will be persuaded to join.

Perhaps we could ratchet the game show element of there being two sides to the debate – by having two doors in the background – both people come out of a different door and go to their side of the table. There won't be time in the film to always show this – but it could be another instant visual cue to show that they come from opposing mindsets. And to see those two doors in the wideshot will reinforce the principle of debate.



# CINEMATOGRAPHY

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This will be filmed similarly to Poets – with two cameras – one on track, one on a zoom getting reactions and additional angles. I will position the father and child opposite each other. I will shoot naturalistically, and long.

The wide shot will be really useful to instantly establish a visual cue of separation between the two characters - We want this competitive situation so father and child are challenging each other – but we also want it to be a laugh and an insight into their relationships. Through this experience we may get some fun insights which we can all relate to. A few pithy comments that feel authentic and about them, as opposed to the drink.

I will also shoot lovely portraits of father and child/ren to hearten the films – we don't want to just see them divided. A bit of stylized actuality and staring down the lens (as in the 200 year anniversary film) so we get a sense of their relationships – a few giggles, a few outtake vibes which we can use to punctuate the film. I will film those out-take moments and use them sparingly and effectively in the edit.





# CONCLUSION

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Thanks so much for giving me the chance to pitch again – I've absolutely adored making these films so far and I would love to be part of their evolution into debate for 2016.

Cheers,  
Mike

