

An aerial view of Toronto, Ontario, Canada, at sunset. The CN Tower is prominent on the left side of the frame. The city's skyline is visible, with numerous skyscrapers and buildings. The sky is a mix of orange, yellow, and blue, indicating the time is either dawn or dusk. The overall atmosphere is serene and urban.

# *13th Floor*

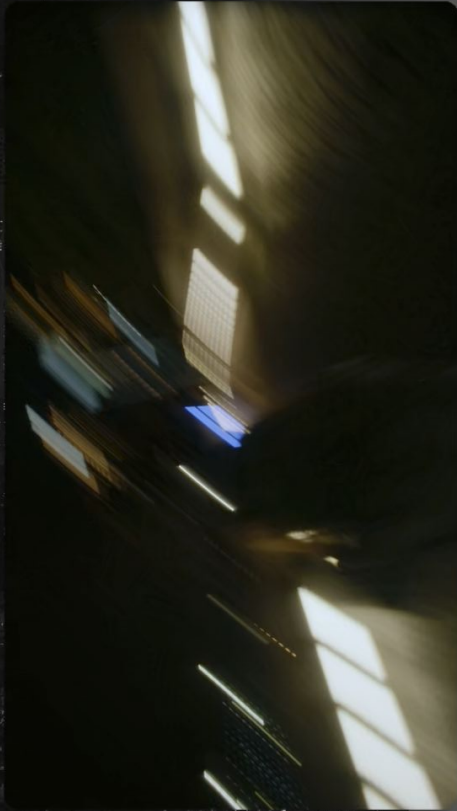
*Director's Treatment*



# FOR THOSE WHO **CHANGE** THINGS

13th Floor identifies with those who dare to leave their marks on the world, unyielding to the status quo and relentless in their pursuits. There is no fulfillment to be found in normalcy and those who represent the brand are living embodiments of this belief.

We intend to speak to those who share these ideals by telling a story through the lens of the talented creatives we will be capturing. It is the ones who don't fit the mold, who are truly capable of changing the world.



## VISUAL STYLE

With this project we are looking to keep the visuals simple yet impactful, a hybrid of cinematic and vintage shots.

Wide shots involving the city contrasted with close ups of the creatives in their elements.

The raw and gritty aesthetic of the buildings and streets give an authentic view of Toronto, home of the 13th Floor.

The close ups of the creatives will showcase how they represent 13th Floor brand identity through their own pursuits.

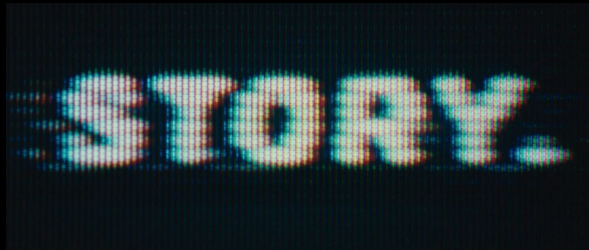
# VISUAL STYLE





# VINTAGE

A prominent theme in this video will be the vintage/super 8 style footage to give viewers a sense of nostalgia. Seamlessly cutting from cinematic visuals to these vintage shots showcase a 'behind the scenes' effect, as if the viewer is in the same room as our creatives.



## MUSIC & SOUND

The music/sound design in this project will be integral to creating an immersive emotional experience.

Voices of the creatives will be layered on top of our main narration, emphasizing the lines which specifically apply to them.

The music score will be a subtle atmospheric soundtrack that gradually increases in pace, building anticipation as the video progresses to create an emotionally impactful campaign.

Post production will be where the majority of our vision will come to life. The pacing of the cuts, overlaying of footage and creative transitions are key to driving the video.

The tempo and pace will gradually build as the video progresses, creating a sense of anticipation and excitement for the viewers. Quick sudden cuts contrasted with longer takes will be used to further build suspense.

## **EDIT & PACING**



## CINEMATOGRAPHY



# TECHNICAL APPROACH

- Camera: Sony A7 III
- Drone: DJI Mavic 3 Classic
- Lenses: 35mm, 50mm & 90mm
- Lighting: Smallrig 200d, Diffusion, LED's (only if necessary)
- Sound: MOS & DJI Mic 2 (for narration)

The creatives will be filmed on a standard tripod for cinematic close ups and wide shots, the gimbal for medium close ups of creatives, and the drone will be used for wide to extreme wide shots of the city. In addition, handheld shots will be used sparingly to accentuate the vintage aesthetic.

# EXAMPLES & REFERENCES



Mitchell & Ness - NFL Spot



Adidas - Superstar



Drake - Her Loss Recap



J. Cole - The Off-Season Doc



Raptors - We The North



Levi's - Spec Ad

# LET'S MAKE A MOVIE

We appreciate the opportunity to create this powerful campaign with 13th Floor and bring your vision to life!

**Welcome to S2S Visuals.**

“Turning moments into memories and stories into legacies.”

*S2S* **VISUALS**

**13<sup>th</sup>** FLOOR