



The And Ensemble Creative Brief

? Overview

Create a music video for the song 'Perfect Isn't Enough.'

The song is quite happy and lo-fi with its rough mixing and endearing performances, which the video can reflect.

The video can show the band hanging out, showing off each of the band member's personalities, and having a good time in cute and aesthetically pleasing locations.

⊞ Outcomes

Increase the popularity of the band.

Create a visual personality that aligns with the band's persona and fanbase.

Provide entertaining and eye-catching visuals to accompany the song.



Target Audience

Listeners of The And Ensemble's music.

People who like independent music and enjoy a retro aesthetic.

Followers of popular, trendy and contemporary indie artists (e.g. Clairo, Lil Peep, Rex Orange County) who are looking for new music.



Tone

- Cheery
- Wholesome
- Indie
- Quirky



Key Messages

Have a good time and be hip.

Looks aren't everything; it's also about the personality.



Visual Style

The band members can be presented perfect things, like a flawlessly frosted cake, and smash them, revealing unappealing things inside them like worms.

The video will look lo-fi, retro, slightly overexposed and grainy, with a VHS filter over it.



Budgeting

Since the music video is lo-fi, its production would be less expensive than usual. We wouldn't need to fund things like lighting, a sound crew or expensive cameras.

We would use the budget on props (eg. a frosted cake), house party decorations (eg. fairy lights), and locations (eg. party house)

Left over money could potentially be spent on stylized clothing for the video if the band is interested in that.



Dates and Scheduling

Film in the warmer time of the year – July to August.

Total time from beginning production to produced video is 1 month.

Band is only available to shoot for 2 days.

3 total days of production:

- Film the house party sequences with band – 1 day.
- Film the band hanging out in various locations – 1 day.
- Film close-ups of items being smashed – 1 day.