



# THE AND ENSEMBLE MUSIC VIDEO PITCH

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# OVERVIEW AND OBJECTIVES

- What we want to do:
  - 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.
- Why we want to do it:
  - 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, KEY MESSAGES, AND TONE

- Who do we want to see the video?
  - 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.
- What should the video say?
  - Have a good time and be hip.
  - Looks aren't everything; it's also about the personality.
- How should the video feel?
  - Cheery, wholesome, and indie.
  - Quirky.

# VISUAL INSPIRATION

- 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.
- Examples of similar ideas: [https://www.youtube.com/watch?v=tIGUom\\_AV4o](https://www.youtube.com/watch?v=tIGUom_AV4o)  
[https://www.youtube.com/watch?v=Z9e7K6Hx\\_rY](https://www.youtube.com/watch?v=Z9e7K6Hx_rY)



# 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.

# BUDGET

- Since the music video is lo-fi, it's 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.

