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Perfect isn't Enough -  
The And Ensemble  
Music Video Pitch

# Overview

- We want to make a music video which, similar to your previous videos, include your chemistry as a band and your obvious friendship.
- It will be funny and playful in its tone, story and presentation.
- Its focus will be on the idea of a guy trying to convince Abby to go on a date with him and Abby denying him no matter how hard he tries.





## Objectives

- To create a fun, memorable videos which will entice audiences to share it to their friends.
- To incorporate a narrative which is in theme with the song
- To make a professional-looking video while still retaining the band's personal feel.



# The Idea

- It was be based around the idea of Abby Hall opening the door to the same guy who is trying to impress her: he attempts to dress up in different ways to try to attempt to achieve her definition of 'perfect'.
- He will also show different locations behind him (in a greenscreen) to show the different dates he's wanting to take her on.
- Joe Collins and Angus Williams will be in the back of the house acting as the parents and dressed up as such, they will be laughing at the guy attempting to impress her.
- Abby will be singing to the suitor saying no to him.



## Budget

- Due to the location being the same throughout the video and it being a house; it would be free to us as we can use whatever house is available whether this be from a member of the production team or the band. We can also use the TV studio and adapt the video as such.
- The budget will be spent on costume and makeup, as well as a greenscreen. We will need 3/4 different costumes for the suitor to wear as well as makeup. Angus and Joe will also be dressed up as the mum and dad which will also require costumes (a dress, wigs and a suit) as well as makeup for whoever decides to dress up as the mum.



# Target Audience

- The music video will be aimed for a young audience; whether it be students or young adults. The funny playful nature of the video will appeal to them.
- However the appeal of the band can still be suited to whatever age, the music video is relatable and understandable no matter who the target audience is.

# Visuals



<https://www.youtube.com/watch?v=2KtVKu9CfDA>



<https://www.youtube.com/watch?v=uxUATkpMQ8A>

0:59- 1.17: same kind of visual look



<https://www.youtube.com/watch?v=IQIhraqL7o>



<https://www.youtube.com/watch?v=kfVsfOSbJY0>

^The look of the parents^

# Timeline

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The video would have 1-2 weeks pre-production to allow for preparation for costume, as well as find the location and set. We can source these costumes from the local 'Festival Of Fun' store in York as well as look online for cheaper alternatives.

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Due to the video's use of greenscreen we could either choose to shoot in the TV studio at York St John's university or use a house from a member of the production team or the band and buy a greenscreen.

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We will need to source a door and a wall for the location if we choose to shoot in the TV studio.

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Due to the use of the one location throughout the video, filming can easily take place within the two days the band is available.

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Post production would take around 1-2 weeks to allow for editing, colour corrections, and approval from the band.