



Music Video

CREATIVE BRIEF

Music Video Pitch - 03/12/2018

The And Ensemble

Joe Collins, Abby Hall, Angus Williams

rob@theandensemble.co.uk

VIDEO PRODUCTION CREATIVE BRIEF

1. OVERVIEW

Our aim is to create a music video for the song 'Perfect Isn't Enough' by The And Ensemble. We have decided to aim the video at 18 – 24 year olds as this is the age range all members of the band fall into. We hope the video will have a wide reach across its target audience and draw attention from other areas of the UK to the band and their music.

2. OBJECTIVES

TANGIBLE GOAL #1

Produce a creative accompaniment to the song 'Perfect Isn't Enough'

TANGIBLE GOAL #2

Promote the band to young adults across England

TANGIBLE GOAL #3

Create a video that draws attention to the band's other material and helps them to reach new potential fans.

3. TARGET AUDIENCE

The primary target audience of this music video will be 18-24 year old university students, particularly those in the York, the band's local area, but also in other locations across England. We have chosen this demographic as it reflects the identity of the band, meaning that this age range are most likely to be able to identify with the lyrics and 'vibe' of the band. Additionally, the band produces music in the genre of 'Pop', which is most popular among young people and is another reason we have chosen this demographic.

4. COMPETITION

*Small Screen- An original indie/folk band based in York, also recording at York St John University.
Contact Katya Fox ~ k.fox@yorks.j.ac.uk*

Holly Haines- Solo performer based in York, specialises in delicate folk rock with reflective, emotionally charged lyrics.

Victoria Shakes- Lively pop band from Leeds, 020 3111 1480

5. MESSAGE

I listen to The And Ensemble because they're a band who understands what it's like to be young, and captures this through up beat, 'pop' music that people can dance to.

6. TONE

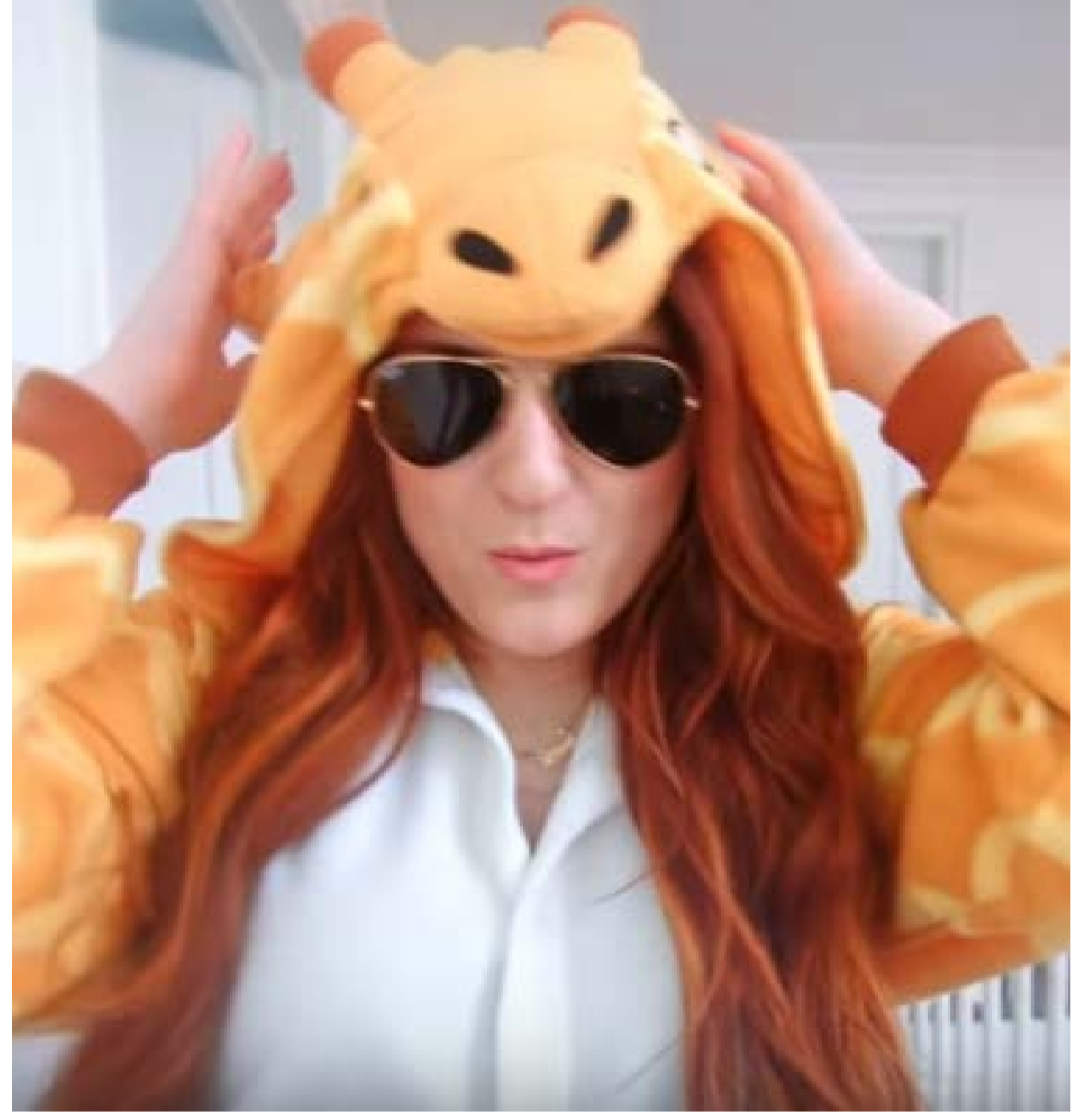
The music video will be informal, with a friendly tone. An similar example of what we'd like to achieve is the music video for 'Call Me Maybe', directed by Ben Knechtel, as it centres around young adults, and features shots of the band playing. Our music video will be a One Take video, creating a youthful, risky, spontaneous feel, which reflects the music, and bright, bold colours will be used to further create this idea.

VIDEO PRODUCTION CREATIVE BRIEF

7. VISUALS

What will the project look like? What types of images or sequences will we see?

It's a nice touch to put some inspiration on the creative brief.



VIDEO PRODUCTION CREATIVE BRIEF

8. SCHEDULING

Considering that the band are available for two days a week, we would have to work out when our timetable coincides with theirs. Ideally, Tuesday and Wednesday's would be perfect for filming as those are our SOL days nevertheless if once consulting with the band this wasn't right for them, we could suggest weekends.

9. BUDGET

MAXIMUM £500

We have decided that we want to film our video as a one shot so our budget would be mainly spent on props and decorations to make the video visually interesting and vibrant to convey the fun tone of the video.

These are the following props that we felt would be ideal to include:

- 1. 100 Balloons (£4 for two Sainsbury's assorted packets).*
- 2. 50 Fake Roses (£2.90 from eBay).*

10. DATES & DEADLINES

PRE-PRODUCTION

- ❖ First Script Draft 5. 12. 18
- ❖ Revised Script 7. 12. 18
- ❖ New Budget 8. 12. 18
- ❖ Casting 9. 10. 18

PRODUCTION

- ❖ Shooting Begins 11. 10. 18
- ❖ Wrap Shooting 13. 10. 18

POST-PRODUCTION

- ❖ Deliver First Cut 20. 12. 18
- ❖ Deliver Final Cut 22. 12. 18

DISTRIBUTION

- ❖ Promote
Facebook

11. STRAY OBSERVATIONS

We need to know how much screen time each individual member wants. Do they want to be all in shot together or come in as the video goes on?

Are the members acting in the sequence and what roles are they comfortable having?

Can we realistically make a one shot work and where would be best to film?

Who do we ask at the university to hire rooms out?

Is hair and make up required?