

NAN NATURA




Treatment by: **ELI SVERDLOV**





OVERVIEW

A woman with long dark hair, wearing a white short-sleeved dress, is smiling and holding a baby. The baby is wearing a green sleeveless top and green socks. They are positioned on the right side of the frame. On the left side, there are three thick green ribbons that curve upwards and then downwards, resembling a stylized leaf or a ribbon graphic. The background is a bright, slightly blurred indoor setting with white curtains.

The Nan Natura commercial combines the deep feelings and warmth between mother and her child, the love of nature and purity, and advanced science – concepts parallel to the triple combination at the heart of Nan Natura: Carbon Neutral, Certified Organic and Scientifically Advanced. These three are graphically represented by 3 ribbons, which combine visually and figuratively to create the best formula for babies.



We will create a natural, pure context using a color palate of natural green, a lot of milky white, sea and sky blue, and the gold of sunlight and its rays. We will purchase footage of European landscapes that are or resemble Switzerland, with cows grazing in lush green areas known to be the source of the world's best, most natural milk. We will also use some computer graphics, keeping the visuals extremely natural, as if we shot them for real. It is important to create a continuity, demonstrating how one ribbon leads to the second and third, and how they combine for the ultimate formula.

The ad will have the effect of flowing movement, using the camera to connect elements and to smooth transitions, sometimes utilizing the ribbons and sometimes natural scenes from the environment.

THE MOVIE







We will have 1-3 shots and will then cut to the mother watching her child from behind. Her face shows amazement and contentment at his initiative and appreciation of nature. She is very natural. Blue sky and sun's rays are above the mother and child, with lush green behind them (not palm trees). We see the mother and child's footprints in the sand behind them, with his little footprints between hers, as the mother is watching him as she follows from behind. A wider side-shot can show green vegetation growing on the sand in the distance, so it is not just sand and water.





The next location will be on a little hill with green vegetation on the sand, the sea and the sky and mostly, the beach; the camera movement passing from the white foam on the wave to the sun rays. The background will be created in CG, but so naturally it will feel real.

Then we will make a smooth transition from this part of the movie, with minimal cuts to maintain the flow. The ribbons will be the “heroes” providing the flow and continuity of the movie; with the camera coming from the back to the side (we’ll decide the source), revealing a wide shot with green hills and windmills;

The ribbon will come close to the camera for half a second, covering most of the frame with green, which will transition us to long grass growing (not CG), and the ribbon will float up, meeting a second ribbon, moving from left to right,

