



TRADE MARK

THE SINGLETON™
SINGLE MALT SCOTCH WHISKY

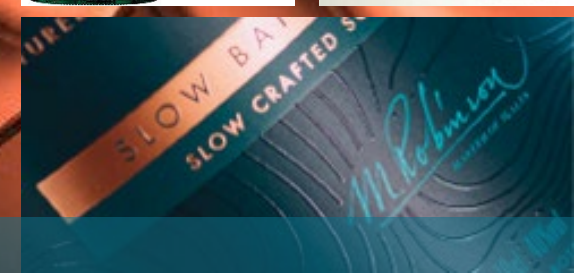
Singleton 15-year Glen Ord Premium Whisky

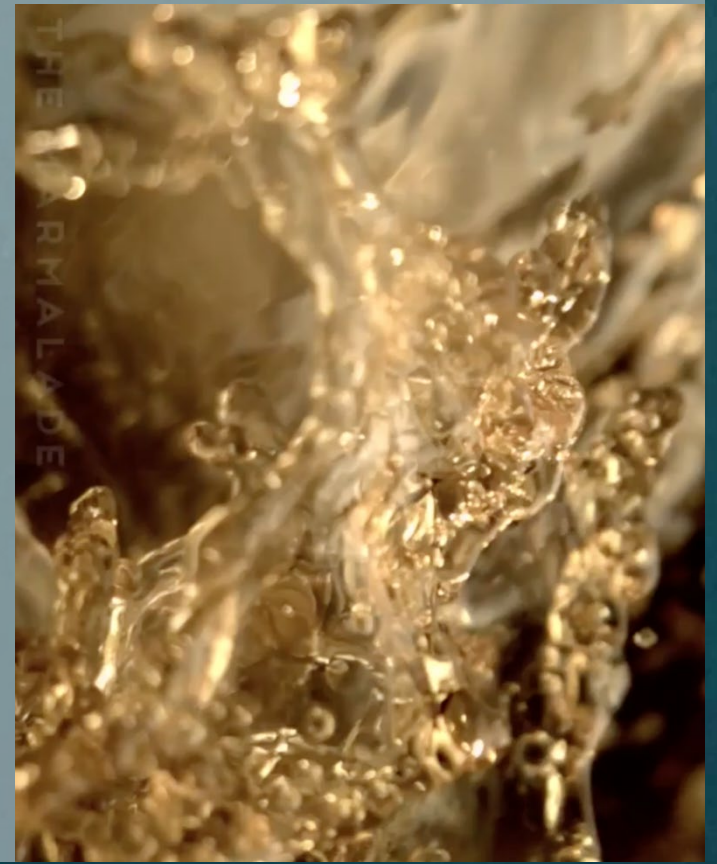
Treatment by: Eli Sverdlov

Thank you so much for this terrific brief, which focuses even on the smallest of details about your Singleton's product, color scheme, key messages and expectations, down to the very specific images you would like to include. I enjoyed reading it and it helped me understand what you are really searching for.

Above everything else, the movie should project premium quality and style. We will portray a young, hipster who loves life to the fullest, possesses style, a love of art and aesthetics, creative thinking and a genuine appreciation for the quality of the past.

Singleton







Singleton

Although the film should be very beautiful and artistic, it should have general audience appeal and particularly address the broad audience who drinks this specific whisky. The flavor is round and smooth and just right for everyone.

The roundness in taste will be expressed artistically in the gallery and in the rounded elements – avoiding sharp corners - that will be included in the movie. We will also use the brand colors – Teal and Copper, as well as Gold – to create atmosphere throughout the film, whether in the walls, lighting, etc., while reinforcing the branded message.

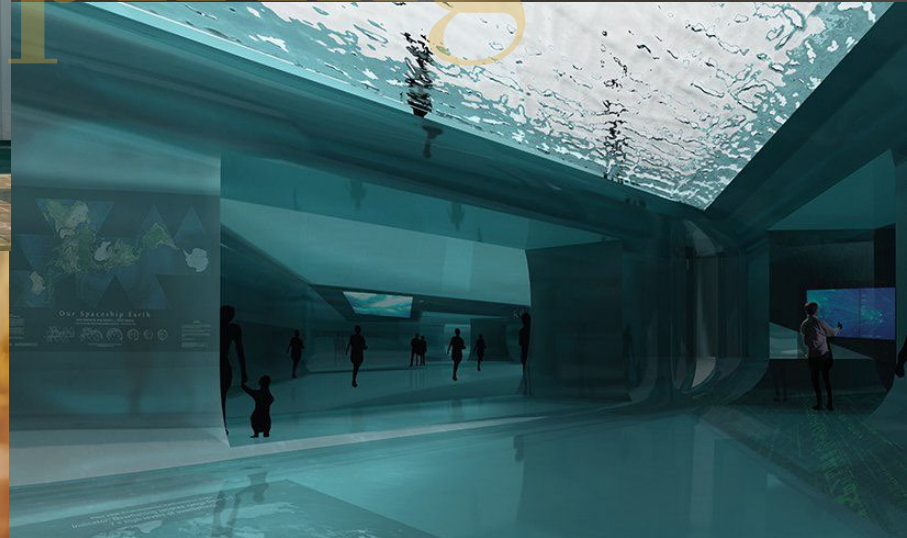
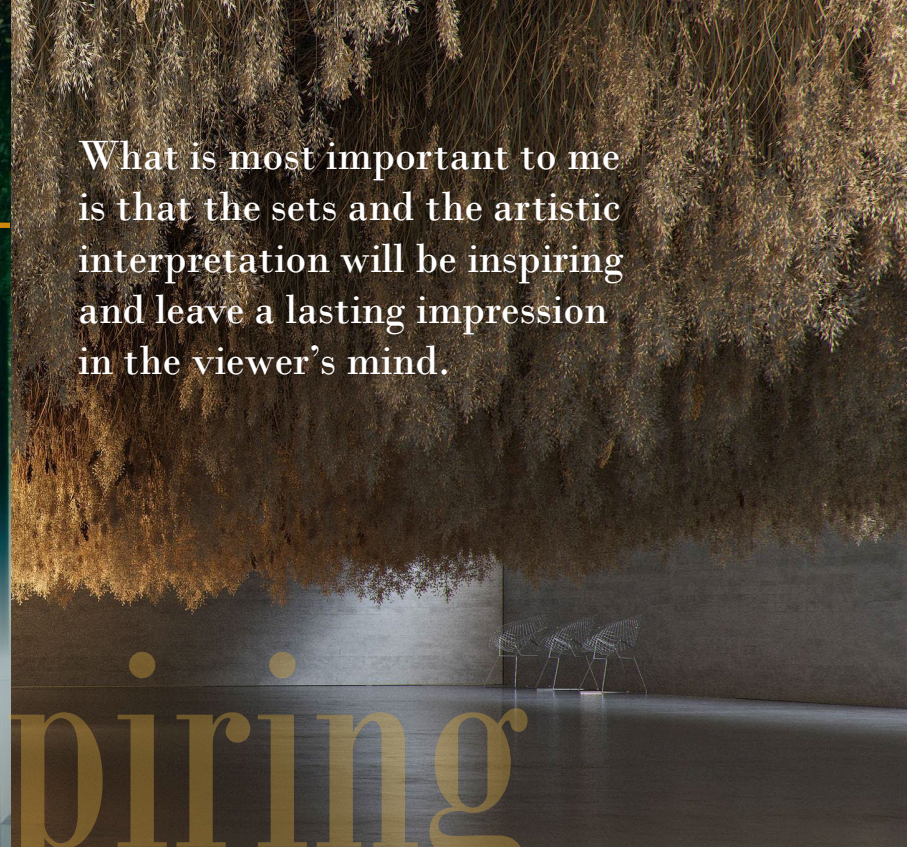
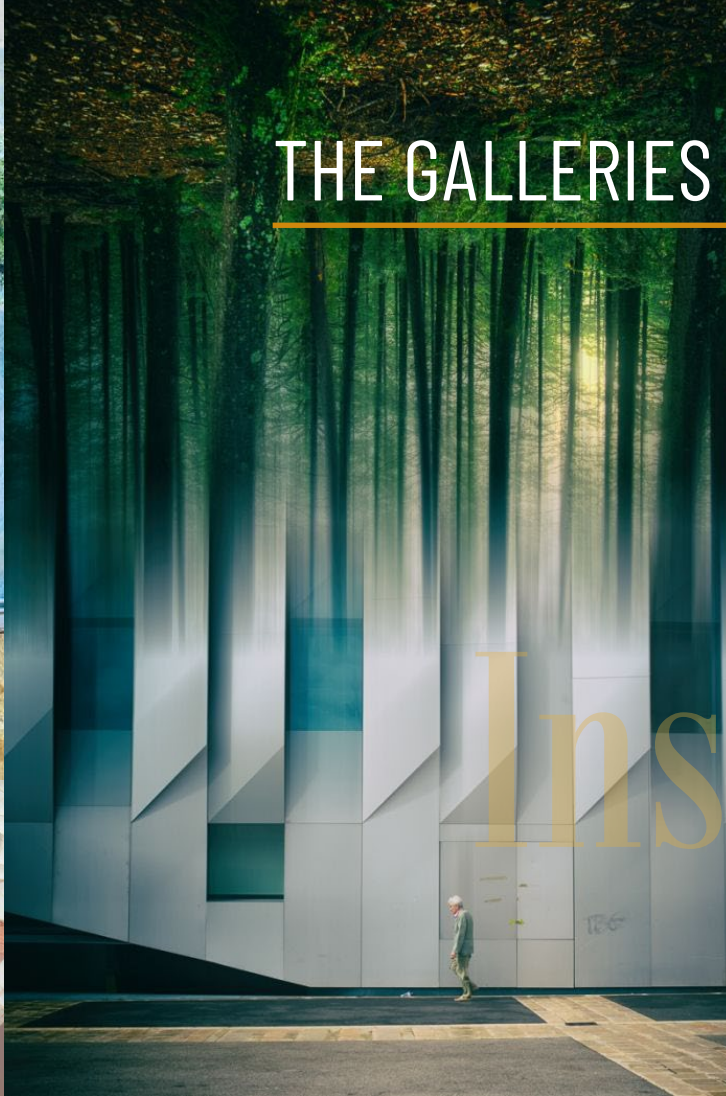
THE SINGLETON™

CONCEPT

I envision a gallery where our hero is dancing, passing from one room to another, in an abstract, surreal, inspiring environment – a lot of creativity emerges from this space. Every room gives us overwhelming inspiration, because they are beautiful and unconventional – the design and the way elements are floating into them. Of course, there are a lot of rounded elements, including the flow of our dancer moving from room to room. It is as if the environment embraces the dancer, completing him.

A surreal gallery space with a person lying on the floor, a staircase, and a large 'Gallery' watermark. The scene is dimly lit, with a large, dense, brown, textured structure hanging from the ceiling. A person is lying on the floor in the center, and a staircase leads up to the right. The word 'Gallery' is written in a large, light-colored, serif font across the center of the image.

Gallery



THE GALLERIES

What is most important to me is that the sets and the artistic interpretation will be inspiring and leave a lasting impression in the viewer's mind.

Inspiring



THE SINGLETON™

COMMERCIAL

THE CREATION

We start the commercial with a sunset shot with the camera floating above a barley / wheat field, it is beautiful and gold. It is possible to have walls on both sides of the horizon, a hint of the gallery walls that we will see later. We see the sunset and sky in the background.

Gold





We zoom in on the man's face and hand from a camera angle from the barley field looking down; the image becomes surreal and it is not clear where we are. Looking past the man, further down, is a concrete floor, so we understand we are indoors. Next is a wider shot revealing a big, avant-garde gallery with the concrete walls painted teal and the whole ceiling is covered by a thick, wavy field of gold barley.

Dramatic

As the camera finishes rotating, we see the man is standing, lifting his hand up to the barley field; and we see the field is upside down. The sun's rays beam through the gallery from a far window in the background. We now see that the barley field seems to continue growing infinitely to many rooms and to the far window, from where the sun is shining.

