

FILM CONCEPT: „LaCoste - Yellow”

Client: M4H

Text: Phryctoria Communications

Length: ca. 60 sek

Target: Male 21-45




Style: Youthful, energetic, playful, mysterious



VO Tone: Male, younger voice, dynamic, playful, eye-to-eye

Music: Driving, fun, light electro beats with emotional arc

VO Note: VO should have a mix of seriousness, encouragement, and playfulness.

Graphics: Always start with each bottle, molding it into other images.

	<p>Narrator: Yellow is not black. Black is intense. Elegant. A scent for the moment of dusk. Black is cool, herbal, and smooth.</p>
IMAGES: Evoking smoothness (black gel, cream, herbs,	
	<p>Narrator: White is not yellow, not black. White is pure like fresh-fallen snow or crushed ice. White is floral, authentic, and above all, pure. Pure as the very first Lacoste polo shirt.</p>
IMAGES: Evoking purity and crispness (crushed ice, falling snow, white feather, bottle exploding into ice, etc.)	
	<p>Narrator: Red is not yellow, not black, not white. Red is energetic, like fire. Enthusiastic, exciting, and dynamic. Red is spicy. A sparkling accord. Red is life and vitality.</p>
IMAGES: Evoking excitement and dynamics (fire, peppers, EKG, hearts, happy tennis player, etc.)	

	<p>Narrator:</p> <p>Blue is not red, not black, not white, not yellow. Blue is the color of the sky. Powerful. Aquatic. Blue is fresh and aromatic.</p>
<p>IMAGES: Evoking refreshing, peaceful, and powerful (water, sky, sea, racket smashing a ball, etc.)</p>	
	<p>Narrator:</p> <p>Yellow is not blue, not red, not white, not black. Yellow is yellow. Yellow is optimistic, warm, and bright. Yellow is stimulating and uplifting. Yellow shines and means happiness. Yellow is the playfulness at the heart of LaCoste.</p>
<p>IMAGES: Evoking warmth, optimism, friendliness (sun, happy face, smiles, balloons, light bulbs, etc.)</p>	
