



“One of Those Mornings”

Initial Branding Commercial
for Internet Release
(including demo cut down)



RATIONALE

As a first, or 'introductory' commercial the spot maximises the ease of use, the quality of taste experience and the uniqueness of the **ELLA** brand. The spot creates viral 'stickiness' by presenting a quirky story presented in a modern visual style that draws its inspiration from visual references familiar to target market.

The **ELLA** spot must germinate in the novel, the unexpected and the extra-ordinary qualities of the product to draw and drive attention. Intelligent, unaffected and cheeky wit, quirkiness of concept and distinctive style are good currency in the modern, supersaturated media landscape.

The commercial has a multi-layered dynamic. The layers draw the audience into the story, through the quirkiness of the set-ups and finally to the resolution, revelation and empathetic satisfaction of the ending.

The highly recognisable normality of the first layer creates a geography and scenario that is accessible to the audience and upon which the story is supported. It is the 'normal' that is disrupted and to which **ELLA** will eventually bring us back.

As the first is overlaid with the incongruities of the next layers we draw the audience into our universe of strangeness. Is what is being seen real or an hallucination?

Each new vision/image layer creates tension in the audience; stimulating interest. Something very much out of the ordinary is happening and, like a thriller movie, the audience wants to know what might happen next.

The next layer inverts the expectation of the thriller by allowing humour into the story. Now our audience is drawn along by self recognition (we've all had mornings like this), a delight in the silliness of the images and empathy with our heroine's growing sense of alarm.

At this point we are able to present the product in action and allow the audience to admire the practical simplicity and ease involved in creating a cup of coffee with **ELLA**. It is from this footage that we are also able to pull the simplified "How To Make an **ELLA**" content for the website.

Finally, in the drinking of the **ELLA**, the reality flips again and normality returns. Our audience understands that, like the heroine, no matter how strange and complicated our day might be or become, the simplicity, ease and reality of an **ELLA** will put things straight.

The spot also sets up the intellectual style of the brand, allowing for future creative breadth that supports a long term narrative engagement with the style, attitude and humour whilst delivering a contained branding commercial.

"NOTHING ELSE..."





ONE OF THOSE MORNINGS

We open on a beautiful housewife in bed. She is disturbed by the sound of yapping poodles. She sits upright. The space next to her empty...

Cut to: Front on POV. Her moving slowly towards a window in the dawn light. She is staring outside noticing something.

Cut to: Behind her as she moves toward window. Outside we see a man dressed in ridiculously scarlet coloured, short sleeve pyjamas. He is urinating on the lawn occasionally taking aim at two poodles who are yapping around his feet.

Cut To: Exterior. Framing the urinating man with his wife in the window in the distance behind him.

Cut To: Behind wife. She turns around rapidly. She's heard something. In the lounge a man is slumped on the couch watching a boxing match. A cigar in hand and a glass of scotch, he's dressed in a leopard print dressing gown and slippers. It's her husband again. She starts to look alarmed. Is this real? She swings her vision (POV) to the long dining room table where her husband is laid out bare foot, on his back in a dinner jacket. On his head is a conical party what and in his mouth a party tweeter that extends and contracts with absurd noise as he breaths. Dear lord! What next?

Cut to: A close up of her, rising anxiety, panicked. She catches something in the corner of her eye. Turns again.

Cut to: And there is her husband standing on the precipice of the balcony. He is wearing a home made loin cloth, daubed in finger paints and wielding a sharp metal stake. Intensely focussed on his shadow, as if about to spear it.

Cut to: Demo sequence of her hands preparing an **ELLA** Cappuccino Mélange.

Cut To: Her lips sip the freshly made **ELLA**. We pull back. All the husband iterations have disappeared. The house is beautifully lit by the morning sun. Everything calm and perfectly idyllic.

Suddenly she hears a noise off right. A flash of panic in her eyes! What now? She looks...

Her husband, fresh and clean, smart casual and ready for work, walks up to her and gives her a kiss on the cheek. That's who he is. It was just one of those mornings... nothing else.

We see the logo end of the cup. It flips upside down.

TAGLINE: **ELLA Cappuccino Mélange.**
 Real Espresso. Frothed Milk.
 Nothing Else.

