

Apr - May - June

DON PAPA RUM

Deeper

CREATIVE DIRECTION

DEFINITION OF *'Deeper'*

Being extra and opulent.

It's a feeling and a mindset.

Moments of euphoria.

That is timelessly fashionable and full of flavour.

CONCEPT

As spring and summer arrive, the days become longer and everyone is looking for an excuse to be out for an *'Extra'* cocktail.

'Deeper' comes to life in a sensorial dinner party hosted by The Don.

Golden hour arrival cocktails, sunset sharing plates and indulgent desserts at dusk.

The dinner party will lean into the traditional Filipino experience with a contemporary lens.

There's no party quite like a Don Papa party, expect exuberance, eccentricity, culture and mystery.

CONCEPT

The definition of *'Deeper'* will be used when executing about the creative direction and art direction of the shoot. This is the lense we will apply to aspects of the shoot.

Creative execution

Being extra and opulent



The overall look and feel

It's a feeling and a mindset



The lighting and edit

Moments of euphoria



The set up of shots

**That timelessly in fashionable
and full of flavour**



The style of the shots

LOOK & FEEL

Soft and warm light that replicates the suns at Golden Hour.

An opulent colour palette, dusty tones with vibrant pops drawn from fruits that are local to the Philippines.

Gold, Terra Cotta, Lilac, Blood Orange, and Emerald Greens.

Textural grounds of draping silk draping underneath tulles and cellophane prisms.

Natural materials like bamboo and real plants, flowers to create juxtaposition with our opulence.

Feast for the eyes, insatiably fun.

MOOD BOARD: STRATEGY DECK

OK COOL

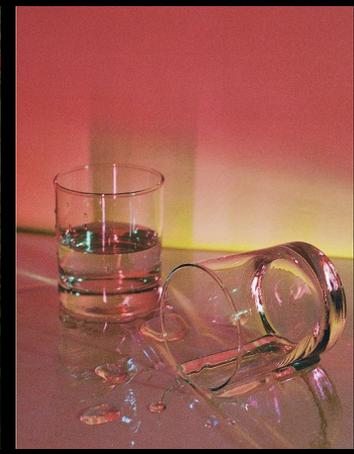


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MOOD BOARD: DEEPER

OK COOL



CREATIVE DIRECTION: PHOTOGRAPHY

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As we go into the S/S season, we want to employ combined shots that represent community, euphoria and vibrance. We will achieve the warmer colours by shooting with pink, yellow, orange colour gels in front of the lighting, to give the feeling of summer sundown. We are going to employ the use of slower shutter speed to give the feeling of live action celebration. Setting up moments which creates a story through food, culture, eccentricity and mystery. This will be combined with close up shots of the foods, fruits, models living in the moment and how Don Papa seamlessly fits within this occasion.



CREATIVE DIRECTION: EDIT

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For the edit we aim to further the feeling of a hazy summer party. We will make use of soft glares, subtle hazy blurs and sparkle for a nostalgic feeling. Our photos will be light, bright and warm to imitate golden hour. We will keep shadows in the photography to give the feeling of the day turning to night and add more depth. Moving-image will be fast and hazy for euphoric moments juxtaposed with slow and mysterious moments.



CREATIVE DIRECTION: SET DESIGN

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The set design will be an array of colours and vibrancy, with use of flowers as a token to celebration and love, a table filled with fruits and good food. Using textures and materials from nature like bamboo for placemats and real life plants combined with silk and luxury. A variation of multicoloured, patterned glassware, combined with rich, golden candlesticks.

STYLE OF GLASSES



REAL PLANTS



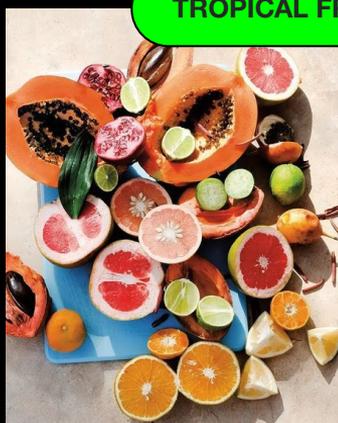
TEXTURES & FABRICS



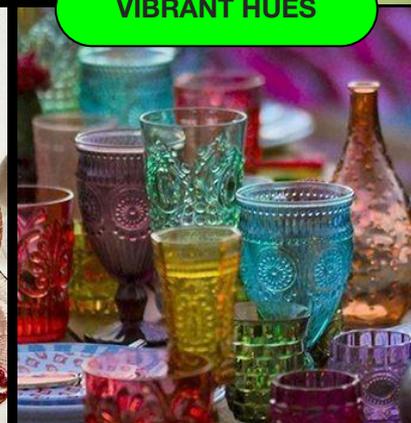
FLORA & FAUNA



TROPICAL FRUITS



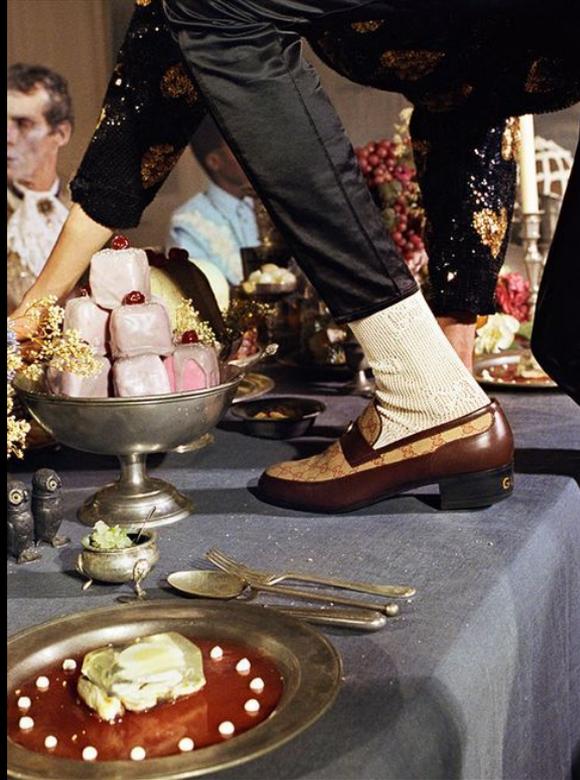
VIBRANT HUES



CREATIVE DIRECTION: INTERACTION OF MODELS

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Direction of the interaction between models and props will be 'extra' and eccentric. Creating a fun and euphoric storyline, the models will portray a particular personality consistently throughout the visuals. The atmosphere and vibe will be filled with spontaneous quirky moments with a sense of a safe, loving, like-minded community. We are keeping the interactions casual, humorous and effortless to show a sense of comfort and belonging.



The models will be styled in dynamic patterns, textures and materials that contrast each other with exaggerated pops of colour. Combining linens with summer knits and printed silks. Dopamine dressing will be prevalent by embracing all things bright and vibrant with colour pairing that contrast each other.



CREATIVE DIRECTION: COLOUR PALETTE

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This colour palette will be seen in the lighting, set design and styling. The colours will be seen in the natural hues of the fruits and drinks. The wardrobe will have exaggerated pops of colour through sunglasses, patterns and jewellery. The flowers and glassware will bring out more pops of colour throughout the table spread.



Emerald



Lilac



Terra Cotta



Blood Orange



Gold

Emerald, Lilac, Terra Cotta, Blood Orange & Gold.

COCKTAILS

x4 Image
x2 Moving-image

BOTTLE

x4 Image
x2 Moving-image

NEAT

x4 Image
x2 Moving-image

TOTAL IMAGE: 12
TOTAL MOVING-IMAGE: 6

TOTAL: 18

SHOTLIST

BELOW ARE THE SHOTS FOR THE LIST OF DELIVERABLES; THIS SHOT LIST SHOULD SERVE AS A GUIDE AS TO WHAT TO CAPTURE.

PLEASE FEEL FREE TO GET ADDITIONAL SHOTS THAT ENCAPSULATE THE VIBE + AESTHETIC OF 'DEEPER'

SUBJECT	VISUAL	STYLING	LOCATION	CAMERA ANGLE	REFERENCE
<p>x1 Cocktail 4:5 Still</p>	<p>Cocktail centred in the middle with the sun beaming in & creating shadows</p>	<p>Small garnishes subtly in the framing of the image. Don Papa Rum bottle seen in the background.</p> <p>More minimal & product focused</p>	<p>Table in Garden</p>	<p>Angled slightly from above Close-shot</p>	
<p>x1 Cocktail 4:5 Still</p>	<p>Birds-eye-view angle of the cocktail centre in the middle. There will be shadows hitting the table, created from the plants and glass.</p>	<p>The core focus is the cocktails. Don Papa Rum bottle in background. Shadow from the plants - leaves + flowers delicately framing the image.</p> <p>More minimal & product focused</p>	<p>Table in Garden</p>	<p>Birds-eye-view Close-shot</p>	

SUBJECT	VISUAL	STYLING	LOCATION	CAMERA ANGLE	REFERENCE
<p>x1 Cocktail 4:5 Still</p>	<p>Cocktail focused in the centre of the shot</p>	<p>Table dressed with lots of character & props. With subtle splashing movement of the drink caught in the photography</p>	<p>Table in Garden</p>	<p>Close-shot</p>	
<p>x1 Cocktail 4:5 Still</p>	<p>Cocktail on the table whilst the model is effortlessly sitting next to it whilst taking a bite out of food (cake/fruit?)</p>	<p>The cocktail will be placed in the shot subtly however will be eye-catching with it's bright colours and garnishes.</p>	<p>Table & chair in Garden</p>	<p>Mid-shot</p>	

SUBJECT	VISUAL	STYLING	LOCATION	CAMERA ANGLE	REFERENCE
<p>x1 Cocktail + x1 Model 4:5 Moving-Image</p>	<p>Cocktail in models hand as they swirl it gently. Sunlight bouncing off the jewellery and glassware.</p>	<p>Model is wearing lots of jewellery and the cocktail is full and garnished with fruits</p>	<p>Model sitting in chair</p>	<p>Close-shot</p>	
<p>x1 Cocktail + x2 Models 4:5 Moving-Image</p>	<p>Stop-motion style shot with x2 models enjoying their cocktails (the same cocktail). Video to be filled with natural playfulness & models being 'extra'</p>	<p>x2 models sat opposite each other, with a fully-dressed table filled with food & props. Don Papa Rum placed besides them</p>	<p>Table in Garden</p>	<p>Straight on Mid-to-close-shot</p>	

SUBJECT	VISUAL	STYLING	LOCATION	CAMERA ANGLE	REFERENCE
<p>x1 Neat x2 Models hand 4:5 Still</p>	<p>Neat focused in the centre of the shot. Capturing a still image pouring DPR into the glass</p>	<p>Table dressed with lots of character & props.</p>	<p>Table in Garden</p>	<p>Mid-to-close</p>	
<p>x1 Neat x2 Models 4:5 Still</p>	<p>Models sitting at the table cheering x2 neat pours.</p>	<p>Encapsulating the mood with extra facial expressions, table is dressed with plants, flowers + food as DPR sits amongst it</p>	<p>Table in Garden with x2 models sat besides each other</p>	<p>Straight on Mid-shot</p>	

SUBJECT	VISUAL	STYLING	LOCATION	CAMERA ANGLE	REFERENCE
<p>x1 Neat x1 Model 4:5 Still</p>	<p>Model holding Neat pour on amongst the dinner party. Model expression is mysterious + fierce</p>	<p>Model styled with jewellery (earrings, rings etc.)</p>	<p>Table in Garden</p>	<p>Mid-shot</p>	
<p>x1 Neat 4:5 Still</p>	<p>Neat Pours sat in the sand with DPR bottle framing the photo. Models hand is reaching for one of the glasses</p>	<p>Product focused minimalistic shot at sun-down (golden hour) as the orange hues hit the glasses + drink. Models hand is dressing with jewellery</p>	<p>Beach @ Golden-hour</p>	<p>Close-shot</p>	

SUBJECT	VISUAL	STYLING	LOCATION	CAMERA ANGLE	REFERENCE
<p>x1 Neat x4 Models 4:5 Moving Image</p>	<p>Models popping DPR open and pouring them into their glasses. Cuts to smiling + laughing in the sun-down. Extra short clips of b-roll of the sun / sea</p>	<p>Multiple glasses sitting on a bamboo / wicker style tray</p>	<p>Beach @ Golden-hour</p>	<p>Extra-Close-shot</p>	
<p>x1 Neat x4 Models hands 4:5 Moving Image</p>	<p>Short clip / gif style of models hands cheering on the beach on repeat</p>	<p>Glasses + Jewellery</p>	<p>Beach @ Golden-hour</p>	<p>Close-shot</p>	

SUBJECT	VISUAL	STYLING	LOCATION	CAMERA ANGLE	REFERENCE
<p>x1 Bottle x1 Model hand 4:5 Still</p>	<p>Models hand reaching for DPR bottle</p>	<p>The core focus is the Don Papa Rum bottle. More minimal & product focused</p>	<p>Table in Garden</p>	<p>Mid-to-close</p>	
<p>x1 Bottle x1 Model 4:5 Still</p>	<p>Model pouring DPR into their mouth / drips down their clothes - Effortless facial expression (or pretending?)</p>	<p>Table dressed, surrounded by flowers, plants + food. DPR logo facing the camera</p>	<p>Table in Garden</p>	<p>Straight on Mid-shot</p>	

SUBJECT	VISUAL	STYLING	LOCATION	CAMERA ANGLE	REFERENCE
<p>x1 Bottle x4 Model 4:5 Still</p>	<p>Straight on shot of the bottle sitting at the edge of the table amongst the food, models and drinks. Core focus is the bottle with the table props + models etc in the background.</p>	<p>Table dressed with lots of character & props. Models laughing + in their element</p>	<p>Table in Garden</p>	<p>Wide-shot</p>	
<p>x1 Bottle 4:5 Still</p>	<p>Bottle sitting amongst dinner party.</p>	<p>Table dressed with lots of character & props.</p>	<p>Table in Garden</p>	<p>Mid-shot</p>	

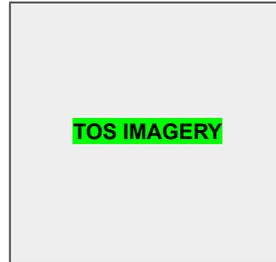
SUBJECT	VISUAL	STYLING	LOCATION	CAMERA ANGLE	REFERENCE
<p>x1 Bottle x1 Model 4:5 Moving Image</p>	<p>DPR Bottle being the focus point as model in the background is sipping on their overflowed drink - Gif style video</p>	<p>DPR Bottom front + centre with food + plants arounds</p>	<p>Table in Garden</p>	<p>Close-shot</p>	
<p>x1 Bottle x3 Models 4:5 Moving Image</p>	<p>Models dancing and enjoying themselves with a bottle of DPR in hand</p>	<p>Porch dressed with fairy lights? / plants</p>	<p>Location Porch / Balcony</p> 	<p>Low-to-high-shot Close-shot</p>	

SHOTLIST - EXTRA MODEL COMPOSITION REFERENCES

OK COOL



APR FEEDPLAN



FINAL SELECTS



974A1944



974A2391



974A0007



974A2229



974A2342



974A0432



974A1378



974A1514



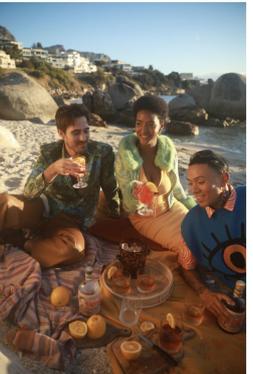
974A1639



974A2007



974A1360



974A2515



974A2638



974A1564

974A0132



974A0132



974A1129

BOTTLE SELECTS

PLUS X2 VIDEOS



974A1738



974A1607



974A2391



974A2638

NEAT SELECTS

PLUS X2 VIDEOS



974A1514



974A2342



974A0688



974A2229

EXTRA SELECTS



974A2009



974A2342



974A0007



974A1564

EXTRA SELECTS



974A2007



974A1360



974A0007



974A1944



974A1514



974A2342



974A0688



974A2229



974A0007



974A1360



974A2391



974A2638



974A1462



974A1479



974A1514



974A1557



974A1639



974A1564



974A2229



974A2295



974A2689



974A2009



974A2342



974A2515



974A0007



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974A0432



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974A0600



974A0698



974A0760



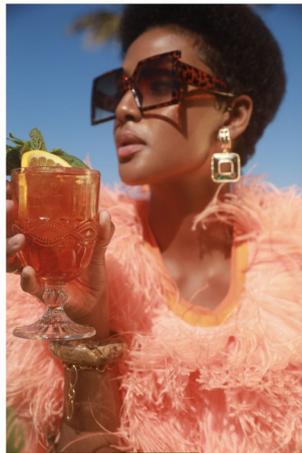
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974A0881



974A0975



974A0998



974A1040



974A1105



974A1258



974A1308



974A1360



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