

PRESENTED BY:

Daniel Guerra:

"Awaken the Senses"

DATE

February 2025

Hello!

As I write this treatment, I can't help but feel inspired by the ritual of coffee—how it brings people together, energizes the morning, and creates moments of connection. The idea of crafting a film that immerses viewers in the warmth and magic of Coffee Right fills me with excitement.

This isn't just about coffee; it's about the experience. The anticipation of that first sip, the art behind every cup, and the atmosphere that turns a simple visit into a memorable moment. Through this film, I want to capture the essence of Coffee Right—not just as a place to grab a coffee, but as a daily ritual, a moment of magic, and a space where stories unfold.



fracino
SERIAL NO. 47090008
MODEL 17026-1070
ELECTRIC POWER RATED COFFEE MACHINE
TYPE: SEMI-AUTOMATIC
VOLTAGE: 230V
50Hz
MAX. CAPACITY: 10 CUPS
MADE IN PORTUGAL

HELIOS 655

MOOD

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The Idea

The goal of this commercial is to create an immersive and captivating journey that highlights the essence of Coffee Right. Through innovative storytelling, we want to transport the audience into a world where coffee is more than just a drink—it's a ritual, an experience, and a moment of magic in everyday life. Using dynamic visuals, engaging sound design, and a seamless narrative, we will showcase the energy, warmth, and craftsmanship behind every cup. Coffee Right isn't just about serving coffee; it's about creating an atmosphere where people connect, recharge, and embrace the day.



INSPIRATION

Although this example commercial, I like how this film manages to capture the exclusivity and the ultimate experience. We want that too.

<https://www.youtube.com/watch?v=CMmFG-GXNZ0>

<https://www.youtube.com/watch?v=DvDQQO1w03U>

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WE SPEAK TO THE CORE



AUDIENCE

The individuals in this film represent coffee lovers from all walks of life—early risers looking for their first boost, professionals finding a moment of focus, and friends gathering to share stories over a cup. They embody a mix of energy, curiosity, and appreciation for quality coffee. As they step into the Coffee Right space, they are met with the comforting aroma of fresh brews, the sound of steaming milk, and the inviting presence of the barista, ready to craft their perfect drink.

This isn't just about coffee; it's about the experience—how a simple cup can transform a moment, elevate a morning, or create a sense of connection. Coffee Right is more than a street coffee spot; it's a place where every sip tells a story, where routine meets ritual, and where every customer walks away feeling refreshed and inspired.



THE STORY

Duration

1 or 2 minute

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THE STORY

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The film opens with a symbolic start to the morning—the arrival of the coffee truck, the setup of the shop, and the flickering of lights switching on, mirroring the sunrise. The barista, dressed in an apron, begins preparing the machine, signaling the start of a new day.

As the coffee station comes to life, the first customers arrive. Three individuals walk in—each with a unique energy, representing different aspects of the Coffee Right experience. The last customer smiles as they receive their drink, savoring the moment.

The perspective then shifts to a mesmerizing POV shot, focusing solely on the barista's hands as they craft the perfect cup. With slow-motion shots and immersive close-ups, we highlight the textures of the coffee, the steam rising, and the precise art of pouring. This is where the magic happens—the heart of the film, capturing the dedication and skill behind each cup.

As the customer takes their first sip, we reveal the barista, reinforcing the human connection behind every brew. The scene transitions to the customer sitting down, first with a book, then seamlessly shifting to a laptop, emphasizing how Coffee Right fits into different moments of life.

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THE STORY CONTINUOUS

A group of friends signals for a walk, inviting the customer to join them. The film concludes with an artistic, dreamlike moment—a 3D-enhanced shot where the coffee cup subtly floats, surrounded by dynamic elements, symbolizing the transformative power of a great cup of coffee.

LOOK & FEEL

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Our video will embody the words **#warm**, **#inviting**, and **#energetic**. The aesthetic will be visually rich, with a blend of cinematic close-ups and natural, candid moments that reflect the daily ritual of coffee. Smooth transitions will create an engaging flow, capturing the excitement of the morning rush and the calm satisfaction of that first sip.

Lighting will play a crucial role—soft, golden hues in the morning, rich contrasts in the coffee-making process, and natural daylight to enhance the authenticity of the street setting. Subtle motion graphics or visual effects will elevate key moments, such as the glow of the shop lights turning on or the steam rising in slow motion.

The aesthetics:

PRODUCTION DESIGN

The setup will feel organic and immersive, highlighting the charm of Coffee Right's street presence. The environment will be brought to life with small yet powerful details—the rich textures of coffee beans, the shine of a freshly brewed espresso, the movement of hands preparing drinks with precision. The atmosphere will be welcoming, with background interactions that add realism—customers chatting, the hum of the coffee machine, and the occasional laughter of friends enjoying their drinks.

PRODUCTION DESIGN

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Subtle visual enhancements will highlight moments of transformation, such as the transition from book to laptop, the inviting glow of the shop lights, and the final dreamlike 3D moment with the floating coffee cup. The overall tone will be **engaging, uplifting, and inspiring**, leaving the audience with a strong emotional connection to Coffee Right and its unique coffee experience.

STORYBOARD



the shoot started the person leave the car.



Turn on the light or the power just hands frame



A mid-shot of a person seen just the half body down grab a table as if getting to on the place. The hands are slightly spread out, and the motion suggests the table and chair will appear.



Just put the apron and close the apron from behind -

2 shots front and behind



wide-angle shot of a stylish coffee truck parked outdoors, with a warm and inviting setup. Just see all the truck.



create the match cutting - top video, make a shooting empty - another - smash hand table appear cut - 2 small cups appear use the hands



Grab the package coffee - give a shake change for another package



1 use cup to pour the coffee use the hands, 2 same position grab and twist the package.



the 2 cup are with the coffee and another 1 is empty, 2 with the hands push the 2 cups to crash with the empty and the coffee transport to another
*to the transition to another cup must to have shake movement



There is a small plates came across when grab just one, with the another hand grab a seeds. this plate will came across slides way just push



Person check the nuts of the milk like to take



with another hands on the cup and the another drop the seed 2 - shots same hands on the cup, and another use a bag pour the seeds



3 use the hands with all the nuts go down, 4 swap the nuts to milk and drop on the coffee cup



Use a lid to put on the top as closed, this movement must be swap to normal cup plastic.



Drink a coffeeget whoah!



person all on the table we another people around a cup on the table and a booked to read.



The shot must be on the same position to have transition to laptop - shot must be next left or right where the person use the hands



All Friends walk in path to the final place - i want camera move started the feets and themst talking and laughing - everyone with the cup.



Final shot people are on the top of the view seat talking and cheer and looking for the view.

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STORYBOARD



Watch Now !

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THANK YOU

Daniel Guerra

