

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.



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.

February 2025

Daniel Guerra





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 a place where every sip tells a story, where routine meets ritual, and where every customer walks away feeling refreshed and inspired.



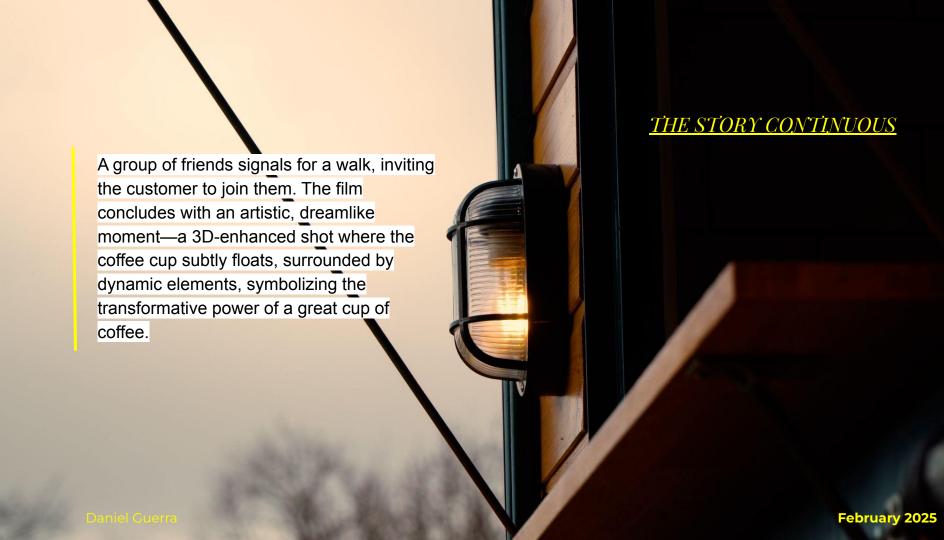
THE STORY

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.



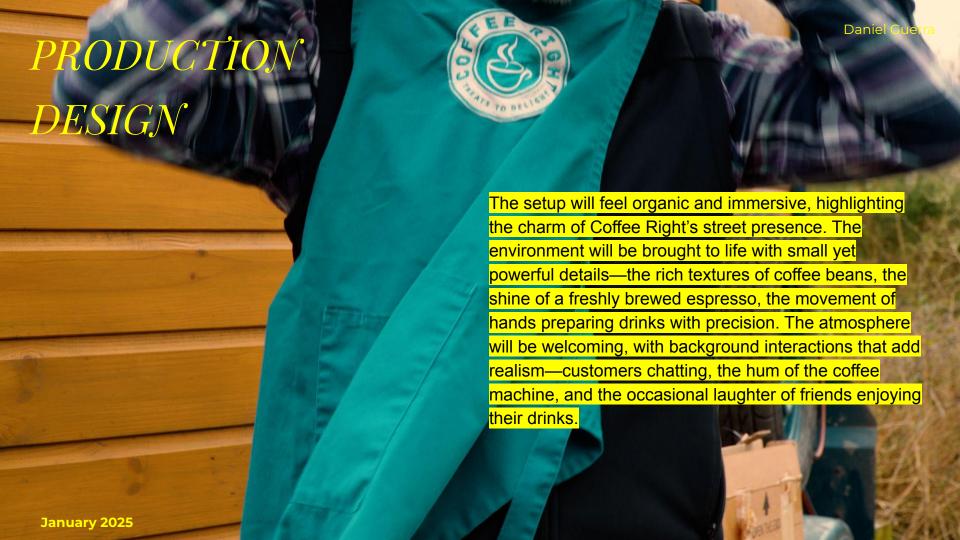


Our video will embody the words #warm, #inviting, and #energetic. The aesthetic will be visually rich, with a blend of cinematic close-ups and natural, candid moments that reflect the daily ritual of coffee. Smooth transitions will create an engaging flow, capturing the excitement of the morning rush 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. February 2025

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the shoot started the person leave the car.



Turn on the light or the power just hands



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



behind . 2 shots front and behind



Just put the apron and close the apron from



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



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.



and another 1 is empty.

2 with the hands push the 2
cups to crash with the empty and the coffe transport to another to the transition to another





There is a small plates came across when grab just one.



with the another hand grabd a seeds, this plate will came across slides way just push



Person check the nuts of the milk like to take

person sit on the table we

another people around a cup on the table and a booked to



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



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!

I want to make a match cut of the people grab the cup Multi Pi





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



All friends walk in path to the final place - I want camera move started the feets and thems 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.





Marin was the Street of the said



