

PRESENTED BY:

Daniel Guerra:

A man with long hair, wearing a white FILA tracksuit, stands in the center of the frame. He is looking directly at the camera. Behind him is a tall, multi-story brick building with many windows. The sky is a clear, pale blue. The overall tone is slightly desaturated and moody.

"Dress Walk With You"
Elements

DATE

November 2024

Hello!

As I write this treatment, I can't help but feel excited. I have a strong desire to shoot this film and immerse the viewers in an exhilarating vibrant world of Elements. Visiting your store and experiencing the brand has left a strong impression—it's more than just clothing; it's a sense of identity and confidence. It feels like stepping into a unique expression of style and self. Through this film, I want others to experience that feeling too, or at least get as close as possible to the energy and spirit that Elements brings to Norwich.



MOOD

November 2024



The Idea

This commercial aims to create an immersive journey into the style and energy of Elements. Through captivating visuals, soundscapes, and storytelling, we'll showcase the transformative confidence that comes with wearing Elements. The goal is to attract new buyers and present the brand as the perfect fit for a modern, expressive lifestyle.

November 2024

Daniel Guerra



INSPIRATION

<https://www.instagram.com/p/C-amOn6oAx2/>

Although this example is not a gym commercial, I like how this film manages to capture the exclusivity and the ultimate experience. We want that too.

November 2024

Daniel Guerra

A black and white photograph of a man wearing a tuxedo and glasses, standing in a closet filled with suits. The lighting is dramatic, highlighting the man and the suits. The text 'WE SPEAK TO THE CORE AUDIENCE' is overlaid in a yellow, serif font.

*WE SPEAK TO THE CORE
AUDIENCE*

November 2024

Daniel Guerra

Two friends meet each other who reconnect before a football match. They're excited yet faced with a common dilemma. This moment of discovery brings excitement and anticipation as they head to Elements to find stylish, comfortable outfits that express their personalities, perfectly suited for their day out in Norwich. The commercial captures their journey from store to stadium, showcasing Elements as a brand that fits every occasion and boosts confidence.



At Elements, the two friends find more than just a place to shop—it's a space where they can discover their unique styles and feel at home in their own skin. The store becomes a haven where they can express themselves, try new looks, and feel a sense of community as they explore the latest collection. With each outfit, their excitement and confidence build, preparing them for a memorable day at the stadium.

Elements isn't just about clothing; it's about finding the freedom to be yourself, connecting through style, and discovering that the right outfit can elevate any experience.



Daniel Guerra

November 2024

THE STORY



Duration

60-90 seconds

November 2024

Daniel Guerra

THE STORY

Daniel Guerra

Create a captivating commercial that immerses viewers in the journey of style and camaraderie with Elements. The video begins with two friends walking into the Elements shop, symbolizing the start of an exciting day out. As they explore the latest collection, we see close-ups of fresh fabrics, bold colors, and confident smiles as they find outfits that perfectly express their unique personalities.

With their new looks, they step out onto the lively streets of Norwich, heading to a pub where they're welcomed by the cheers and energy of fans supporting the local team

We capture moments of shared excitement, laughter, and unity over good food, showing how Elements is part of every social experience.

From the pub, they walk through the heart of town, their outfits embodying both style and spirit as they pass by Norwich's familiar sights. Finally, they arrive at the stadium, joining the crowd, fully immersed in the city's energy and ready to cheer on the team.

The video ends with a collective sense of belonging and pride, showing that Elements is more than just a clothing store; it's where style and experience meet, fitting seamlessly into every memorable moment.

October 2024



LOOK & FEEL

November 2024

Daniel Guerra

The aesthetics:

Our video will capture the essence of #stylish, #vibrant, and #authentic. The aesthetic is fresh and urban, with an inviting atmosphere that reflects the excitement of discovering new styles at Elements. We'll blend live-action with subtle motion graphics to highlight Norwich's iconic spots and the energy of a match day, enhancing each moment without distracting from the story. The pacing will flow smoothly, balancing leisurely, scenic shots with bursts of movement, embodying the dynamic spirit of Norwich and the confidence that Elements brings to every look.



Daniel Guerra

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PRODUCTION DESIGN

As we transition into an abstract space, we'll create a setting that evokes experienced for the shop. This space will have an ethereal, almost dreamlike quality, using motion graphics and VFX to represent the surge of energy and personal transformation happening within for the 2 friends went to the shop.

The backdrop will be minimalistic and dark, creating an infinite space that symbolizes the limitless potential of the mind and body. Instead of natural elements, we'll integrate dynamic graphic elements—lines, pulses of light, and subtle motion trails—capturing the flow of energy, focus, and intensity that defines the workout experience. Warm, focused light will filter through, representing moments of breakthrough and clarity during training.



PRODUCTION

DESIGN

Daniel Guerra

The dark ambiance, contrasted with glowing, animated elements of fabric and fashion, will reflect the journey of personal transformation—shaping confidence, style, and resilience. Each motion effect will be carefully timed to the rhythm of every step and movement, reinforcing the sense of unity and shared passion within Elements. The result will be a visually striking and emotionally compelling representation of the Elements ethos, showcasing how fashion empowers strength and individuality.

November 2024

FINEST BRITISH AND EUROPEAN BRANDS
30T06:28:38+01:00
NORFOLK, NORWICH

DRESS

HAS BEEN AT THE FOREFRONT OF
THE SEAN SINCE LATE 80S

WALK WITH YOU

DIRECTED BY
DANIEL GUERRA

2024

STORYBOARD - IDEAS

-Frames

-Ideas

-Shooting Spots



Shooting of the Place
- idea someone opening
- Fresh morning opening

- Camera move from up to frame the shop.
- closed shooting someone opening
- *idea is from the movement from the camera
- have overlay to transition someone opening



Friends Meet each other
a cheer -
Something like don't see for long

- The shooting up to down friend walk
to in the center of the shop - transition
to hands shake shot closed with smiles



The received a notification

- The shooting after the hands shake
- both they grab mobile
- The mobile ring, both received notification



The notification with VFX,
of the shop buzz new fit clothes

- The shooting is from the top of the heads comes,
- comes hologram or notification new clothes,
- They use the finger to swap - then head confirmed



Went inside and try the clothes

The shooting follow them to the place of the new
collection.
They use the dress room with different outfits.
"have someone cheer the clothes - Camera trip flash
different clothes" - pay or get the bag of the clothes
"They already have the outfit" or not depends



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* Leave the shop with new clothes

The shooting camera on the corner
when they leave the place.



Walk with the clothes on the street
* Place near to the Market top

* Shooting have them stand with fast movements
* of the people walk around.

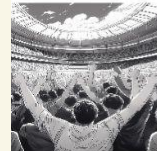
Make transition shooting camera move.

Reverse shooting with transition with another frame



* Go to the Pub where is the
* fans support

The Shooting is the friends eat or drink near to the
most famous pub of supporters norwich football



* Friends walking to the stadium

- The shooting is follow the crown and have spot
- Shooting with the friends looking with the fans
- walking to the stadium

PLAY THE VIDEO



[Link for the Video](#)

November 2024

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A man with tattoos on his arms is standing on a black rectangular platform. He is wearing a white t-shirt and bright yellow pants that are tied at the waist. He is looking down. The background is a plain grey wall. To the right, there is a large black vertical panel. The floor is dark, and there are some black cylindrical objects scattered around the platform.

THANK YOU

November 2024

Daniel Guerra