

Polyfill Ad Treatment

Fade in from black opening on a sea of stuffed animals, a dad gently picks up one teddy bear and looks at it fondly. His small smile turns into a frown as he rips the bears head from its neck. Another toy is lifted from ground and its arm is torn away. A third is ripped up the back seam. A fourth is torn in two halves across the middle. Another is held limply as the father pulls the stuffing dramatically out from its middle and into the air, floating down around him. Limp teddy skins fall to the ground at his feet in a rain of stuffing. He begins to pull the stuffing into the back zip of another mysterious body. The father then ties a beautiful red bow with a label reading “happy 6th birthday Lucy”. He steps back to admire his work, looking up to one giant 7 foot tall teddy bear fully stuffed and decorated neatly. He stands with his hands on his hips with pride, a teddy massacre at his feet. “Don’t say goodbye to your toys, buy Polyfill”, fade to logo.

VIDEO	AUDIO
<p>Fade in from black opening on a sea of stuffed animals, a dad gently picks up one teddy bear and looks at it fondly.</p>	<p>Music: gentle and calm lullaby / alternatively calm and sweet soundtrack</p>
<p>His small smile turns into a frown as he rips the bears head from its neck.</p>	<p>Music: changes to dramatic death metal style lullaby / alternatively soundtrack changes from gentle and calm to strong and harsh</p> <p>Sound: dramatic material rip</p>
<p>Another toy is lifted from ground and its arm is torn away. A third is ripped up the back seam. A fourth is torn in two halves across the middle. Another is held limply as the father pulls the stuffing dramatically out from its middle and into the air, floating down around him.</p>	<p>Music: still dramatic with strong beats to match the visual cuts between the teddy rips</p> <p>Sound: dramatic material rips</p>
<p>Limp teddy skins fall to the ground at his feet in a rain of stuffing. He begins to pull the stuffing into the back zip of another mysterious body.</p>	<p>music: dramatic, strong beats to match father stuffing new bear</p> <p>Sound: stuffing noises, Teddys falling to floor</p>
<p>the father then ties a beautiful red bow with a label reading “happy 6th birthday Lucy”. He steps back to admire his work, looking up to one giant 7 foot tall teddy bear fully stuffed and decorated neatly.</p>	<p>Music: starting to loose its strong dramatic nature and become soft again</p> <p>Sound: shine effect on the label, sound of footsteps of father walking away from the bear</p>
<p>He stands with his hands on his hips with pride, a teddy massacre at his feet. Text begins to overlay the screen: Don’t say goodbye to your toys</p>	<p>VOICE OVER (possible): “Don’t say goodbye to your toys”</p> <p>Music: calm and closing</p>
<p>Polyfill logo</p>	<p>VOICE OVER (possible): “buy Polyfill”</p> <p>Music: ending</p>

Shot list/Storyboard

Set: dark room with well lit subjects

Filming order: in order (destruction of bears continuity)

Shot 1: Low pan in/mid shot

opening on stuffed toys

Props required:

- stuffed toys (many)

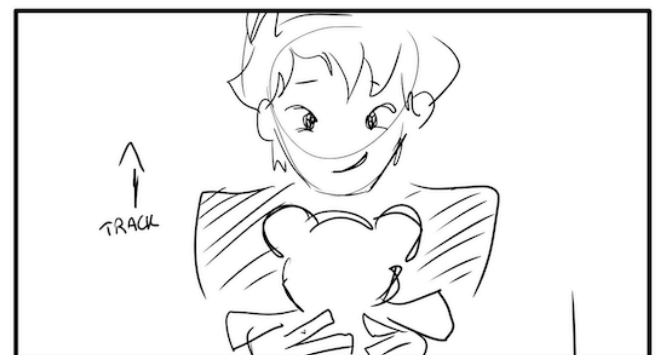


Shot 2: Tilt up/tracking bear/ mid shot

Father picks up a bear and looks at it fondly before frowning and ripping its head from its neck

Props required:

- Destroyable stuffed toy 1 (ribbon around ripped neck so easy to tear but unnoticeable)



Shot 3: close up shot/side angle/still/
slowmo

Father picks up another bear and rips it
arm off

Props required:

- Destroyable stuffed toy 2

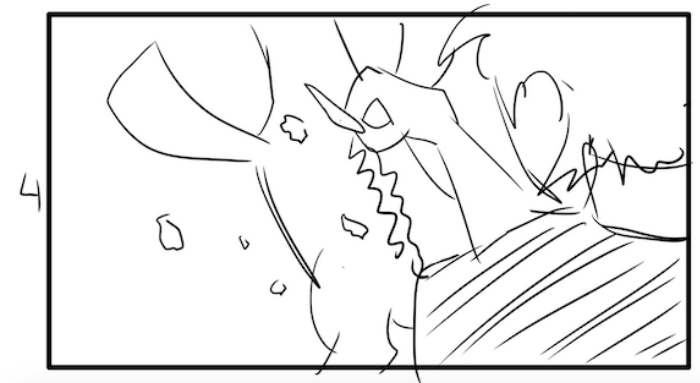


Shot 4: close up shot/over shoulder/
still/slowmo

Father picks up another bear and rips
up the back seam

Props required:

- Destroyable stuffed toy 3



Shot 5: close up shot/front on/still/
slowmo

Father picks up another bear and rips it
in half across the middle

Props required:

- Destroyable stuffed toy 3



Shot 6: mid shot/side angle/still/slowmo

Father holds a toy to the ground and
begins pulling stuffing out of it and
throwing it into the air

Props required:

- Destroyable stuffed toy 2
- Extra stuffing

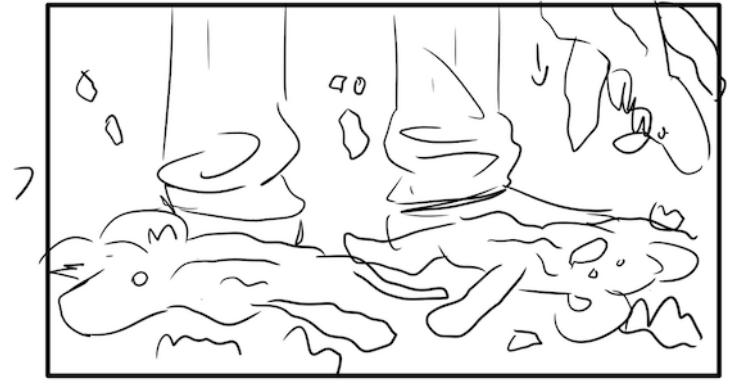


Shot 7: mid shot/low shot/still/slowmo

At the fathers feet the limp toys fall to the floor along with loose stuffing

Props required:

- Destroyable stuffed toys 1, 2, and 3
- Extra stuffed toys
- Extra stuffing



Shot 8: mid shot/over shoulder/still

Father starts stuffing the large bear through the zip at the back

Props required:

- Giant bear
- Extra stuffing



Shot 9: close up/front on/still

Father ties a bow around the giant bear and straightens the label

Props required:

- Giant bear
- Big ribbon
- Birthday label



Shot 10: pull out/wide shot/slowmo

Father steps away from bear and puts his hands on his hips looking up to it, bear is under a spotlight and surrounded by all the other destroyed tiny teddies.

Props required:

- Destroyed stuffed toys
- Extra toys
- Extra stuffing
- Giant bear
- Big ribbon
- Birthday label

