

FALL 2023

DAD 434 A

# 1-800-FLOWERS

ANIKA JOP

SAM TALANGES

# PROJECT BRIEF

## OBJECTIVE

this project is designed to task students to create a single memorable short form piece of online or broadcast content that is between 1:30 – 3:00 minutes that tells an impactful, diverse and current story for social good, and delivers a powerful message in a simple, entertaining, and relatable way while evoking an emotion from a diverse targeted consumer.

## OUR BRAND

1-800-flowers

## DELIVERABLES

1. creative brief
2. concepts & key frames
3. final storyboard & script
4. production book
5. final produced film (1:30 – 3:00 minutes)
6. edited social version (:07 – :15 seconds) with post copy
7. final presentation deck
8. final concept board (PDF & Printed)



# ALL HANDS ON DECK

**ART DIRECTION**  
**COPYWRITING**

ANIKA JOP & SAM TALANGES  
ANIKA JOP & SAM TALANGES

**PRODUCTION**  
**POST-PRODUCTION**

ANIKA JOP & SAM TALANGES  
ANIKA JOP & SAM TALANGES

**PROFESSOR**

PHIL MACAVOY

**ACTORS**

CONNER KLEMNER  
ANA CABRAL

**VOICE ACTOR**

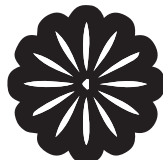
CLAY BARCKHOLZ

**SPECIAL THANKS**

AJ RANDAZZO  
SASHA AKSENCHIK

## PROJECT LOGLINE

a man is writing a letter to the later revealed deceased love of his life. 1-800-flowers is here to help you through love, through life, and even loss.





# SCRIPT

Hey you,  
I just can't believe how much has changed since we last saw each other.  
I ended up taking that job in the city,  
so.. I guess this is it...  
I mean it's not "over over" we just won't be able to see each other as often.

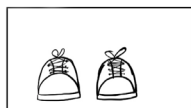
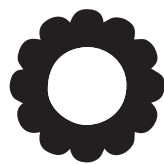
Do you remember ,  
when we went to the city together for the first time?  
The car broke down on the highway halfway there and we had to walk  
for miles to the nearest gas station.  
I think that's when I realized I really loved you.  
You didn't even bat an eye when I could barely keep it together.  
You are just so wonderful. - No, actually

I think I first realized I loved you when we first met.  
I brought you flowers and even though they were the wrong ones.  
You still took them, and put them in a nice vase  
but now know your favorites - sunflowers not roses.  
You were wearing that dress, gosh, it was that one that you wore on  
your birthday.  
I love that dress.  
I love it SO much

They say distance makes the heart grow fonder, but man it's going to be tough.  
I know we aren't perfect,  
we bicker like children  
but there's no other person who gets me like you do.  
I'm grateful for every second I've had to spend close to you.  
You've changed my life for the better.

I just wish that we had more time together.  
I miss your face  
I miss hearing about your dreams,  
I miss the way your nose crinkles when you laugh!  
I love you so much that the world stopped when you did...  
but if I've learned anything from you it's that you have to keep going  
And I will. For you.  
Happy anniversary

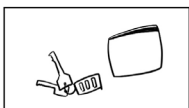
# STORYBOARDS



Video: Shoes on the floor.

Audio:

SFX:



Video: Wall of legs on the table.

Audio:

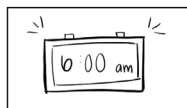
SFX:



Video: Calendar w/ anniversary marked.

Audio:

SFX:



Video: Alarm goes off

Audio:

SFX:



Video: we see a hand turn it off

Audio:

SFX:



Video: Man wakes up

Audio:

SFX:



Video: leaves the bed to head to the bathroom.

Audio:

SFX:



Video: man looks at himself in the mirror and turns faucet on.

Audio:

SFX:



Video: He turns the faucet on and starts washing his face.

Audio:

SFX:



Video: As the man lifts his face up a woman enters.

Audio:

SFX:



Video: She gives him a kiss on the cheek, grabs something and leaves.

Audio:

SFX:



Video: In the kitchen, he pours coffee in a cup.

Audio:

SFX:



Video: transition to a memory of the couple.

Audio:

SFX:



Flashback

Video: Memory of couple walking along the river.

Audio:

SFX:



Video: She takes a pill and gives it on her nose. He becomes a fit for her at that moment.

Audio:

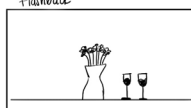
SFX:



Video: He sits on his couch, ordering flowers from 1-800 number.

Audio:

SFX:



Flashback

Video: Roses arranged w/ 2 glasses of wine.

Audio:

SFX:



Video: (zoom out) the couple is now dining with candles everywhere.

Audio:

SFX:



Video: In the car the man is alone + starts playing music

Audio:

SFX:



Video: 2:00m in on hand + vads

Audio:

SFX:



Video: Flashback to them playing in the rain

Audio:

SFX:



Video: The man walks through some sort of park.

Audio:

SFX:



Video: He places the anniversary on her grave.

Audio:

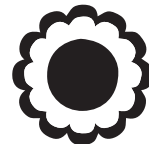
SFX:



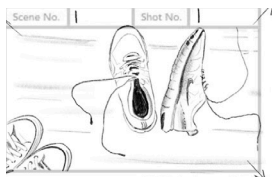
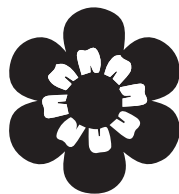
Video: anniversary all over the grave all with pictures in framed.

Audio:

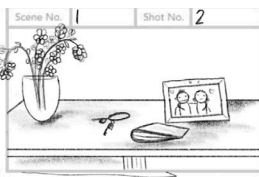
SFX:



# STORYBOARDS



slow zoom out

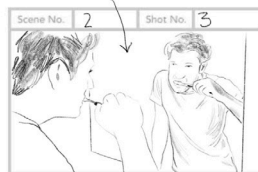


dried flowers in vase!

slow pan L to R



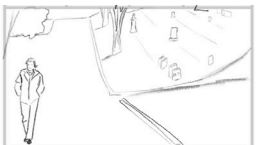
bada dum de de de de



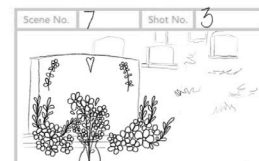
bends down to spit, end of scene



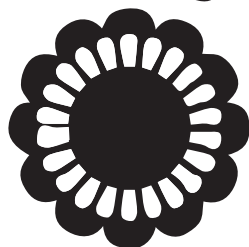
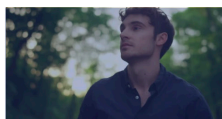
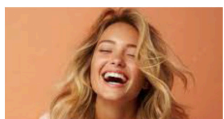
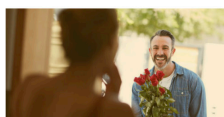
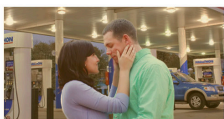
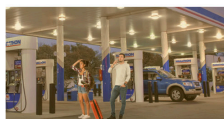
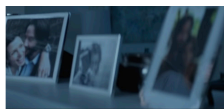
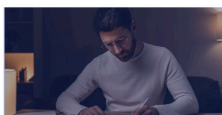
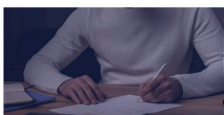
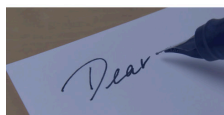
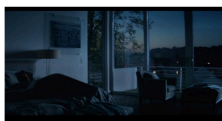
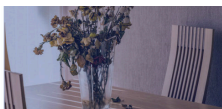
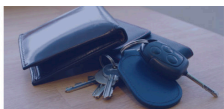
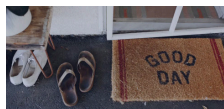
quick shot! woman is holding sunflowers.



holding bouquet behind back.  
wide shot walking in cemetery



# STORYBOARDS



# SUPPLIES

## CAMERA / GEAR

2X SONY A7 IV CAMERA  
APUTURE 120D MARK 2 DOUBLE LED  
ROSCO COLOR CORRECTION GELS  
APUTURE LIGHT DOME  
SANDBAGS  
BLUE YETI MIC

## FLORAL

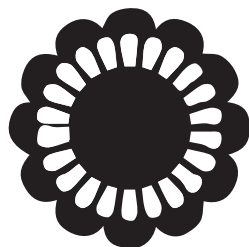
CEMETARY ARRANGEMENT  
PROPOSAL ARRANGEMENT  
DRIED FLOWERS  
ROSE BOQUET  
SUNFLOWER BOQUET

## ACTORS

SIX OUTFITS TOTAL (NEUTRALS)  
6 SHIRTS  
3 PANTS  
2 PAIRS SHOES  
AT LEAST ONE DRESS

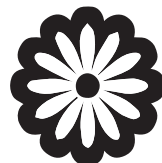
## MISC.


KEYS  
WALLET  
NICE PAPER AND PEN  
DUFFLE BAG / SUITCASE  
GAS CAN  
VASES FOR ARRANGEMENTS  
PHONE

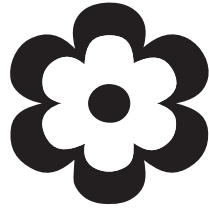




# SHOTLIST



1, 1	CU	D	Slow zoom out. Shoes on the floor messily spread out.	BEDROOM FLOOR	N/A
1, 2	CU	D	Slow pan left to right. A vase of dried flowers in a vase on the dresser, a wallet and keys sit messily.	BEDROOM DRESSER	N/A
1, 3	CU	D	A phone sits on a nightstand (focus on phone). A man is sleeping in the background (out of focus). We hear and see the phone alarm go off and a hand come into frame to grab the phone and turn it off.	BED	MAN
2, 1	XCU	D	Slight movement to shot? A letter that has been started sits on a desk with a pen next to it. We can read "Dear..."	KITCHEN TABLE	N/A
2, 2	MCU	D	The man - whose hand belongs to the one who turned off the alarm - sits down at the desk and picks up the pen. He begins to start writing. (VO STARTS)	KITCHEN TABLE	MAN
3, 1	MCU	D	We see a couple in the car from the windshield. They are happy, listening to music, she in the passenger seat looks over to the man in endearment and grabs his face.	CAR	MAN WOMAN
4, 1	WS	D	The man and woman stand outside of a gas station. They look around, lost. He is holding a small gas can looking so stressed, she stands next to him with a smile and a small suitcase.	GAS STATION	MAN WOMAN
4, 2	MS	D	The woman grabs the man's arm and signals them to keep going. They gather up their things and walk to the left out of frame arm in arm.	GAS STATION	MAN WOMAN
5, 1	WS POV-ish woman	N	The woman walks to her front door and opens it. Outside the man stands holding roses.	HOUSE DOORWAY	MAN WOMAN
5, 2	WS POV-ish man	N	The man is standing in the doorway holding a bouquet of flowers. We see the woman's hand reach out and welcome the man inside.	HOUSE DOORWAY	MAN WOMAN
5, 3	WS	N	The man is standing looking around the living room, the woman walks and sets the roses in a vase on the coffee table, and proceeds to approach the man to slow dance.	LIVING ROOM	MAN WOMAN
6, 1	XWS	D	The couple is along the river, the man gets down on one knee and proposes! She is holding a bouquet of sunflowers.	OUTSIDE (Riverwalk)	MAN WOMAN
7, 1	WS	D/N	The man is standing, wandering around the living room, the woman walks into frame and sets a vase of flowers on the coffee table. There are candles and rose petals everywhere. She walks towards the man to take his hand and dance.	LIVING ROOM	MAN WOMAN
7, 2	MWS	D/N	She twirls! They are in love!	LIVING ROOM	MAN WOMAN
8, 1	MCU	D/N	The couple is arguing. She is standing in the doorway of her room. Their hands are animated in anger. She goes to turn away from the man.	BEDROOM HALL	MAN WOMAN
8, 2	MCU	D/N	We quickly cut to the couple smooching. It seems as though they are no longer angry at each other lol. The camera moves from left to right (into the wall as to imply that both walked into the women's room)	BEDROOM HALL	MAN WOMAN
9, 1	MCU	D	Shot from chest up. We see the man walking through a park.	CEMETERY	MAN
9, 2	WS	D	(full body shot of man) we see now that the man is walking through a cemetery. He is holding a bouquet of flowers.	CEMETERY	MAN
9, 3	CU	I 	We see the grave of the woman. Flowers are in all different stages of decay. The man's hand falls into frame as he sets the bouquet onto her grave, and walks away.	CEMETERY	MAN

A decorative graphic consisting of two stylized flowers. The larger flower is at the bottom left, and the smaller one is at the top right. Both are black with white centers.

# LOCATIONS

## NEAREST HOSPITAL

HENRY FORD HOSPITAL  
2799 W GRAND BLVD  
DETROIT, MI  
48202

## HOME

ANIKA'S APARTMENT  
DETROIT, MI

## GAS STATION

MARATHON  
5564 WOODWARD AVE  
DETROIT, MI  
48202

## CEMETARY

WOODMERE CEMETARY  
9400 W FORT ST  
DETROIT, MI  
48209

