



GENERAL CONFERENCE OF
SEVENTH-DAY ADVENTISTS

My Whole Life

Commercial Proposal

Prepared by



Big Puddle Films • 1028 SE Water Ave., Ste. 050 • Portland, OR 97214
971-544-7723 • www.BigPuddleFilms.com



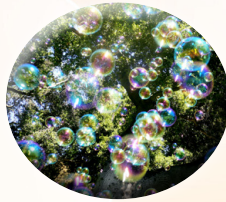
We thank you for the opportunity to bid on this project. It would be our privilege to create a commercial spot for the Seventh-day Adventist Church that communicate the wholeness the church seeks for members.

This proposal highlights how the look and feel of **the commercial will communicate mind, body, spirit wholeness.**

As we thought about how the Seventh-day Adventist Church lifts up a balance of **body, mind, and spirit**, the illustration of a circle surfaced in our thoughts. We will show momentous seasons in life that embody wholeness, and visually reinforce the idea with images of circles. Each vignette will be a snapshot of a major life event, and will be shot in hyper-slow motion to look like **a moving portrait.**



The “**My Whole Life**” story follows a family through several **stages of life**.



Vignette 1: We open with one of the most special events in life: **marriage**. Bubbles blown by wedding guests fill the frame as a happy couple runs out of a church. Several cameras flash, streaking the screen with circular lens flares.



Vignette 2: The wife, now **pregnant**, sits in a doctor's office for a check up. Her belly is quite round; she's obviously in her third trimester. The doctor's circular stethoscope rests on her belly, and she and the doctor are illuminated by round examination lights.



Vignette 3: The couple sits in a church pew during a communion service holding their new **baby**. The baby plays with a round rattle as a tray of juice is passed around. As mom takes a juice glass, she adjusts the blanket that encircles baby's head.

Vignette 4: The pre-teen daughter receives a new **Pathfinder** honor for her sash during a campmeeting event. Her sash is full of other badges, and this one fills the last remaining blank space. In the background, a praise band stands in a semicircle, singing and playing guitars.



Vignette 5: The child is in **high school**. She sits in a science lab with her hands planted on a static electricity orb. The students laugh as her hair raises into a comical halo. She is surrounded by petri dishes, magnifying glasses, and bubbling boiling flasks. Pie charts decorate the chalkboard behind her.



Vignette 6: The final scene will be of the most powerful moment in a person's life: **baptism**. The child is now a young woman. She stands in a baptismal pool with a pastor as he **prays** over her. Her parents and church family stand around the baptismal pool with smiles and tears. The camera rises up as she is immersed in the water, revealing that the baptismal pool is a perfect circle.



The baptismal pool image dissolves into the General Conference of Seventh-day Adventists logo with the ending tag, "**My Whole Life Matters.**"

