

Galaxy Watch6



TREATMENT NOTE





INTRODUCTION

The Samsung Galaxy Watch 6 has an incredibly smooth TAP and PAY feature, with a preloaded wallet where all you need to do is TAP and your bill is paid.

This super cool feature can be highlighted with a touch of irreverence and joy that is a part of our younger generation. Treated through a colourful vibrant music video, where our protagonist waltzes through situations showing off his watch and this smooth TAP and PAY feature.

He does it with flair, he does it with dance, he does it with pizzaz. Surprising and awing everyone around.

The video aims to be as smooth and flowy as our protagonist. With the watch at its center, it takes our viewers through this colourful joyride, while showcasing this must have feature.



TREATMENT

The treatment needs to be young, colourful and joyful. Keeping the watch and its incredible features, front and center.

Told through our protagonist, who is a smooth dancer - who breaks into dance every time he gets to use his watch, to the shock and surprise of everyone around.

The world moves around him, allowing his choreography to get spaces to travel through, and people to interact with, and reactions to joy in.

The camera flows smoothly with our protagonist, as we romance the watch and his moves.

The world should feel bright and colourful; and the cast and characters should feel young and interesting. Distinct in their own rights.

Creating a palette that feels vibrant and enjoyable.

With a foot tapping track - that allows us to get more and more sucked in to this film and witness the joys of having this watch.

REFERENCES

CLICK ON THE IMAGES TO WATCH THE REFERENCES ONLINE



DANCE AND CAMERA MOVEMENT



DANCE AND CAMERA MOVEMENT



MOOD AND CAMERA MOVEMENT



MOOD AND DANCE



DANCE



MOOD AND COLOURS

THE MUSIC

Catchy, upbeat and with an interesting flow, the music will form the base for our film, and will allow our protagonist to flow from scene to scene.

The music needs to be contemporary, cool and in line with the GEN Z flavours and taste palette.

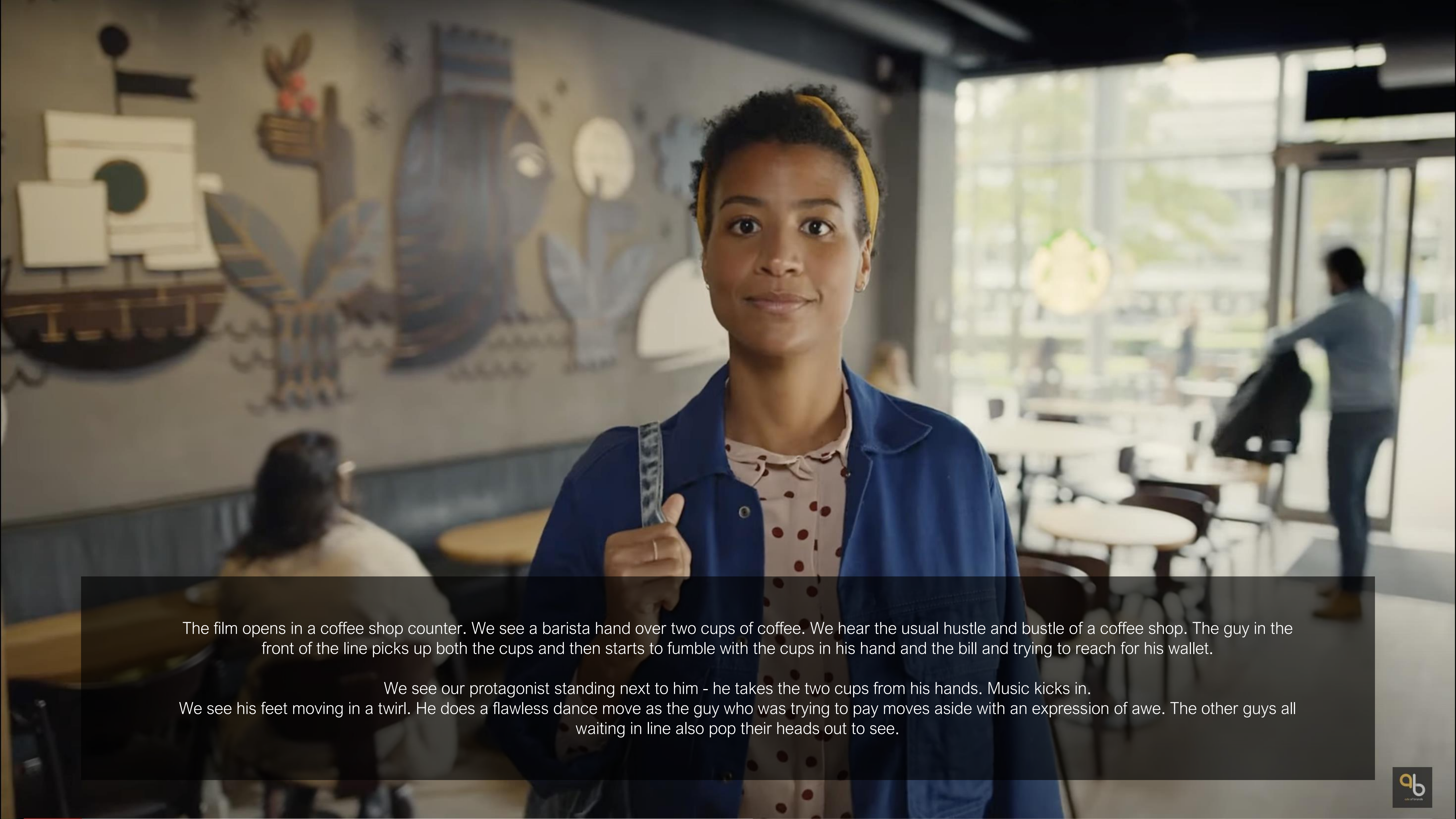
For the lyrics it would be interesting to play with words that associate themselves with watches - **WATCH IT! TICK TICK! *IT'S TIME!*** Or even have some elements in the instrumentation that go with the ticking of time and the swiping of cards.



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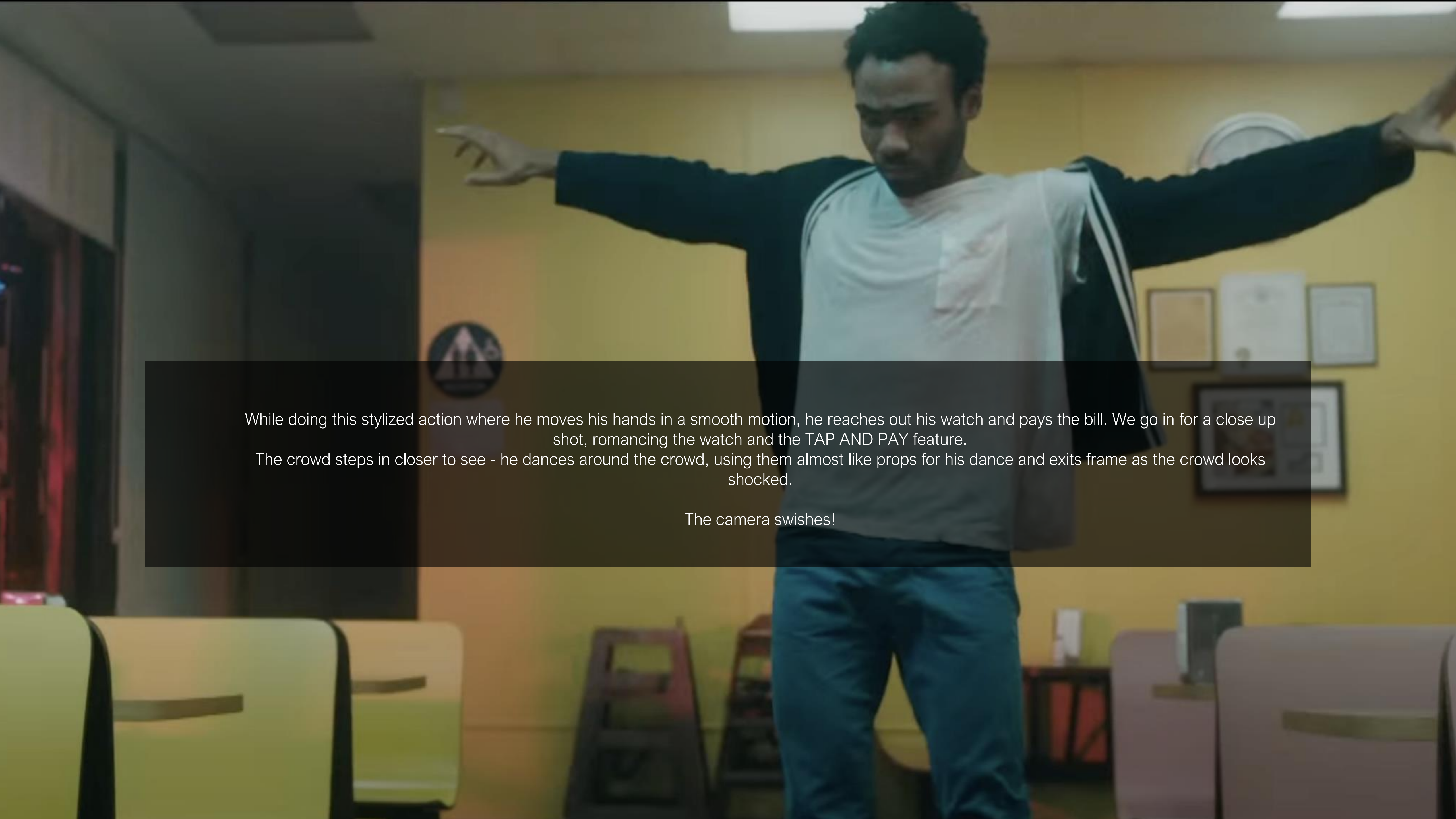
A low-angle, close-up shot of a person's legs as they walk across a polished wooden floor. The person is wearing dark blue or black trousers with the cuffs rolled up, revealing grey socks. They are also wearing black sneakers with white laces and thick soles. The floor is made of light-colored wood planks, reflecting some light. In the background, there is a window with white curtains and a dark doorway. The overall lighting is soft and natural, creating a calm and focused atmosphere.

THE FILM FLOW



The film opens in a coffee shop counter. We see a barista hand over two cups of coffee. We hear the usual hustle and bustle of a coffee shop. The guy in the front of the line picks up both the cups and then starts to fumble with the cups in his hand and the bill and trying to reach for his wallet.

We see our protagonist standing next to him - he takes the two cups from his hands. Music kicks in. We see his feet moving in a twirl. He does a flawless dance move as the guy who was trying to pay moves aside with an expression of awe. The other guys all waiting in line also pop their heads out to see.

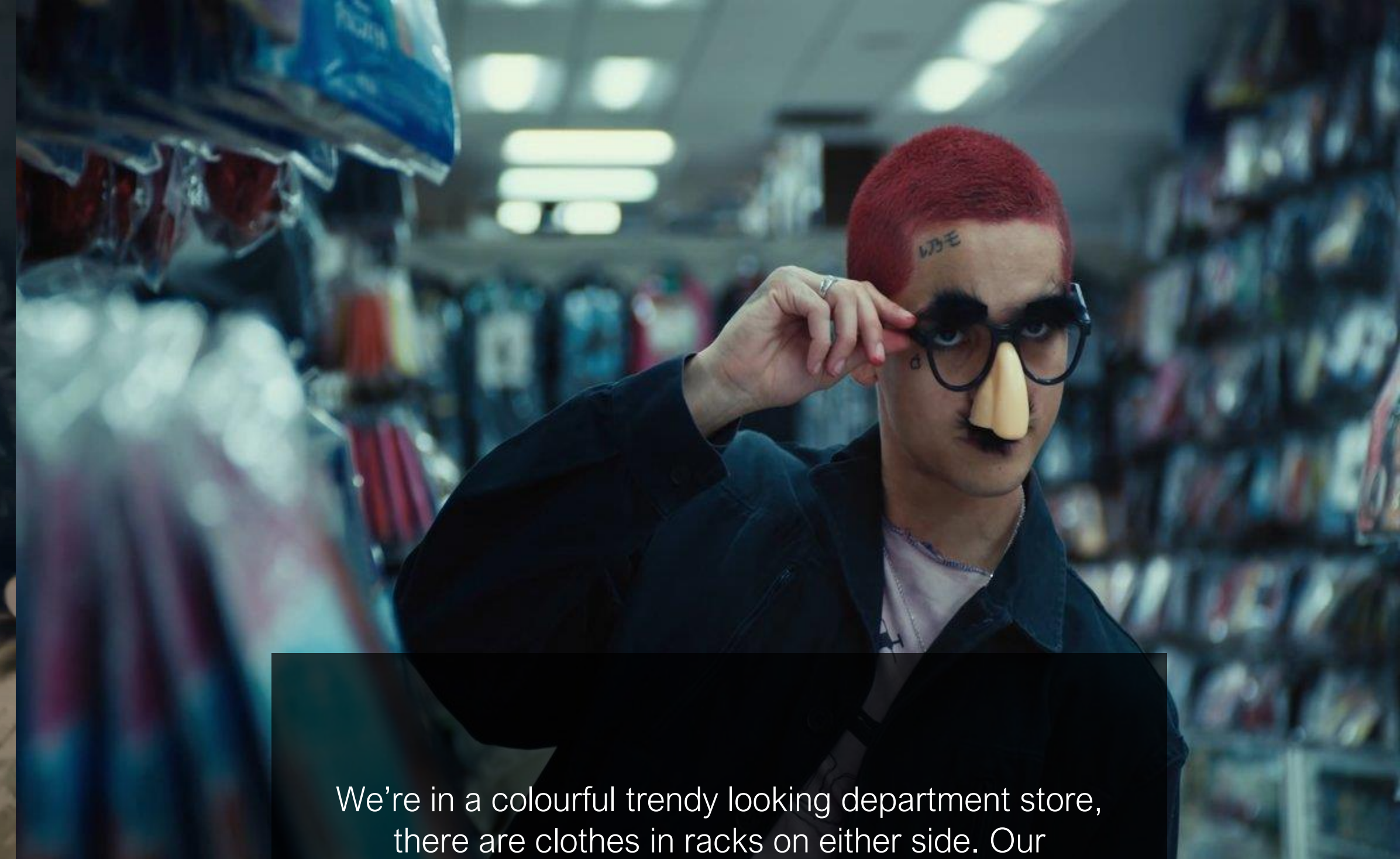
A man with dark skin and short dark hair is standing in a room with yellow walls. He is wearing a white t-shirt under a dark jacket with white stripes on the sleeves. His arms are outstretched to the sides. The room has several framed pictures on the wall and some chairs in the foreground. A semi-transparent black box with white text is overlaid on the image.

While doing this stylized action where he moves his hands in a smooth motion, he reaches out his watch and pays the bill. We go in for a close up shot, romancing the watch and the TAP AND PAY feature.

The crowd steps in closer to see - he dances around the crowd, using them almost like props for his dance and exits frame as the crowd looks shocked.

The camera swishes!





We're in a colourful trendy looking department store, there are clothes in racks on either side. Our protagonist appears from behind a rack and picks up something from the right, something else from the left, a bucket hat from the top.





We see him dance through the aisle, hands full. We see his feet twirl.
He sways and moves across, dodging other shoppers - but done in dance.





In one flourishing move he tosses the clothes onto the payment counter - while swaying his hands, he completes his payment.
The camera closes in on the watch in slow motion, we catch the payment action done in just a few simple steps.

The cashier looks up, pleased and surprised.



We're in the next scene in a restaurant/ café. We see a close up of a bill that's kept on the table by a hand.





The camera swishes from one character to the next.

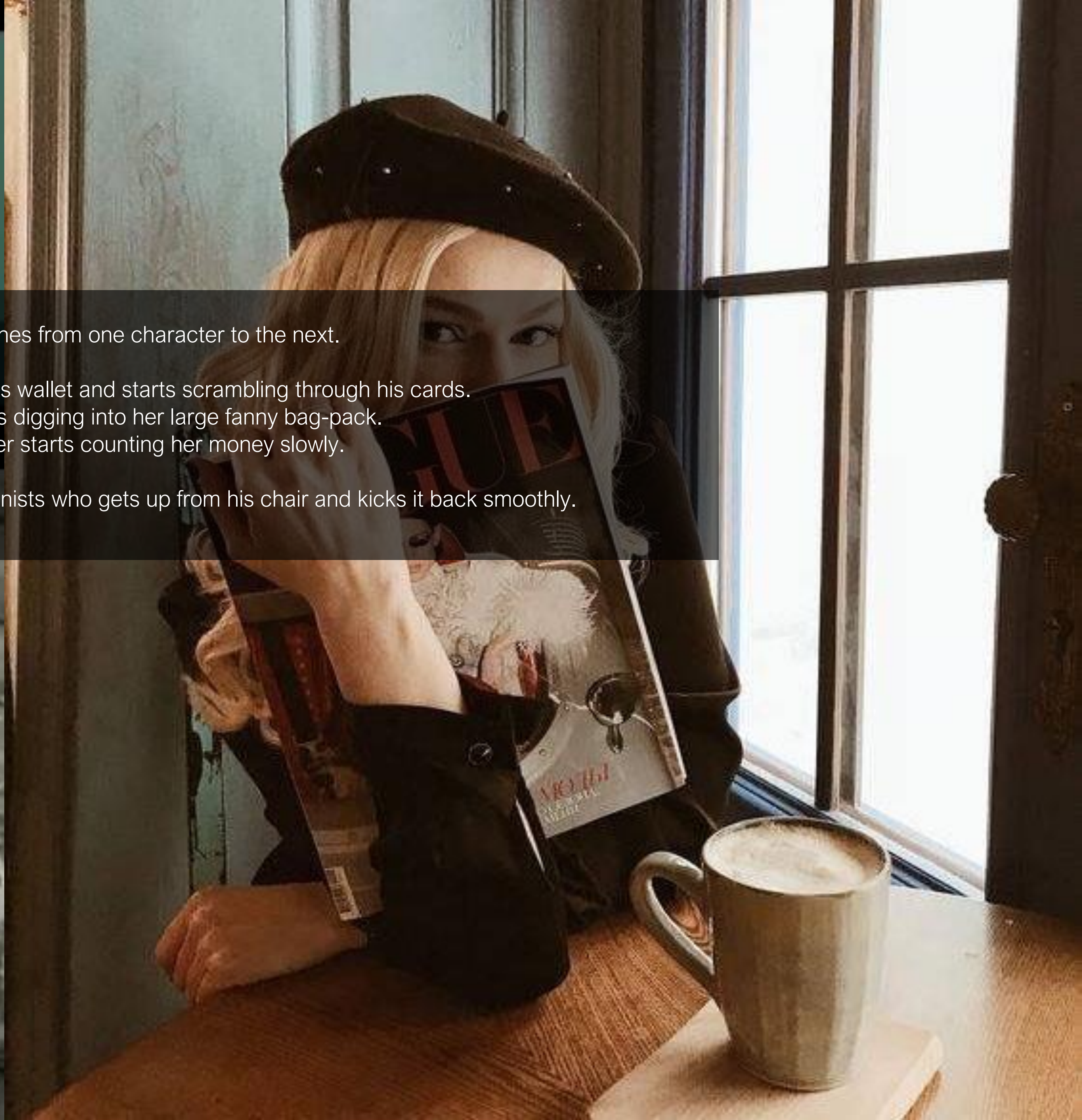
The first characters pulls out his wallet and starts scrambling through his cards.

The second one starts digging into her large fanny bag-pack.

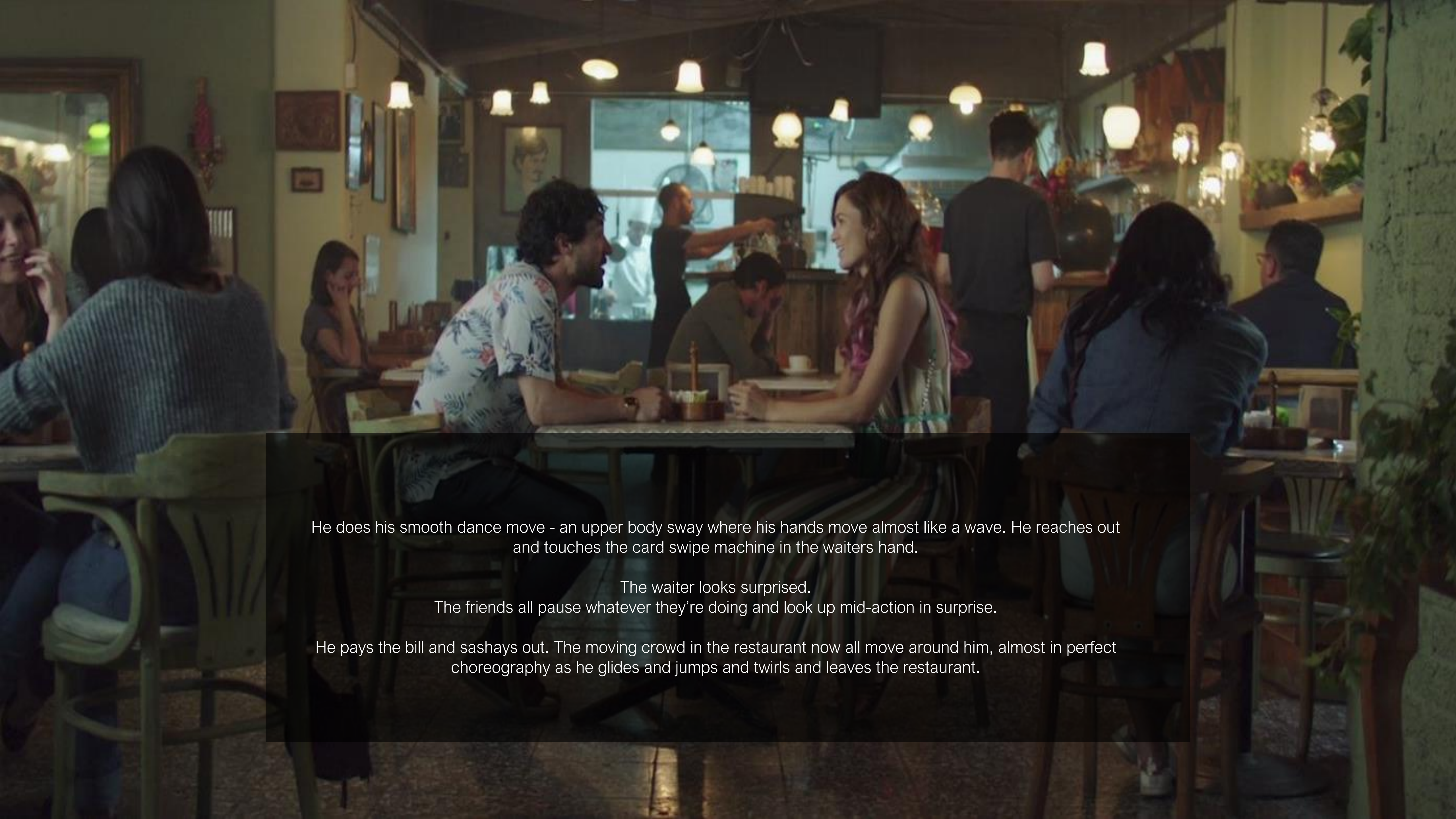
The third character starts counting her money slowly.



The camera finally swishes to our protagonists who gets up from his chair and kicks it back smoothly.



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He does his smooth dance move - an upper body sway where his hands move almost like a wave. He reaches out and touches the card swipe machine in the waiters hand.

The waiter looks surprised.

The friends all pause whatever they're doing and look up mid-action in surprise.

He pays the bill and sashays out. The moving crowd in the restaurant now all move around him, almost in perfect choreography as he glides and jumps and twirls and leaves the restaurant.



Supers appear: TAP AS YOU PAY
Introducing Tap & Pay on Galaxy Watch6

THE DANCER

The dancer needs to be smooth and classy.
He needs to maneuver through the crowd and dance using them almost as props for his seamless movements.

The background doesn't dance, but reacts to what he's doing, creating an interesting and mesmerising choreography.

It is imperative we get a dancer who is extremely smooth with his movements but also has a lot of charisma and makes for a really cute character to watch through this film.
He will be carrying the film forward and his screen presence and movement is the most essential feature of the film.

Young, charming, eye-catching.



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THE CASTING

Every character featured in this film needs to embody the Gen Z cool - needs to be comfortable in their own skin. They should be diverse in terms of body types, skin colours, where they're from, hair colour, and more. Truly representing GEN Z in their spirit and in their sense of adventure.

We should have a mixture of dancers and non dancers for the rest of the cast as well so that the background movement is also smooth and effortless.

THE STYLING

The clothes will provide the film with the pops of colour it needs. Our characters need to be eye catching, resonating with GEN Z, full of funk and personality.

The styling will be trendy, will be fun, will be colourful and definitely needs to be eye catching and add to the general mood and fun of this film.



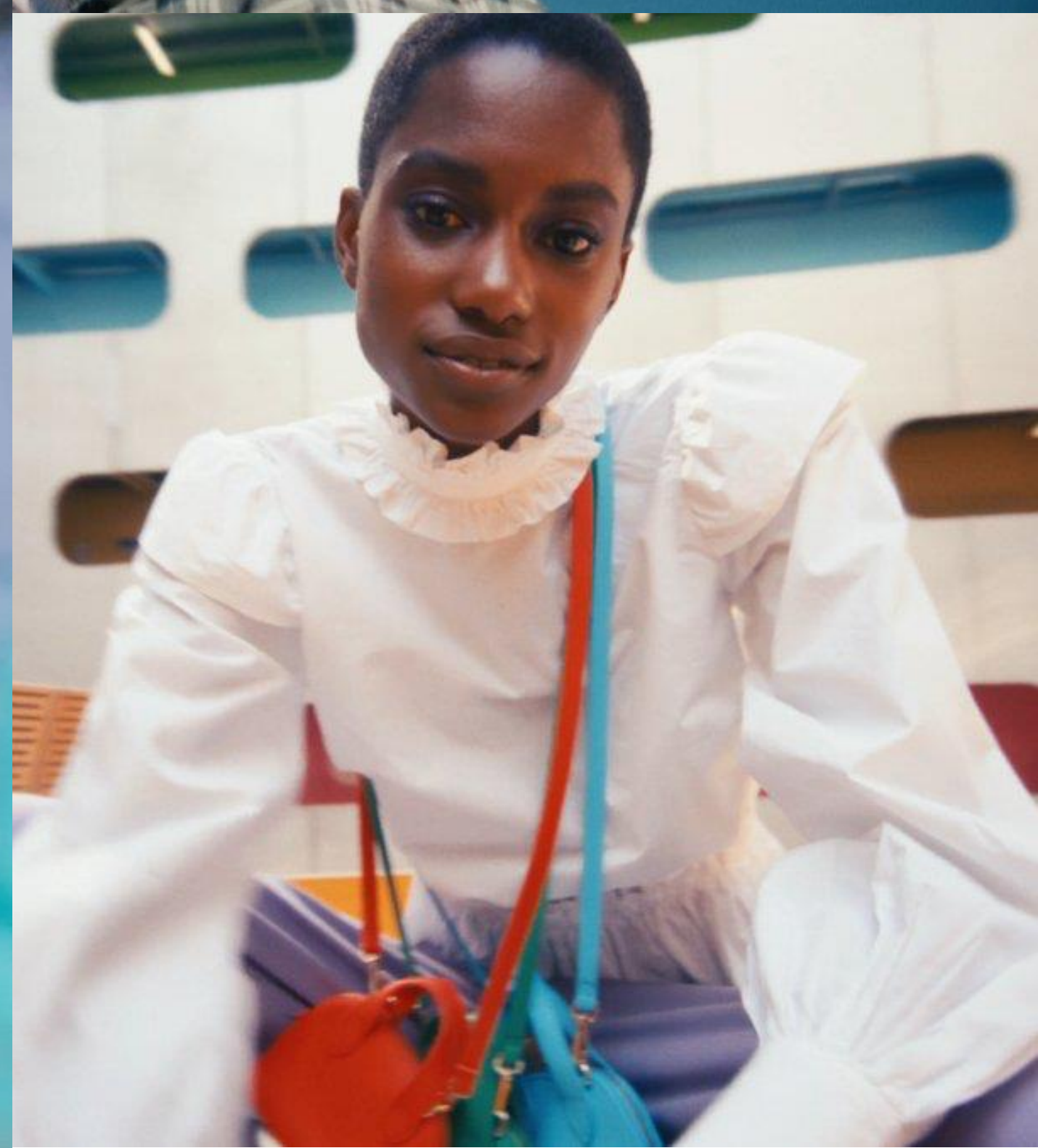






THE MOOD

The mood needs to be bright and fun, the spaces young and cheery. The characters and styling truly embodying GEN Z pop and exuberance. The camera needs to flow with our characters and capture the dance and motion in a vibrant and fun manner and really move with the music to create an iconic and fresh film. The spaces should feel real and sun lit and bright with nice pops of colour to bring alive the film in a fun manner.







THE WATCH

The Samsung Galaxy Watch 6 is at the centre of this film.
Wherever possible the watch will be romanced and we'll move into it and really show it in all its glory and style.

Using slow motion shots and probe lenses to really go in and get in on the details.
The camera will flow into the watch just as it flows along with the dance and our characters.



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THANK YOU