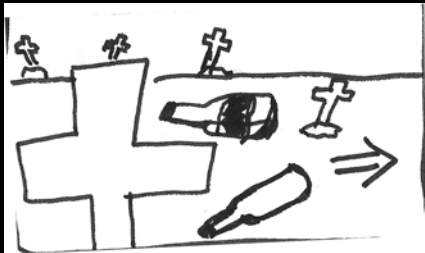


Fito Craft Brewery Commercial Spot

A commercial spot based on a fan sketch designed around a propaganda based branding system for brewery. Theme is based on Communist and Socialist propaganda.

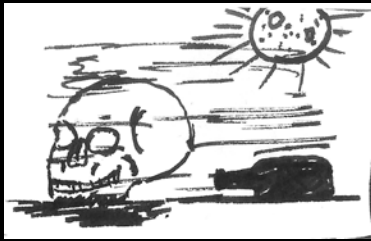
Built using After Effects, Maya, and Live action.

0



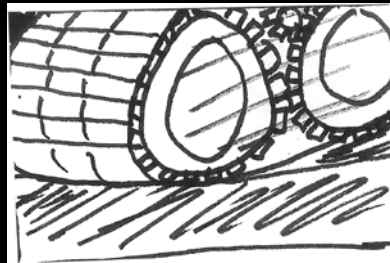
Panning shot of graveyard with skulls, empty bottles, and tombstones. Ends on shot 1.
Time: 2-5 sec.

1



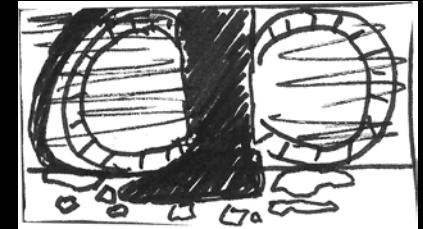
Close up of skull and bottle. Dead silent. Night. Foggy atmosphere. White full moon is only source of light. After a couple seconds, the skull and rocks around it shake as well as a camera shake. Tank noises approaching.
Time: 2-5 sec.

2



Close up of tank wheels spinning, gaining ground. Fast shot. Dark shade on tank with a dirty look.
Time: 1-2 sec.

2/3



*This shot can be a replacement for 2 or can be used as shot 3. Close up of tank wheels from the side crushing the bottle into bits. Then legs from knee down march across. Legs are full black, almost a silhouette.
Time: 2-3 sec.

4



The tank climbs a small hill of skulls, and the men stop. Camera zooms out and you see graveyard with tombstones. Moon fades down.
Time: 3 sec.

5



Profile shot of army looking up at tank barrel. Traditional propaganda look.
Time: 1-2 sec.

6



Tank shoots out my beer bottles.
Time: 1-2 sec.

7



Shot zooms out into another wide shot of the mass produced beer graveyard with empty bottles and tons of gravestones.
Time: 2-3 sec.

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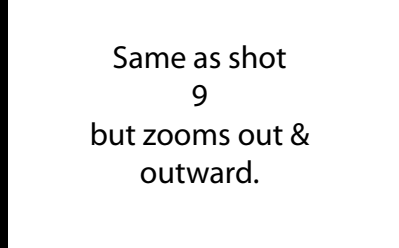
8



Shot start to pans up and the soldiers and I start to look up to begin long zoom out and up. Sun starts to shine brightly in the background.

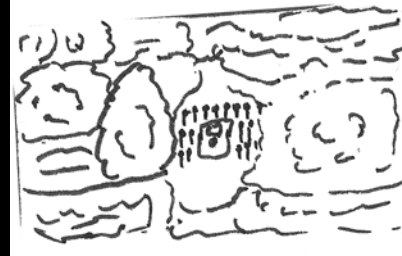
Time: 2-3 sec.

9



Same as shot
9
but zooms out &
outward.

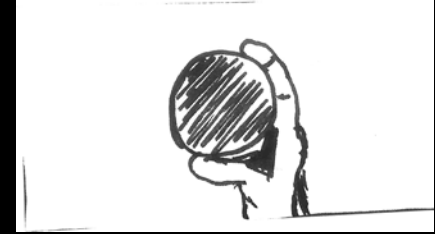
10



Complete zoom out of shot 9-10 into white clouds with rays of sun light beaming through. Men and tank are visible until the clouds begin to close and then begin to transform into a thick beer foam.

Time: 3-4 sec.

11



Zoom out continues and turns into live footage of a pint glass at a bar from a straight top angle. Hands comes in and grabs glass, revealing shot 13.

Time: 2-3 sec.

12



As glass is picked up, the coaster is revealed which is the emblematic star of our beloved beer!...Fito!

*Possible transition into a black screen with logo and title.

Time:2-3 sec.