KAIZEN DIGTIAL MEDIA

Browns Brides - Video Synopsis

Summary

Day 1

The objective of this initiative is to produce evergreen footage that can be re-edited throughout the year, thereby enhancing engagement on our Instagram platform. The content will consist of short clips, ranging from 3 to 30 seconds, captured from various angles and shot types (such as close-ups, medium close-ups, and long shots).

We will dedicate a few hours to filming in 9:16 (portrait) and another few hours in 16:9 (landscape) to ensure versatility in our content. Our aim is to uphold the elegance, aesthetic, and ethos of Browns Brides by creating visually stunning and sophisticated shots. To achieve this, I will bring lighting equipment to enhance the overall quality and beauty of the footage.

Day 2

On the second day, the focus will be on creating the master video. This video aims to capture the essence of Browns Brides and the exceptional experience customers can expect. We will conduct one or more interviews, primarily featuring Caroline.

Please prepare a list of 10 to 15 questions; on the day of filming, we will refine this list to the 8 most valuable questions for the video. Additionally, I will capture supplementary B-roll footage that complements the interviews. The final video will be 2 to 3 minutes long, featuring smooth transitions and text overlays to enhance the narrative

Key
ECU - *Extreme Close Up*
CU - *Close Up*
MCU - *Medium Close Up*
MS - *Medium Shot*
MLS - *Medium Long Shot*
LS - *Long Shot*
ELS - *Extreme Long Shot*
BES - *Birds Eye Shot*
WS - *Wide Shot*
EXT - *Exterior*
INT - *Interior*

Specific Shot Requirements

Shot Description	Shot Type	Shot Angle	Movements	EXT / INT
Beautiful shot of store front X 8	ECU, CU, MCU, MS, MLS, LS, ELS	Eyeline, low angle.	Pan, subtle zoom, subtle tilt.	EXT
Entering the shop X2	MCU, WIDE	Eyeline	Tracking	EXT / INT
Dresses on rails X8	ECU, CU, MCU, M, LS	Eyeline, Low angle, High angle	Pan, subtle zoom, subtle tilt.	INT
Greeting from the front desk	MS	Eyeline	Pan	INT
Dressing room X6	CU, MCU, MS, MLS	Eyeline, Low angle, High angle	Pan, tilt, tracking	INT
The dress creation room X 9	ECU, CU, MCU, MS, MLS, LS, ELS	Eyeline, Low angle, High angle	Pan, subtle zoom, subtle tilt, tracking	INT
Creation of a Dress in the process (hand etc) X6	ECU, CU, MCU	Low angle, High angle	Pan, tilt, tracking	INT

Additional Notes

- I haven't been to the shop in a long time, so I am currently limited in determining all the required shot types. Once we decide on a date, it would be amazing if you could send me some images of all of the rooms and I can continue to grow the shots list.