

Back to the Moo-ture
Our Tasty Treatment



The Overall Look & Feel

First of all, thank you for sharing Ben & Jerry's branding information—as you can probably tell, we've already embraced their look! Without a doubt, we plan on centering our design around the assets you've given us: major elements like the Cowmobile will be transformed into colorful vector art to seamlessly match Ben & Jerry's iconic style; archival photos and videos will be incorporated in a collage design to match your current look.

Tonally, it's clear that we want this video to be fun, upbeat, and clever. We envision a relatively fast tempo, but considering that this is an informational video, it shouldn't be too fast (for the music nerds, that'd be somewhere between moderato and allegro). The animation will reflect the feel: characters and locations will slide in and out of the screen with energy, with Woody and her Cowmobile as our steady anchor in the video. To keep things vivid and fun, the frame will zoom in or out from scene to scene (e.g. zooming from a swinging wrecking ball in the foreground to a new shop on Cherry Street in the background), providing depth to the Ben & Jerry's world and a touch of unpredictability. Don't worry—we won't overdo it!

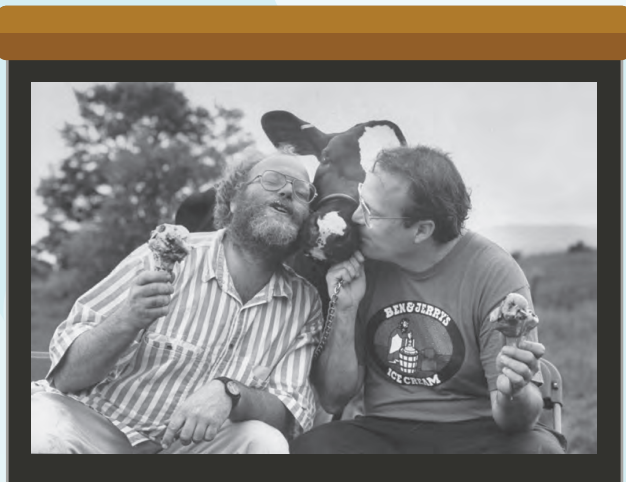
The rest of this treatment will cover our approach in greater detail. We're really excited about the chance to work on this project (it's been Maury's dream to work with Woody—we've heard she's the ultimate professional).

Mixing Footage With Art

We haven't forgotten that this video will also include video footage and photos from the Ben & Jerry's archives. Incorporating this with the branded art and design will require some clever thinking. So, we've come up with two ideas to address the transitions from animation to footage. We like them both!

Option 1: Evolving Screens

Our first idea is a technological one: Woody interacts with the live footage and photos through evolving technology from the late 70s to the present. For example: Woody goes to a drive-in theater in the 70s, uses a VCR in the 80s, surfs the web on her dial-up internet in the 90s, uses a laptop in the 2000s, and chills with her iPad in the 2010s. Footage would appear on the screens and we'd have the option to zoom in and fill the frame with this footage if we wanted to.



Option 2: Projector Screen

This one is a bit more pragmatic, but it may be more preferable if we are planning on transitioning to footage often throughout the video. In short, whenever the video calls for footage, a projector screen slides down into frame and the footage is projected onto it. When the clip is over, the screen rolls back up and Woody continues on her journey through space and time.

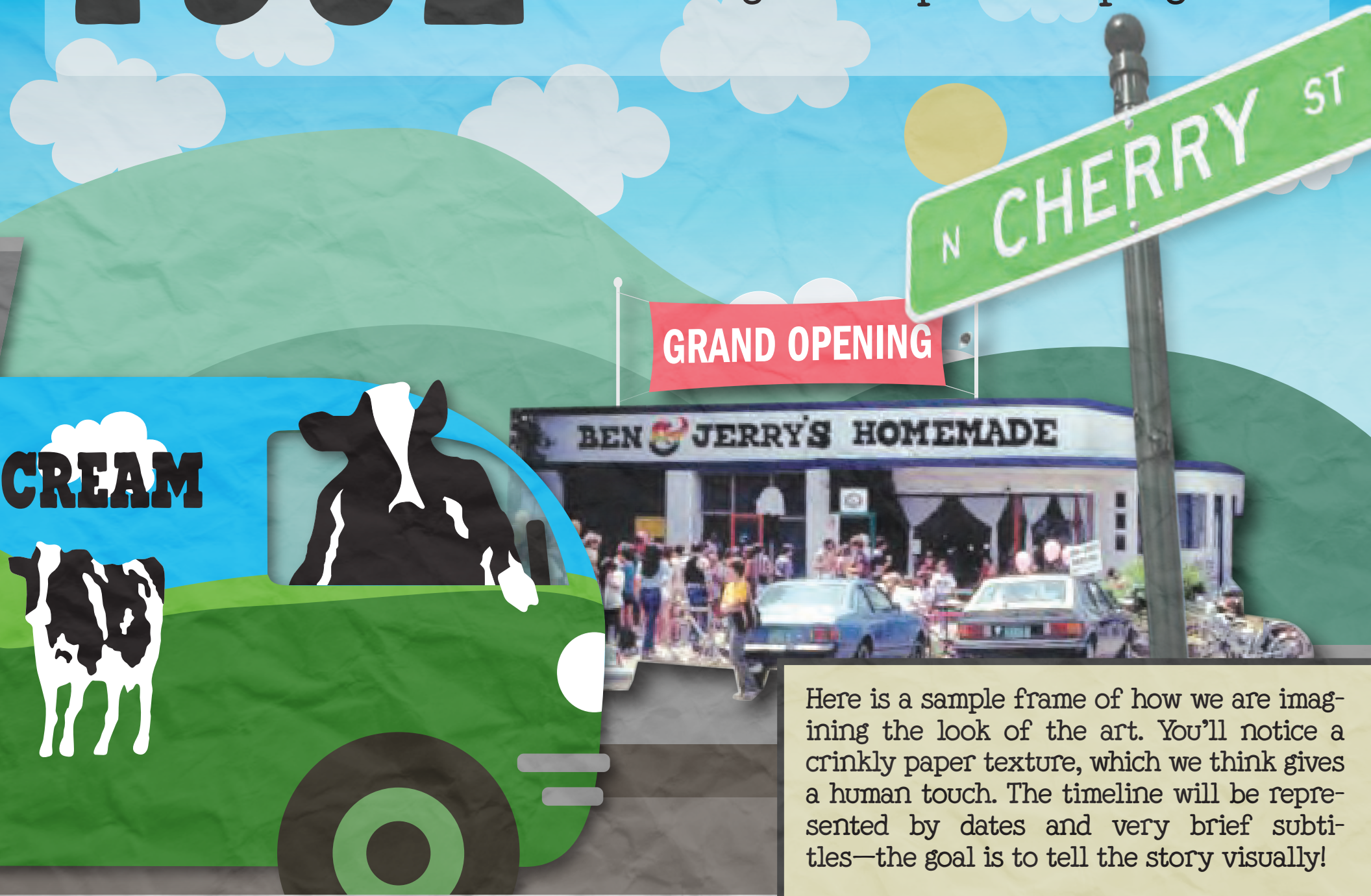
Option 1: Evolving Screens

REAM



1982

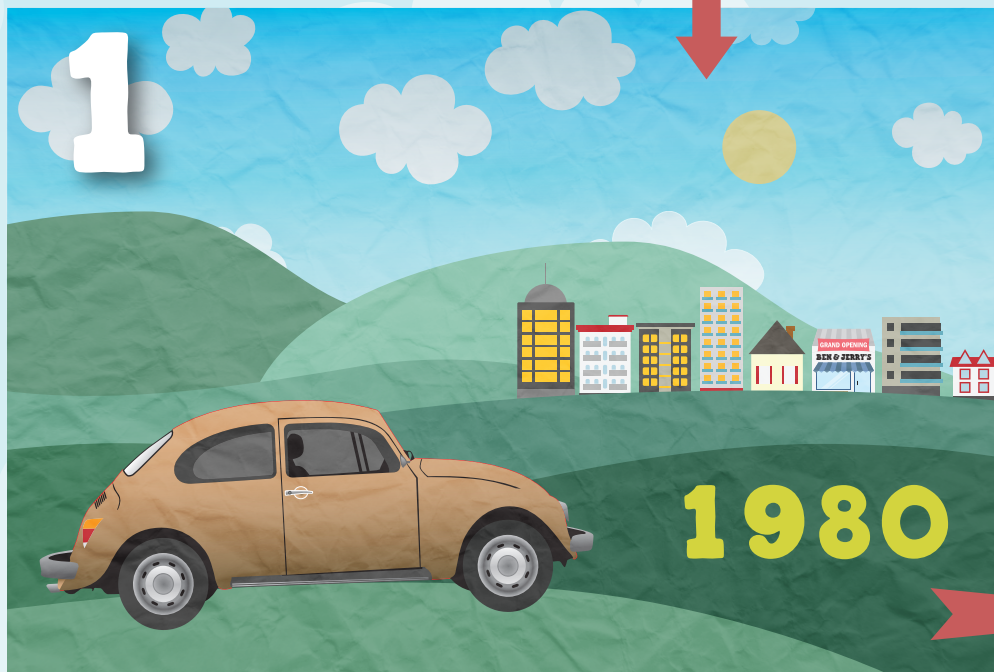
New Ben & Jerry's on Cherry Street in Burlington is up & scooping!



Here is a sample frame of how we are imagining the look of the art. You'll notice a crinkly paper texture, which we think gives a human touch. The timeline will be represented by dates and very brief subtitles—the goal is to tell the story visually!

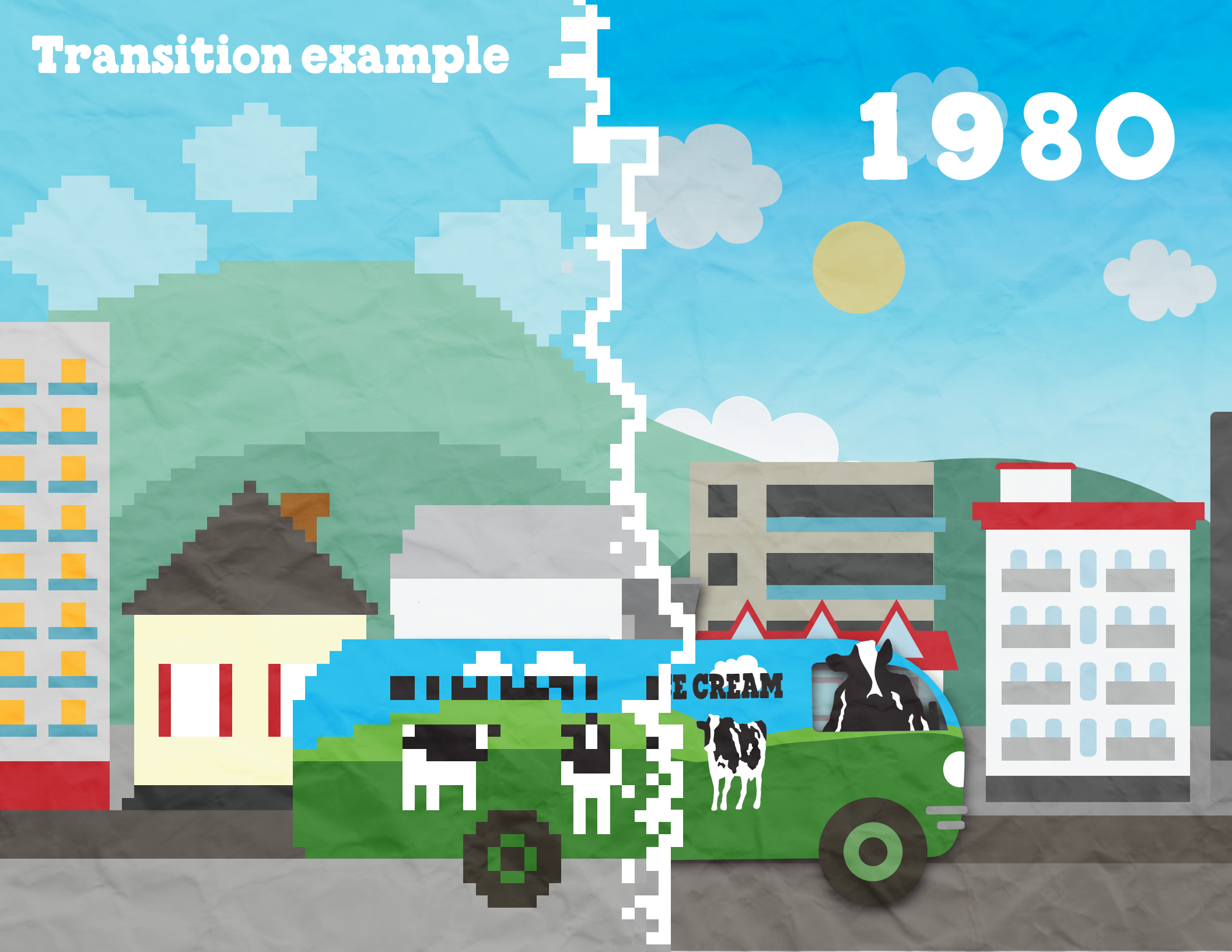
Animation Style

As suggested earlier, we see the animation taking place on more than one visual plane. The timeline will be dynamic, moving from horizon shots to closeups and vice versa, to create a “flat 3D” look. We also really like the idea of a papery art style, which could influence how we animate the art: backgrounds would tilt into frame like a pop-up book and we could even do extra bits like hanging elements from pieces of string (all motion graphic, of course). The whole idea is to create a world that is fun and unpredictable.



Transition example

1980



This video is going to be awesome. We hope we can be a part of it.

(We should get extra points for resisting the urge to make a cow pun. After all, that sort of humor is udderly ridiculous.)



rip media
group