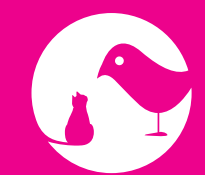




GET BUSY LIVING

ANDREW DAFFY'S TREATMENT

for Publicis / lastminute.com



Not To Scale

HELLO



It gives me great pleasure to be discussing directing this project with you for lastminute. With a background as a traditional animator, I always relish the possibility to bring certain creatures to life. Especially those which exude character. The flamingo is quite no exception.

CAST

Appearance wise, the Flamingo has so many elements which helps make it an iconic species. It doesn't even need to move and it remains interesting to look at. A shocking pink coat which stands out prominently against any background in nature. A crazy long neck which can manipulate itself into any configuration. Even longer legs which appear to bend the wrong way. A little known fact that is that the pivoting leg joint is not the knee, but actually the birds ankle.

The knees are hidden within the birds coat, knowing this and rigging our bird correctly for this, allows us to find the birds centre of gravity better and produce superior animation results.

With regards to the movement, these wonderful creatures are a treasure trove to be explored. Their little heads have this tendency to jolt left and right, this already gives them a distinct personality, which can be manipulated in animation to suit the needs of a script. With context we can make this read as pride, paranoia, engagement and inquisitiveness etc

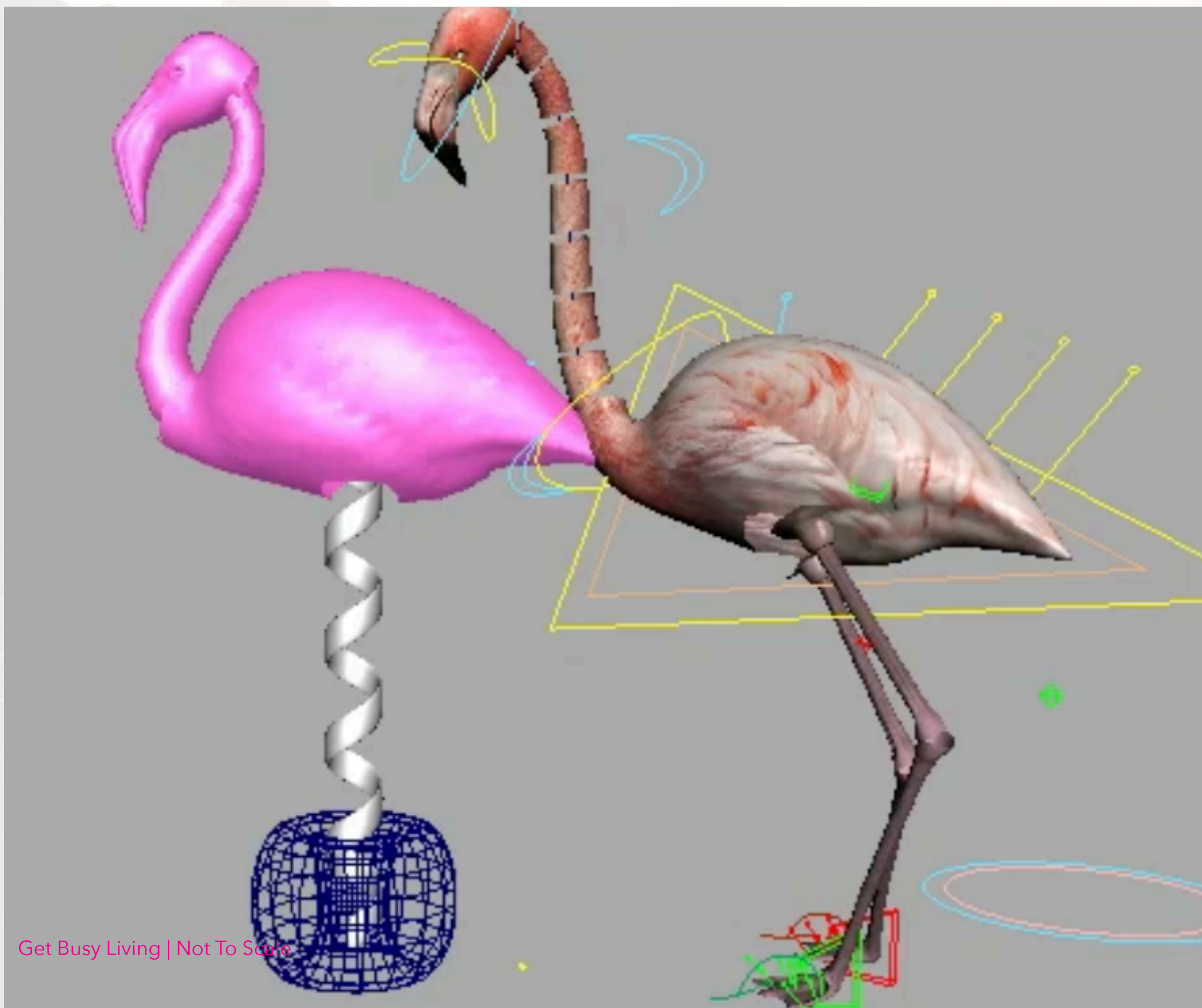
Also, they can hide part of their neck and head, and an entire leg into their fluffy, feathery body... and then fall asleep leaving us with a relaxed big ball of pink fluff on a stick. Brilliant.



Unlike other weird birds like penguins and ostriches, these guys can also fly. And when they reveal their beautiful wings lined with bold black stripes, these odd comical creatures suddenly become as graceful as storks.



PROCESS



Background Plates; once our research team have found some well photographed background plates that tick the write category boxes we will be able to settle quickly on the best script and performance notes for our Hero bird to strut their stuff through.

We'll have an idea of the angle we will see him at. We might be able to start Close Up on an amusing detail before revealing our hero in the wider environment. A basic 3D set is built to project our plate onto and enable us to ground our Bird in the scene.

To all intents and purposes and at social media resolution the environment will feel real but the bird will remain our host and our salesmen to the destination, whether that be dancing at the ballet or shopping in New York our Flamingo really gets into the mood of the places he visits. Holidays and leisure activities are all about doing the things we love the things that make us pink. A perfect tenant to hang onto when we consider our Flamingoes performance.

As we showed in our creative meeting, we've started to work some animation of a rudimentary CGI flamingo.



CGI PROCESS

It's at a basic 'animation rig' stage that needs more developing and yet, this live, fast, interactive version is ready enough to pose, animate and do some R&D relatively quick animation tests of what the character might be able to do in the spots.

In our meeting we showed you an equivalent animation rig from the new **TRISTAR** project that I animated and directed and it's a useful reminder of the process of how wireframe goes through the various stages to beautifully rendered final image.

PERFORMANCE

I've been developing a particular style of animation I've coined as charac-ature animation. Named as such because the performance I believe you're looking to achieve in your lastminute campaign, is not recognised in a specific style or genre.



It's neither 'Character' (like that seen in a PIXAR movie, exaggerated movement and anthropomorphised actions) nor 'Creature' which is completely natural without sentience. It really is a combination of the two styles...

CHARACTER + CREATURE = CHARAC-ATURE

Take these three examples. In RIO, a characterful bird rides a skateboard. In The Raven a completely real looking AND ACTING this **Raven** lands on a coffin. Combine the two, and little canaries are riding a skateboard, but acting like birds not people.

Charac-ature animated flamingo's would fit your scripts perfectly. Feathers wouldn't become fingers. It would be as if 'Not To Scale' hired a trained animal for the day to carry out tasks on film it wouldn't normally be able to. Between takes we'd be able to give the animal notes. 'yeah, that's great but if you get off the skateboard a few seconds earlier, that would be perfect.' Everything is achievable by the animal, it's just not stuff that they do normally, or do on cue.

RULES



We should adhere to some rules that we all attempt to stick to with regards to the flamingos character.

These rules would help guide scripts, and also formulate the spirit and character of our hero flamingo. It would look something like this:

- 1. Our flamingo should act out scenarios that real flamingos could really do. ref : Samsung 'Ostrich'*
- 2. Props which the flamingo wears or interacts with should be real world, and not design to fit the shape of the flamingo. Hats, heels, headphones, bow ties etc*
- 3. Facial expressions should be formed from the actual configurations of real flamingos.*
- 4. The things that the flamingo does should be in keeping with the character traits we all mutually agree on.*

Lets assume for now, our flamingo is gender fluid. The actions 'ze' has are those that might be carried out by either sex.

Or more interestingly, carries out things associated with both sexes in order to build mystery, and a modern bird.



From the discussion in our meeting I've made the following notes on character. Our flamingo is a nomad. A traveller. Ze can appreciate shopping, culture, fine dining, and relaxing retreats, as much as ze can enjoy clubbing, football, hedonism, festivals and sky diving. Ze never looks silly because ze will make awkward scenerios work. Confidently strutting in heels with a wobble with gusto, much like Gaga in a meat dress. 'Oh this old thing, it's no big deal'.

Our flamingo does not boast, has no ego, is kind, and has a thirst and hunger for life.

SOUND



For the TV we would explore a full audio mix that captures the environment and performance perfectly, the street sounds of New York or the accordion music played in Parisian cafes, whatever sets the scene quickly. We can also explore the use of music to heighten the peaks in the bird's performance.

For the 4% that engage with sound online, the zen music on the yoga test we made quickly puts the gag in the right context for those that are quick to scroll on and may help with additional engagement, library music would suffice here, but it's not essential the animation will hold up on its own.

SCRIPTS



From the synergy in felt in our meeting, I feel that the scripts we ultimately decide on can be a true collaboration, as I feel we're all heading the same way creatively. For the sake of giving you some insights into aspects we've discussed so far, I'll comment on **YOGA** and **SHOPPING**.

For the sake of building an archive, I'm also including a video of my 'hacked' animation from the rooster animation I borrowed from another project.

YOGA

As we know, Yoga is a very slow endeavor. Conversely, attention spans by Instagram viewers are short. I feel that that the 30 second clip I presented in the meeting room shows Flamingo Yoga at an appropriate pace. Speed this up to 15 seconds and it starts looking like stretching exercises. However, speeding up a sun salutation to 5 seconds might actually be quite funny, so long as it looks intentionally fast, like a sped up video. Details around the flamingo also bring equally fast... fast waves on a beach... etc

Maybe we capitalise and joke about the hectic pace of instagrammers.

'to see a calmer version of this clip click here'

more fast yoga plays

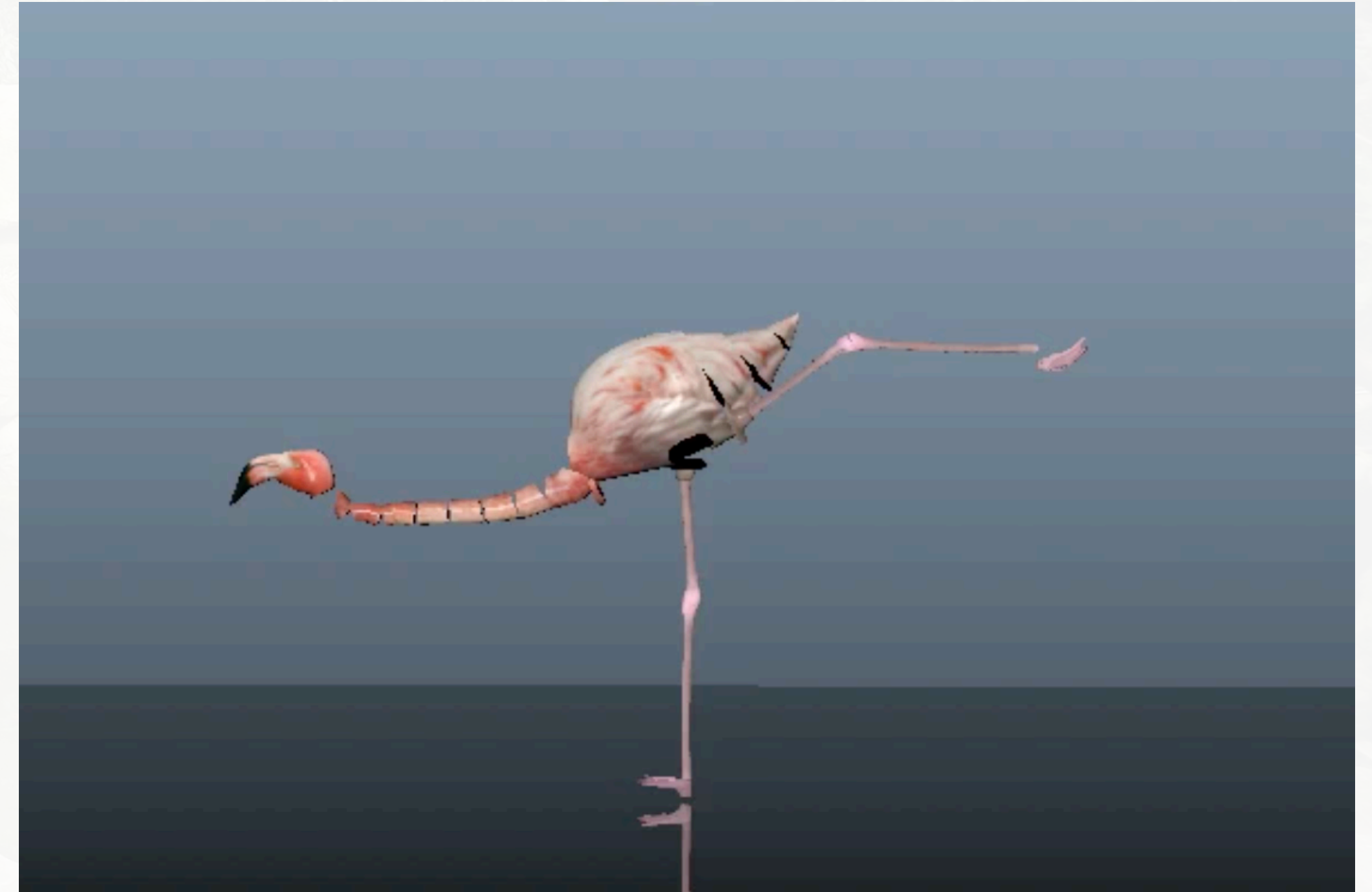
'to feel calmer yourself? book with us'

or simply...

SLOW

DOWN

[CLICK TO PLAY VIDEO](#)



SHOPPING

It was great to see you all responding well to the more extreme version of 'SHOPPING' with glasses, heels and a bag hanging from it's beak. In terms of reusability, we can have our flamingo shopping on 5th Avenue as easily as he's shopping on Bond Street.

I spoke of two versions of the same performance which again capitalises on reusing valuable animation. In version 1, we see flamingo

[CLICK TO PLAY VIDEO](#)



AUGMENTED FLAMINGO

We've been exploring 'mixed reality' recently. Augmented Reality is coming, far more than Virtual Reality is trying now. iPhone 8 is built for it, and at a later date we'd like to show you a demonstration of the power of an AR flamingo. We can beat the trend here.

Something loadable on a phone from a QR code (which themselves no longer need to look like QR codes). People taking selfies with the Last Minute, flamingo. Could be great. Also as we mentioned compositing our bird into more live hand held shots for instagram stories.

This is technology excites new audiences, to the point that I feel that it potentially attracts people to branding, and is not something people tend to skip past in an Instagram steam.

THANK YOU

Finally, thanks so much for your time, and moving forward I feel we should be looking at finding an internal name for our flamingo. Instantly gives him personality. In an attempt to find something gender neutral maybe you'd consider. INGO?

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