



A  
**PROGRESS**  
TREATMENT FOR  
**KUONI** | FIND *your* AMAZING

## PROJECT STATEMENT

Epic yet intimate, our concept will capture amazing moments through Kuoni's award winning service and destinations, enabling its travel makers to both aspirational and inspirational authentic travel experiences.

We've always focused on the small details to tell the bigger story - this will be our ethos for this set of films. We capture the beauty and culture of the chosen destinations from an alternative cinematic viewpoint. Focusing on the small but beautiful moments, we will organically move through these destinations, capturing the soul of the destination.

With our heritage in travel and destination filming, we have experience in how to capture these moments that matter. It takes planning, patience and perseverance and we're confident that we can deliver an incredible set of films for Kuoni destination films: 'Find Your Amazing' for both Mauritius and Kenya, two destinations which we know so well.



# APPROACH

Aligning with the My Amazing campaign, our films will take focus on some of the 'amazings' or 'hidden gems' Kenya and Mauritius have to offer. We will work with the Kuoni experts and rely on our experience of these two destinations to ensure that we deliver these beautiful moments to the Kuoni audience.

We will capture the attention of discerning and clued up travellers, who've seen images and footage of famous destinations many times. With our distinct visual style, we will capture things from a fresh perspective, showcasing beautiful cinematic visuals of the details which make up a location.

We'll favour a natural and organic handheld style, allowing the footage to feel genuine and fresh, combining this with epic drone shots, dynamic GoPro footage and steady cam style movement with our DJI Ronin. This style will allow us to move through destinations quickly, enabling the longer cuts and the social cuts to both hold the same stand alone presence.

Working as a lightweight three person crew - who will all be able to shoot, we'll be able to ensure we won't miss a single special moment. Primarily using the Sony FS7 (ability to shoot upto 200fps) and Zeiss ZF Prime lenses, we'll be able to remain discreet enough to capture moments as they happen, whilst ensuring incredible production value in every shot.

As with our film One Day in Nungwi, we will also record sound wherever we are, to take our films a step further than traditional destination films. We want to hear the ocean, the lion roar and the buzz of the market. We'll enhance this in post with sound design and a cinematic score to bring it all together.

Highly sharable adaptable for social media, through our expertise in editing and graphic animation, we will create films which will deliver on all strands of social marketing platforms at Kuoni, ensuring edits of the main films are consistent in style and engaging in content.

Cinematic and personable, our high end filming style will take the viewer on an immersive journey showcasing the seemingly unattainable experiences, made reachable and accessible by Kuoni.



## YOUR TEAM AT PROGRESS



### **Director - Matt Hopkins**

Matt has directed many travel and high end commercial projects for clients such as Lonely Planet, The Serena Hotel Group and The St Lucia Tourist Board with particular experience shooting and directing in Kenya and Mauritius. As Director he will oversee the project making sure the brand message remains strong and clear.



### **Producer - Bethan Wood**

As Producer, Bethan's creative brand understanding combined with organisation skills, will ensure that everything on the project runs efficiently and smoothly. During her time at the company, Bethan has overseen the production of over 50 films including our work with the Deutsche Bank and Crest Nicholson which saw her coordinating multiple teams across the UK and internationally.



### **Camera Operator - Luke De La Nougere**

Luke has proved himself time and time again as a Senior Camera Operator here at Progress. With his work shooting and directing content for The National Citizen Service, he has shown the ability to tell stories with creative flair and visual integrity. With his films for 10:10, he has proven his ability to deliver long form policy led films on a tight deadline.



### **Drone Operator/Camera Operator - Matt Green**

Having worked for Progress for over three years, Matt is now both a camera operator and qualified Drone Operator. Matt has a vigilant eye for composition and detail. Matt has worked with many high profile commercial organisations such as Land Rover, GE Capital and Audi and is always looking to push the visual style of these projects through his knowledge of shooting.



## TECHNICAL SET UP

### CREW

2 x DOP's

1 x Drone Pilot

1 x Producer (office based)

### EQUIPMENT

1 x DJI Phantom Drone

2 x Sony FS700's with Zeiss ZF Prime lens kits + Nikon 70 - 200mm Zoom lenses for Safari filming.

1 x Sony A7s for mobile shooting and timelapses (car mounts/balloon rigs/ underwater footage)

4 x Go Pro Hero4 Black cameras with various mounts.

1 x DJI Ronin Camera Stabilizer

1 x Digislider with motorised tracker for moving time-lapses

3 x Tripod

### TRANSPORT

2 x vehicles. This will allow us to divide and conquer with our crew but also provide maximum flexibility with our drone pilot who will need to film different places and times.





*Ballooning over the Masi Mara from drone*



*Lake Nakuru Flamingoes at 200 frames per second.*



*Great Rift Valley Viewpoints*

# SCHEDULE//KENYA

Overnight fly - LHR - NBO

## DAY 1

AM	Drive to Nakuru filming Great Rift Valley and Naivasha flower plantations on route.
	Film views over the Great Rift Valley with Ronin and Drone for movement to show scale. Drone tracking shots of safari vehicle driving along the
PM	Arrive to Lake Nakuru, evening filming Flamingos on shores of Lake Nakuru.
	2 x cameras with long lens capturing wildlife. Drone over the flocks of nesting flamingoes.

## DAY 2

AM	Further filming Flamingoes on shores of Lake Nakuru
	2 x cameras with long lens capturing wildlife. Drone over the flocks of nesting flamingoes.
PM	Drive Lake Nakuru to Masai Mara
	Flexible filming of roadside views, fruit and vegetable stalls, craftsmen etc.

## DAY 3

AM	Hot air balloon shoot over the Masai Mara
	1 x crew shooting from within the balloon. 3 x GoPro's rigged on the balloon (1 on Pilot's head, 1 facing down from bottom of basket, 1 facing out from side of basket.) 1 x Drone shooting balloons in the air 1 x crew shooting balloons from ground and then arriving at bush breakfast before the balloon lands.
PM	Film lodges and safari
	Drone pilot to shoot wide expanses of Masai Mara with herds of wildlife walking on the plains. 2 x crew shooting wildlife from Safari vehicles. Preference for Sunset GV's with herds of animals silhouetted in front of the camera. Lodge filming to be shot during the day and then at dusk as the lodges change, candles and fires are lit and the real camp ambience starts.



# SCHEDULE//KENYA

DAY 4	
AM	Safari
	Visit local Masai village Friendly interactions with the locals - Go Pros on poles for the children to film themselves and each other with. Subtle moments of villagers in slo motion.
PM	Film lodges and safari
	As above
DAY 5	
AM	Fly Masai Mara to Amboseli National Park
	All crew film experience of flying in a small safari plane between game reserves.
PM	Film Lodges and Safari - with Kilimanjaro backdrop
DAY 6	
AM	Safari with Kilimanjaro backdrop
PM	Fly to Nairobi - Film cityscape

## **N.B Drone Use**

Drone use in Kenya will need to be approved by the Kenyan Civil Aviation Authority. It appears that The KWS does not approve of drone use. Private Game reserves may be where we have to go for drone footage of wildlife.



## VIDEO REFERENCES

Working with travel companies across the world, we understand the importance of adhering to a company brief combined with the freedom to capture the people who inhabit it to encapsulate the flavour and life of the city. Our commercial work demonstrates our ability to create unique content for brands through stunning visual storytelling.

**Progress Travel Showreel - <https://vimeo.com/progressfilmco/kuoni>**

Password: **kuoni**

Our bespoke Travel Showreel for Kuoni showcases many of our amazing moments.

**The Cervice Fisherman - <https://www.junglesinparis.com/stories/the-ceviche-fisherman>**

We will favour a handheld style using the DJI Ronin for our signature shots to capture the movement and energy of our locations. This film also favours a beautiful mix of drone and underwater shots without being overbearing.

**One Day in Nungwi - <http://progressfilm.co.uk/project/one-day-in-nungwi/>**

Getting to the heart of a destination - this film showcases the extra level of beauty behind the typical destination films.





Award winning and all purpose, **The Progress Film Company** is comprised of a talented roster of passionate producers, directors and animators. We pride ourselves on our ability to create stunning visual storytelling.

With wanderlust at its core, Progress has a proven track record of capturing the beauty of locations around the world. We have a history of creating consumer targeted material that reaches into the heart of any given country's landscapes, culture and people.

For further examples of our work, please view our website:

Please do not hesitate to get in touch if you would like to discuss our treatment in further detail.

