

# XPERIA

Sony Smartphone

PRESENTS

## Magic Barcelona



TREATMENT BY



**LUCASJATOBA.COM**

# ABOUT LUCAS JATOBA

Independent Creative & Filmmaker

In the last 10 years as a Creative and Filmmaker Lucas has worked in 4 countries across 3 continents (Brazil, Italy, Spain and Australia). In that time he has won numerous pitches and more than 30 international awards, including 5 Cannes Lions (1 being a rare Creative Effectiveness Lion), a coveted Grand Prix at the Spikes Asia Festival of Creativity, 2 golds at the NY Clio Awards, silver at the New York Festivals, 2 Effie Awards and he was chosen Creative of the Year by Argentinean magazine SoyDG, among many other accolades.

Some of the brands he has worked for include Sony, Virgin Mobile, Renault, Le Coq Sportif, Citroen, Telstra, AMP, Johnson & Johnson, Unilever, National Geographic, Peugeot, Fox Channel and Reckitt Benckiser.

**As an independent filmmaker**, his films were picked up by the most powerful press & blogs in more than 50 countries, including ABC News in New York, NHK TV channel in Japan, SBT TV channel in Brazil, The Huffington Post (number 1 most powerful blog in the world), BuzzFeed (number 2 most powerful blog in the world), The Australian & Herald Sun in Australia, Creative Review in UK, La Vanguardia in Spain and You Tube Trends, just to mention a few. Also, five of his films have gone viral, gathering more than 1 million views online.

You can see all his work at <http://www.lucasjatoba.com/>

"I decided to fly solo and become an independent creative & filmmaker so I can work for the causes and clients that I believe, admire, respect, all while doing the things I love and in a way that provides satisfaction for both my clients and myself. I'm more interested in working with people and companies that are socially and environmentally responsible, as well as coming up with ideas that create positive change in the world."

- Lucas Jatoba



# SOME OF MY WORK

## SHOWREEL 2015



A compilation of my latest work for brands like Le Coq Sportif, AMP, Havas Worldwide, Atrapalo.com, Yellow Tail Wines and other clients.

WATCH ▶

## GOODBYE, BARCELONA



A tribute to the city of Barcelona, sponsored by the entertainment company Atrapalo.com and used very successfully as branded content. This film has gone viral all over the world, gathering millions of views and invoking deep emotions in the audience.

I directed, shot and produced this film.

- Millions of views online
- +80,000 people shared it on Facebook
- Tweets reached more than 850,000 people
- Press coverage in more than 50 countries including TV channels such as ABC News (NY), NHK (Japan) and SBT (Brazil).

WATCH ▶

# SOME OF MY WORK

LE COQ SPORTIF



A commissioned film for the French brand Le Coq Sportif. A message of hope, joy and kindness to start 2015. A moving and timely reminder of the beauty and peace that is around us and within us.

I directed, shot and produced this film.

WATCH 

SONY - THE ENTERTAINED



A commissioned film for Sony Australia, paying homage to lovers of entertainment.

I created, wrote and art directed this film.

WATCH 

# SOME OF MY WORK

YELLOW TAIL WINES - VIDEOCALL



WATCH 

YELLOW TAIL WINES - GPS



WATCH 

As part of their new 'Refreshingly Simple' campaign, Yellow Tail Wines wanted two sketches mocking technology and showing that sometimes it just makes life more complicated. The social media films were commissioned through Genero TV and used very successfully as branded content on Facebook.

I wrote, directed and edited both films.

## RESULTS:

- ONE MILLION views online
- Both videos achieved an impressive 20% engagement rate
- 100% positive feedback
- +5,000 shares

# HELLO FROM THE DIRECTOR

Hola! :)

When people ask me where I'm from, I usually say "I'm a citizen of the world", but I explain that my heart belongs to Barcelona. I was born in Brazil, from an Italian family and lived in Sao Paulo and Florence before moving to Barcelona, where I spent 4 happy/creative/wonderful years working as a creative & filmmaker and winning many awards. Later I moved to Sydney, but right now I'm living between Barcelona and Sydney. This year I spent 3 months in Barcelona between July and September, right now I'm in Sydney but already bought my tickets to go back to Barcelona over November and December, so I can see that the timing would be perfect to work on this incredible film for Sony Xperia.

In Barcelona I found that spark of creativity I was looking for in a city. Art and creativity are everywhere you look: in the architecture, in the music on the streets, in the masterpieces of Gaudi and the Modernism, in the graffiti on the walls, in the night life, in the food, in the street art, and even in the way people socialize and live their lives. Thankfully most of my friends in Barcelona are locals (catalans) so they showed me the Barcelona that is off the track, that many of the tourist don't see. I know every single corner of that city like the palm of my hand. In my film for Sony Xperia I'd love to picture this magic city with a mix of world famous spots but also the hidden treasures that only the locals know, creating the perfect balance to show the "Fleeting Moments" and the true spirit of Barcelona.

I'm super open to discuss the idea, locations, experiences, music and any details about the film that you'd like to change or suggest. I love working in collaboration with my clients and good communication between creatives and clients is the key to creating a successful piece of film where both parts will be happy and satisfied about the work. And craving for more! :)

In the next pages you'll find a detailed treatment about the film including the experiences proposed, moodboard and lots of references of what I'd like to achieve.

I hope you like it as much as I enjoyed creating it and dreaming about making this film.

Muchas gracias, Lucas

# THE FILM

On this film we'll take viewers on a emotional, creative and inspirational journey around one of the most vibrant and energetic cities in the planet: BARCELONA.

We'll use the incomparable beauty of the 4K resolution of the new Sony Xperia Z5 to tell a variety of short stories happening in Barcelona, portraying the uniqueness of this amazing city: a man sails his beautiful wooden boat along the coast of Barcelona, two young girls walk around the fresh food of La Boqueria Markets taking photos with the new Xperia, a couple in love explores the magic of the masterpieces created by Gaudi (Casa Battlo and La Pedrera), a street musician plays an upbeat song at Passeig de Gracia, a group of friends talk, laugh and eat some incredible tapas sitting outside at El Gotic neighborhood, professional skaters practice their moves in front of the Macba Museum, a guy rides his push bike along the beach, and many other stories (you can see all of them on the next page).

Barcelona is a city that never stops, there's always something going on, it's energetic and vibrant, so the camera (in this case, our incredible Sony Xperia Z5) will be in movement most the time, just like the energy of the city, creating a fast paced film that is inspiring, exciting, engaging and entertaining to watch.

We'll always look for the unique beauty of the city, original angles, places never seen before and people with an interesting look and feel. The film will be visually rich and colorful, a reflection of the incredible resolution of the new Sony Xperia Z5.

On the next pages you'll find some references I've selected, with an style similar to what I'd like to achieve on this film, and also a list of locations and experiences proposed.

# ACTIVITIES & LOCATIONS THAT WILL BE FILMED:

- MUSICIANS PLAYING ON THE STREETS OF EL BOURNE OR EL GOTICO AND PEOPLE ENJOYING/DANCING.
- THE BUZZ OF THE LA BOQUERIA MARKETS AND PEOPLE WALKING AND SMILING, EATING.
- HEADSHOTS OF LOCALS AND INTERNATIONAL PEOPLE ON THE STREETS.  
There's nothing more powerful than someone looking at camera, just being who they are.
- BEAUTIFUL CITY STREETS, HIDDEN CORNERS, SMALL ALLEYS - AT GRACIA, CIUTAT VELLA, SANTIS-MONTJUIC.
- ICONIC SIGHTS LIKE CASA BATTLO, LA PEDRERA, SAGRADA FAMILIA, ARC DE TRIOMF, BARCELONETA BEACH.
- THE MODERNISM OF GAUDI AND ITS INCREDIBLE ARCHITECTURE ALL AROUND THE CITY.
- PEOPLE RIDING THEIR MOTORBIKES AND PUSH BIKES.
- PROFESSIONAL SKATERS PRACTICING IN FRONT OF THE MACBA - MUSEM OF MODERN ART.
- LOCALS HAVING A GOOD TIME SITTING OUTSIDE, IN THE TERRACE OF A RESTAURANT, OR IN A CITY SQUARE.
- CITY VIEWS FROM TIBIDABO OR FROM THE BUNKER, OVER VIEWING THE CITY AT SUNRISE/SUNSET.
- ART GALLERIES AND STREETS ARTISTS CREATING ART.
- THE BEAUTY AND ENERGY OF THE CITY AT NIGHT, PEOPLE OUT AND ABOUT.
- SOMEONE (OR GROUP OF FRIENDS) USING THE SONY XPERIA TO TAKE PHOTOS, MAKE VIDEOS, LOOKING AT THE MAPS.
- CLOSEUPS OF THE AMAZING CATALAN/SPANISH FOOD: PINTXOS, TAPAS, CANA, SANGRIA, PAELLA, PAN AMB TOMACA, ETC.
- PEOPLE PRACTICING SPORTS ON THE BEACH AND IN OTHER LOCATIONS: SOCCER, BASKETBALL, RUNNING, ETC.
- PEOPLE SAILING ON A BOAT.
- THE GRAFFITI AND ART ON THE STREETS, URBAN ART.
- AND MUCH MORE.

# REFERENCES

Below you'll find some films that are great references for what I'd like to achieve and what I like about each one of them.



## WATCHTOWER OF TURKEY

I love everything about this film: the cinematography, the edit, the sound design, the music, the directing style. It creates a wonderful portrait of Turkey.

WATCH ▶



## SUMMER IN THE CITY

Great cinematography, showing both sides of the city - the beautiful and the dark, the raw truth that not everyone pays attention.

WATCH ▶



## VENEZIA

This film captures the essence and spirit of Venezia with the perfect use of music (not right for Barcelona, but perfect for Venezia), delicate images and a very beautiful edit.

WATCH ▶



## LOVING LANKA

I love the fast pace of the edit, dynamic, the vibrant colours and the grading, the way the camera moves and the edit.

WATCH ▶

# MUSIC & SOUND DESIGN

Music is 50% of the emotion and mood in a film like this.

I'll be looking for something that reflects the personality and character of Barcelona: happy, upbeat, positive, creative, artistic, energetic, vibrant, young, alive, inspirational and a bit mysterious.

I'm more than happy to share some options of music with the client before we start the edit, as the edit will be paced according to the music.

I really like the music used on the film "NYC" you mentioned on the brief. It starts slow and there's a nice crescendo and a good rhythm. That will be my starting point to look for music.

<https://vimeo.com/77040272>

I also quite like the music on these films:

Watchtower of Turkey (music starts at 0:35). Incredible sound design.

<https://vimeo.com/108018156>

I like the intensity and emotion of the Spanish guitar on this film

<https://vimeo.com/119686048>



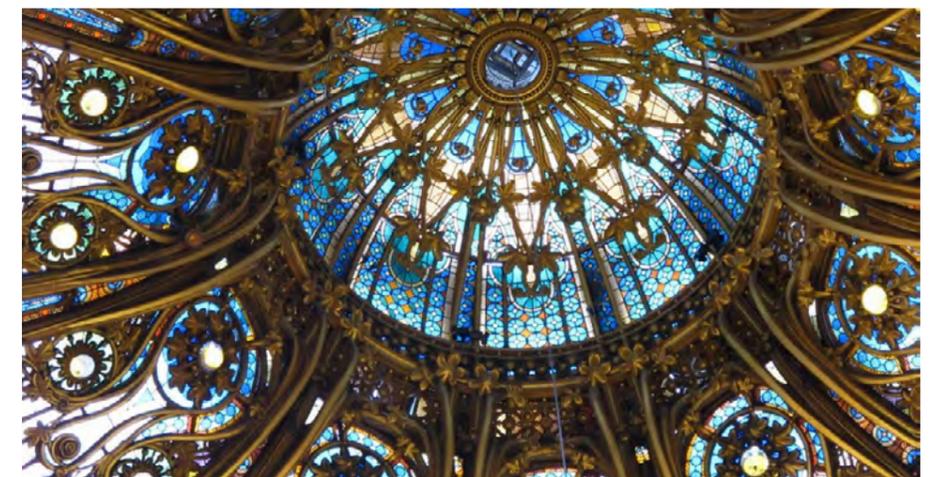
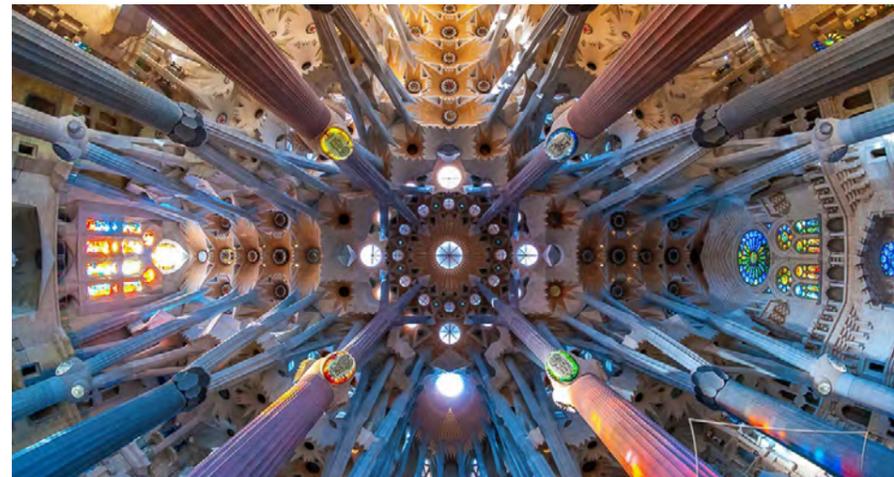
# MOODBOARD: STYLE/LIGHTING/COLOUR

These are stills of a personal film project I shot in Barcelona last month. They portrait the real Barcelona and that's what I'd like to achieve for the Sony Xperia film.



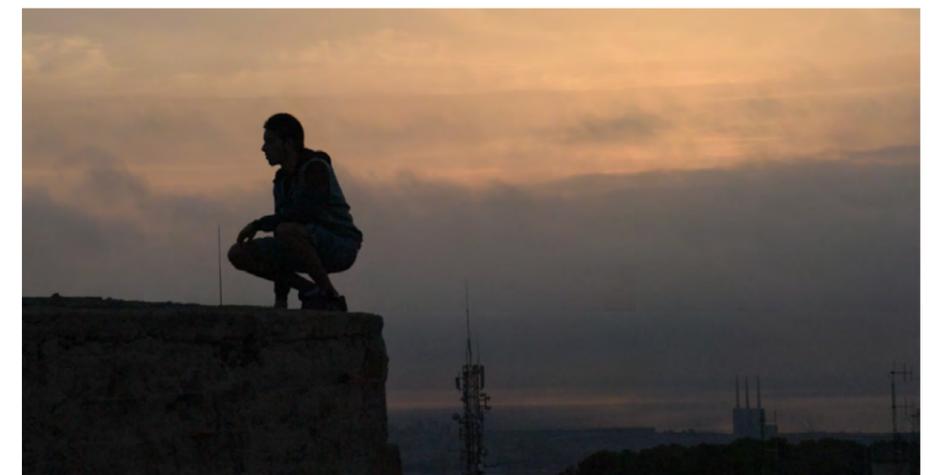
# MOODBOARD: STYLE/LIGHTING/COLOUR

These are stills of a personal film project I shot in Barcelona last month. They portrait the real Barcelona and that's what I'd like to achieve for the Sony Xperia film.



# MOODBOARD: STYLE/LIGHTING/COLOUR

These are stills of a personal film project I shot in Barcelona last month. They portrait the real Barcelona and that's what I'd like to achieve for the Sony Xperia film.



# TIMING & BUDGET

## **SCHEDULE** (an approximate timeline of key milestones)

Xperia product expert briefings & product delivery: 4th - 6th November

Shoot: 6th - 10th November (approx)

Review Offline Edit: Thursday 16th November

Client Edit Sign-off: by Thursday 19th November

Grade, Post, titles, Sound (Online): Friday 20th November

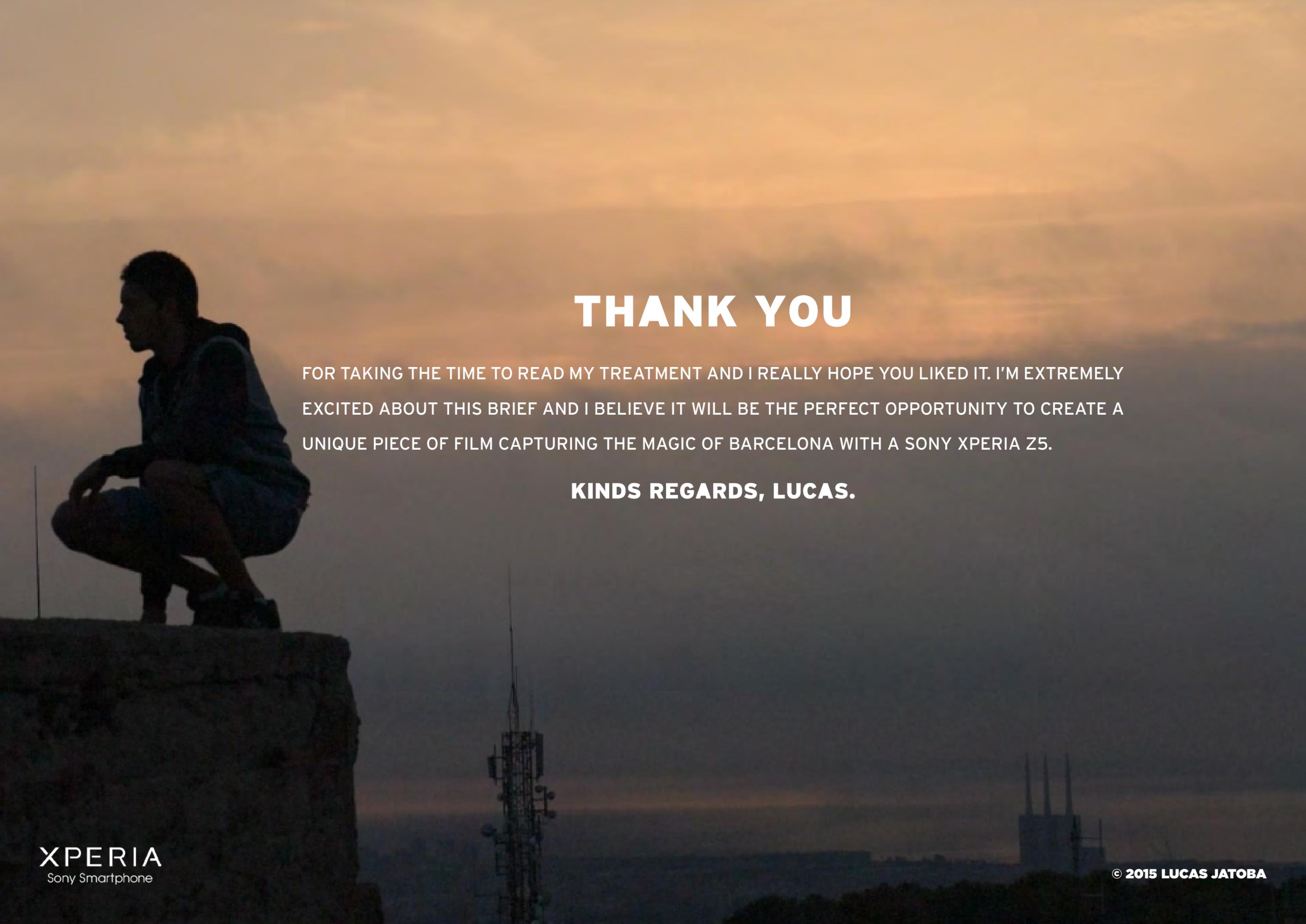
Client Review and Approval: Monday 23rd November

Final Delivery of all Assets/Masters: By Wednesday 25th November

## **BUDGET**

GBP £6,000



A silhouette of a person crouching on a ledge, looking out over a cityscape at sunset. The sky is a mix of orange, yellow, and blue. In the background, there are silhouettes of buildings and a tall communication tower.

# THANK YOU

FOR TAKING THE TIME TO READ MY TREATMENT AND I REALLY HOPE YOU LIKED IT. I'M EXTREMELY EXCITED ABOUT THIS BRIEF AND I BELIEVE IT WILL BE THE PERFECT OPPORTUNITY TO CREATE A UNIQUE PIECE OF FILM CAPTURING THE MAGIC OF BARCELONA WITH A SONY XPERIA Z5.

**KINDS REGARDS, LUCAS.**