

NOKIA LUMIA 920 film

Alexander McQueen interview

<http://www.youtube.com/watch?v=hOUTqNWsFOc>



We would like to take a similar approach to how Alexander has been filmed. Positioning Marko at a table with a few props. The lighting and hues of the setting are perfect (not white). You also hear the interviewer with some of his questions. Natural pauses in the film including drinking a cup of tea. The viewer feels as if they are sitting across the table having the conversation.

BMW Zagato Coupé promo long version

<http://www.youtube.com/watch?v=aylvVjgYqaM>



There is something really natural about the way this has been filmed. Again, filmed in a natural setting, a conversation between two men discussing design. Then the film is cut with close up shots of the product in the hand.



Film 4 self portraits

<http://www.youtube.com/watch?v=C514EoLnnWA>



The actors all come across very relaxed as they are interviewed. Natural pauses included and not edited out.

The Social Network special

http://www.youtube.com/watch?v=K3_6qmUAXal&feature=related

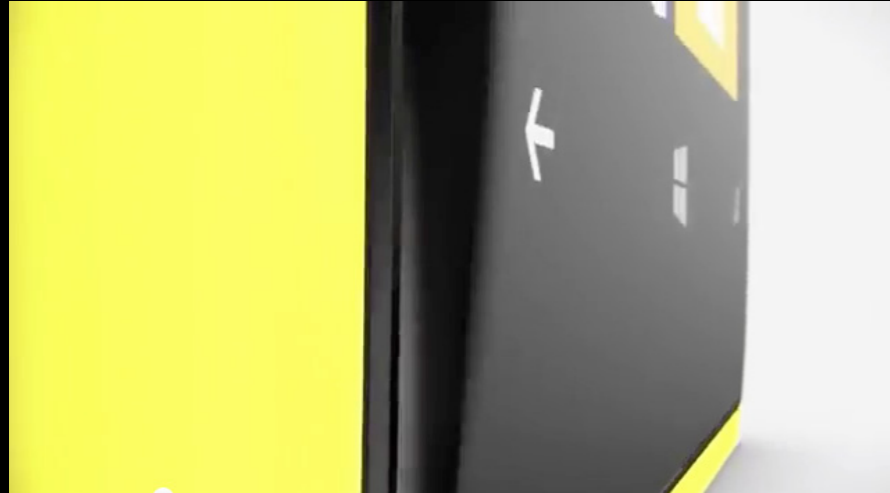


Setting the scene. Interesting approach to sometimes cut to see the environment which the actor has been set. Feels natural and honest. For example when Justin Timberlake sits down and the cameraman is in view. Subtle imperfections such as off centre positioning when the cast are being interviewed.

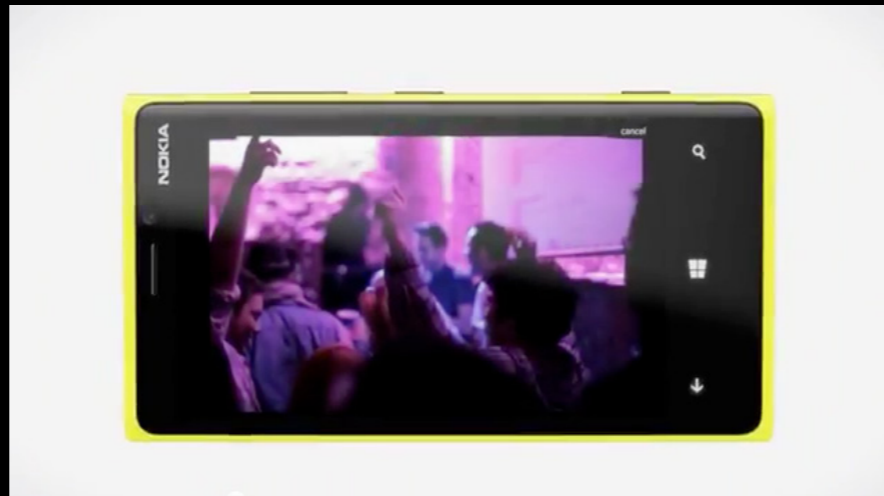


Introducing the Nokia Lumia 920

http://www.youtube.com/watch?v=V8_Z7_kJ3_g



Product film showing off the beauty of the product.



2 Routes

Route A

We film Marko in conversation and edit the film with close up footage of him holding the device as he speaks. We will film close ups showing the device's beauty and the user interface design.

This is our preferred route as it feels more natural, fluid and consistent. The footage of the close up shots will also marry up with what Marko is speaking about as he will have the 920 in his hands as we interview him.

Route B

We film Marko in conversation and cut the film with extracts of the beauty shot video of the Lumia 920.

This is not our preferred route as we feel it would disrupt the flow and the feel of the film. It will feel disjointed and inconsistent because we are using two different types of video footage and trying to marry them together.