

**I AM WHAT I AM.**

*Treatment*

A high-contrast, black and white photograph of a sky filled with textured, billowing clouds. The lighting is dramatic, with bright highlights on the cloud edges and deep shadows in the recesses, creating a sense of depth and movement. The overall mood is one of intensity and awe.

**PASSION LED US HERE**

# APPROACH

The stereotypes that people have towards anyone who's different either in the way they look, act or speak, those stereotypes became so strong that they hold some minorities from doing things because they're afraid of being judged or misunderstood, as the world is getting bigger and people are forming different points of view towards many things, their beliefs, traditions and behaviors are constantly changing, so this ad will focus on stating

**THAT PEOPLE ARE FREE TO DO OR TO BE WHAT THEY WANT,**  
regardless anything the society may hold on them, and that being different isn't a bad thing, we're all meant to be different in a way so that we can all excel in something better than anyone else, This ad is also focusing on telling those people to be proud of themselves, to embrace differences without being afraid of being who they really are, and that being themselves is the best they can be.

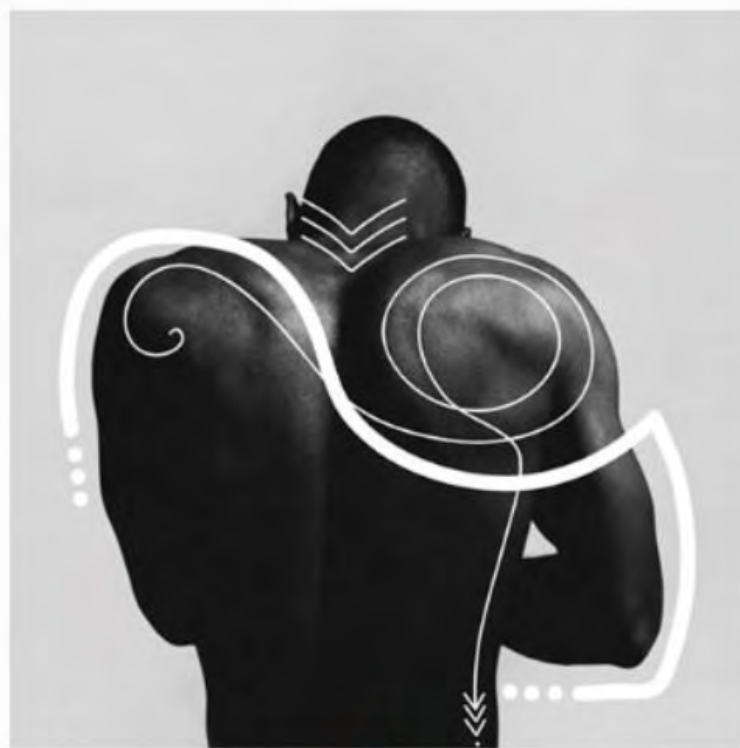
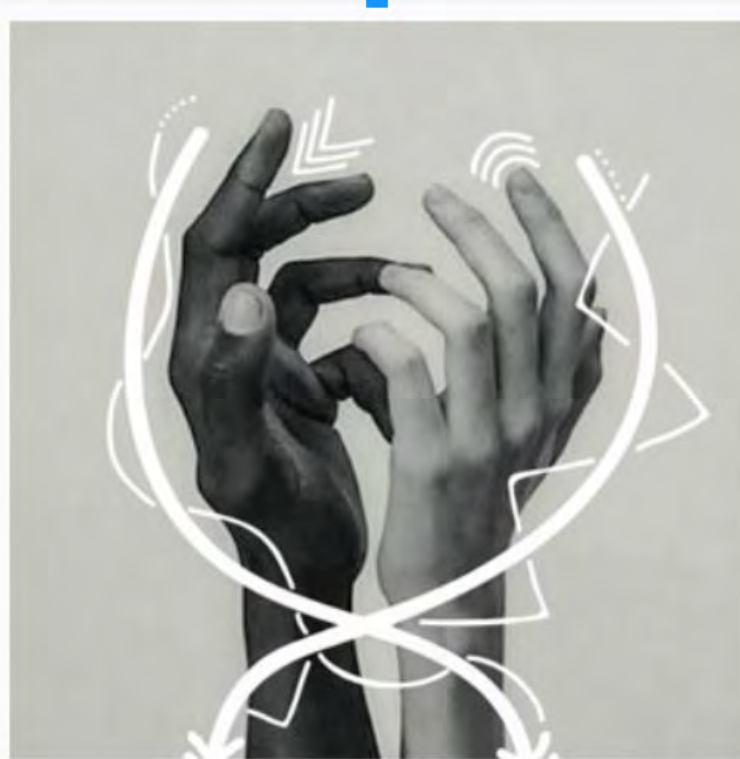
# ARTWORK

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The artwork is highly needed in this ad specifically because it will show the differences and backgrounds of those unique people, it will show that each one of them is unique in terms of look, background, environment and hobbies. It's going to focus on the things normal people use to stereotype those minorities, and it will turn them out magically into something unique and colorful that anyone is watching start to view those people differently and love them the way they are.

i.e:

-the guy with the tattoos: his tattoos get colored, and tattoo illustration grow all over the place.











CINEMATOGRAPHY



# CINEMATOGRAPHY

The main element that'll help shaping the ad the way it should be , it'll tell a lot about the story of each one of the characters in a deep way that makes the audience consider some facts about themselves and people around them, it's really crucial that it be to the point.





# THE BLACK GUY

We want to show the characters doing what they love and what makes them feel comfortable and also we want to show that what makes them different is what makes them strong.





# THE ASIAN GUY





## THE CURLY HAIR GIRL





# THE TATTOOED GUY









# CASTING

It's quiet fair that we have real people in this ad because they feel everything the Advertisement is trying to say , they suffer and they're being stereotyped for their differences , so it's more realistic that those people be featured in the Ad , their own hobbies and things they best excel at will be used , so they feel comfortable in front of the camera and act normally.

Those people are

- A black guy
- An Asian guy
- A very tall curly head girl
- A guy with a lot of tattoos





# MODELS







**WARDROBE**



The models will be wearing plain colors but that'll make good contrast with the background.



**THANK YOU.**

