

The idea of each key moment should be conveyed in one or two shots,
in the POV of a fellow vacationer.

Care will be taken to make sure the film is intercut with beautiful
imagery of the product to help heighten the narrative.

THE SCUBA DIVER

Close-up on Rosie, relaxed at the back of the boat beside a scuba diver.

Zoom out—just as the diver stands and steps out of frame, **she casually opens an umbrella** (or dons a hat), anticipating the inevitable *big splash* seconds later.



*Images for referential use only, models will be clothed