

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.



BEACHBALL

Male talent is sitting on a beach chair, taking in the sun. He sets his book or newspaper down, when an inflatable beach ball launches into the frame and bops him on the head.

Alternatively, we see him anticipate the beach ball and playfully thwart it away.



\*Images for referential use only, models will be clothed