

A PRESENTATION ON

DULLA : ADVERTISEMENT

SCRIPT

SCENE 1

Shot 1 – Logo Reveal (0:00–0:03)

Action: Sleek animation of the "Dulla Company" logo over a leather-textured background.

Angle: Full-screen motion graphic.

Duration: 3 sec

SCENE 2

Shot 2 – Walk Down Stairs (0:03–0:08)

- Action: A stylish man in formal wear walks down stairs. Focus on Dulla leather shoes and bag.
- Angle: Low-angle tracking.
- Duration: 5 sec

SCENE 3

Shot 3 – Style Flex (0:08–0:13)

- Action: He walks, briefly turns to camera, adjusts the bag, walks away.
- Angle: Side view shifting to front.
- Duration: 5 sec

SCENE 1

Shot 4 – Side Walk Focus on Bag
(0:13–0:17)

- Action: Smooth tracking of him walking, emphasis on bag motion.
- Angle: Side view.
- Duration: 4 sec

SCENE 5

Shot 5 – Office Arrival (0:17–0:21)

- Action: Wide shot of him approaching and entering a modern office.
- Angle: Wide-angle.
- Duration: 4 sec

SCENE 6

Shot 6 – sitting & Opening Bag
(0:21-0:26)

- Action: He sits down, opens the bag, showcasing its organized compartments.
- Angle: Over-the-shoulder + interior close-ups.
- Duration: 5 sec

SCENE 7

Shot 7 – B-Rolls of the Bag (0:26–0:31)

- Action: Cinematic B-rolls of the bag: stitching, zippers, leather grain, compartments with accessories (laptop, notebook, pen, etc).
- Angle: Macro and close-up pans, slow motion.
- Duration: 5 sec

SCENE 8

Shot 8 – Wallet Pull & Place (0:31–0:35)

- Action: He pulls out a wallet and places it on the table.
- Angle: Mid shot → smooth zoom on wallet.
- Duration: 4 sec

SCENE 9

Shot 9 – Wallet B-Roll (0:35–0:39)

- Action: Macro B-roll of wallet: pulling out ATM card, business cards.
- Angle: Rotating product, tight focus.
- Duration: 4 sec

SCENE 10

Shot 10 – Shoe Downstairs Focus
(0:39–0:42)

- Action: Close-up of leather shoes as he walks down stairs.
- Angle: Low angle, slow motion.
- Duration: 3 sec

SCENE 11

Shot 11 – Urban Walk (0:42–0:46)

- Action: He opens a door and steps into the city.
- Angle: Wide rear tracking.
- Duration: 4 sec

SCENE 12

Shot 12 – Side City Walk (0:46–0:50)

- Action: Side view of confident stride.
- Angle: Side profile.
- Duration: 4 sec

SCENE 13

Shot 13 – Coffee Break (0:50-0:54)

- Action: Takes a sip from coffee cup, relaxed vibe.
- Angle: Close-up + mid-shot.
- Duration: 4 sec

SCENE 14

Shot 14 – Magazine Reveal (0:54–1:01)

- Action: Picks up a magazine with Dulla branding, covers face halfway, enters lift.
- Angle: Front angle, focus on design.
- Duration: 7 sec

SCENE 15

Shot 15 – Product Layout (1:01–1:05)

- Action: Overhead shot of wallet, shoes, and bag neatly arranged.
- Angle: Top-down cinematic layout.
- Duration: 4 sec

SCENE 16

Shot 16 – Natural Interaction (1:05–1:09)

- Action: Genuine moment with colleague/client, product subtly visible.
- Angle: Mid shot.
- Duration: 4 sec

SCENE 17

Shot 17 – Detail Macro (1:09–1:13)

- Action: Macro close-ups of bag zipper, embossed logo, stitching.
- Angle: Extreme close-up.
- Duration: 4 sec

SCENE 18

Shot 18 – Reflection Shot (1:13–1:17)

- Action: Walking past glass window; reflection reveals Dulla branding subtly.
- Angle: Tracking reflection.
- Duration: 4 sec

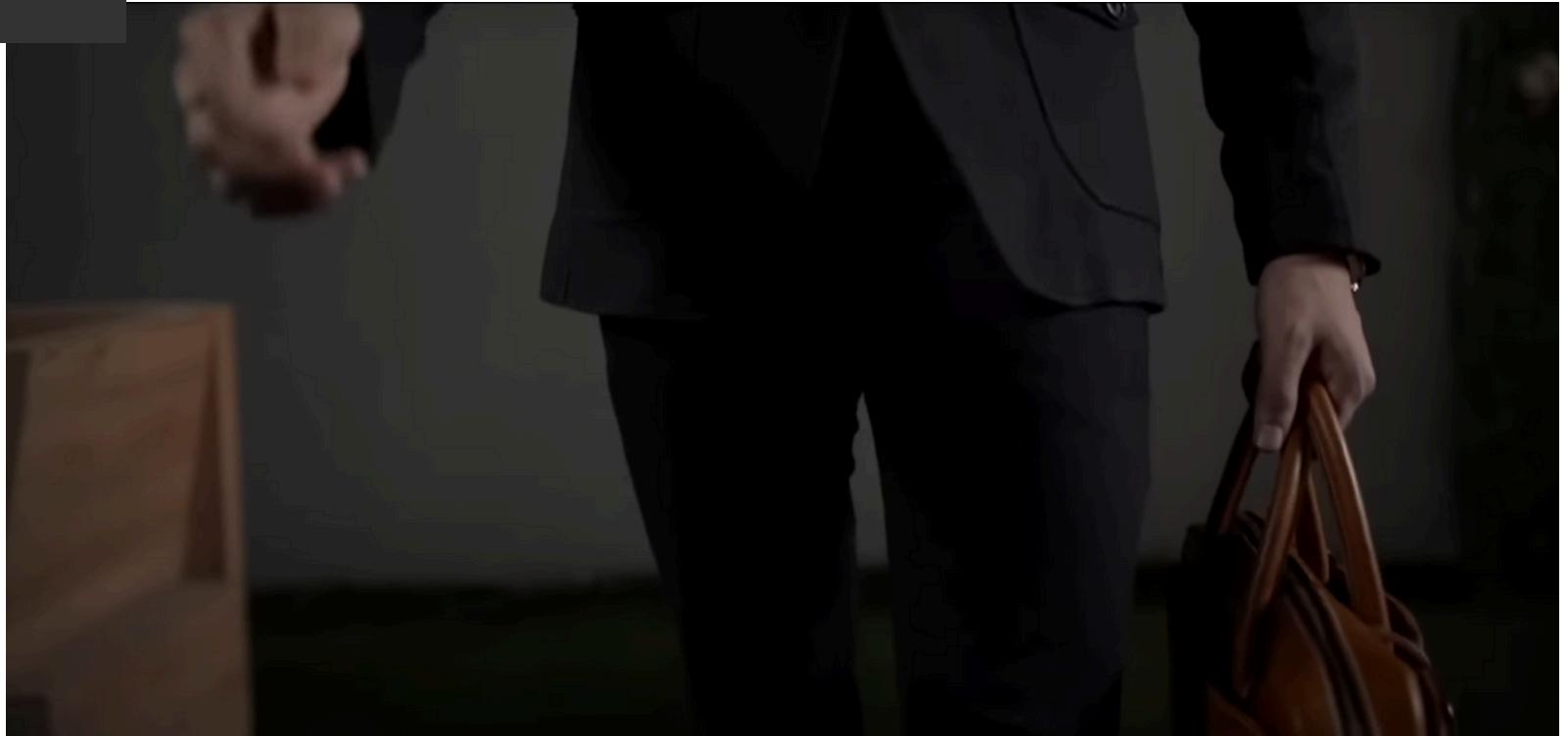
SCENE 19

Shot 19 – Final Frame & Tagline
(1:17–1:23)

- Action: Elevator doors close slowly. Fade to Dulla logo and tagline:
- "Dulla – Carry Confidence."



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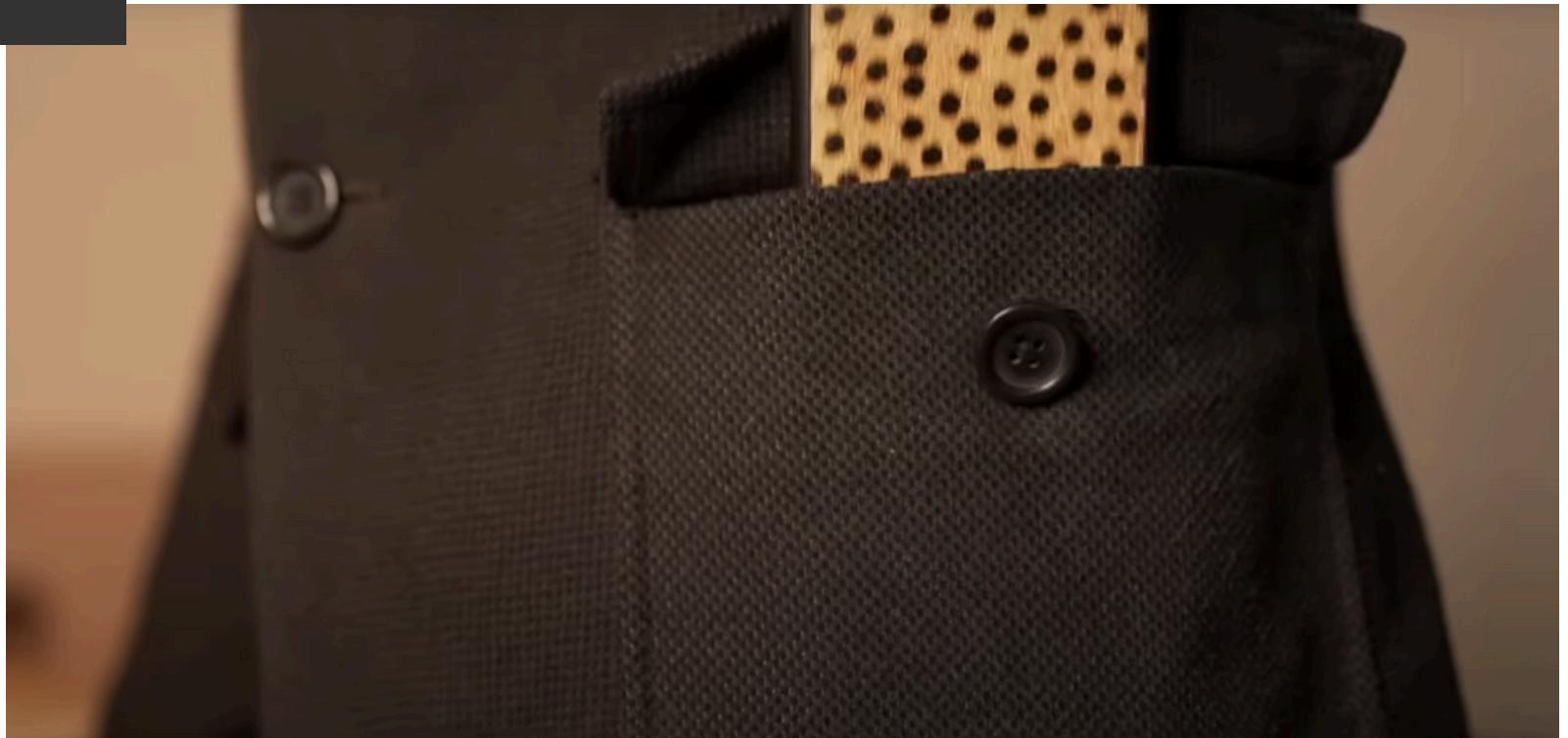


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WARDROBE REFERENCES



ACTOR



RAHUL RAWOL

LOCATIONS

TAAJ PALACE BANQUET



PROJECTS TIMELINE

26 April Shoot day

THANK YOU