

05.02.02 Pre-production part 1-Treatment

Title

That fruity talk

Theme

No one should be ashamed to talk about sex

Logline

Parents try to explain to their daughter sexual intercourse using fruits. They move a banana towards a peach awkwardly. The daughter is confused and doesn't understand what is going on. As a solution, the Cherry Pop app is presented.

Treatment

The film starts with the daughter (teenage girl) walking home from school. Then, she discovers that she just got her first period and she screams to her mom while she is looking at the birth control pills in the bathroom. She asks mom if she needs to take birth control pills because she has menstruation now. We jump to the mom washing fruits in the kitchen, and she screams back to the daughter that she doesn't.

Jump to a scene of the girl sitting on a sofa and watching the TV together with her father. There is a condom ad of two people kissing, and the girl asks a naive question about it. The parents decide that it is now time to talk about sex.

We see a mother and a father from behind (camera between them). Their daughter sits in front of them and looks towards the camera (she is in the center of the screen).

We see a close-up of a fruit plate with two hands approaching it. Female hand hesitates to choose the right fruit, takes an apple first, then a peach. A male hand takes a banana playfully.

A father holds a banana and a mother has a peach. They try to explain the sexual act using fruits. We see a close-up of a banana poking a peach. Then we see a girl's face, she doesn't understand what is going on.

And then the Cherry Pop app is presented and we see why the app is a great solution if parents need help to talk with their children about sex and everything that comes with it.