



The Kenny Rogers Fan Club

Free Fridge Assignment: Treatment

Gareth, Linnea, Evelina, Lucas & Rei



Working Title: Fruit Bowl of Death

A Theme:

Show the insanity of hosting by over-buying food through catchy camera tricks in a relatable environment.

A Logline:

Rotten food in a wastage bin in a dark kitchen is shown, we don't know how it got there, the scene of throwing food out after a party plays in reverse, with some catchy camera tricks. Showing us in sequence, the amount of people at the party who ate food being so much less than what was bought. This brings attention to the original sin of food waste which is buying more than you can or will consume.

The Treatment:

The video is one continuous shot starting with a close up of some party food, unattractively in a bin. The camera is quickly dollyng backwards out, and we see a dark apartment with some leftover party decorations, maybe a birthday.

The lights come on, and as the host character reenters the room it's apparent the scene is being played backwards in time. The food is now out of the bin and in much better condition on a plate on a table.

The camera is close up again on the food, and we see through a timelapse that only small amounts of food were taken (in the direction we are perceiving it appears that more food is appearing). The tagline at the end of the video is 'forward thinking prevents food waste'.

The Purpose:

Short SoMe video to bring attention to the

Working Title: Big Pathos

A Theme:

Around the holidays loneliness becomes more apparent, join our community by volunteering.

A Logline:

A lonely young person is walking by themselves across a square carrying grocery bags. They walk through the city until they reach their destination - the free fridge. There they are greeted by other volunteers, all standing around chatting. The sense of loneliness disappears as they join them.

The Treatment:

The scene opens on a young person walking by themselves in the dark carrying grocery bags. The camera pans over the square they are walking across, showing a christmas tree in the background. The camera cuts to a close up of the person's face looking up towards the tree, having a sad expression on their face. The person continues walking through the city with the bags, highlighting the fact that this person is lonely, both through music and expressions. The person arrives at the fridge and is greeted there by a group of volunteers of different ages and backgrounds all standing around the fridge chatting, looking happy. The person donates her food surplus and joins the other volunteers, she is given a cup of hot chocolate from a thermos one of the other volunteers had brought. Camera pans out as they are standing around talking and laughing.

Working Title: Cupboard Donor

A Theme:

If you bought too much food consider donating instead of throwing it away.

A Logline:

Person is about to throw away leftovers food. As they open a cupboard to their bin, there is a person sitting in the cupboard and is given/ reaching for the leftovers. Cut to black screen with text highlighting the importance of food donation.

The Treatment:

After dinner a person enters the kitchen with their plate which has a lot of leftovers. They walk towards a cupboard under the sink, where the bin is traditionally kept. As they open the cupboard and are about to throw out the food, a look of surprise is shown on their face as they see a person sitting in the cupboard reaching for the leftovers. Instead of throwing the food out the main character gives their leftovers to the cupboard person. The video cuts to a black screen with text informing the viewer about food wastage and highlighting that you should donate your food surplus instead of throwing it out. You are also given information about Free Fridge and how you go about donating through them.

Working Title: Fridge Friends

A Theme:

Food donations can truly save somebody's day - contribute by becoming a volunteer.

A Logline:

Different persons are either opening a fridge to place food in it or taking some donated food from there. All the faces that can be seen are happy and thankful. The video ends with a black screen and information inviting the viewer to join Copenhagen Free Fridge appears.

The Treatment:

The scene begins with a person opening a fridge door and then placing some food in there. The entire scene is shot from inside the fridge. The person who put the food in the fridge closes the door and the scene cuts to black for a second and then another person opens the door, gets positively surprised and then proceeds to take some food from the fridge. The same scenario is repeated once again and the scene ends with a person taking food from the fridge, closing the door and then informational text about donating and volunteering appears on the screen.

Working Title: Little Food Person

A Theme:

Reality shock through cross-worlds

A Logline:

The protagonist is a person with food insecurity, who can't always have food in their plate, the antagonist otherwise, have food in their plate always, and always end up wasting food. We use these two characters to create contrast and reality shock.

The Treatment:

The video starts with a scene off with the protagonist in his dining table, eating a very little amount of food, with a split screen to the antagonist in their dinning table, eating a big amount of food. They both end their meal, the protagonist is still hungry, so they go to the kitchen and check the fridge and see that they have nothing left to eat. At the same time, the antagonist finishes their meal, and have left overs, they then go to the kitchen and throw all the left overs away in a trash bag, along with some fruits and bread that were going bad.

The next scene is the protagonist going on a walk, feeling sad and hungry, in split screen with the antagonist going out of their door to throw their food waste into a trash bin outside. The split screen then dissolves, and shows them in the same environment, but without any interaction between themselves.

The video fades out, showing a title screen highlighting the contrast between the two realities, and showing that they live in the same world. A call to action is put in place, asking viewers to reduce food waste, and donate to the Free Fridge Copenhagen.