



HELLO!

JAVI PALLEIRO HERE,

Director at Oriental Films, super excited to have crossed paths with you again! Thank you very much for the invite to develop this project together. I really like funny films. I like both silliness and the technicalities -how everything has to be just the perfect fit in order to get a laugh, and then when it happens... oh my is it worth it. And I especially appreciate Corega's approach to this otherwise touchy subject. I agree that laughing it off is the smartest way to go, as it levels with the audience, letting them know the brand truly understands what they're going through.



We have a smart funny script that obviously calls for a careful execution and perfect timing and that is exactly what I have kept in mind when putting this presentation together. I know that this concept has been up and running in your campaigns for a while now, but maybe there are some suggestions that I can make here and there to make your films even better. Hopefully you'll like some of them. Otherwise, know that they are just that: suggestions, and I am mostly eager to collaborate and put my two cents in.

So next I leave you with some ideas I have been working on in order to make the most of your script and get those laughs that hook the audience in, as we deliver our message.

LET'S BEGIN!