

Treatment: Promotional video

Group members:

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Oscar Lyons

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Alex lenta

The premise of the video will be following a tourist visiting Copenhagen (played by Josh).

As he arrives at the airport he meets another tourist (played by Oscar) who has just finished his trip to the city. They talk through the dos and don'ts of Copenhagen and how cycling through the city can be opens up way more possibilities in Copenhagen.

The conversation eventually becomes the narration over footage of Josh exploring the city with a few cut backs to their conversation at the airport.

Our target group will be young people and students so our focus will be to capture the sounds and sights of Copenhagen through snappy edit cuts with close ups and panning wide shots of Copenhagen.

The objective is will be create a vibrant and contemporary feeling with the video through a snappy rhythm to the final edit.

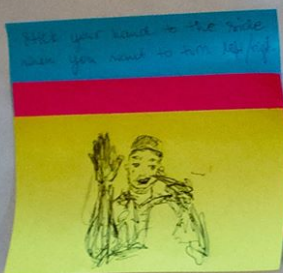
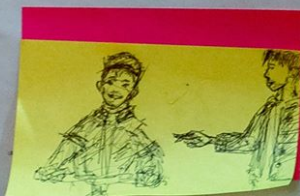
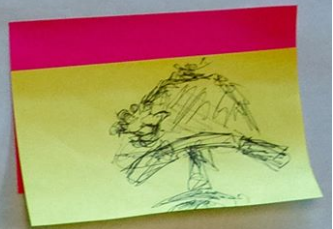
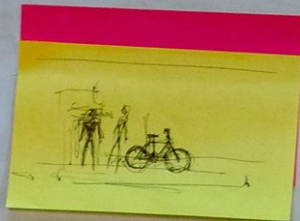
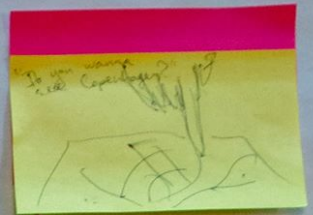
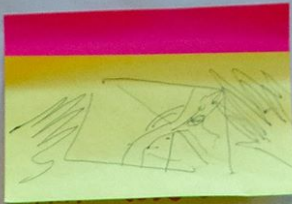
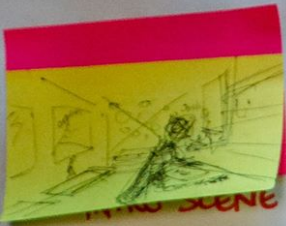
We plan to tour the viewer through the café and bar (and kebabs) culture within the city. We will also be showcasing locations such as the red square, Christiana, and food trucks place. May also get a little (very little) glimpse of the little mermaid.

START

FIRST INTERACTION – COLD JOSH – HELPFUL OSCAR

Gives him a jacket

MEDIUM-



Food
trucks

Island
Brygge

