

Treat Yo'self - Short Film
Lance & Co. Jewelers - Chapter One Marketing

Cast:

- Sara, Hannah, Senna - Three women, 27-35 years old

[Scene 1 - Bakery / Coffee Shop]

[1]

Camera points directly at the table where the three girls are sitting, drinking their coffee (logos showing). The girls are seated from left to right: Hannah, Senna, Sarah.

Hannah

"Girl, it's been so long since I've been able to get my hair done."

[2]

Camera closer, pointing directly at Senna and Sarah. Sarah talks while Senna takes a drink of coffee.

Sarah

"You're telling me! I haven't been able to even buy new clothes in months."

[3]

Solo shot of Senna, holding a coffee cup (logo placement).

Senna

Smirks "I'm just trying to get me some new earrings."

[4]

Shot from [1], waiter drops off the food.

Sarah

"I think it's time to treat ourselves."

[5]

Solo shot of Hannah.

Hannah

Sits back, smiles "Treat yo'self."

[Scene 2 - Nail / Hair Salon]

[1]

Outside shot from behind the three girls, showing the front of the building (logo placement).

[2]

Facing shot of the girls, Senna looks at the girls.

Senna

"Let's do this."

[3]

Facing solo shot of Hannah in the chair, getting her hair done.

Hannah

"This is so nice, it's great to be able to relax."

[4]

Facing solo shot of Senna in the chair, getting her hair done.

Senna

"Should we get our nails done too?"

[5]

Facing solo shot of Sarah in the chair, getting her hair done.

Sarah

"Treat yo'self."

Transition to the girls in chairs, feet in buckets, getting their nails done.

[6]

Three girls sitting in the chairs.

Hannah

"You know what would go really great with these nails?"

Senna

"New clothes, of course."

Sarah

Grins "I know just the place."

[Scene 3 - Boutique]

[1]

Shot from outside, girls walking into the boutique (logo placement).

[2]

Shot from inside, girls walking in with attitude.

[3]

Facing the dressing room, Hannah comes out and spins in her new dress/clothes, smiling.

Hannah

"What do y'all think?"

[4]

Senna and Sarah sitting, excited. Senna speaks while Sarah claps.

Senna

"Oh my gosh, girl, that looks great."

[5]

Back to Hannah in new clothes.

Hannah

"But back to school starts next month."

[6]

Solo shot of Senna.

Senna

"Treat yo'self."

[7]

Shot of Hannah buying clothes at the counter, being handed a shopping bag (logo placement).

[8]

All three girls walking out together, Senna in the middle.

Senna

"Time for some bling."

[Scene 4 - Lance & Co. Jewelers]

[1]

B-roll shot of jewelry case.

[2]

All three girls walk in.

[3]

LNC girl at the counter, excitedly.

LNC Girl

"Welcome to Lance & Co. What can I help you with?"

[4]

Senna, with attitude.

Senna

"I'm looking for some new earrings. Hook me up."

[5]

Over the shoulder shot of Senna.

LNC Girl

"I got you, girl. Right this way."

[6]

Senna comparing two different earrings in the mirror.

[7]

Senna turns to the girls.

Senna

"Which ones do y'all think?"

[8]

Sarah and Hannah look at each other and smile.

Sarah

"Get them both."

Hannah

"Treat yo'self."

[9]

Pan shot at the counter, being handed a checkout bag (logo placement).

[10]

All three girls walking out, dramatically in slow motion.

Text on screen:

Treat yo'self

Logo Outro

B-Roll:

During filming on each set, additional scenes or B-Roll will be captured. These clips will be used for secondary ad versions and solo promo videos for your business.