

MACKENZIE SNIDER

BEATS X KIM

**BREAKUP**

**BEATS**

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BRAND COMMERCIAL

# MEET THE TEAM



**Mackenzie Snider**

Art Director/Creative Director



**Jenna Huckstep**

Actress



**Martino Renzoni**

Filmmaker/Producer



# ABOUT THE COLLAB

Beats x Kim is meant to combine function and functionality—like a wardrobe staple that seamlessly blends into whatever you're wearing.

Beats Fit Pro comes in three neutral colors: Moon (light), Dune (medium), and Earth (deep).

## BEATS FIT PRO FEATURES

COMFORTABLE SECURE-FIT WINGTIPS

ACTIVE NOISE CANCELLING

SUPPORTS SPATIAL AUDIO<sup>1</sup>

COMPATIBLE WITH APPLE & ANDROID

**B E A T S   X   K I M**

# SWOT ANALYSIS



## STRENGTHS

This collaboration attracts a more fashionable audience that also has a love for music and sound quality. With the noise cancelling feature, Beats Fit Pro allow the user to listen to their favorite music without the background noise of the outside world.

## OPPORTUNITIES

Kim K. is a very influential celebrity. She has many followers that dream of living her luxury lifestyle. By being so high-end her collaborations and products miss out on a more "Humble" audience.

## WEAKNESSES

Kim X Beats branding miss represents the semi affordable quality ear buds. They miss out on branding towards an audience that doesn't strive to be like Kim K.

## THREATS

These ear buds were pretty controversial when they first launched. A threat that was pointed out was that this collaboration didn't offer enough skin tone options.



# TARGET MARKET



## Target Market 01

Women, Age 16+. This is a very broad audience of females, because this film connects with everyone. There is also no age that doesn't need reminding that it is important to find happiness from within and to love yourself first.

## Target Market 02

Music lovers, any gender, Active / on the go individuals that appreciates headphones that are comfortable and have advanced sound features. Ages 18+.

# Key Frame

Breakup Beats

Song: Awaken - by Big Wild

For this commercial, it will be focused on cool and quick transitions between clips, show a girl reviving herself after a break up to good and fun music.



# KEY FRAME

**BREAKUP BEATS**

**SONG: AWAKEN – BIG WILD**

We all struggle to pick ourselves back up after a breakup. While this is a product commercial, it is also an expressive film showcasing how big of an effect music has on us. In addition, how important it is to find happiness from within.



Breakup Beats  
Directors Treatment

**Talent, Prop, Extra help, & Location Assignments**

Jenna Huckstep - Actress - my house, then Savannah neighborhood.

Martino Renzoni - Film/Television/editor - Filmed entire commercial

**Story**

Jenna has just gone through a breakup. After being in the breakup woes for too long she starts to get angry. She grabs the photo of her and her ex and chucks it out the window.

Realizing that she should try and reset her brain and mental focus she grabs her beats and starts heading towards the door to go for a walk. When she gets to the door she starts to contemplate whether she wants to go or not.

She puts in her Beats ear pods and heads outside. After walking for a bit the music starts to pick up and the sun is shining. Feeling the warmth of the sun and the good music in here ears she starts to feel better.

She goes from walking to skipping, to running, until she is full blown sprinting down the road with her hands in the air.

Feeling fully revived and more in love with herself again she comes to a stop and smiles the biggest smile she has in awhile.

**Notes**

*Filmed & Edited very Notebook Style.*

# DIRECTORS TREATMENT

# 12 FRAME STORY BOARD

Note: throughout this storyboard the actress will change in the photos. But for the film we will only be using one actress.

Client: Beats  
Title: Breakup Beats  
Length: (:45)

05/09/23  
revision 1  
page 1/3

name: Mackenzie Snider

video

girl (Jenna) is sulking in her bedroom after just going through a breakup.

Shown emotions:  
Sad, upset, tired



audio

Song: Awaken  
by, Big Wild

Jenna picks up a framed picture of her with her now ex



Song: Awaken  
by, Big Wild

After throwing the photo away from her,  
she continues to feel sad and tired.



Song: Awaken  
by, Big Wild

Until she realizes it's a nice day out and she needs to get out of this sad mood.



Song: Awaken  
by, Big Wild

Note: throughout this storyboard the actress will change in the photos. But for the film we will only be using one actress.

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05/09/23  
revision 1  
page 2/3

name: Mackenzie Snider

video

Getting up to prepare to go for a walk  
jenna leaves her bedroom.



audio

Song: Awaken  
by, Big Wild

Still upset by everything that has happened she (stands) by the door debating going outside.



Song: Awaken  
by, Big Wild

finally she puts in her "Beats airpods"



Song: Awaken  
by, Big Wild

and leaves her house to go for a walk down her neighborhood street.



Song: Awaken  
by, Big Wild

Note: throughout this storyboard the actress will change in the photos. But for the film we will only be using one actress.

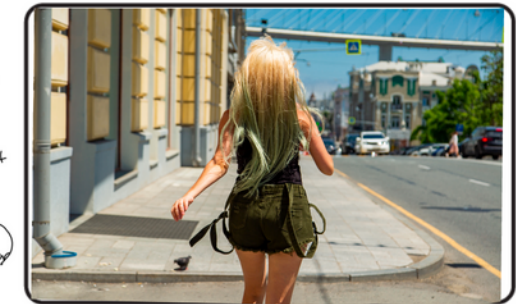
Client: Beats  
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05/09/23  
revision 1  
page 3/3

name: Mackenzie Snider

video

As the beats in the music start to up-  
lift her mood and the sunshine on her face start to make her happier  
(her walking becomes happy)



audio

Song: Awaken  
by, Big Wild

- then Jenna starts to skip

- then she runs throwing her hands in the air



Song: Awaken  
by, Big Wild

- with herself happiness fully regained

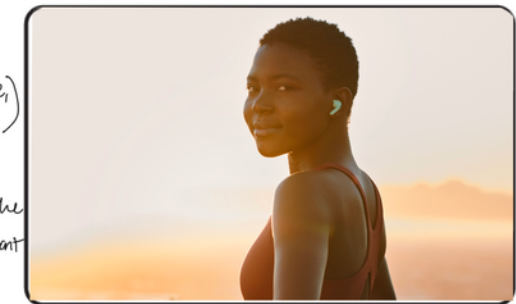
- she stops running and smiles



Song: Awaken  
by, Big Wild

- Emotion  
(happy, in love, content)

Self love is the most important



Song: Awaken  
by, Big Wild



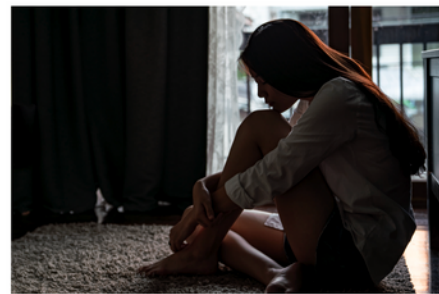
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Title: Breakup Beats  
Length: (:45)

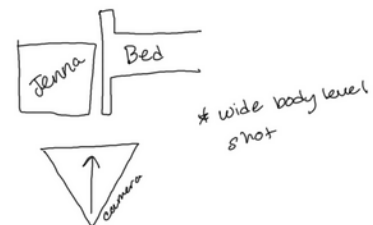
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revision 1  
page 1/3

name: Mackenzie Snider

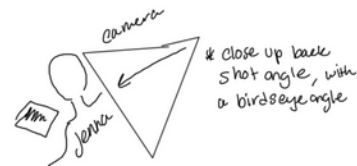
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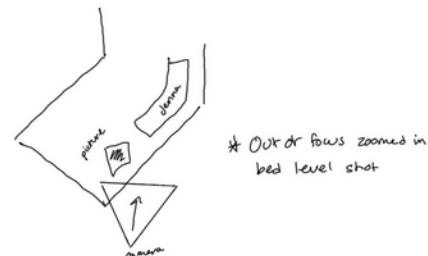
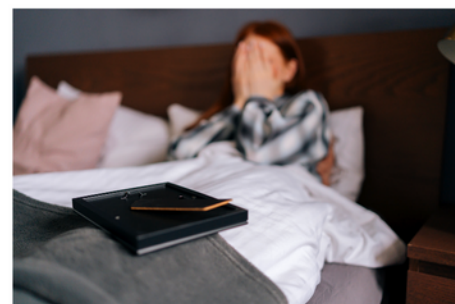
audio



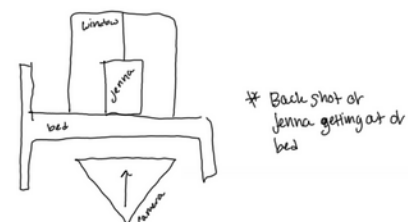
\* wide body level shot



\* close up back shot angle, with a birds-eye angle



\* Out of focus zoomed in bed level shot



\* Back shot of Jenna getting at the bed

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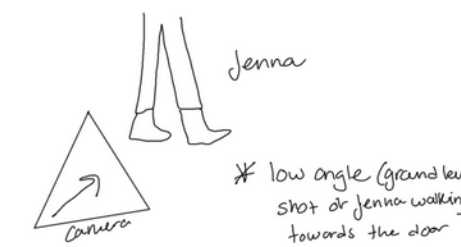
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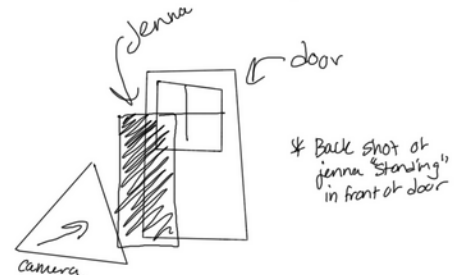
video



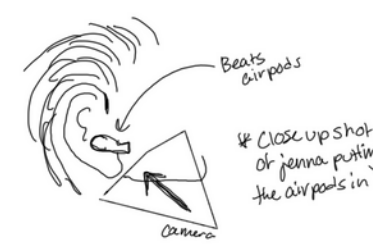
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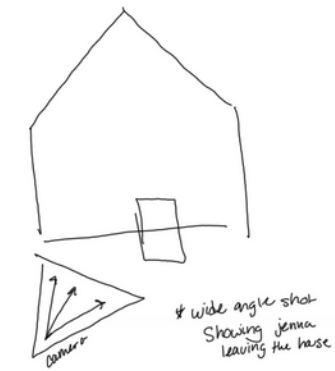
\* low angle (ground level) shot of Jenna walking towards the door



\* Back shot of Jenna standing in front of door



\* Close up shot of Jenna putting the airpods in



\* wide angle shot showing Jenna leaving the house

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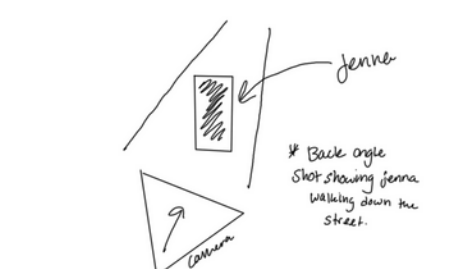
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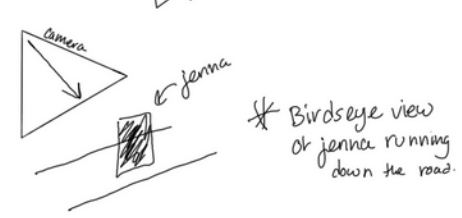
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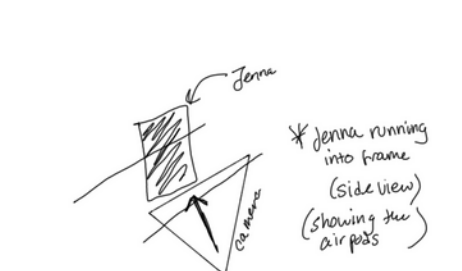
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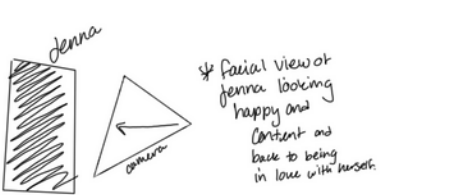
\* Back shot showing Jenna walking down the street



\* Birdseye view of Jenna running down the road



\* Jenna running into frame (side view) (showing the airpods)



\* Facial view of Jenna looking happy and content and back to being in love with sunset

## RUPAUL QUOTE

"If you can't love yourself, how in the hell are you gonna love somebody else?"









# CONTACT

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