





# ✦ The Pitch: Arfordir ✦



✦ By Frankie, Lucie and Alfie ✦



# Introduction

This is our pitch for our promotional video for dillad arfordir. This presentation will show details of our ideas for this video. We will discuss:

- Main ideas
- Storyboard
- Style and techniques
- Equipment
- Locations
- Music



# The Team



## **Frankie**

Frankie is the creative director of our promotional video. She has come up with the main concepts and atmosphere that we would like to include in the video.

## **Alfie**

Alfie is working on the technical aspect of the video. He has thought of what camera techniques to use to create an authentic feel to the video which has helped develop more ideas and expand on them

## **Lucie**

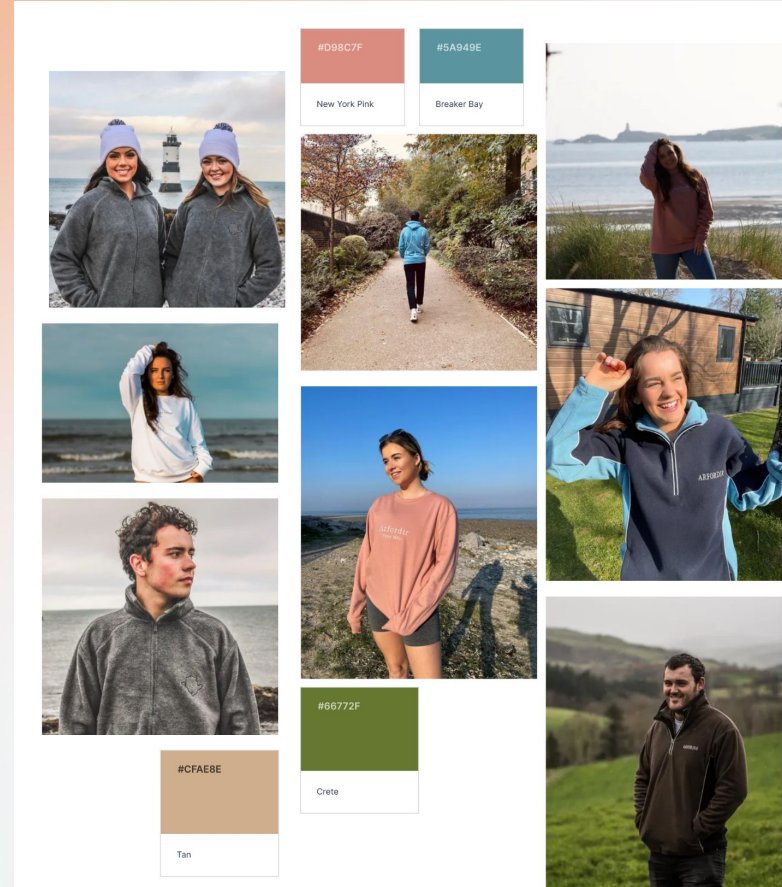
Lucie is also a large contributor to the creative aspect of our production. She is also our main filmer and has thought of how to take our shots.

We have all contributed to creating the pitch and coming up with ideas for the video. We all have strengths in different areas so when it comes down to the final production we will use these strengths to make this video to the best of our abilities

# Ideas



Our Idea for this promotional video is to bring in a wider audience for Arfordir. We want to encourage a younger audience to support local welsh brands. In order to attract a new audience we want to create an interesting and comforting advertisement. Our goal is to show the warm and exciting side of wales, while also advertising Arfordir and how their clothes will fit into your life.



# Storyboard



## Scene 1

2 cards



The promo video will open with a shot of friends around a fire pit with warm lighting. This shot will showcase the warm clothes arfordir has to offer like hoodies and fleeces. We will use golden light bounces to show the idea of golden hour and make the brand feel warm and glowy. There will be audible laughing and muffled conversation to give the video a comforting feel. **The key points we would like to hit are warm, country and comforting with the overarching idea of creating memories.**

## Scene 2

2 cards



Next in the montage there will be clips of a birthday or special event to demonstrate the aspect of "Arfordir rhan o eich atgofion." This will show someone wearing arfordir clothing blowing out their candles to include the brand in important moments. continue the warm lighting and swiftly tie in different items of clothing to demonstrate the variety. We would make sure to include warm, dim lighting rather than a bright white light.

## Scene 3

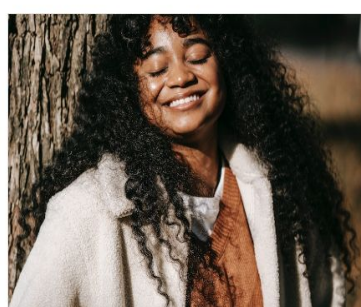
2 cards



Furthermore, the next series of shots will be outdoors this will align Arfordir with bright connotations full of life. There will be shots of people playing football and being sat together talking. The plan for these shots is to make the brand relatable and to show how easily Arfordir can fit into your life.

## Scene 4

2 cards



The next shots will be cropped shots focusing on the logo of the clothing. We aim to highlight the branded clothing through candid shots that still focus on the brand itself. We want the brand to feel authentic while still having a professional cinematographic style.

## Scene 5

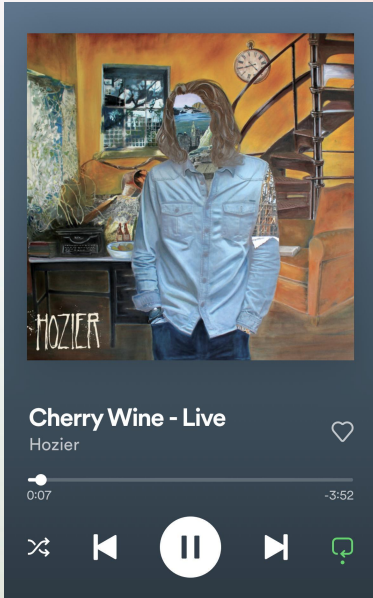
2 cards



We will end the promo vid with shots of people sat at the beach from behind. When this shot is up the slogan will appear on screen saying "Arfordir rhan o eich atgofion" and having the socials on the bottom on the screen.



# Music



Our Music options!



# Equipment

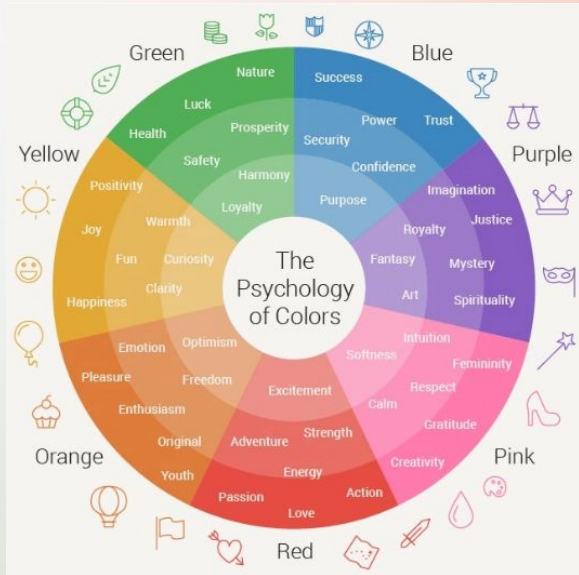


- Canon camera
- Wide lens
- Light bouncer
- Microphone
- Drone
- Tripod
- SD card
- Iphone



# Techniques

## ✦ Colour Psychology



Color psychology is used in clothing adverts to evoke specific emotions, attitudes, and associations that consumers may have with certain colors.

## ✦ Body Language

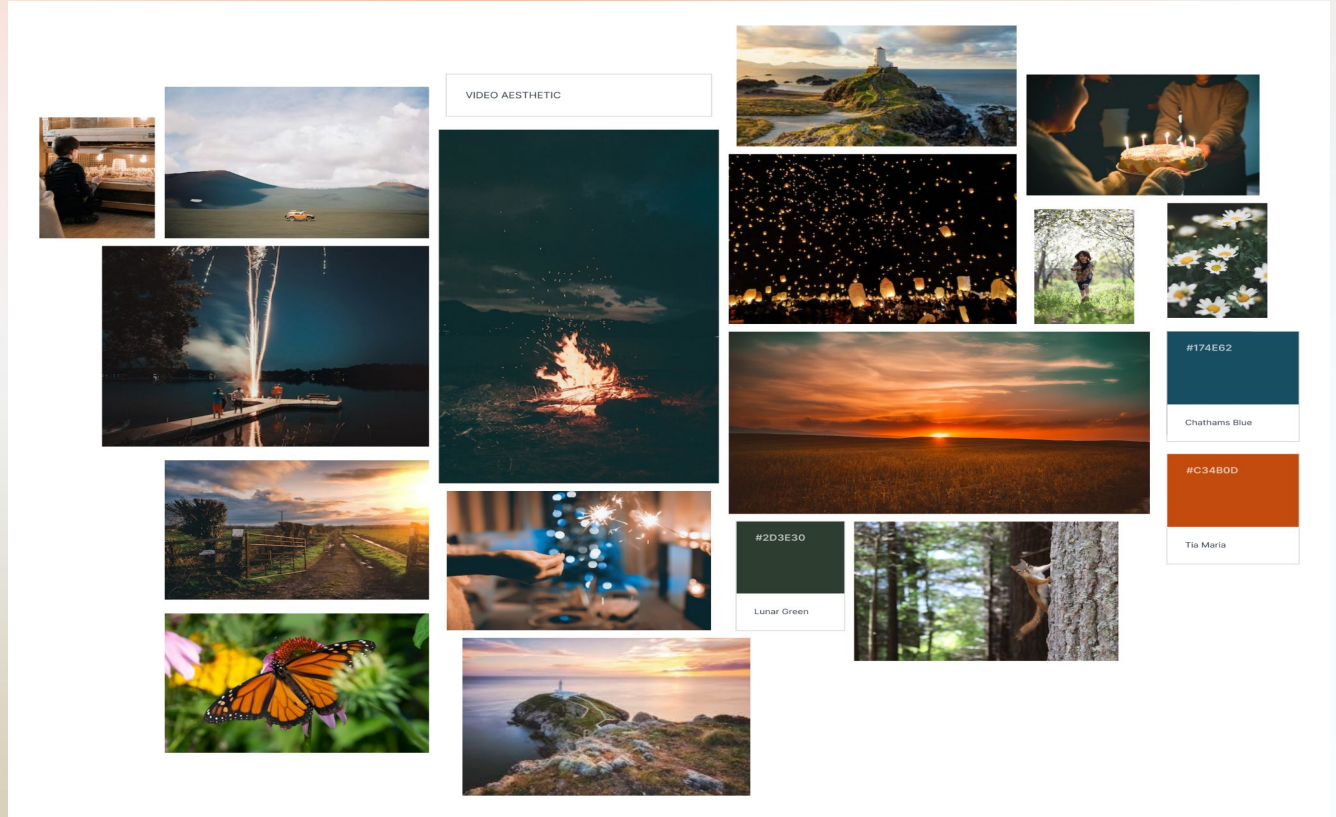


Body language is used in clothing adverts to convey nonverbal messages that enhance the visual appeal and emotional impact of the product. It helps to create a desired image and establish a connection with the audience.

# Style



Our style of the Promo Video is to focus on warmth, country and comforting.





# Conclusion



In conclusion our video will be:

- Candid and Authentic
- Warm and homely
- Professional
- Showcasing the brand
- Demonstrating the welsh roots



#5A949E

Breaker Bay

#D98C7F

New York Pink

#DF9953

Di Serria

#66772F

Crete