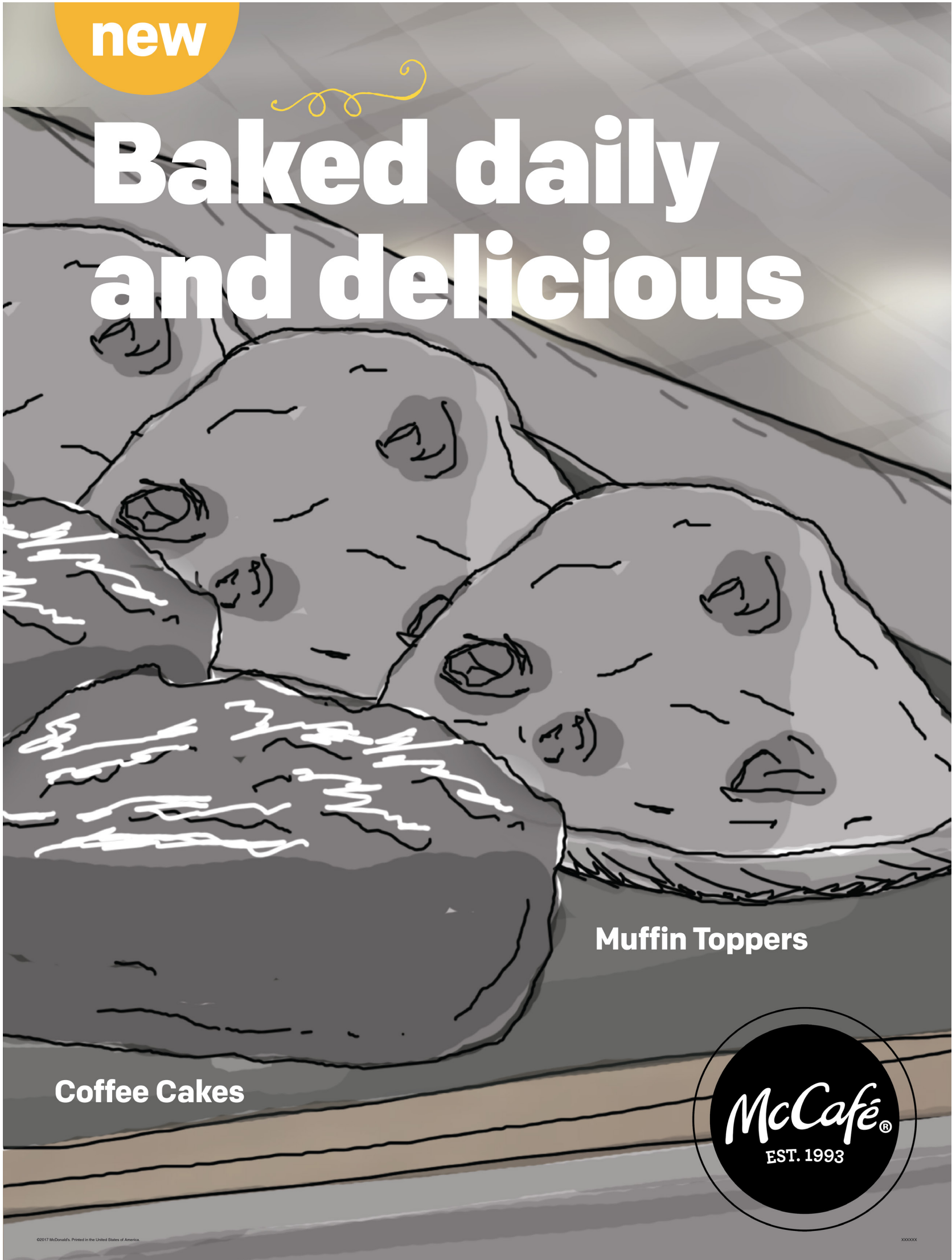


Baked Goods

*CRB3 & Photobrief
(feedback)*



Window Poster



ALT
McCafé Bakery baked daily

ODMB Local Promo



Morning

ALT
McCafé Bakery breakfast bliss



ROD

ALT
McCafé Bakery bliss awaits

Bag stuffer



Front

ALT
McCafé Bakery baked daily



Back

ALT headline
Tempting bakery tastes await

Motion Promo Landscape :15



Frame 1

Copy: Apple Pie
Coffee Cakes
Chocolate | Cinnamon

Action: Camera pans across from left to right, in the stranding POV of the customers as it highlighting the coffee cakes and Apple Pies.



Frame 2

Copy: Muffin Toppers
Lemon | Blueberry

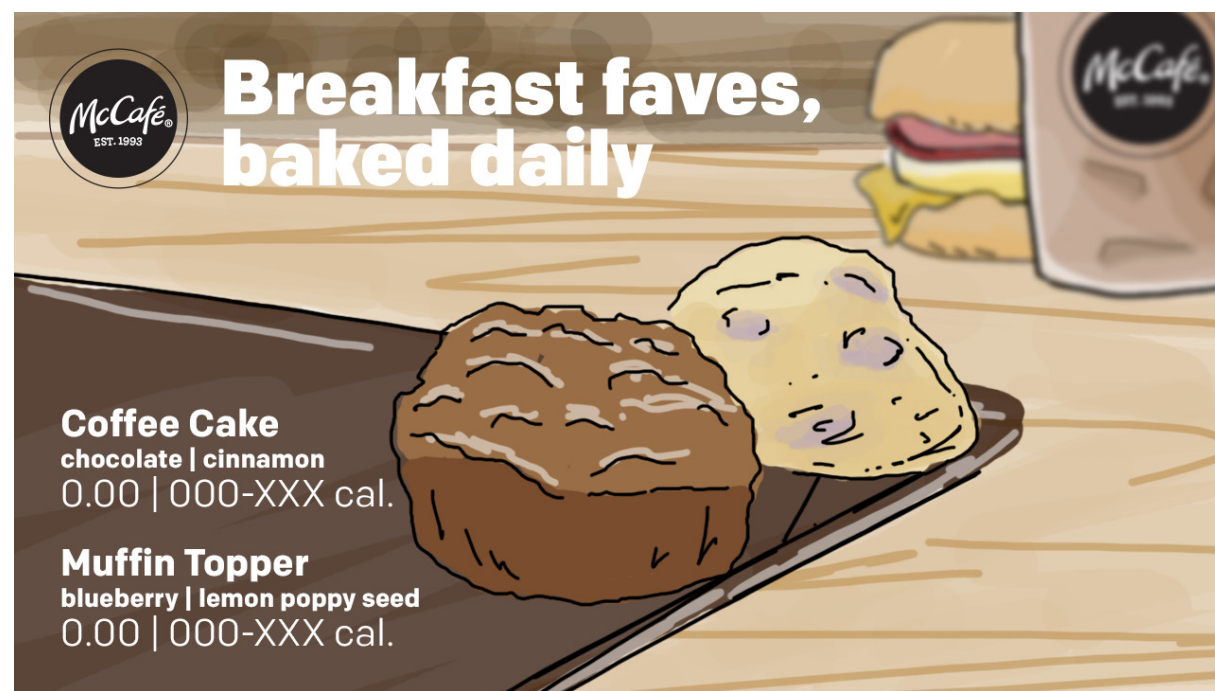
Action: Camera pans across, in a close-up bent down POV of the customer as it highlighting the muffin toppers.



Frame 3

Copy: 6-Pack Bundles

Action: Top down camera looking down into an open bundles container with the crew member inserting a baked goods into the container.



End Morning

Copy: Breakfast faves, baked daily
Copy alt: McCafé Bakery breakfast baked daily

Coffee Cakes
chocolate | cinnamon
0.00 | XXX-XXX cal.

Muffin Toppers
blueberry | lemon poppy seed
0.00 | XXX-XXX cal.

Action: Camera pans around 90 degrees and holds on the hero products with breakfast meal (sandwich and coffee in glass) in background.



End ROD

Copy: Baking it tasty every day
Copy alt: McCafé Bakery baked daily

Coffee Cakes
chocolate | cinnamon
0.00 | XXX-XXX cal.

Apple Pie
0.00 | XXX-XXX cal.

Action: Camera pans around 90 degrees and holds on the hero products with breakfast meal (coffee in glass) in background.

Motion Promo Portrait :15



Frame 1

Copy: Apple Pie
Coffee Cakes
Chocolate | Cinnamon

Action: Camera pans across from left to right, in the stranding POV of the customers as it highlighting the coffee cakes and Apple Pies.



Frame 2

Copy: Muffin Toppers
Lemon | Blueberry

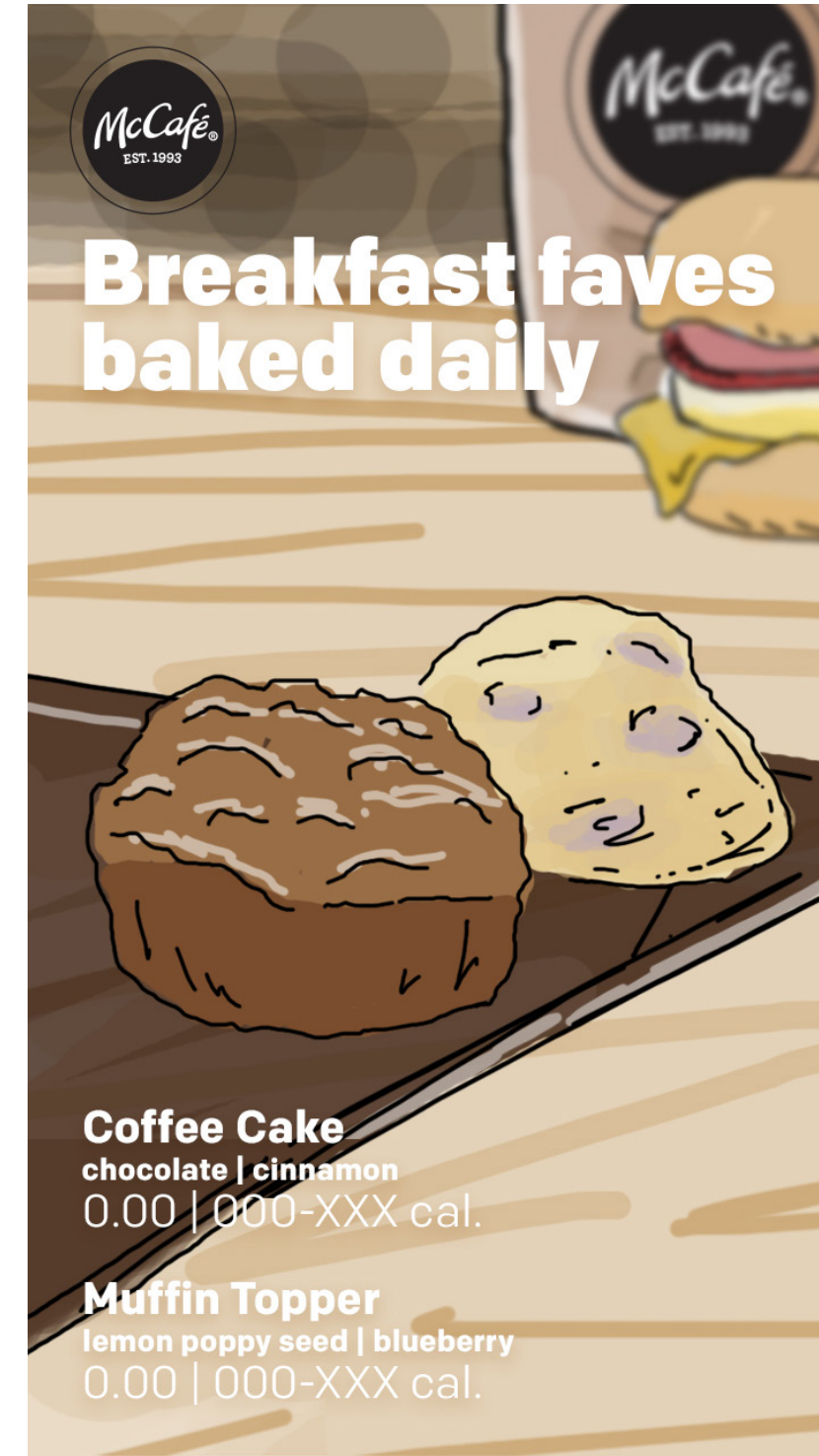
Action: Camera pans across, in a close-up bent down POV of the customer as it highlighting the muffin toppers.



Frame 3

Copy: 6-Pack Bundles

Action: Top down camera looking down into an open bundles container with the crew member inserting a baked goods into the container.



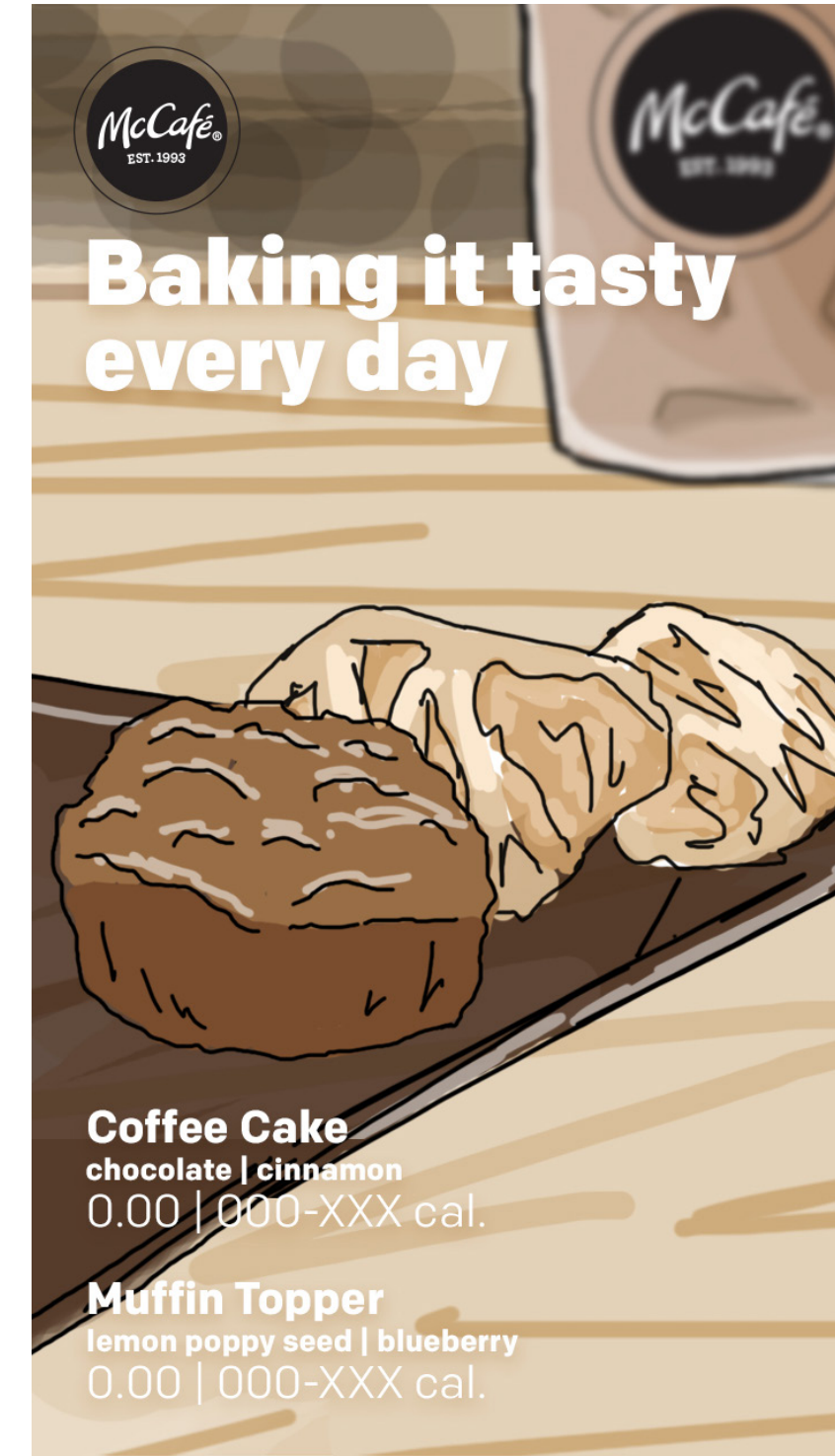
End Morning

Copy: Breakfast faves, baked daily
Copy alt: McCafé Bakery breakfast baked daily

Coffee Cakes
chocolate | cinnamon
0.00 | XXX-XXX cal.

Muffin Toppers
blueberry | lemon poppy seed
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Action: Camera pans around 90 degrees and holds on the hero products with breakfast meal (sandwich and coffee in glass) in background.



End ROD

Copy: Baking it tasty every day
Copy alt: McCafé Bakery baked daily

Coffee Cakes
chocolate | cinnamon
0.00 | XXX-XXX cal.

Apple Pie
0.00 | XXX-XXX cal.

Action: Camera pans around 90 degrees and holds on the hero products with breakfast meal (coffee in glass) in background.

Photobrief

Shotlist

Stills

Shot 1: Window Poster + Bagstuffer front

Shot 2: Bagstuffer Back

Shot 3-4: ODMB (day-parted)

Motion

Frame 1: Horizontal Coffee Cakes hero & Apple Pie hero

Frame 1b: Zoomed out for portrait

Frame 2: Horizontal Muffin Toppers hero

Frame 2b: Zoomed out for portrait

Frame 3: Horizontal bundles

Frame 3b: Zoomed out for portrait

Frame 4: Horizontal end frame (morning)

Frame 4b: Zoomed out for portrait

Frame 5: Horizontal end frame (rest of day)

Frame 5b: Zoomed out for portrait

Visual Language Overview

Lighting

We want to stick to a natural light that provides us with soft shadows and a feeling of morning. When day-parting towards the rest of the day (one image), we want to shift towards a slightly darker light. Additionally, since we are utilizing the baked goods case, we want to use it to our benefit. The way light breaks through the glass and reflects on the surface is welcome. If need be, we can also mimic specific spot lighting, that a case like this one would offer.

Focus

We should have a natural focus on the hero products with the secondary products out of focus. We will also need to rack focus in order to capture tiers of focus for our retouchers to adjust where need be.

Angle

Should be a close representation of the comps.



Background and Surface

Background

We want to stay within natural light mid-brown and purple tones. The background should give off a sense of morning and day-time (rest of day) day-parting environment within the McDonald's space.

Surface

The products are meant to be shot to feel within the case, they should be shot on surfaces similar to the case (plateware on wood).



Props

- Large McDonald's bakery case
- All that in shown within the case (a few of each)
 - Large white rectangular plates (variety of sizes if available)
 - Elevated circular plates
 - Small white plate for showcasing two products
 - Large brown plate (the black plates are being updated to brown)
 - Small brown plate for showcasing two products (might not be available so we should find or make a similar one)
 - Yellow product tags
 - Wood surface tiers
- Background options (see "Backgrounds" page)
- McDonald's tongs + others to swap in
- McDonald's bundles box
- Baked Goods bags (brown bag with brown and/or white parchment paper)
- McDonald's Apple and Cherry Pie rectangular sleeves



Shot 1: Window Poster + Bagstuffer Front

View

- Match comp
- Focus on the products up front
- Utilize reflections

Props

- Product in-case
- Brown plate
- Background through glass

Products

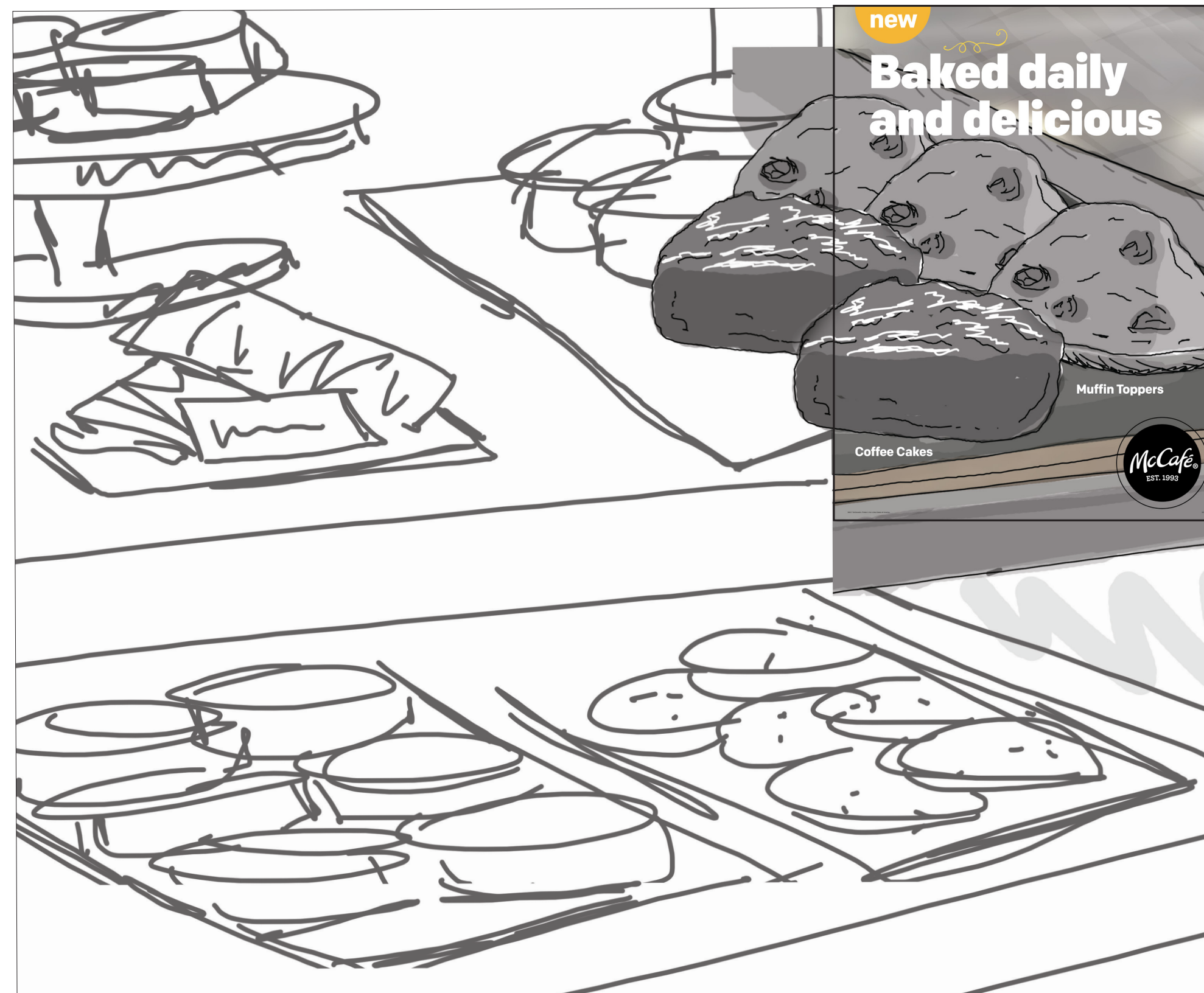
- Blueberry Muffin Toppers
- Chocolate Coffee Cakes
- Additional products TBD in extended frame

Specs

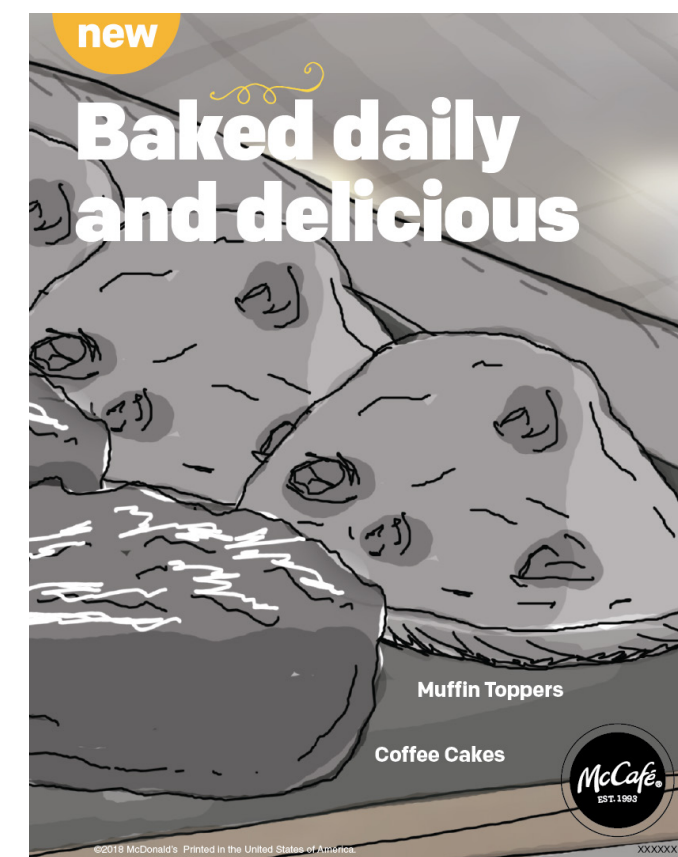
- Window Poster 34" x 45" crop + larger area with additional products
- Bagstuffer: front 5.5" x 7"

Notes

- Ensure black McCafe logo is backed by a lighter area
- Ensure headline has enough area for legibility
- Ensure product names have an area to be placed.



Window Poster



Bagstuffer front

Shot 2: Bag Stuffer Back

View

- Match comp

Props

- Wood surface
- Apple Pie rectangular sleeve
- Bundles (6 products per) box

Products

- Lemon Muffin Toppers
- Blueberry Muffin Toppers
- Cinnamon Coffee Cakes
- Apple Pie

Specs

- Bagstuffer: back 5.5" x 7"

Notes

- Ensure black McCafe logo is backed by a lighter area
- Ensure headline has enough area for legibility
- Ensure product names and body copy have an area to be placed.



Bagstuffer back

Shot 3-4: ODMB (Day-Parted)

View

- Match comp
- Day-parted (morning and rest of day)

Props

- Wood surface
- Background

Products

Morning

- Chocolate Coffee Cake
- Blueberry Muffin Toppers
- Egg McMuffin
- Specialty McCafe drink

Rest of day

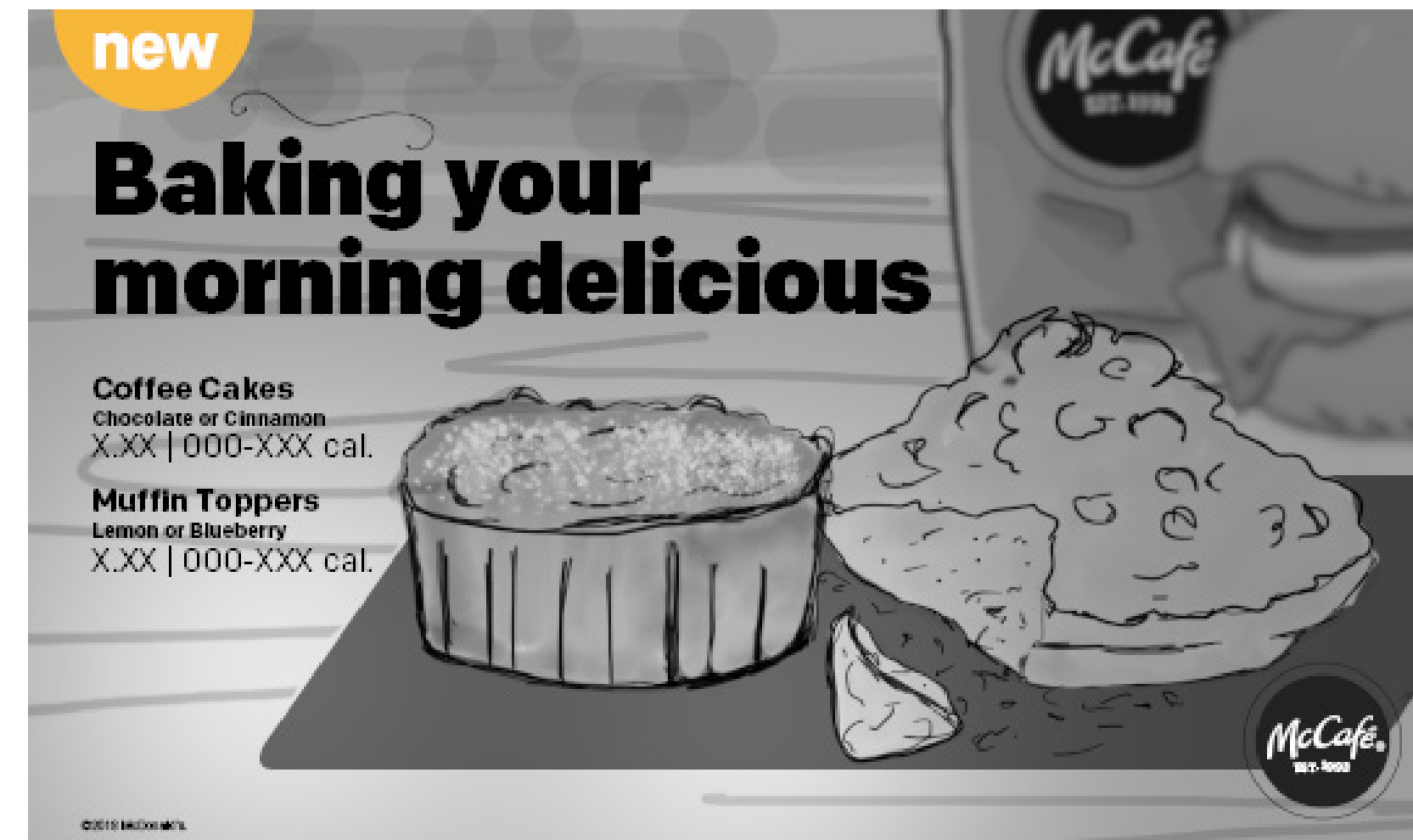
- Chocolate Coffee Cake
- Apple Pie
- Specialty McCafe drink

Specs

- Digital Local ODMB (out-door menu board)
Promo banner: 540px x 321px

Notes

- Ensure black McCafe logo is backed by a lighter area
- Ensure headline has enough area for legibility
- Ensure product names have an area to be placed.
- Ensure background products don't interfere with headline or hero products



Morning



ROD

Frame 1+1a: Coffee Cakes & Apple Pie

Look, Feel

- . Same light wood background and floor as still photography
- . Lighting should be light and soft, making the product look warm and golden (possibility of moveable light fixtures to make it feel like sunrise) sunrise.
- . Using the glass as a method of reflection.
- . Food items should be in complete focus
- . Enough negative space for copy placement

Camera Movement and Specs

- . Camera slowly dollying in and out and tracking around the coffee cakes and apple pie.
- . Making sure not to be too zoomed in, don't want the products to look too large
- . 48FPS

For Portrait:

Move the camera backwards by 150%, but keep it horizontal. Position items in the frame so they up more vertical space in the shot.



Frame 2+2a: Muffin Toppers

Look, Feel

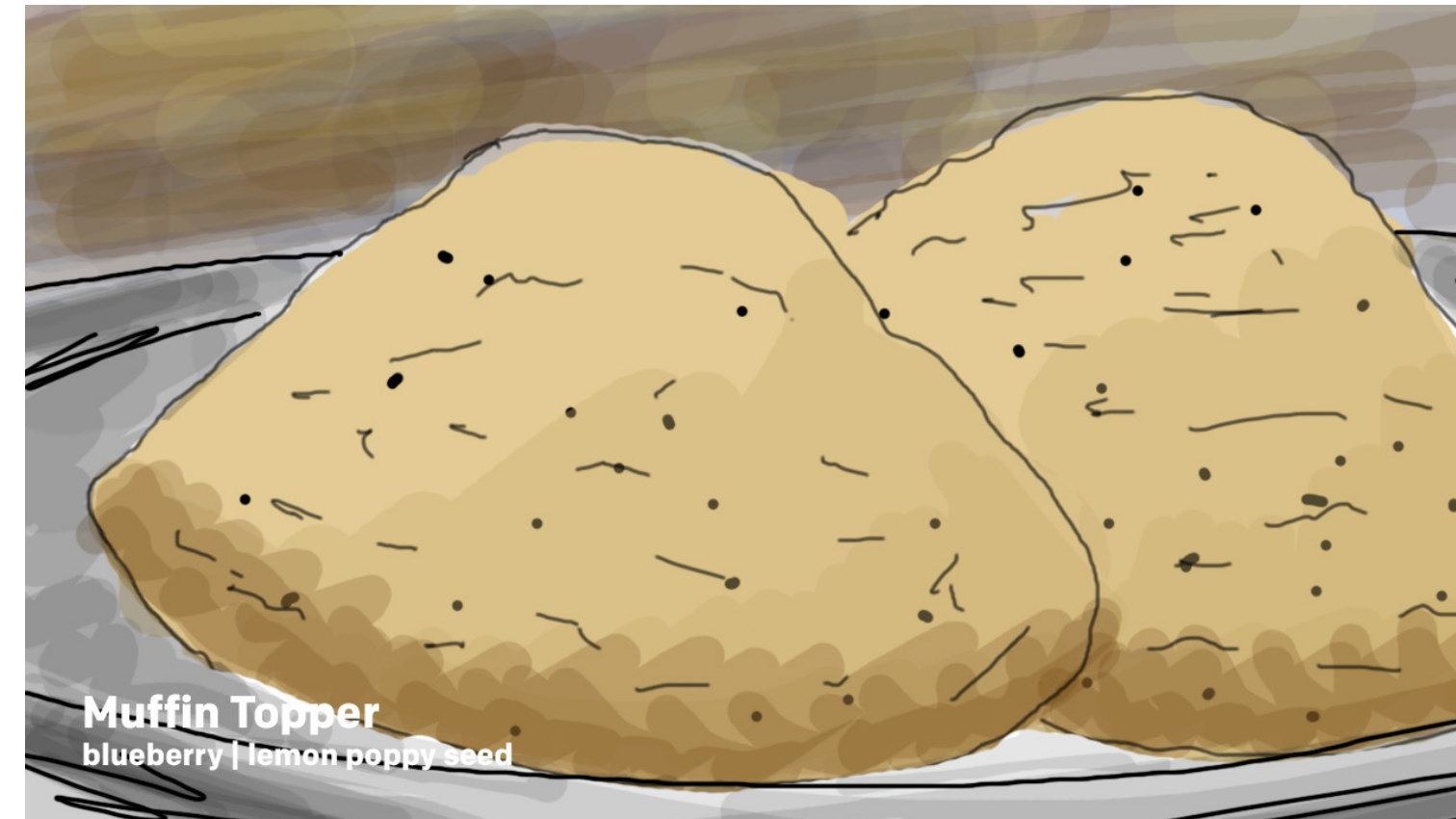
- . Same light wood background and floor as still photography
- . Lighting should be light and soft, making the product look warm and golden (possibility of moveable light fixtures to make it feel like sunrise) sunrise.
- . Using the glass as a method of reflection.
- . Food items should be in complete focus
- . Enough negative space for copy placement

Camera Movement and Specs

- . Camera slowly dollying in and out and tracking around the muffin toppers.
- . Making sure not to be too zoomed in, don't want the products to look too large (this example image is slightly too close)
- . 48FPS

For Portrait:

Move the camera backwards by 150%, but keep it horizontal. Position items in the frame so they up more vertical space in the shot.



Frame 3+3a: 6-Pack Bundles

Look, Feel

- . Same light wood background and floor as still photography
- . Lighting should be light and soft, making the product look warm and golden and hint at the idea of warm sunrise
- . Enough negative space for copy placement

Camera Movement and Specs

- . Camera facing down from above
- . Flaps of box, hands and tongs, don't block the food
- . Making sure not to be too zoomed in, don't want the products to look too large or unrecognizable
- . 48FPS

For Portrait:

Move the camera backwards by 150%, but keep it horizontal. Position items in the frame so they up more vertical space in the shot. More of the box should be visible.



End Frame: Morning

Look, Feel

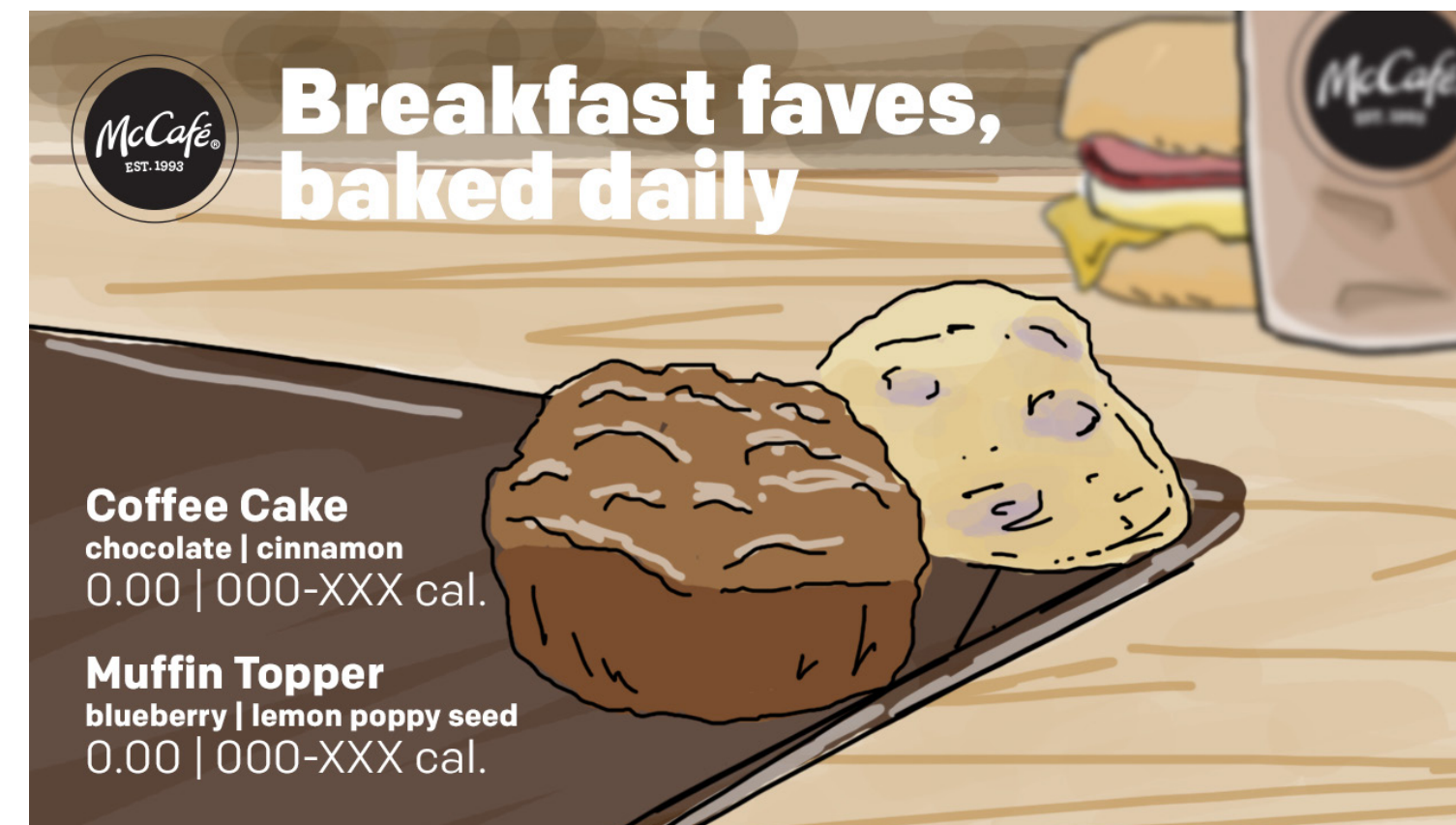
- . Same light wood background and floor as still photography
- . Lighting should be light and soft, making the product look warm and golden (possibility of moveable light fixtures to make it feel like sunrise)
- . Hero products should be in complete focus and meal suggestion in back blurred out.
- . Slight tabletop rotation
- . Enough negative space for copy placement

Camera Movement and Specs

- . Products sit on rotating table, with back black coffee and breakfast sandwich are out of focus
- . Making sure not to be too zoomed in
- . Camera tracking around from objects
- . 48FPS

For Portrait:

Move the camera backwards by 150%, but keep it horizontal. Position items in the frame so they up more vertical space in the shot. More of the box should be visible.



End Frame: Rest of day

Look, Feel

- . Same light wood background and floor as still photography
- . Lighting should be light and soft, making the product look warm and golden (possibility of moveable light fixtures)
- . Hero products should be in complete focus and meal suggestion in back blurred out.
- . Slight tabletop rotation
- . Enough negative space for copy placement

Camera Movement and Specs

- . Products sit on rotating table, with back black coffee and breakfast sandwich are out of focus
- . Making sure not to be too zoomed in
- . Camera tracking around from objects
- . 48FPS

For Portrait:

Move the camera backwards by 150%, but keep it horizontal. Position items in the frame so they up more vertical space in the shot. More of the box should be visible.



Hand Model for Motion

- Right hand
- Manicured
- Short nails
- No nail polish or clear coat
- No accessories (rings, bracelets, watches, etc.)
- No apparel (short sleeve shirt).

Suggested hand model:

Bemol Stephen



