



DORITOS

BIG DIP ENERGY
TVC CAMPAIGN

DIRECTOR TREATMENT
by Korey L Miller

A vibrant, low-angle shot of two women in a disco setting. The woman in the foreground is wearing a shimmering silver sequined dress, large gold-rimmed sunglasses, and a chunky gold necklace with a large shell pendant. She is holding a cigarette. The woman in the background is also wearing a similar silver dress and sunglasses, and is captured in a dynamic pose with her mouth open as if singing or dancing. The background features a pink and white striped wall.

It's hip to dip!



Music and food are universal unifiers.

They go together like pizza and guac, wings and sour cream, shrimp and ranch.

And together, they're a force multiplier.

Once we mix musical taste with the great taste of Doritos' new dips, we're onto a sure fire hit. '**BDE**' is the perfect platform to amplify the sumptuous "**TAKING YOUR FOOD EXPERIENCE TO ANOTHER LEVEL**" idea.

The party line is '**DIPPING BEYOND CHIPS**'. I love how powerfully this execution sets up the versatility of Doritos dips to become the new BFF for all types of food. All fuelled by a track that pumps attitude, fun and freedom. It's a riotous celebration of different tastes unleashed in an active, joyful and wildly optimistic campaign.



Doritos World Domination

This film has a mighty and anthemic feel: grand in scale, sound and attitude. The world needs a bit of that ‘feel good, unity in diversity, pass the Doritos’ vibe right now. This campaign delivers just that in bucket loads. It’s crisp, cool, hip and exciting to watch with a dazzling, happy look and feel. We have a visually striking idea, which handled the right way will have massive impact. What makes this spot so memorable is its ingenious use of music and humour. Unlike most traditional snack commercials which obsess about taste, this tickles the taste buds and funny bone with a more imaginative, dynamic approach.

Let’s get this party started.

APPROACH

The Chips Are Down

I'm delighted to have this idea to play with.

It fits my talent stack perfectly - creating an aura of glamour, modernity, fun, naturalness and authenticity. A breakthrough campaign for our heroine to reveal her favorite food/dip combos fantasies and fetishes. We are way beyond dipping chips. The key deliverable is to vividly demo Doritos is not just for chips but opens the doors for the viewers to experiment to their hearts' delight.

The creative payload is to fuse the catchy **BDE** (Big Dick Energy) into Doritos play on the acronym "**Big Dip Energy**". We want to subvert what you'd expect from Dorito. This is more like a rally cry with a performance and passion brings that to life through the fun combinations our star uses to play up the idea in the story. Taste is vital in more ways than one. Doritos are still is a family friendly brand, let's not strike an overly sexual tone but rather a playfully seductive. I see a blizzard of clever quick-witted innuendos in how we film our talent and set the scene mixed with dynamic camera moves.



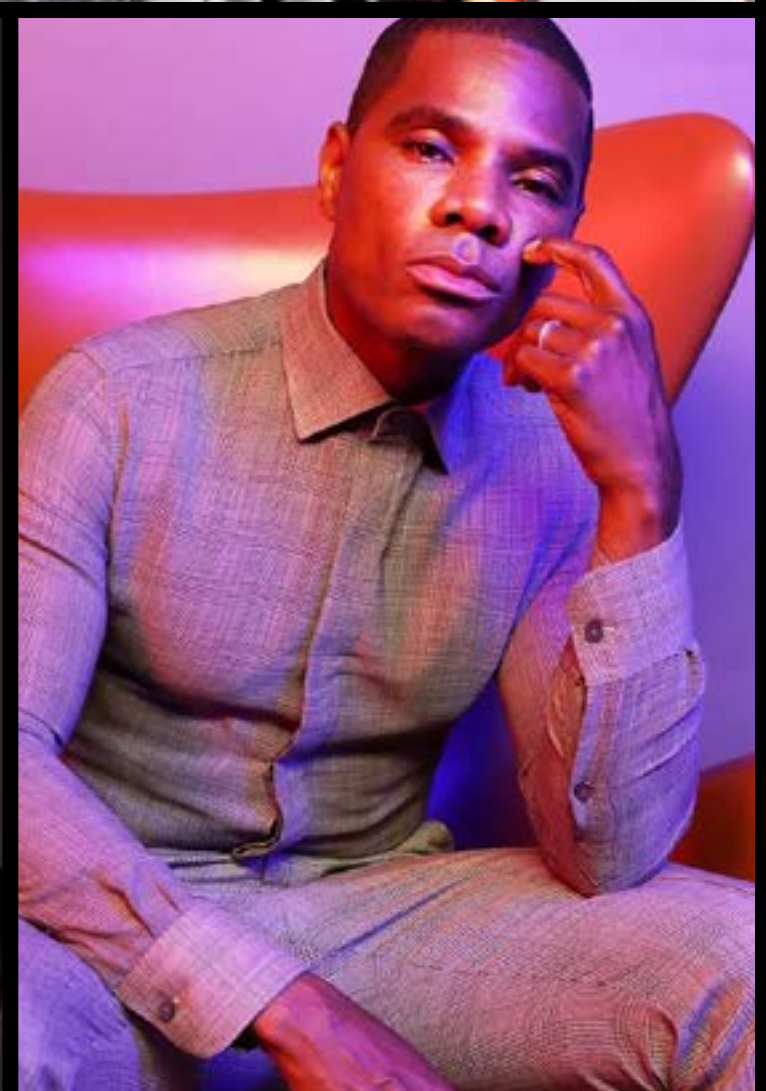


PERFORMANCE PERFORMANCE

*The More Personal,
The More Universal.*

Acting is behaving truthfully under imaginary circumstances.

Getting talent into the moment is what I'm born for. The key to making this work is the level of trust with the celebrity talent on set. You're in good hands, tickling talent is what I do best. My reel's spliced and diced with stars and artists like Taraji P Henson, Flo Rida, T-Pain, Deion Sanders, Troy Aikman, Kirk Franklin, Tony Romo, and Kem. The trick is to show them you understand them as an artist and their brand, then you'll have them eating dips straight outta your hand 😊





I have my own bag of tricks to elicit the emotions we want. We need our Latto to come to life in a memorable and blockbuster performance that's natural, effortless and charismatic. To forge an immediate connection with our audience, I would like to bring a 'live' element to our approach. I love to create room for actors to improv and play. My goal is to enhance what our talent Latto naturally brings. She's a terrific artist - big, bold, boisterous, and sexy. Let's rinse her talent. See her rise to the top with a real authenticity and righteousness. Nothing will ever look staged or rehearsed. Rather this is all about star power, credibility and connection with our audience.

LOCATION

Location is character.

Location, location, location....

It could be the bedroom or green room work but I'm thinking maybe it's classic 'late night snack' land in a hotel room. She's punished the room service menu and ordered a food strike of all of her favorites. We showcase how she never leaves home without her "**BDE**" Doritos dips. A cool hotel suite set works brilliantly as one overall scene. She's having a ball with her favorite foods that she's been interacting with. It keeps the set, style and scenery crisp and clear so we can focus on the fusion of food, fetish and fun.









VISUALS

Hustle Muscle

The look is HD 5G OMG!

We're after what cinematographers call polished realism: elements are back lit, everything looks beautiful, backgrounds can fall away, or they can be quite soft. It's got a rich cosmopolitan, global and inclusive feel. It's not descriptive. It's a look that draws in an audience that's hyperconnected and engaged - not happy with the status quo. It's the right look and feel for an audience that's bold, brave and represents diverse self-expression and new points of view. That kind of 'hyperlifers' mind-set responds well to an aesthetic that shows you can live life fully engaged, seek fun and self-expression, and want to celebrate the joy and humor in life. It's a look that reflects this demo's desire to be uniquely themselves, unhindered by ideas of what is classically cool. It's just this kind of fresh cinematography we're seeing across the top ranking shows for gen Z and millennials – an audience that's adventurous, experience-driven, and constantly connected.

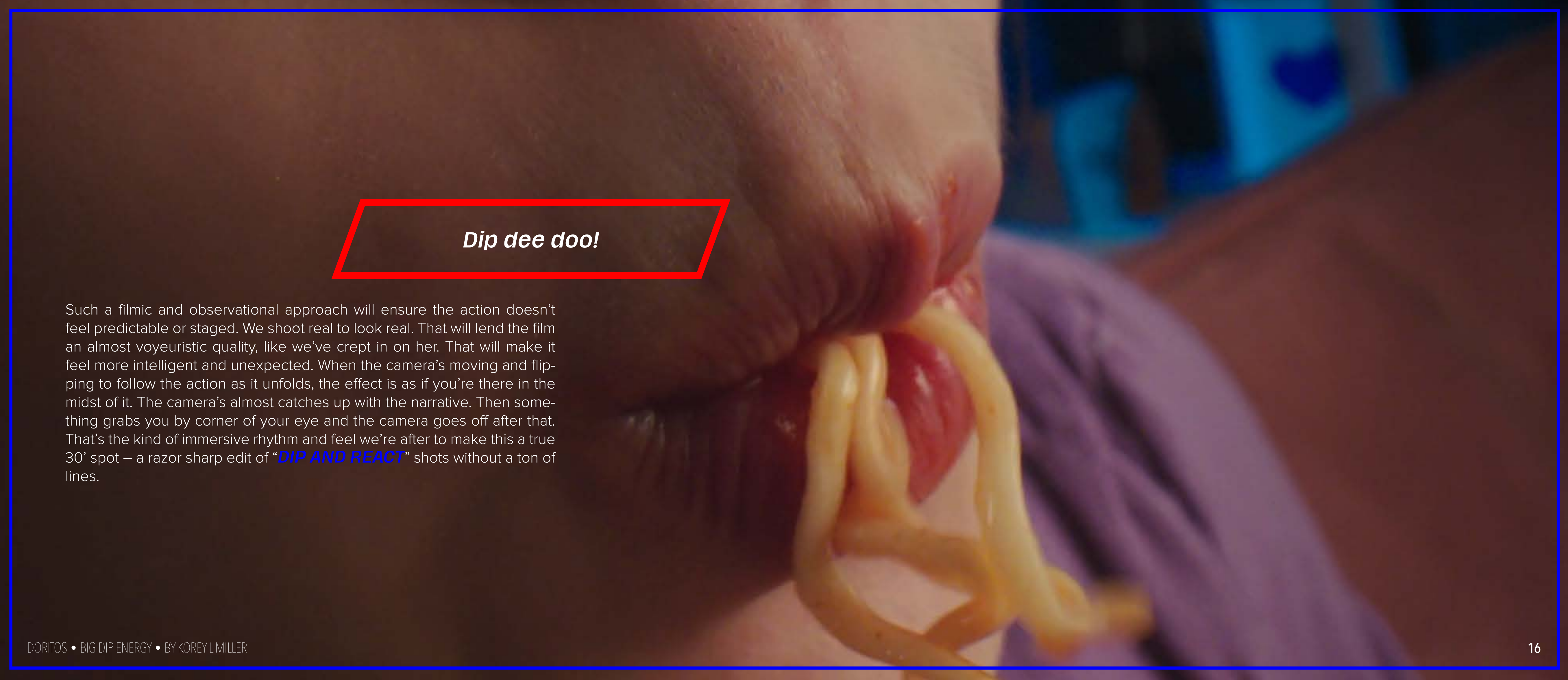
CINEMATOGRAPHY

Double Dip

As we establish the New World of Doritos, we need to introduce cues as to who Latto is. Some may not know her. The good thing about setting it into a hotel room as we can leave some of her tour paraphernalia lying around, merch, posters, signs and accoutrements that promote her latest single '**BIG ENERGY**'.

The whole vibe is fabulous and fun femme fatale - playful, energetic, and bold. That's reflected in the look where everything is a little brighter, bolder and more bombastic. The overall aesthetic is pulsing with positivity, passion and purpose. How we plan the camera moves will reinforce the impression that this personal party for one is taking place in a real time in a believable world. We'll shoot for a seamless edit style which pans and follows the action that will drive the '**BEYOND CHIPS**' narrative and amplify engagement. I'll go for a slightly loose, handheld camera tone which breathes and observes the action as it unfolds. That gives a sense of real life unfolding before our eyes - all captured on long lenses using a soft shallow depth of field so we can concentrate on the food first and foremost.





Dip dee doo!

Such a filmic and observational approach will ensure the action doesn't feel predictable or staged. We shoot real to look real. That will lend the film an almost voyeuristic quality, like we've crept in on her. That will make it feel more intelligent and unexpected. When the camera's moving and flipping to follow the action as it unfolds, the effect is as if you're there in the midst of it. The camera's almost catches up with the narrative. Then something grabs you by corner of your eye and the camera goes off after that. That's the kind of immersive rhythm and feel we're after to make this a true 30' spot – a razor sharp edit of “***DIP AND REACT***” shots without a ton of lines.

ACTION

Dip & Flip

OPEN on a big LATTO music poster lying against a chair in a chic hotel suite.

PAN around to see Latto lying in the bed. Around her are dishes of food and trolleys with grand silver metal food servers used in the best hotels.

*Latto: Latto here and let me tell ya - Doritos is bringing that big **DIP** Energy! You heard me. Spicy nacho and Cool Ranch Jalapeno DIPS.*

CUT as she dips food into container - bite - reacts and waves her hand at camera.

Latto: I'm gonna keep eating this...

ZOOM in as she continues to eat and winks at camera.

Latto: I've got a fetish for flavor

CUT as she gets up and walks over to the table, her laptop is open playing her music video.

Latto: Doritos told me they got some new DIPS, did you know Doritos made dips?! Anyways, they wanted me to bring the energy. They want that BIG DIP energy.

ZOOM in as she rapid fire goes through the plates in front of her.

Pizza? DIP IT!



CLOSE UP as she dips and reacts.

Latto: Mozzarella sticks? DIIIIPPPPP THAT!

CLOSE UP as she dips and reacts.

Latto: Carrots? Only if it gets that BIGGGGG dip energy!

CLOSE UP as she dips and reacts.

Latto: Y'all know I bring that big energy. Doritos is bringing the dips. We bringing the BIG DIP Energy together.

CUT as she lies back and looks up.

Latto: These new Doritos Dips bring just what I need... Big DIP Energy!

CUT as she gestures in a fun way to the dip on the table.

Latto: Don't forget your veggies — long... strong... and perfect for dip-ping .

Latto: Doritos Dips, they're dip-smacking good.

CLOSE UP as she takes a small lick of the lip that has a little dip on it

Latto: Doritos got that BIG DIP ENERGY with these!

MVO & SUPER: Doritos. Big DIP Energy.

FOOD PHOTOGRAPHY

The Chips Are Down!

I know how important it is to see the Doritos Cool Ranch Jalapeno and Spicy Nacho dips looking mouth-wateringly appetising. I plan to pay particular attention to these details. That's why I'll be wheeling out the big guns and filming on the best digital firepower available. All the product shots will be lit and captured in a most eye-catching way imaginable, reinforcing the idea that it's the Doritos' texture, beauty and delicious taste that makes people fall in love with them in the first place. I'll also frame and capture these scenes on zoom lenses, so we show the Doritos dips in their best possible light. Finally I'm going to prioritise shooting product shots along with Latto and will workshop beforehand ideas for the best camera moves to add energy and excitement to the consumption sequences.



EDIT EDIT

***Good Things Come In
Good Time.***

The edit will be slick and seamless. This will drive the narrative and make all the scenes more visually engaging, organic and special. The editor really amplifies the action; the camera's not locked off, it breathes, moves and follows the action. It really gives you a sense of spontaneity, as if you're seeing real life unfolding in front of your eyes. It doesn't feel staged. A super sharp edit will create the same buzz.

AUDIO

*Music is the most
powerful SFX.*

Sometimes music adds to the story... sometimes music is the story.

We'll get a world-class producer to drive the powerful musical narrative. This feeds off the whole BDE zeitgeist to deliver a topical tasty twist. The whole feel should be anthemic rallying cry of a joy, positivity and optimism.

Ambient noise also plays a key role in creating realistic atmos. We might hear effects that smack of the ASMR food videos that recently rocked the interwebs. Action is imperative. The talent delivering her lines is the most important element. We can help that along with a crisp crunch audio punctuation.

WRAP

Don't Be A Dip Chip!

I'm excited!

This is a wickedly inspired idea that's guaranteed to grab the viewers' attention.

I believe we have a great opportunity to create an intriguing, humorous, awe-inspiring commercial that will entertain and challenge the audience. It will create a new love for Doritos and show life beyond chips. It strikes a chord with music and attitude that such an important role in the lives of hyperlifer twentysomething target.

This is a fabulous project... I'd chop off my left arm to direct it. I wouldn't chop off my right arm though as that's the one I eat my Doritos with. I believe in collaboration and am happy to expand any of the ideas above.

Now let's start a beautiful relation-*dip*...

Korey

