

DIRECTOR'S TREATMENT BY
JESSY TERRERO

SMIRNOFF GLOBAL 'BICHOTA' CAMPAIGN

SMIRNOFF

THE SPIRIT OF HUMANITY

Diversity is about how we can all walk through this world together.

It's a long walk... we're going to get thirsty.

That's why with the approach I'm planning, the Smirnoff is going to be holding court over the Holy Grail of Beverage Advertising.

Everything civilisation has learnt from 6 million years of human evolution on Latin urban and pop culture-oriented projects and liquid macro shots will be poured into thirty seconds.

Certainly everything I've learnt over my lifetime.



INCLUSION IS MY IDENTITY.

As Dominican-American, my one aim in life has been to drive the dynamic diversity of urban Latino culture into the culture through provocative and genuine filmmaking. My own brand of ‘bichota’ has been up and cracking for a while now ;)

Now my mission is to create compelling and authentic content that moves people. That’s why this project is such a terrific fit for my talent stack.

From shooting music videos with the likes of Enrique Iglesias, Jennifer Lopez, Bad Bunny, Ozuna, Ricky Martin, and Pit Bull, I’ve learned the what people want to see through clocking up 12 billion combined views on YouTube.

Having directed four movies with Kevin Hart Robert DeNiro, Forest Whittaker and Curtis “50 Cent” Jackson, I know how to capture the best performances possible within the shortest possible time and in unpredictable and often hectic circumstances.

As a Latino, I’m passionate about our reggaetón culture and my mission is to translate its vibrant and global themes into outstanding brand storytelling for Smirnoff in this pumping collab with Karol G.

// INCLUSION

// INCLUSION

// INCLUSION

F U S I O N



I LOVE SPIRITS:
**DRINKING THEM,
LIGHTING THEM,
SHOOTING THEM.**

That's why I'm so excited about this project. When we listen and celebrate what is both common and different, we become a wiser, more inclusive, and better community. This a chance to create a holy trinity of Smirnoff, the People and Karol G in an engaging and explosive way that subverts the ordinary through diversity and inclusion to create new conversations across culture.

CREATIVE FREEDOM IS THE LIFEblood OF CULTURE.

Creators ask not 'why' but 'why not'?

Creatives express themselves fully to be the change they want to see in the world.

Combine that with a reggaeton look and vibe and we have abs creative catalyst to ignite the culture.

Freedom for self-expression is at the pinnacle on the hierarchy of human needs. Each person develops their own brand of bichota. A new inclusive identity appears before our very eyes.

Here's how we're going to drive diversity through inclusive communication.

// BALLER BICHOTA

TRIPLE THREAT

Sound, casting and cinematography - it's these three elements that will make these films the toast of the culture. The bar has been set high but the killer combo of inclusivity, diversity and mind-bendingly stylish cinematography will create a craving for Smirnoff in the target like no other they've experienced before.

The consumption shots will be utterly fabulous and as fresh and crisp as the takes with the talent. Bold and brilliant SFX will snap, crackle and pop as we cut to each individual shot on screen. That's a triple whammy for total sensory overload: sight, sound and soul. That nails the visually striking camera movements and takes us to a new dimension of slick and sexy.

The drink delivery guys are in for a busy season...



// EQUITY
// EQUITY
// EQUITY
IDENTITY

CINEMATOGRAPHY

I LEARNT A LOT SHOOTING J LO & CO.

Music videos are almost always multiple characters, different ethnicities/multiple styles, unorthodox props, inspiring backgrounds, combo of high engagement with high portraiture stitched against a rocking vibe - all visual devices we can deploy to make this campaign pop.

The sets will be contrasty, mostly light with on camera flash-Looking light or daylight and existing light sources, relatively spartan, but enough to telegraph where we are. To add energy and bounce, I like the idea of shooting light to get that nightclub vibe that always gives the cinematography an edgier and more adventurous feel.

We are going for that cool laid back long weekend/happy hour atmos, the look will be non-contrived up-to-the-minute relevant. I shoot fast and hit our subjects from every angle till I hit something special then I start the process all over again, so as to not get stuck on any moment that passed. I like to switch between wide and medium lenses with a multiple cameras so I can be nimble and not get bogged down with switching lenses when things get exciting.



// ACTIVISTA
FASHIONISTA



CASTING / PERFORMANCE

Karol G is A-list material.

We'll take full advantage of her talent. We have plenty in common and lots to talk about. She'll rise to the top with a real authenticity, warmth and righteousness. Nothing will ever look staged or rehearsed. She's the kick start to building credibility and connection.

Our inclusive and diverse supporting cast is the creative DNA running through every story-based production. The credibility and success of this film depends on finding the right talent capable of bringing all these characters to life. They are going to drive the action. We're not after commercial faces but instead real, authentic individuals who break the mould from what you normally see. We want screen stealers – talent with huge personality and charm, capable of producing understated, natural performances. My music video expertise means I'm in my element in clubland, it's my natural habitat. I can call the best performances to life in this environment.



YOUR OWN PERSONAL BRAND OF BICHOTA

Acting needs to be very natural, much like a feature film, not overacting at all. When the product appears, it's as subtle as a product placement, not in your face. It's just there as part of a everyday life ... sometimes messy, always placed in a very natural way.

To get the performances that will bring this script to life, I will be insisting upon rigorous casting, styling and coaching to get highly nuanced performances that deliver the desired emotions. This is not a campaign with our usual aspirational casting. Rather it is a flow of action where it will be crucial to find talent that we can empathize and connect with straight away. The acting is subtle, film like and not too excited and over the top. Our Karol's performance is the crucible for belief in the Smirnoff brand proposition, "UNLEASH YOUR INNER BICHOTA". As such, the talent needs to be completely natural and honest in their reactions.





JESSY TERRERO

SMIRNOFF GLOBAL // 'BICHOTA'





// FUTURA // FUTURA // FUTURA CULTURA

As we have tight lead-time to marshal a comprehensive casting, I want to make sure that we lock in the right looks and talent. With minimal onscreen dialogue, these need to be real performances that deliver subtle reactions with through intimate smiles and authentic emotions.

Performances need to convey the realness of reactions in the eyes along with touches, nods, acknowledgements and congruent body language. On set I plan to keep the talent in the moment by being prepared and rehearsed. I can make the talent feel at ease throughout. I stay relaxed which instils confidence in the performers so that they may excel in their roles. I like to run a shoot where the talent feels like they are in an environment where they can perform, be creative, and make suggestions. Some of the best takes are not always planned for beforehand.

Here's some of my ideas about your ideas...

SCRIPT 1

BOOM!

OPEN On our star. Karl G is fixing to get ready to party. Surrounded by her accoutrements she added the final touches to her star power. She is with her trusty companion of her pre-game ritual, a bottle of Smirnoff.

CUT to show her stepping out of a limo in fine style and walking up to the entrance of a club that's jumping and pumping.

PULL WIDE to reveal the Proletarian Guard of the Velvet Rope standing menacingly at the entrance.

CUT as she takes away the rope of the bouncers and invites the hordes of people queueing up to come inside.

CUT to show her ramping up into full bichota mode, as she welcomes everyone inside.

PULL WIDE as the music kicks in and we start to move around the club. First we are next to Karol but then we travel around with her. She has this infectious attitude that result in everyone beginning to release their inner

// ACTION

bichota. It's like they have their own personal brand of bichota.

CUT to a close-up shot of a bartender, he's got bad ass ink and 's flinging together a new range of cocktails.

CUT to a wide shot where we see 12 different serves of vodka and a full pantry of bottles of Smirnoff behind him. The whole bar lunges for each one of the 12 drinks.

CAMERA tracks around Karol as she is the centre of attention, and we see an amputee woman dancing by herself. She has one hand on her drink and is toasting with everyone that we saw in the last shot.

PAN around as we see a bearded man staring at another. He takes a deep breath and invites him to drink a shot of vodka which he's just scooped up from the bar.

CUT to reveal the bichota energy moving round the club as is Karol

TRANSITION to a a transgender woman inside the men's room putting on lipstick and looking in the mirror, drink at hand in pride of place next on the sink.

CUT as we go back into the club to see an old-fashioned woman arriving in style. She looks like Karl Lagerfeld's mother. She takes off her coat with a certain ferocity. CUT as someone offers her a glass of vodka.

Karol G makes her feel welcome and mugs to the camera with the file in line.

Final cut back to our bartender. He is preparing the last drink for himself and toasts the camera as we close on the bottle of Smirnoff.

Cheers!

MVO & SUPER: Smirnoff. Unleash Your Bichota.



// A-LISTER



Z-SISTER

// ACTION

SCRIPT 2

OPEN on a lazy mid afternoon at a chillout club. It may have been good earlier on but now it's just died on its feet. All of a sudden the door flies open and we see Karol G arriving in full effect complete entourage in tow.

CUT as she stalks up to the bar and orders a round of Smirnoff drinks for everyone.

Pan around as the music kicks in and her infectious bichota vibe starts flowing through the club.

CUT to the barman who is putting the final touches on a highly exotic and innovative cocktail.

ZOOM IN for a split second it steals the spotlight from Karol G until an old woman in an outfit as exotic as the drink comes in and grabs it.

CUT to the dancefloor where we see a young woman voguing in front of everyone but as the camera tracks down we see that she has a prosthetic leg. That doesn't stop her dropping some serious moves.

Cut to a male couple kissing in the middle of a group of friends. Everyone toasts them.

CUT to s series of seriously diverse people each with their own brand of bichota and decked out in their own personal style posing and dancing.

FAST to a pan of similar looking drinks on the bar.

CUT back to Karol G who is standing at the bar in front of everyone.

All of a sudden all eyes are on her.

MVO & SUPER: Smirnoff. Unleash Your Bichota.



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// INCLUSIVE EXCLUSIVE

THE BEST EDITS ARE INVISIBLE.

I will definitely shoot more than we will need for the main spot so that we have plenty to choose from for the edit. I always find that it is better to shoot more footage, as there are always some angles that just work better than others. The script gives us a natural storyline that is linear but my intention is to add to the magic of the piece with cutaways and reaction shots to the action. It's almost impossible to accurately forecast or plan for these but when we have them, we can try different ideas in the edit.



SMIRNOFF GLOBAL // 'BICHOTA'

JESSY TERRERO



// REJOICE REVOICE

// MUSIC

SOUND IS THE MOST POWERFUL SFX.

It's 50% of every film is sound. In my films, maybe more. Here I feel that the sound design is more important than music itself.

When our senses are enhanced, we hear better as well. Everything is heightened and amplified. The sound design should reflect that and accentuate the background pre-part chatter, the laughs, the swirl and the rush. The right mix of ambient is vital to create the desired mood of refreshment, realism and excitement. Crafting the track with that sense of epic, scale and visceral drama will take us a long way down this path. Subtle at first, music can build organically upon the action, punctuating it as the talent dives deeper into the journey in to the club and people each discovering their brand of bichota.

First class sound design will amplify the emotional intensity of the film. Music and sound effects need to come together with the visuals as an integral whole to lend the spot an adrenalin charged, energetic and confident tone. The finished track should have a distinctive signature feel that that enhances the visual spectacle.



// WRAP

// WRAP

// WRAP

THE PARTY NEEDS YOU

This project feels like happy hour.

It's a wickedly inspired campaign idea that's guaranteed to ignite a new thirst for Smirnoff. I'm keen to roll out the bichota for you. I believe I have an amazing opportunity to push the boundaries of beverage advertising and create an intriguing, humorous, all-inspiring campaign that will entertain and tantalize the audience. It will create a new buzz for Smirnoff and strike a chord with a sense of fun and freedom that plays such an important role in the lives of our target.

And it's now Saturday night, time for a Smirnoff!

Jessy