

Haircuts

WITH HEART

CREATIVE PROMOTIONAL FILM

Creative brief presented by director Stebs
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HELLO!

Thank you so much for allowing me the opportunity to share my thoughts with you about how we can create something beautiful and inspiring for your organization Haircuts with Heart. As someone who lives in the Bay Area and cares deeply about the issue of homelessness and underserved communities (not to mention being someone who clearly needs to get better hair cuts), I have a strong connection to your organization and mission. I'm a busy person too and understand the desire to give back in whatever small way I can with the tools I have, so when I heard about Haircuts with Heart it really spoke to me both on a philanthropic level as well as on a personal business owners level.

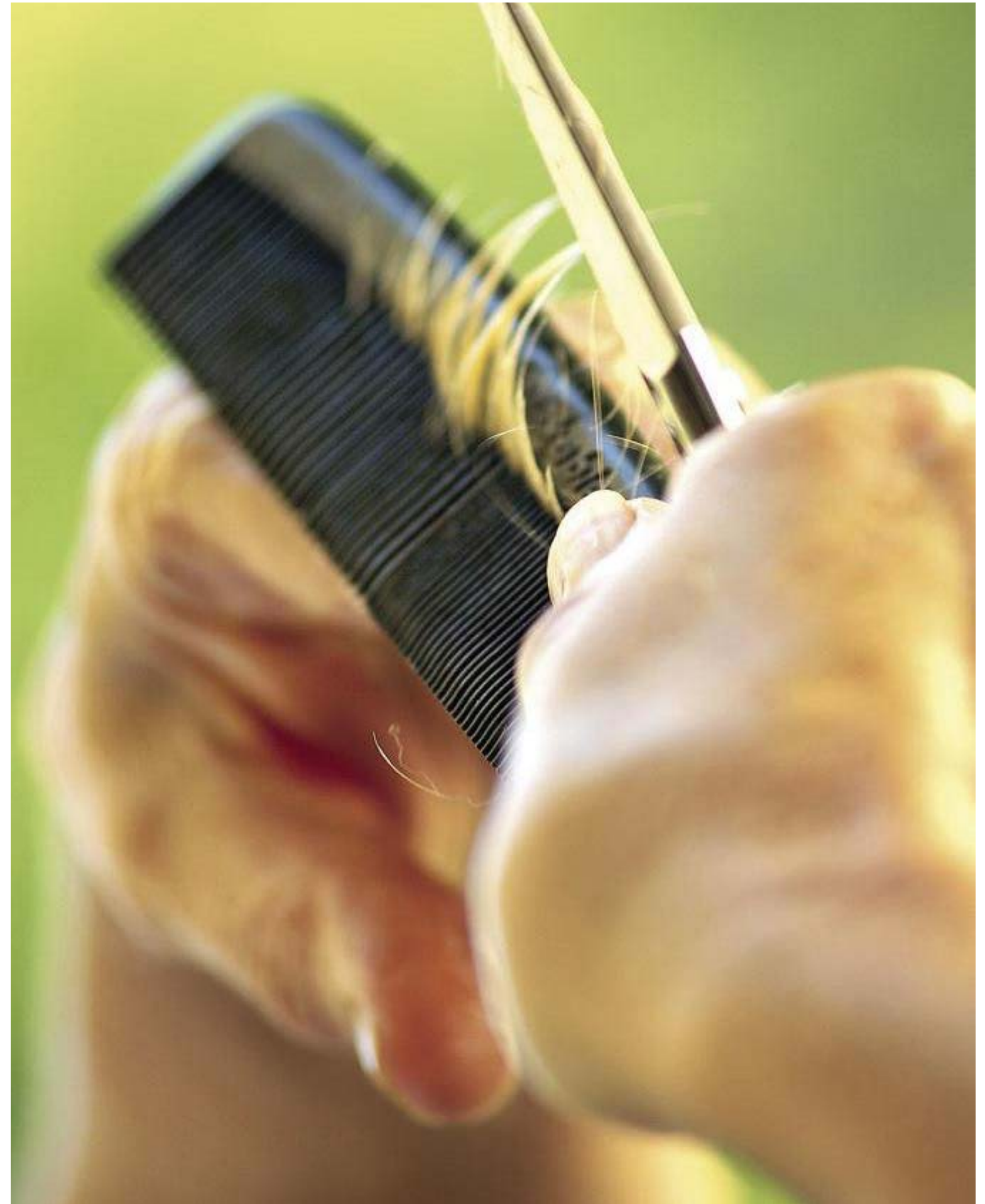
I believe with the right amount of creativity, time and heart we can create something moving and engaging for your audience. My hope is this film will both educate the general public about what you do, as well as bring in new volunteers to lend a hand to the cause. In the coming pages I'll share with you my thoughts on how we can achieve this. These ideas however are just that - ideas. If you have thoughts on how we can approach this in a different way I'm open minded and collaborative and excited to create something together.

GOALS

The overall goal of this film is to show the general public what Haircuts with Heart does and why, but most importantly to encourage new partners (salons, stylists and venues) to sign on with them. I believe the best way to this is to dive right into the heart of this and showcase the emotional impact on both the person who is being taken care of as well as the person giving the service (haircut, wash, etc). While I would love to have an interview with you - Rebecca - I believe nothing could exemplify the true core of this organization more than through the relationship between the volunteers and the people they serve.

I believe that we can do this by focusing on and highlighting the intimacy between both people from when they first meet to when they part ways - with the person being serviced now having a fresh look, and maybe both now having a fresh perspective on life. I think showing this relationship will not only encourage people to come to be taken care of, but it will even more importantly encourage volunteers to become a part of your organization by helping them understand the impact their actions will have not just on the people they serve but also on themselves.

It's also important for us to speak to possible venues to help you continue to have places to take care of people. In order to help salons (or other venues) to sign on with you it would be good to give a glimpse into the setup/course of events throughout the day (setup, doors opening, people lining up, etc). In the next page I will go into detail on how I imagine this - and the rest of what I've explained above - coming together to form the final film.





CREATIVE OVERVIEW

I would like to begin by speaking with Rebecca to get the origin story of the organization and check off the box of hearing the story from the beginnings to where it is now. I would like to try to avoid using this as the narration of the film as I think this can tend to be a little dry, however sometimes this ends up being the best route for us to go to communicate everything we need for the organization. The main idea though is to allow the raw interactions between volunteer and the person they're serving to act as the true showcase of what this organization does.

Recording raw conversations between the stylists and the patrons would be a great way to capture the relationship that's built between them. I'd even like to encourage the stylist to be the interviewer, prompting them to ask the patron questions about themselves and how this experience is making them feel. I think the same could also be done the other way, where the patron asks the stylist questions. In order to do this we'll need to bring on an audio person for this to - when appropriate - mic up all the stylists and each person they're serving to capture conversations rather than forcing a sit-down interview. I'd like to explore how to best do this so we can make everyone comfortable and willing to be on camera (we can speak more about this later). I would also like to get simple, personal interviews with the volunteers and patrons to make sure we have enough sound bites to tell the story fully.

In order to tell the story holistically and give salon/venue owners an idea of what the process entails I want to film a lot of little details of both the venue itself as well as the setup and process of the stylists. This would create some nice b-roll and give a personal feeling to the event itself. For example: neon "open" sign turning on, hairbrushes and clipper being lined up on a tabletop, aprons being tied and even grabbing before and after portraits of the patrons would be a nice way to showcase their transformation. I would also like to do the same with the stylists, and perhaps even as a portrait with both of them together. I believe bringing all of these elements together along with the interviews and conversations will help tell a simple and beautiful story of the work you and your volunteers are doing.

THANK YOU!

I very much appreciate the opportunity to share my thoughts on this project with you. While I know these ideas I've shared with you are brief, I'm excited for the opportunity to work with you to sharpen them and bring them to life. I think this film can be an engaging and moving film for our viewers and I hope we get the chance to build something together.

