

AMY MACDONALD STATUES

MUSIC VIDEO TREATMENT
BY JACKSON DUCASSE

INTRO:

MEET 'THE STATUES' AN ICONIC ROCK BAND LIKE NO OTHER. WHAT MAKES THEM SO DIFFERENT YOU ASK? WELL THEY ARE ALL TEN YEARS OLD FOR A START...

TAKE A BEHIND THE SCENES LOOK AT A FICTIONAL BAND OF CHILD ROCK STARS AS THEY HEAD INTO THE STUDIO TO RECORD THEIR LATEST RECORD.

THESE KICK ASS HEROINES ARE A FORCE TO BE RECKONED WITH!

WE WATCH AS 'THE STATUES' MAKE ROCK'N'ROLL HISTORY AND ALMOST FALL APART IN THE PROCESS.





CONCEPT:

FOR AMY'S LATEST SINGLE I WANT TO CREATE A FUN AND RAUCOUS MUSIC VIDEO FULL OF CLASSIC NODS AND REFERENCES TO ROCK BANDS AND THE 'ROCKUMENTARY' FILM GENRE.

THIS FAST AND LOOSE FAUX DOCUMENTARY WILL HAVE A PUNK SPIRIT AND WILL BE CAPTURED ON A VARIETY OF VIDEO FORMATS (HDV, SUPER 8 AND DIGITAL) TO BUILD A TIMELESS AND HISTORIC AESTHETIC.

OVERALL THE VIDEO SHOULD SERVE AS A FUN, PLAYFUL AND TONGUE IN CHEEK LOOK INTO THE MUSIC BUSINESS AND IT'S MOST WELL KNOWN CLICHES, WHILE CHALLENGING A FEW OF THOSE STEREOTYPES ALONG THE WAY TOO.

SET UPS AND TECHNICAL APPROACH:

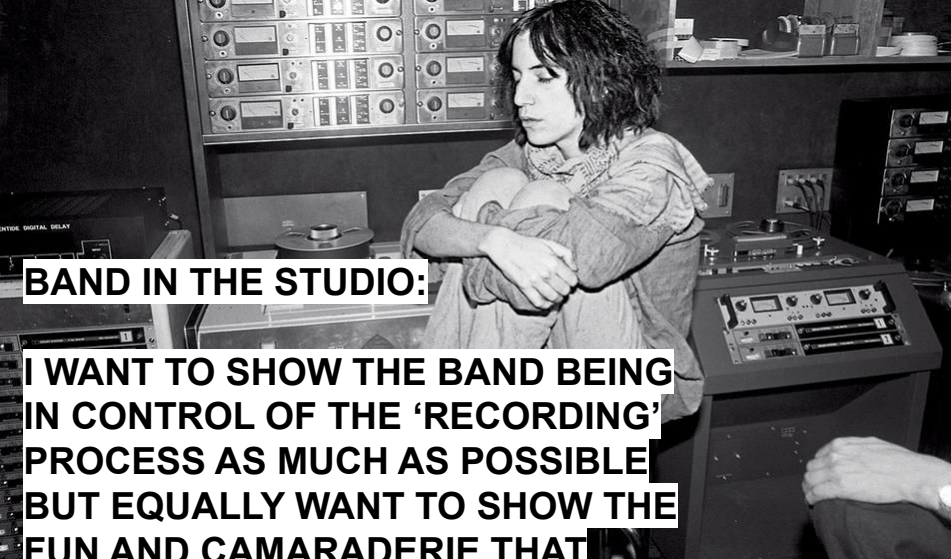
IDEALLY THE VIDEO WILL BE FORMED OF 4 SECTIONS:

- **BTS 'DOCUMENTARY' FOOTAGE OF THE BAND RECORDING / LIVING IN THE STUDIO**
- **A 'PRESS CONFERENCE' WE SEE THE BAND ANSWERING QUESTIONS IN FRONT OF AN IMAGINED AUDIENCE**
- **THE 'LIVE' SONG PERFORMANCE**
- **BAND PORTRAITS**

PLEASE SEE OVERLEAF FOR ANNOTATED MOODBOARDS FOR EACH SECTION.

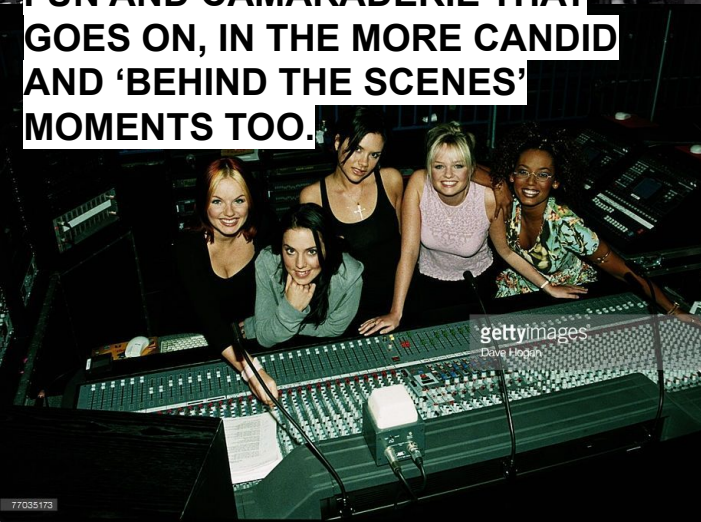
Been riding
room sticks
since she was 15
and ~~shot down~~
other witch on
the scene -
got a bullwhip
just as long as
life -
her tongue ~~with~~ can
scratch the

"SONG")
?
HAVE CHANGED
TEAR
EMAIN
MENTS
LI CAN RECALL
LIVING.
ALL
DEPT
TH YOU
MEANING
ETHING NEW
OFF AFFECTION
WENT BEFORE
THINK ABOUT THEM
ARE.
FF



BAND IN THE STUDIO:

I WANT TO SHOW THE BAND BEING IN CONTROL OF THE 'RECORDING' PROCESS AS MUCH AS POSSIBLE BUT EQUALLY WANT TO SHOW THE FUN AND CAMARADERIE THAT GOES ON, IN THE MORE CANDID AND 'BEHIND THE SCENES' MOMENTS TOO.





gettyimages®
Shinko Music

'THE PRESS CONFERENCE':

I LOVE THE IDEA OF CREATING A MORE FORMAL SETTING FOR THE BAND IN WHICH WE ESTABLISH THE 'ENFANT TERRIBLE' AND CAPTURE THE PUNK ATTITUDE OF THE GIRLS.

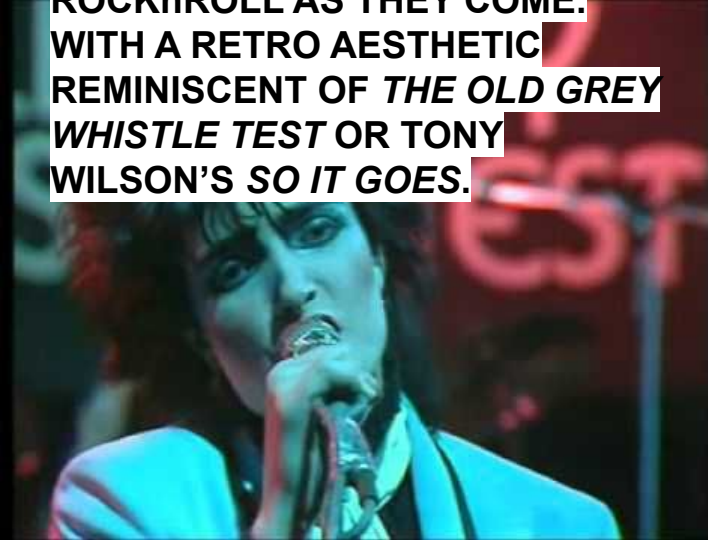


gettyimages®
Michael Ochs Archives



BAND PERFORMANCE:

AN ICONIC, WILD AND ROCKnROLL AS THEY COME. WITH A RETRO AESTHETIC REMINISCENT OF *THE OLD GREY WHISTLE TEST* OR TONY WILSON'S *SO IT GOES*.





BAND PORTRAITS:



**CLASSIC ROCK BAND
PORTRAITS AND POSES
THAT FEEL BOTH IN YER
FACE AND CANDID.**



nce I met 'cha
of me that keeps me wantin you,

THANKS FOR READING.

**IF YOU HAVE ANY QUESTIONS
PLEASE DON'T HESITATE TO
ASK.**

JACKSON DUCASSE

**LAS
BANDAS** **BE
BRAVE**

CONTACT:

kj.ducasse@gmail.com

andy@lasbandas.tv