

BTS PRODUCTION NOTES

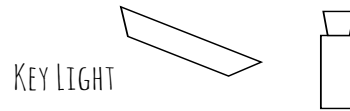
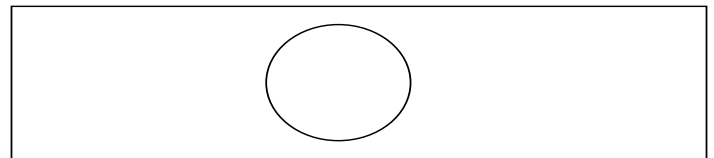
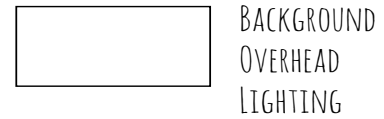
#21B - Fine, Filtered, Fresh

“ The idea behind Fine Filtered Fresh was to put together a short commercial to convey the message that AW Media produces video that is modern, yet a little different. It had to appeal to a wide audience of marketing professionals. Based on the similarities between video production and food preparation (something familiar to all), the decision was made to use a cake as the subject. Anyone can bake one, but getting it just right requires skill, expertise and love.

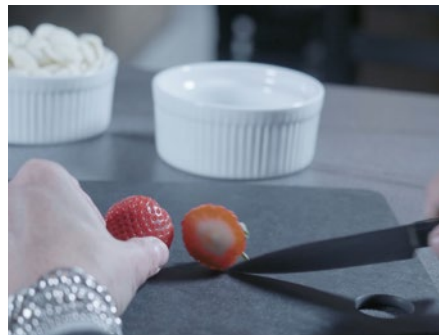
Colour



Lighting



Set & Props



To give a modern look the location had to have depth and an ability to control the light. A dark granite surface and a clean modern kitchen motif would be the set, offset with colours representative of AW Media's logo. Two lights at 45°, with no fill gave a hard edge to accentuate the frosting.

Fin.

<https://youtu.be/3ilzKTfE8Sc>

