



Video Production
lemonlight.com

DEUTSCH, HONEST THIEF

PRE-PRODUCTION DECK



CREATIVE

DEUTSCH, HONEST THIEF

OVERVIEW

THE BRAND

Deutsch Family Wines has been bringing quality wines produced by prestigious families around the world to market since 1981... and now, they're introducing a brand new Cabernet Sauvignon to the world.

In the 1850's Gold Rush Era American West, Paso Robles was California's first wine growing region. A hard-scrabble land, it was also home to bandits, scoundrels, and legends - and one Joaquin Murietta who gained a reputation as a local anti-hero. After his capture, his lover Rosita vowed that his ill-gotten gains would be used to right some wrongs. And she became... the Honest Thief, the namesake of a wine that celebrates strong women who want a wine with a little virtue, villainy, and artistry in every glass.

Deliverables:

- 1 x :30-40 brand introduction video



APPROACH

INTRODUCING, THE HONEST THIEF

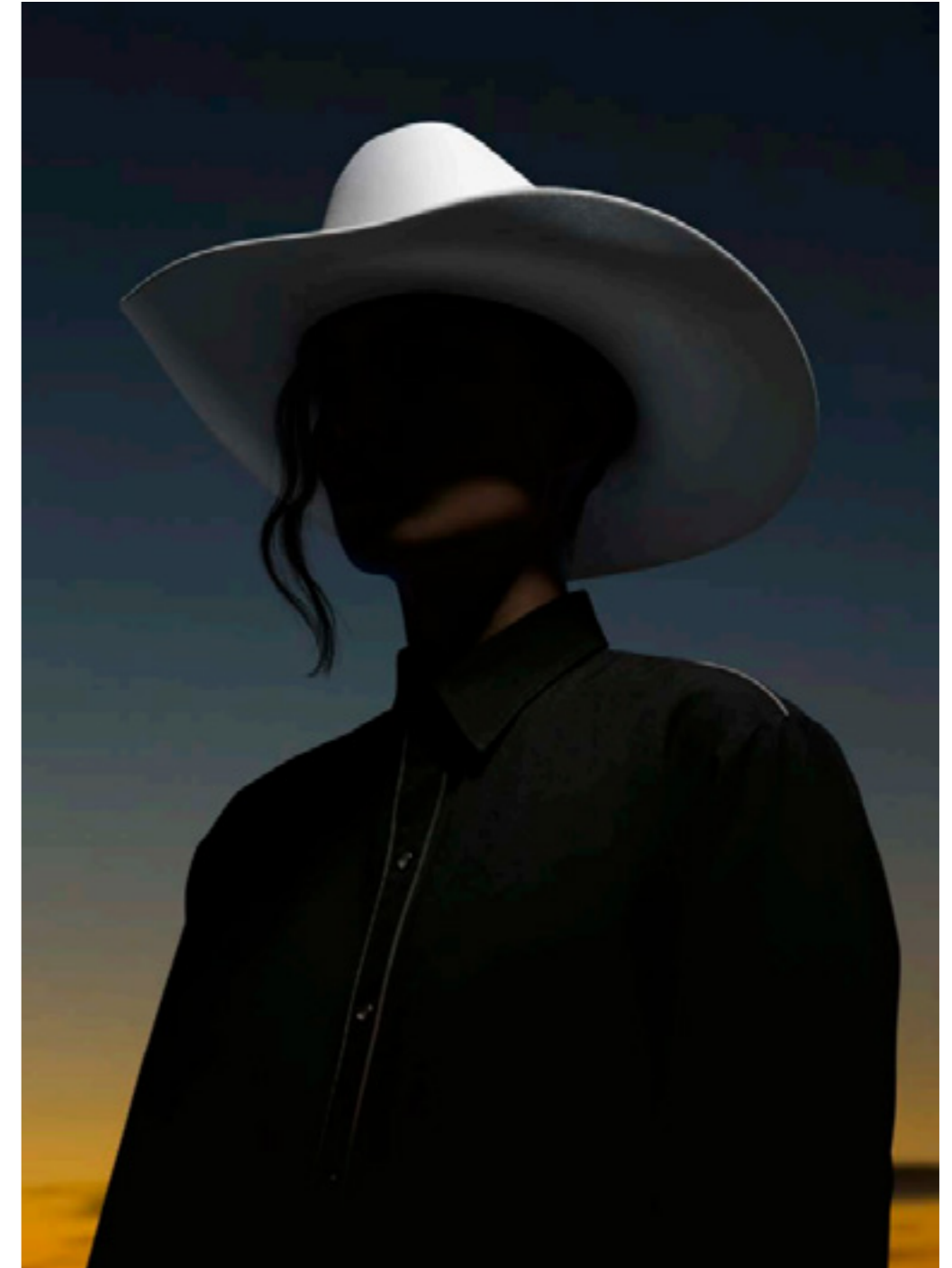
Paso Robles has always been a home to mavericks, including many present-day wine-makers who proudly portray themselves as “Not Napa.” Honest Thief is decidedly Not Napa. The brand, like the wine, is distinctive, rebellious, real, with a bit of Southern California swagger.

We’ll be making a brand introduction video worthy of this region’s masterful and rich wine-making reputation, and of the namesake, the Honest Thief. The Thief will be personified, given an image, a story, and an undeniable allure. This story might start with a man, sure - but that’s not how it ends. Rosita picks up the torch of her captured bandit lover, but she has plans for his riches. Smart, savvy, and smooth, she evades capture and promises that she will make the wrongs of the past right - and she isn’t afraid to find some mis-

chief along the way.

At its core, this is the story of a strong woman who lives her life by her own rules - with no fear. Seen mostly in the shadows, she’s no stranger to breaking and entering when there’s something she wants. All of it, of course, to deliver her own brand of justice.

In this video, we’ll hear and see Rosita’s story - the visuals will transport our audience to the rough-and-tumble Paso Robles wine region in the 1850’s, where true strength and virtue was not afraid to ‘do a little wrong to make a right’.



LOOK & FEEL

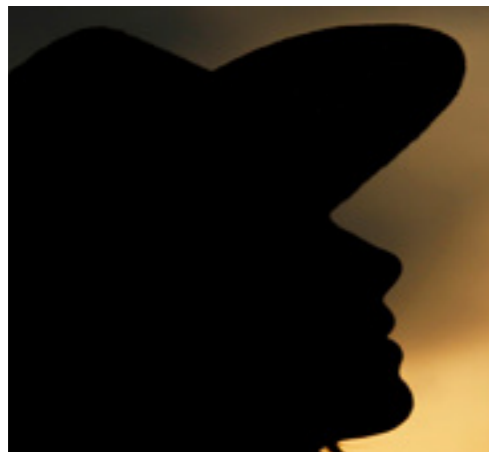
CINEMATOGRAPHY

Mainly shrouded in darkness, with glimmers and hints of rough terrain and an old barn visible, the drama of this piece will be heightened by light used sparingly. Dust and smoke stirring through the air will be caught in extremely close up slow motion shots, helping to create the environment of dangerous allure. Wider shots will serve to establish the darkened surroundings and the vast hills in the distance, while close up shots will call attention to the more intimate details of The Thief and her activities.

Audio design will play a large role in this piece, as the sounds of horses, shuffling on the ground, and whispered voices will transport the audience to our secretive location.



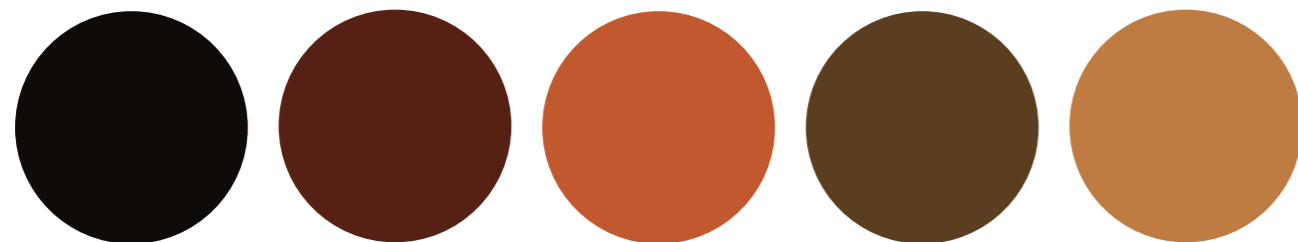
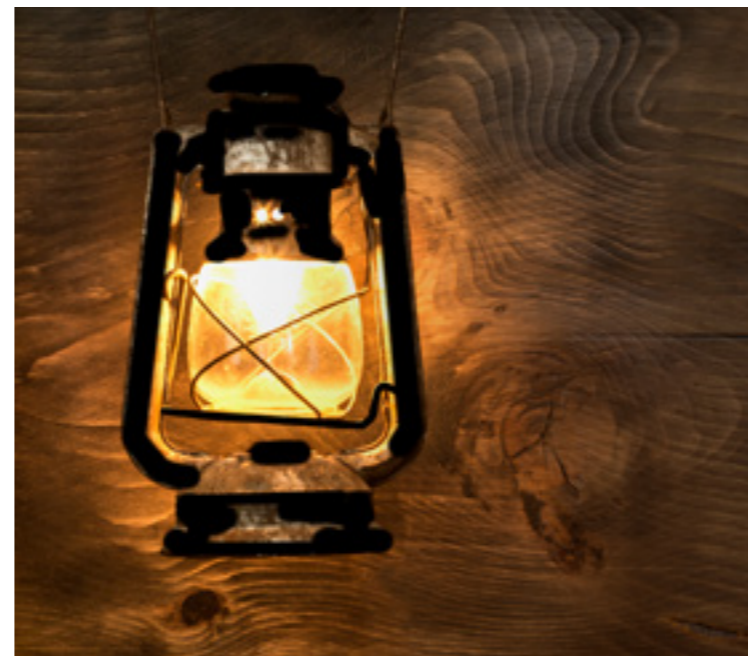
MOOD BOARD



PRODUCTION DESIGN

Our story takes place in a western Gold Rush era setting, amidst the rolling hills of Paso Robles. To recreate this environment, we'll be filming at a movie ranch or an actual barn that can provide a variety of settings for our story to take place. Old barns, wooden structures that appear weathered, and stone rooms or cellars with a cold, barren aesthetic.

Cutting through the darkness will be an old western lantern used by The Thief to light her way, casting her shadow onto the walls. The goal is for our settings to be so reminiscent of these places that the audience can smell them.



WARDROBE

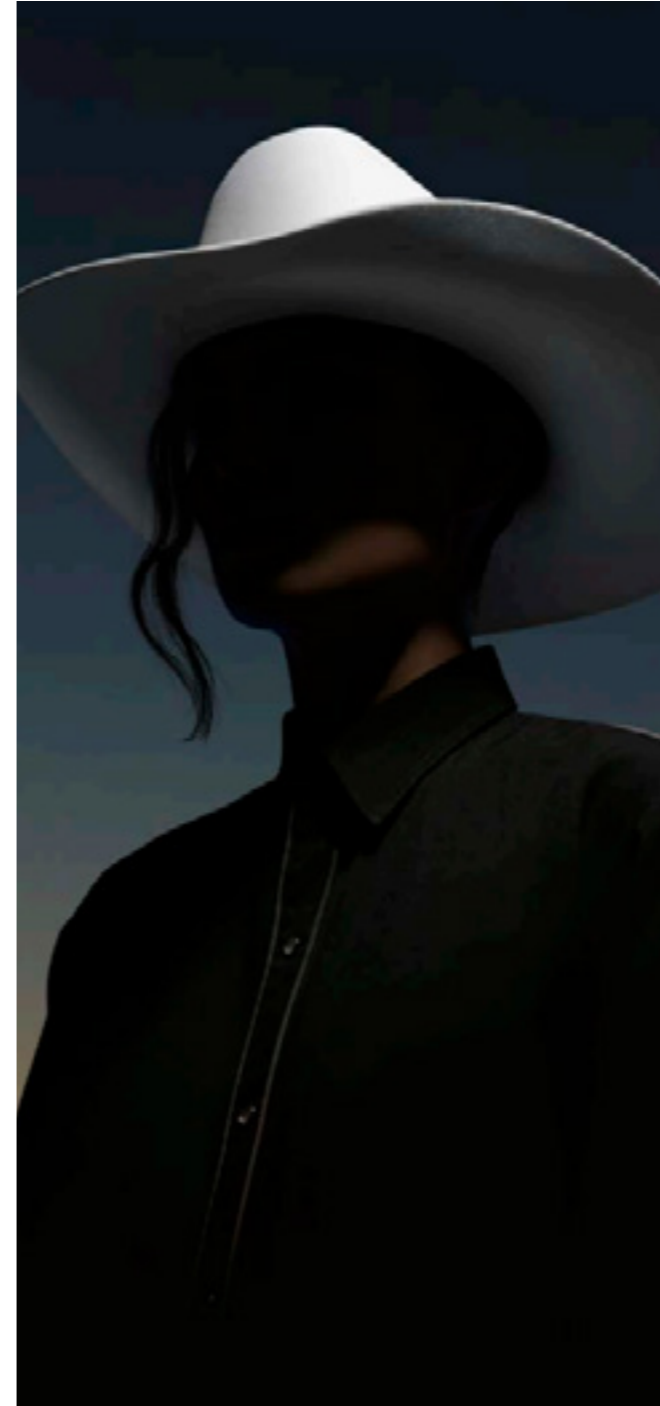
THE THIEF

Wardrobe

The Honest Thief wears a non-descript outfit of the times - the kind you'd wear in the field, except with a little more flair. Seen mostly in the shadows, her serape appears at times almost cape-like, and her signature white hat cuts through the darkness just enough.

Hair and Makeup

Time period appropriate, natural - but when seen, her beauty shines through.

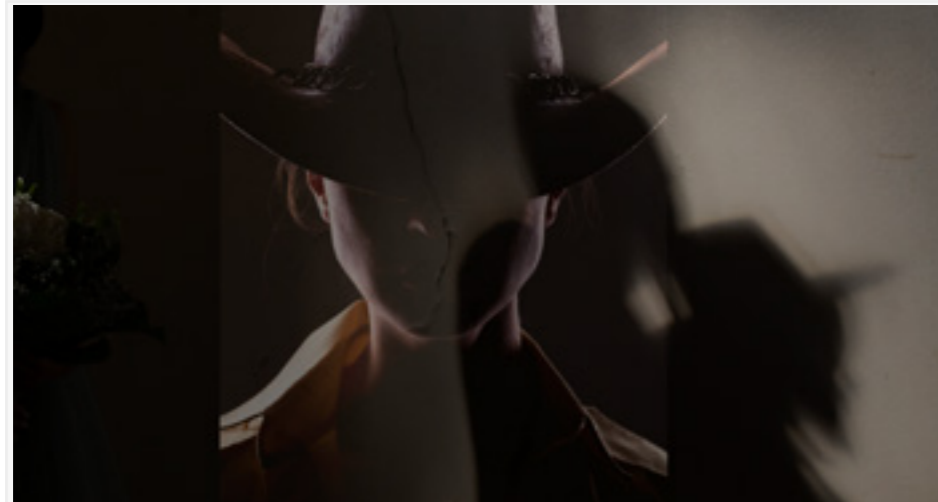




STORYBOARDS

DEUTSCH, HONEST THIEF

SCENE 101



EXT. COUNTRYSIDE AND RIDGE - DUSK

A Figure stands in silhouette, dust swirling around in slow motion, all the particles visible. A Horse BRAYS in the distance, we hear HOOVES.

A WOMAN'S VOICE speaks, narrating. The voice is feminine but seasoned, daring and tough.

VOICEOVER

VO: The Gold Rush era was my time. My lover Joaquin had been a fugitive on the run.

ALT VO: The Gold Rush era was my time. My love Joaquin had been a fugitive on the run.

SCENE 102



EXT. DARK ALLEYWAY - NIGHT

In the darkness, long shadows are cast beneath a lamp on the side of a barn. We catch a glimpse of a Murietta Wanted poster. In silhouette, we see the back of a sleek FIGURE with a WHITE COWBOY HAT enveloped in darkness. A set of boots with spurs clink, as the figure walks past heavy wooden gates.

VOICEOVER

VO: They'd finally captured him, and I was on my own.

SCENE 103



EXT/INT. BARN - NIGHT

In darkness the Figure approaches and barn door. There is a CLINK, then a LOUD THUD as the lock is broken and falls. The door opens and the Figure slips inside.

VOICEOVER

VO: I grabbed what I could, stole a horse took off up the Santa Lucia ridge to avoid capture.

SCENE 104



INT. BARN - NIGHT

The Figure picks up and lights an old lantern, moving stealthily in dim light through the space. Horses BRAY, and SHUFFLE.

VOICEOVER

VO: ...searching for every last satchel (of gold) we stashed along the way.

SCENE 105



INT. BARN/CELLAR - NIGHT

Now in a dark cellar, the Figure's shadow continues along the wall. Outlined in the darkness are crates and wine barrels. The Figure pulls a bottle out of a crate, and a glass.

VOICEOVER

VO: I promised myself, Joaquin's ill-gotten gains would be used for good--

SCENE 106



INT. BARN/CELLAR - NIGHT

A cork POPS, and the Figure raises the bottle to her nose and take a deep breath, long eyelashes and delicate features are revealed - the Thief. Her face still mostly shrouded in darkness. She takes a drink straight from the bottle, and grins with satisfaction. (Bottle is unbranded in this frame) *(ALT, use glass-ware.)*

VOICEOVER

VO: --and that's a promise I intended to keep

SCENE 107



INT. BARN/CELLAR - NIGHT

Suddenly there's a commotion. In darkness, it's hard to track the visual. MEN YELL in the distance, horses SHUFFLE. *(Need a in-character thief action here. Smashing the bottle may be a little over the top.)*

VOICEOVER

VO: Sometimes in life you gotta do wrong...

SCENE 108



INT. BARN - NIGHT

A gate flies open. The sounds of horses escaping the corral in the darkness - BRAYING, HOOVES HITTING the dirt, etc. Voices SHOUTING in the distance. In the commotion, the Thief has snuck out.

VOICEOVER

VO: ...To make things right

SCENE 109



EXT. BARN - NIGHT

In full silhouette, the Figure in the white cowboy disappears into the shadows, morphing into the label of the present day Honest Thief Cabernet. The wine bottle is sitting on a rustic table, becoming the hero product shot.

VOICEOVER

VO: I may be a thief, but at least I'm honest.

SCENE 110



END CARD. (WINE INTRODUCTION: NEW VO)

The hero product shot remains on screen, maybe a simple glass with red wine beside it.

GRAPHICS

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ALT VO ENDINGS/WINE INTRODUCTION:

ALT V1:

Honest Thief Cabernet Sauvignon. An award winning wine inspired by the maverick women of the Gold Rush era: Dark Fruit. Brown Spice. And a dusting of toasted tobacco for a distinctly Paso Robles taste.

ALT V2:

The story of the Honest Thief captures the renegade spirit of our wine-making: A blend that's bold and captivating, with dark fruit, brown spice and a dusting of toasted tobacco for a distinctly Paso Robles taste.

ALT V3:

The story of the Honest Thief is a parallel for our wine-making. We take the bounty of the land and the secrets and techniques we've stolen from our mentors to create a wine we think you'll treasure.

ALT V4:

Honest Thief Wine. Virtue, villainy and artistry in every glass.

ALT V5:

If we're honest, all wine-makers are thieves. We steal the grapes from the vine, we steal the secrets from the wine-makers that came before us. And, then if we do it right, we give it all back in the form of delicious wine. Honest Thief Cabernet Sauvignon from Paso Robles, where Virtue meets Villain in every bottle.



THANK YOU

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