



**IT LISTENS TO YOU**

**BY NARAYAN**





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FILM 1 -  
THE SCRIPT



The film shows the celebrity talking to his shower asking it to **“start.. pour...on”** and as nothing happens he looks at the shower head with sad expression.

Next cut he is shown smiling at his door and says. **“Khul jaa sim sim...”** in a funny way but nothing happens. Again he tries saying **“Open”** nothing happens.

Later he is shown looking at his dog laying lazy on the floor and he asks his dog “ Lucy stand ... Lucy rise.. ok stand “ and the dog still sleeps lazily out there. He then leaves it all and sits on his sofa and with a laziness in his voice says to his tv “Play ‘dil chahta hai’ ” and the television switches to play the song of dil chahta hai by saying **“ Playing ‘dil chahta hai’”**.

And with excitement the celebrity gets up and looks around with surprise and happiness. And then he looks at the dog and says **“See, learn something... that’s how you listen”**

And he starts dancing as the music plays leading to the product shot with

Product information.

Voiceover : **“Yes, Impex TV listens to you to give you the complete android experience, always. Impex complete android tv. It listens to you.”**

# DIRECTOR'S BEARD



FRAME 1



The film shows the celebrity talking to his shower asking it to

FRAME 2



“ start.. pour...on ” and as nothing happens he looks at the shower head with sad expression.



FRAME 3



Next cut he is shown smiling at his door and says,

FRAME 4



“ Khul jaa sim sim...” in a funny way but nothing happens. Again he tries saying “Open” nothing happens.



FRAME 5



Later he is shown looking at his dog laying lazy on the floor and he asks his dog.

FRAME 6



“ Lucy stand ... Lucy rise.. ok stand “ and the dog still sleeps lazily out there.

FRAME 7



He then leaves it all and sits on his sofa

FRAME 8



And with a laziness in his voice says to his tv



FRAME 9



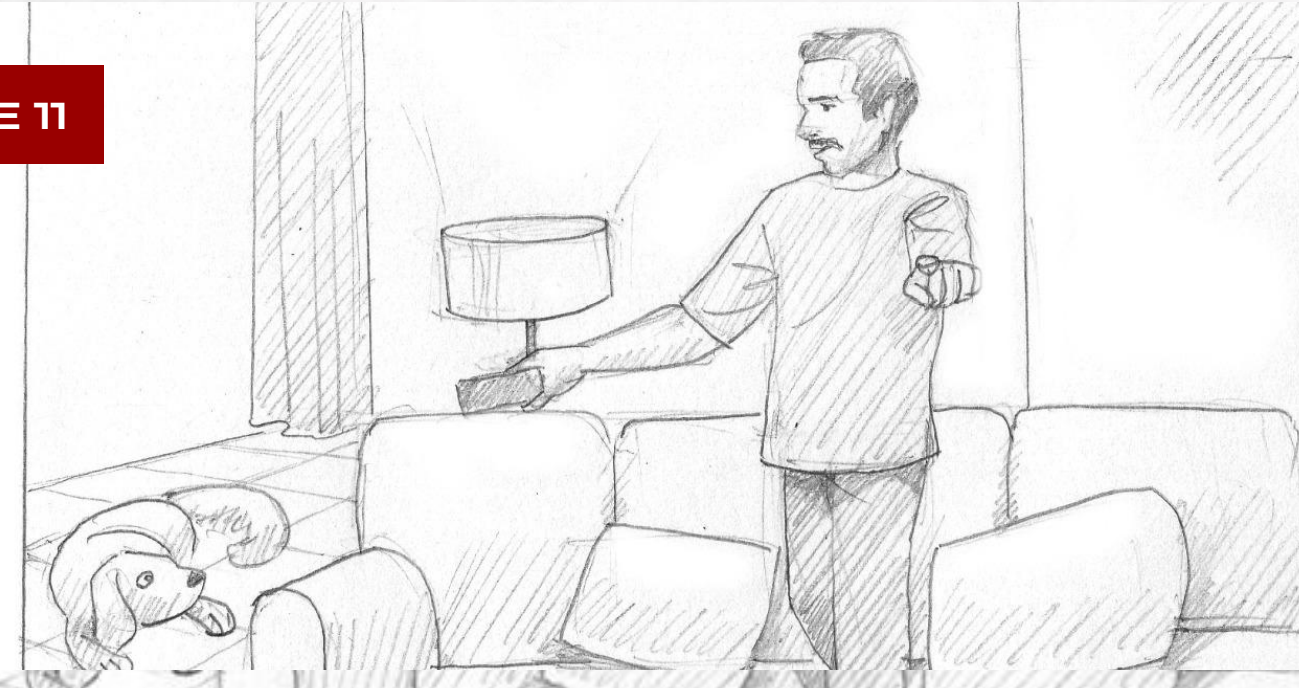
“Play ‘dil chahta hai’ ”

FRAME 10



And the television switches to play the song of dil chahta hai by saying “ Playing ‘dil chahta hai’ ”.

FRAME 11



And with excitement the celebrity gets up and looks around with surprise and happiness. And then he looks at the dog and says

FRAME 12



“See, learn something... that’s how you listen”



FRAME 13



And he starts dancing as the music plays leading to the product shot with

FRAME 14



“See, learn something... that’s how you listen”

FRAME 15



LOGO





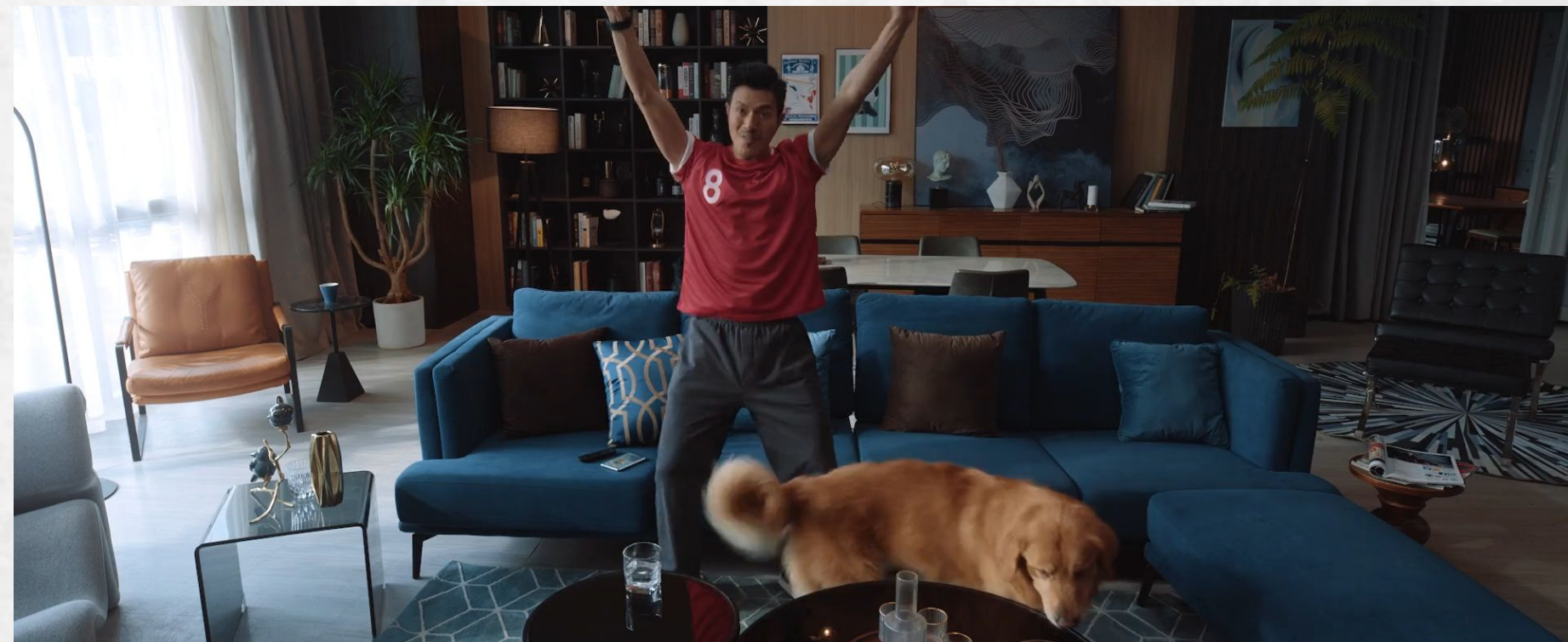
**LOOK & FEEL**







# THE LIVING ROOM







# TELEVISION REVEAL







# FILM 2 - THE SCRIPT

The film shows that the celebrity watching something very curiously, while saying “Wah..amazing”

His butler comes in to ask “Sir, shall I serve the breakfast ?...”

He is still looking to a side, without looking back he replies ”Wait..Wait”

Suddenly his maid passes in front of him, blocking his view. He impatiently asks her to move away.

When camera widen then we see he watching beautiful visuals on Impex television.

Shots of the beautiful visuals in Impex TV.

The butler enters again just smiles and says “Shall I serve the breakfast sir?”

The celebrity is seen to be lost in watching and admiring “Just look at it... Thomas”

His pet dog comes and gets on the couch where he is sitting. It makes some sound but he doesn't even looks at it.

The butler looks at and smiles then again says “Sir, shall I.. breakfast?”

The celebrity ignores it all just watches and enjoy the new Impex TV.

Product shot with information





# DIRECTOR'S BEARD



FRAME 1



The film shows that the celebrity watching something very curiously, while saying “Wah..amazing”

FRAME 2



His butler comes in to ask “Sir, shall I serve the breakfast ?..”



FRAME 3



He is still looking to a side, without looking back he replies  
"Wait..Wait"

FRAME 4



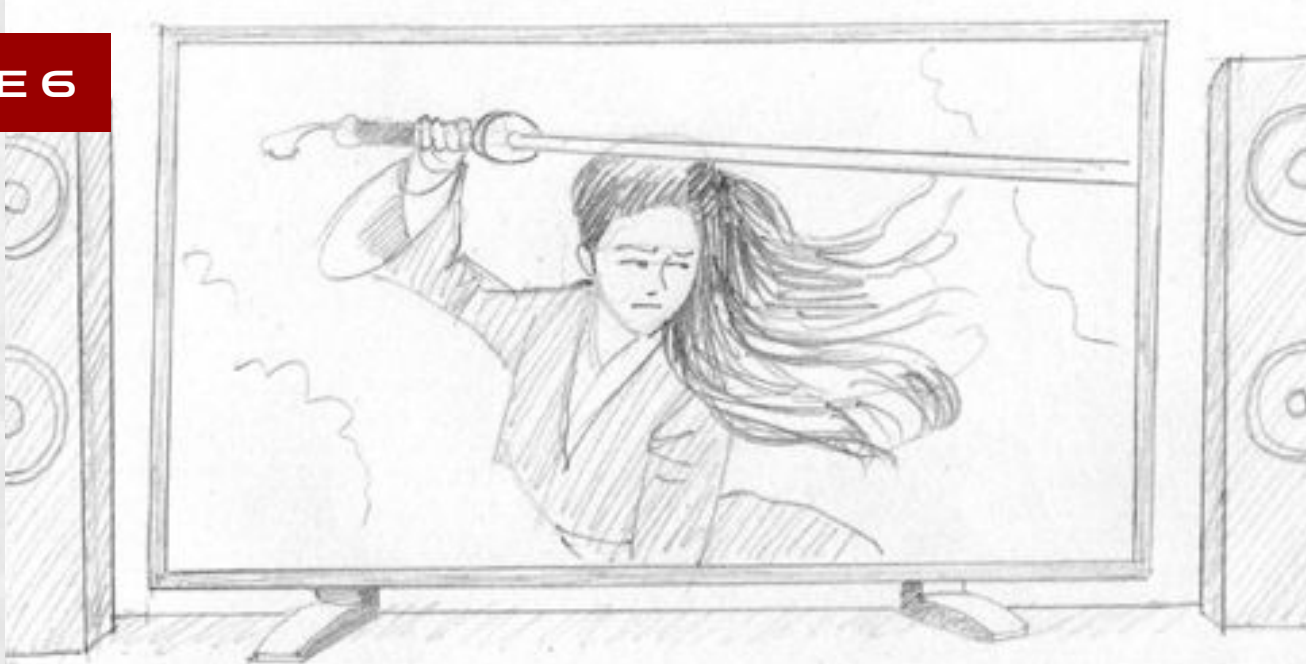
Suddenly his maid passes in front of him, blocking his view.

FRAME 5



He impatiently asks her to move away.

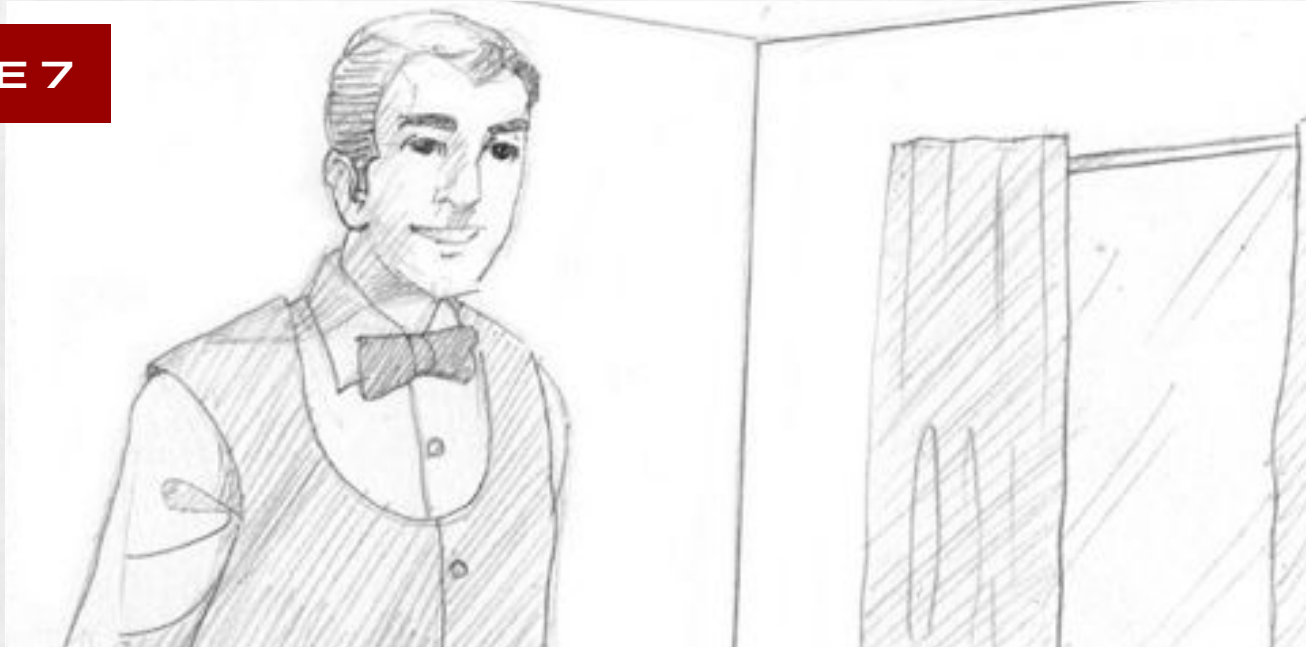
FRAME 6



When camera widen then we see he watching beautiful visuals  
on Impex television.  
Shots of the beautiful visuals in Impex TV.



**FRAME 7**



The butler enters again just smiles and says “Shall I serve the breakfast sir?”

**FRAME 8**



The celebrity is seen to be lost in watching and admiring “Just look at it... Thomas”

FRAME 9



His pet dog comes and gets on the couch where he is sitting. It makes some sound but he doesn't even look at it.

FRAME 10



The butler looks at and smiles then again says "Sir, shall I.. breakfast?"



FRAME 11



The celebrity ignores it all just watches and enjoy the new Impex TV.

FRAME 12



Product shots.  
Voiceover : "Yes, Impex tv Listens to you to give you the complete android experience, always.  
Impex complete android tv. It listens to you."

FRAME 13



LOGO





**LOOK & FEEL**







# THE LIVING ROOM





# TELEVISION REVEAL



**You Are Wanted**  
★★★★★ (3271) IMDb 6.1/10 2017 CC  
Hotelmanager und Familienvater Lukas (Matthias Schweighöfer) wird brutal aus seinem Alltag gerissen, als jemand seine...

FILME & SERIEN

AMAZON ORIGINAL  
**YOU ARE WANTED**  
NEUE SERIE

VIER GEGEN DIE BANK  
DER GEILSTE TAG  
DER NANNY

APPS

prime video NETFLIX ARD<sup>1</sup> MEDIATHEK ZDF

**EXTRACTION**  
97% Match 2020 1hr 57m  
Watch Extraction Now  
Rival drug lords. A kidnapped kid. Impossible odds. What starts as just another mission turns into his best shot at redemption.

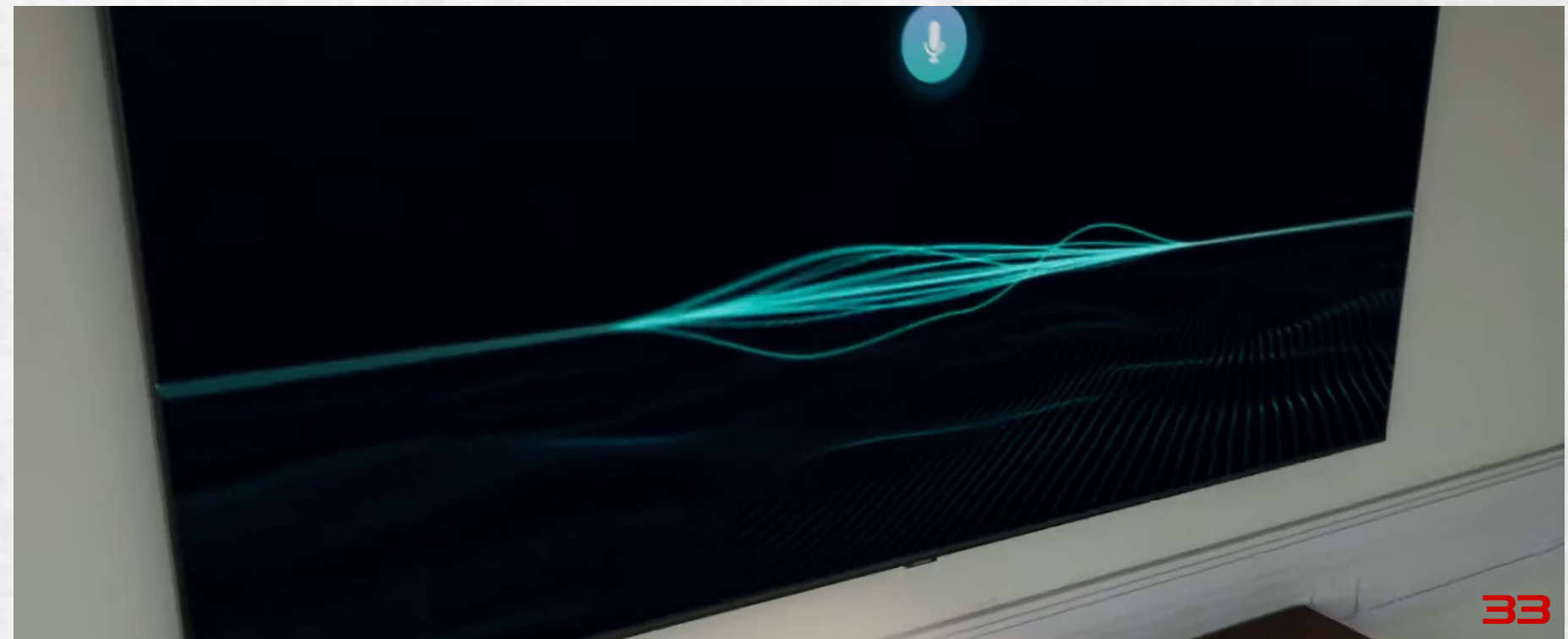
Popular on Netflix

RAAT AKELI HAI MONEY HEIST CLASS OF '83 MASABA MASABA love, guaranteed LUCIFER D A R K NETFLIX






# PRODUCT INTEGRATION





A man with short dark hair, wearing a light grey crew-neck sweater, is seated on a black leather chair. He is looking off to the right with a thoughtful expression. The room is dimly lit, featuring a modern lamp with a black spherical shade and a wooden base. The background shows a white, textured surface, possibly a bed or sofa. A large red geometric shape, resembling a triangle, is overlaid on the right side of the image. The text 'OVERALL VISUAL APPROACH' is written in a bold, white, sans-serif font across the center of the image.

**OVERALL  
VISUAL APPROACH**



# CAMERA & LIGHT

A man in a red shirt is sitting on the floor, watching a television. The TV shows a soccer game on the left and a man sitting on a sofa on the right. The room is modern with a wooden TV stand, a wire rack of speakers, and a potted plant. The lighting is soft and focused on the TV.

I'd like to have tall windows that allow a strong passage of light into the frames. The film has style but within a moody framework, I'd still like to bring in a sense of authenticity and realism in the design.

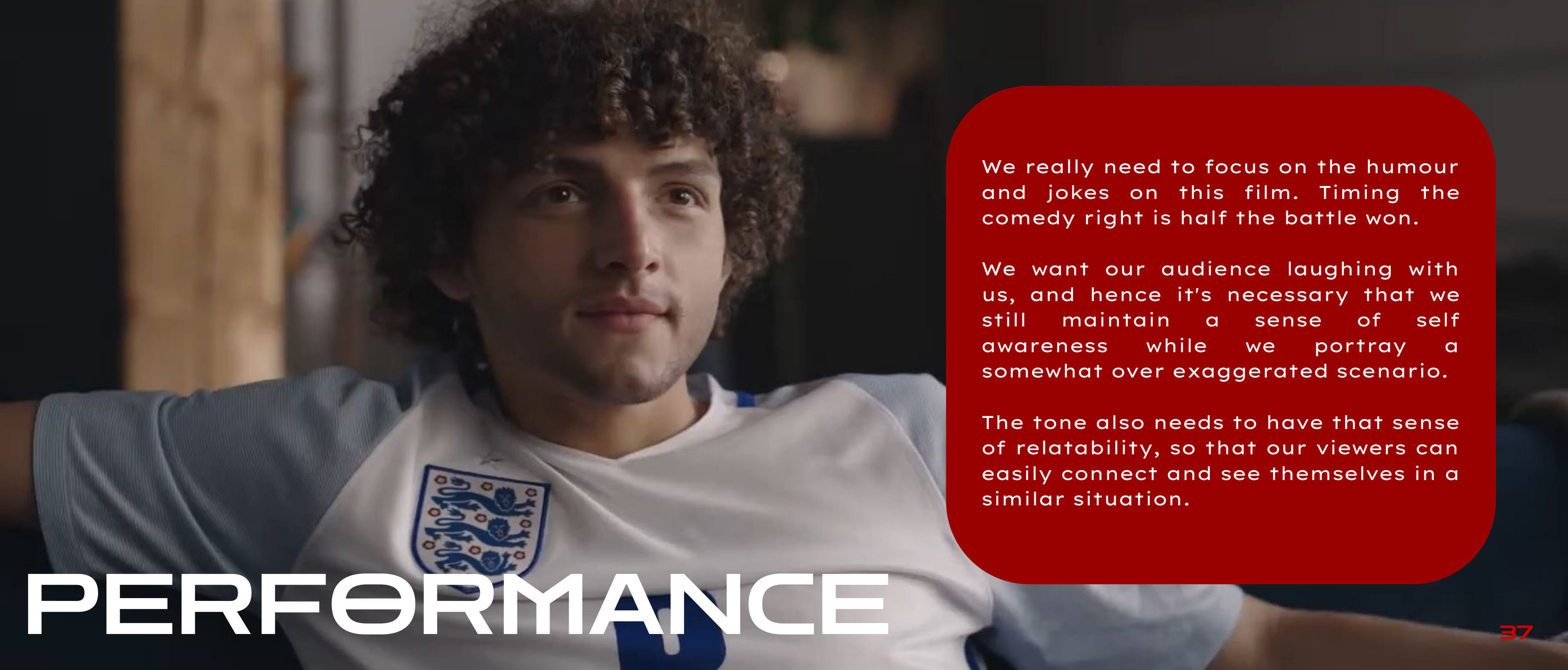
It's critical that while we use wide shots to show the space, grandeur and establish the TV and its looks, I'd like to incorporate some perspective lensing and focus on some close shots for the emotions to land.

Through the film, while we stay close to our characters in terms of magnification, a nice wide background not too out of focus will make the viewer feel like they're in the settling themselves - an immersive treatment with a touch of comedy.









We really need to focus on the humour and jokes on this film. Timing the comedy right is half the battle won.

We want our audience laughing with us, and hence it's necessary that we still maintain a sense of self awareness while we portray a somewhat over exaggerated scenario.

The tone also needs to have that sense of relatability, so that our viewers can easily connect and see themselves in a similar situation.

# PERFORMANCE



# THE PRODUCT

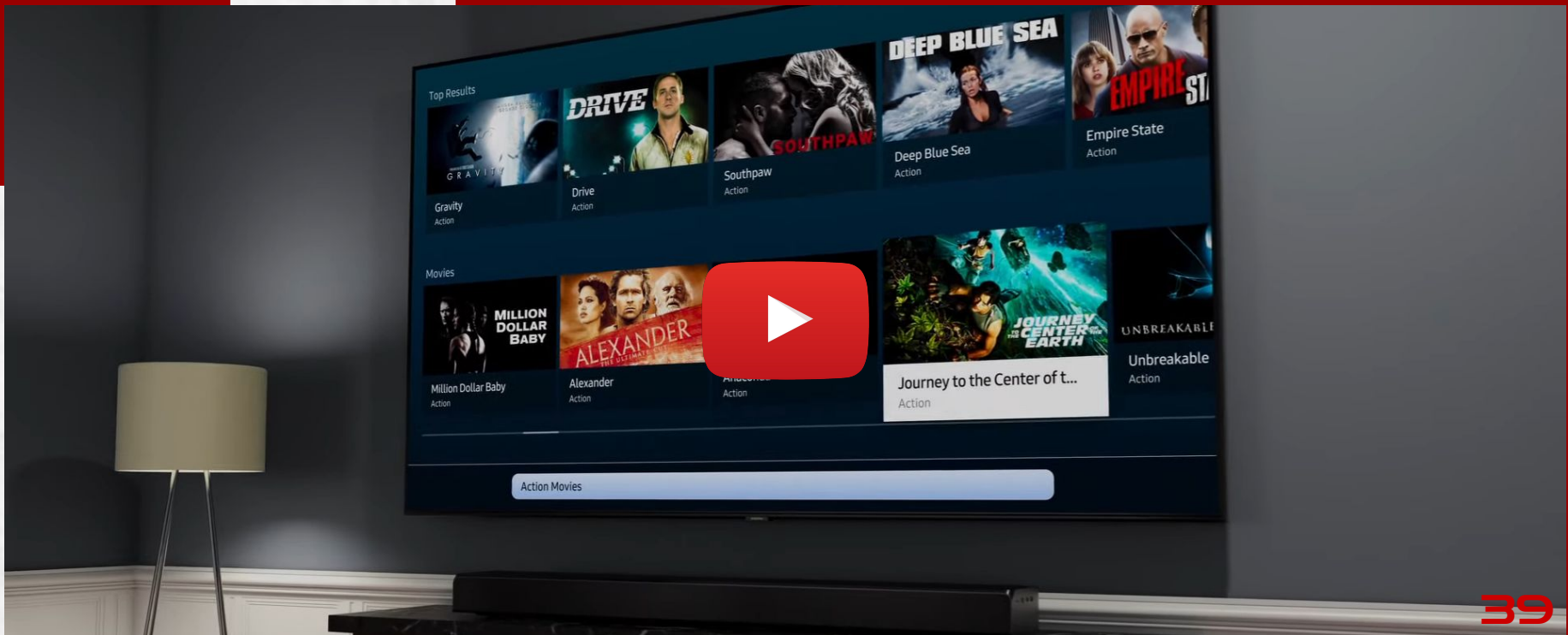
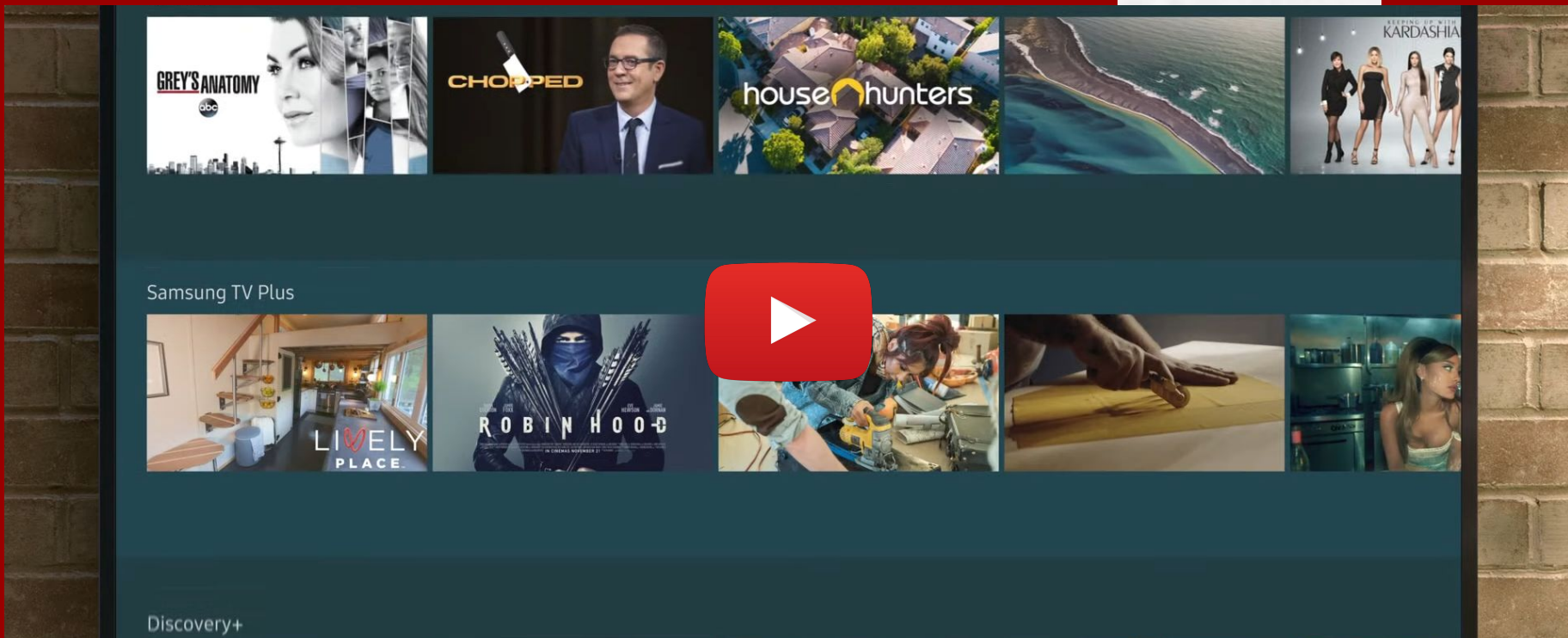
The idea is to showcase how the Android function in this film has such sound listening abilities.

While most of the crux is embedded smoothly into the narrative, I'd like to seamlessly allow the TV to fit into the narrative, like the voice recognition and also the pleasure of watching on a high end television with great facilities.

In my experience with televisions, it's less about how the TV looks but more about the user experience. I'd like to not only build on that but also take advantage of the fact that not only do we have a television that transposes the user experience, making it more personal and user friendly but also have nice sharp looks to compliment the Smart TV.

LG SIGNATURE







# VISUAL SPACE



The idea is to show different corners of a house that could seem like Saif and maybe Kareena's house too. I feel a mix of modern Indian elements in a contemporary modular living space or even the bedroom could have a nice balance in the overall aesthetic, making it more premium.

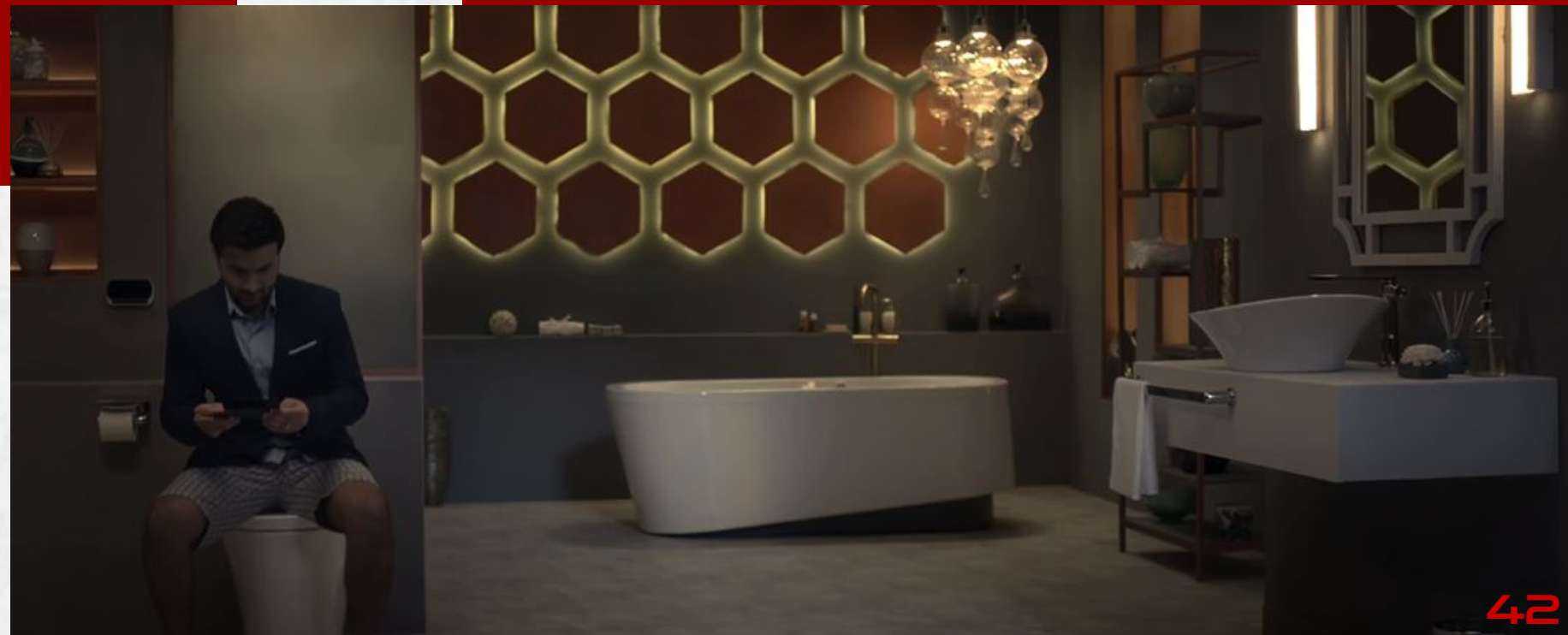
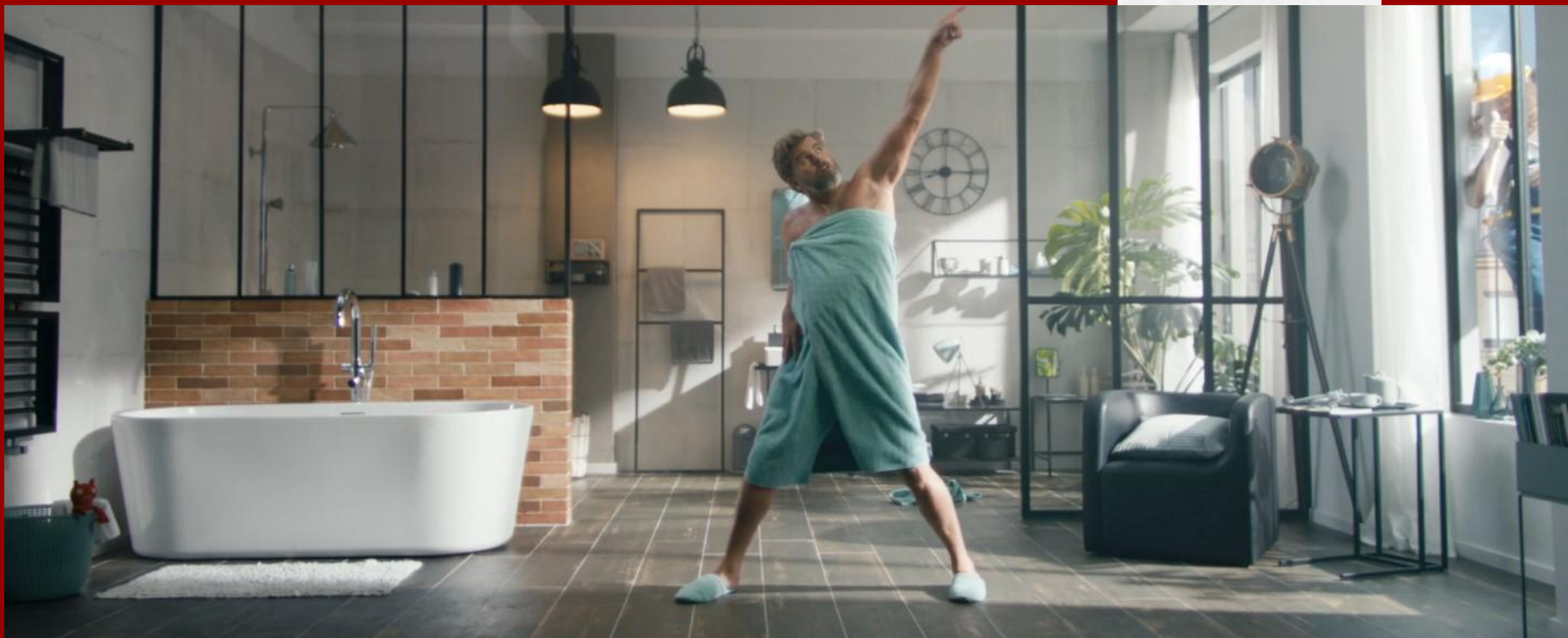
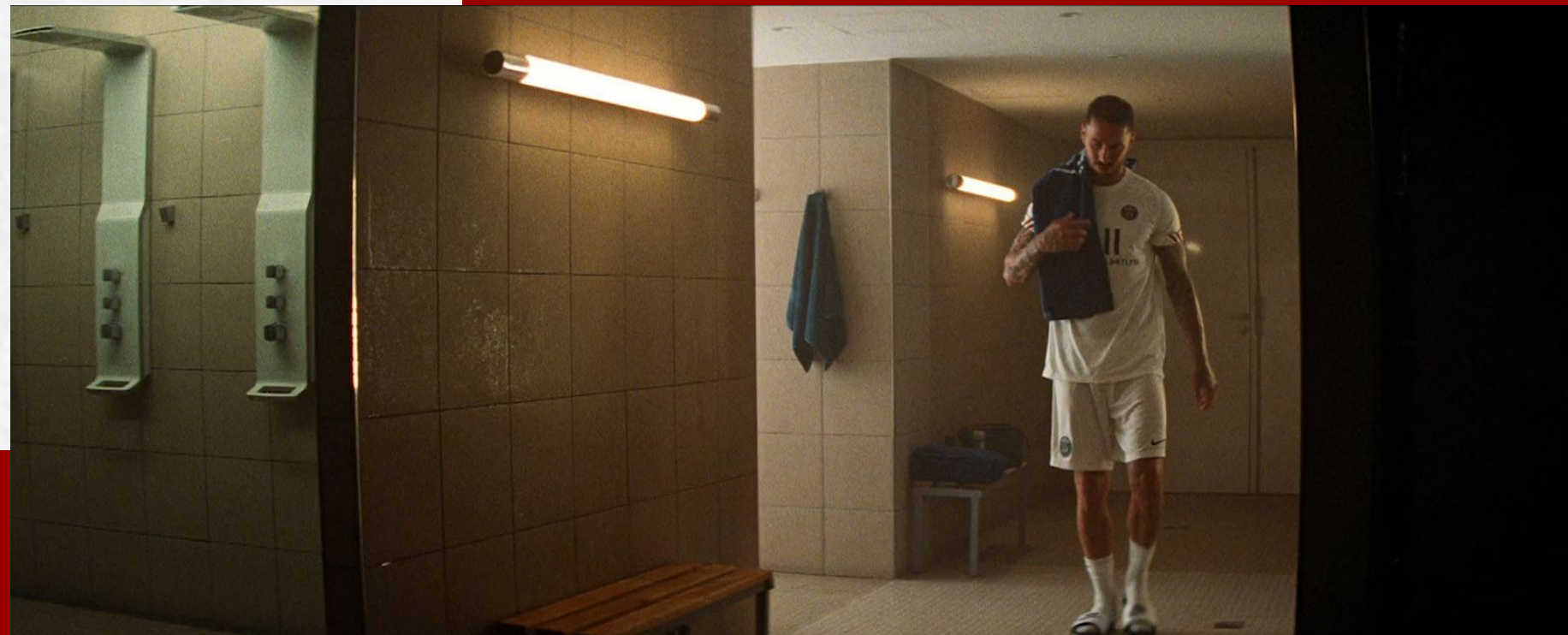
The placement of the windows would play a big role in inducing warmth in the frames as well as in making it look naturalistic. I'd like to add props and wall paper in deeper tones to bring out a nice moody lighting without making the film look too dark.







# BATHROOM







**DIRECTOR'S PREFERENCE -  
LOCATION AND RECCE**

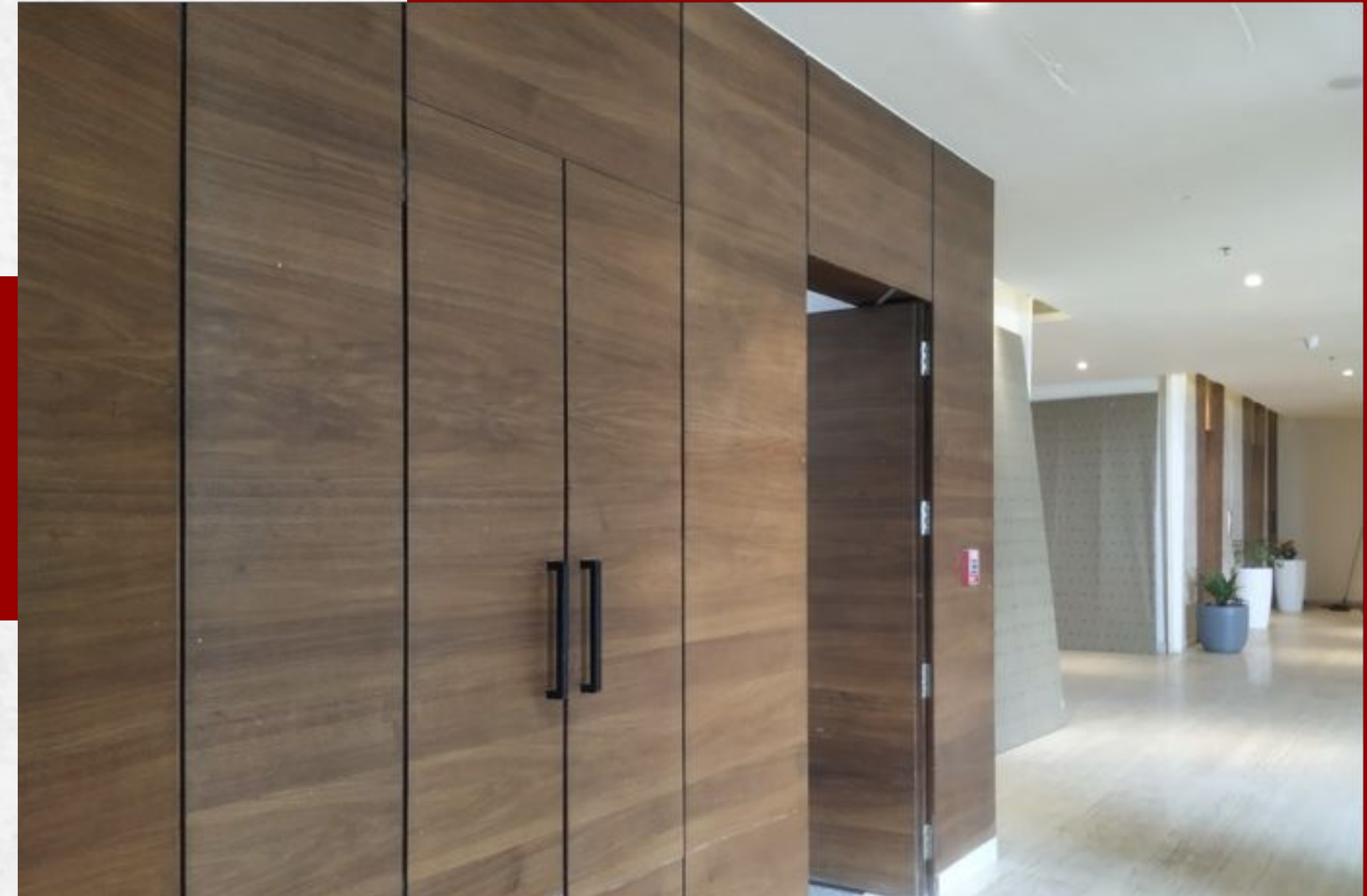


# LIVING ROOM





# THE DOOR





# REAL LOCATION







IDEAS FOR

CHARACTER STYLING



We're primarily talking about Saif Ali Khan here. His sense of fashion has always been up to date but also comfortable. He wears what not only looks good but feels comfortable. In a way, I'd like the styling to complement the story more organically than ever. Perhaps have him in a nice bath towel when he's at the shower, maybe a dog insignia on the towel to add quirk.

Nice homely jumpers that look rich but run within pastel shades to not stand out. I'd like the styling to feel at home. For the emotions to come out strongly, the film must come across as a tad bit more intimate, giving us insight into a celebrity's life without trying too hard. And I think the styling plays a huge role in telling that story.





# SAIF ALI KHAN





# SAIF ALI KHAN





# THE BUTLER





# THE MAID





SWITCH TO THE AMAZING

# CASTING



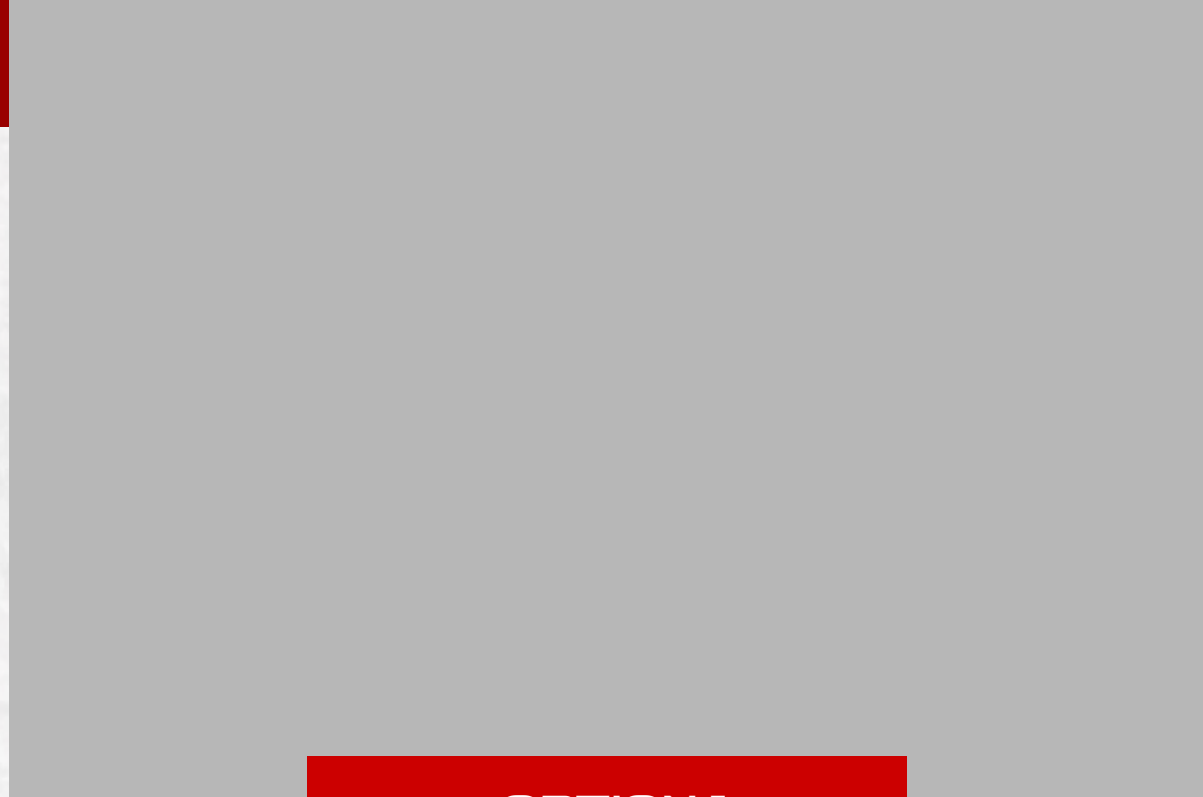
# BUTLER

In a celebrity's world, the butler is more than just a butler. He's like family that takes care of the entire house like his own. I'd like to cast a mid 40s man who looks like he's been taking care of Saif for years together and knows his habits inside out.

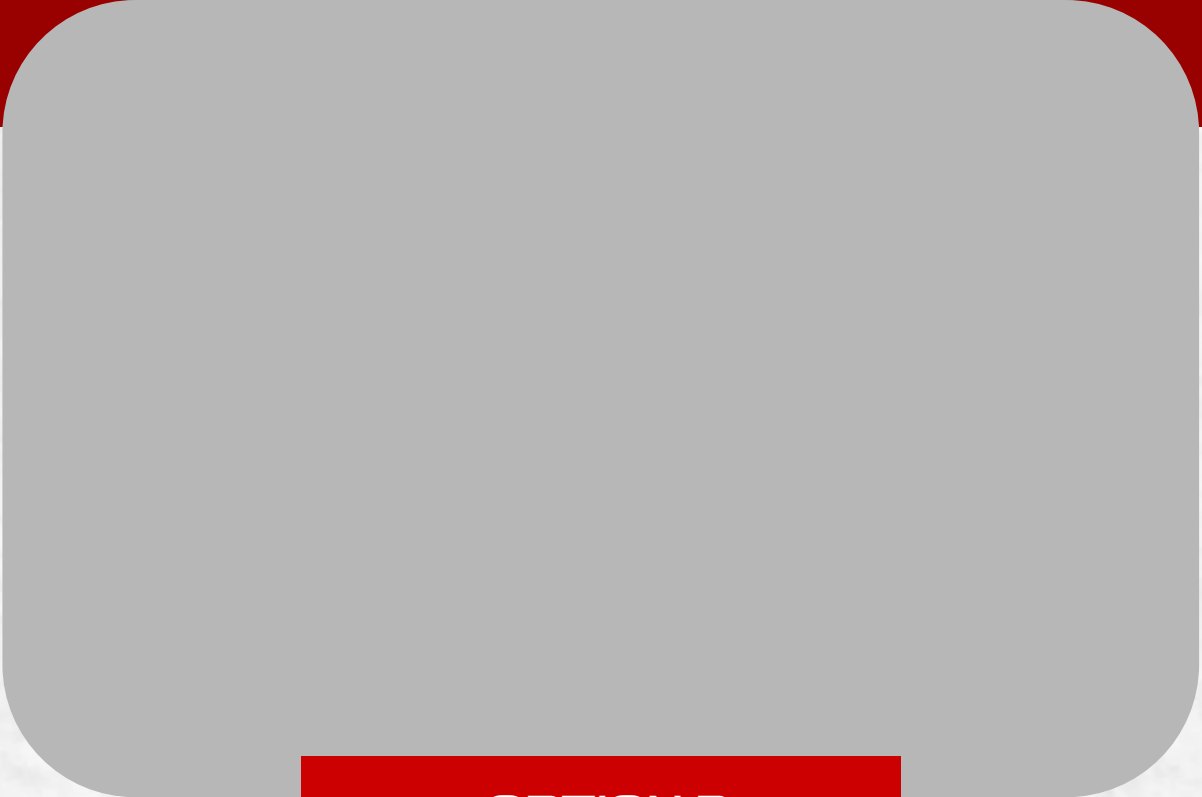
While we understand the hierarchy, through body language we see a sense of openness and friendliness in which he stands around Saif. We could explore quirky reactions but it's a space where not only Saif but also the dog feel really comfortable being themselves around him.



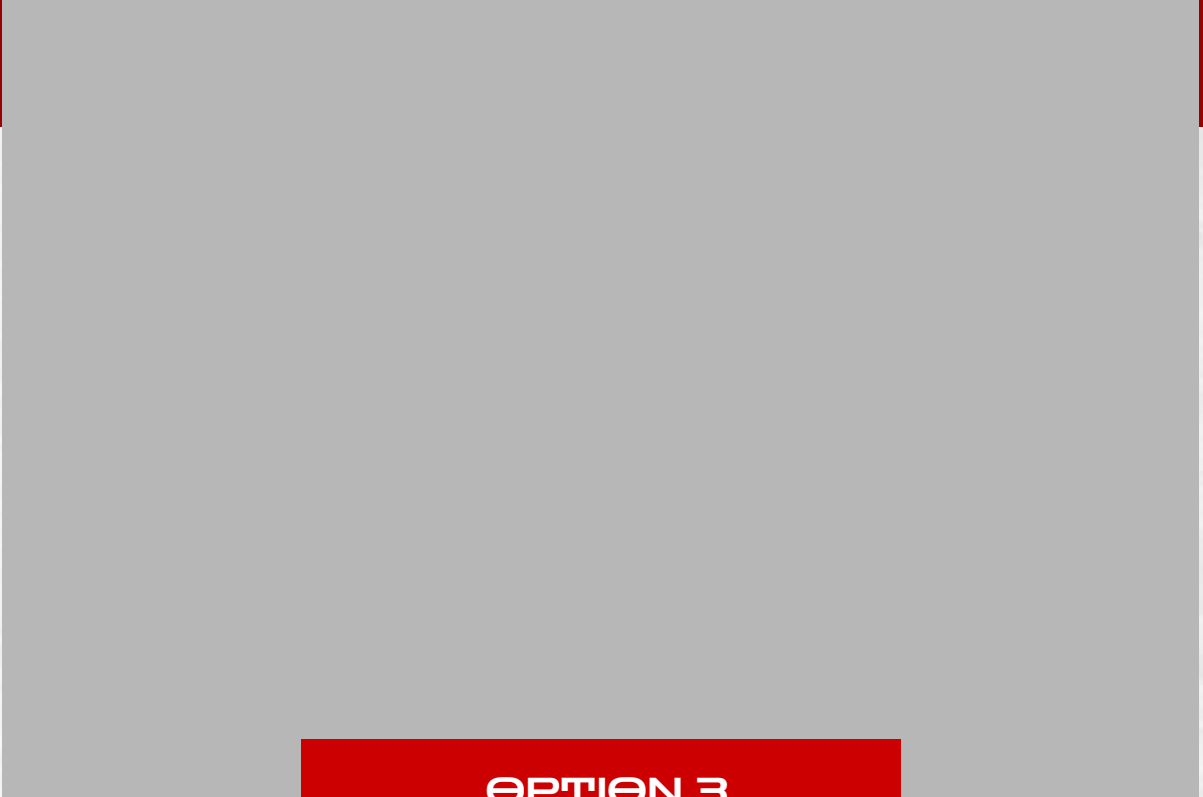




**OPTION 1**



**OPTION 2**



**OPTION 3**

**WORK REEL / AUDITION LINK**

**WORK REEL / AUDITION LINK**

**WORK REEL / AUDITION LINK**





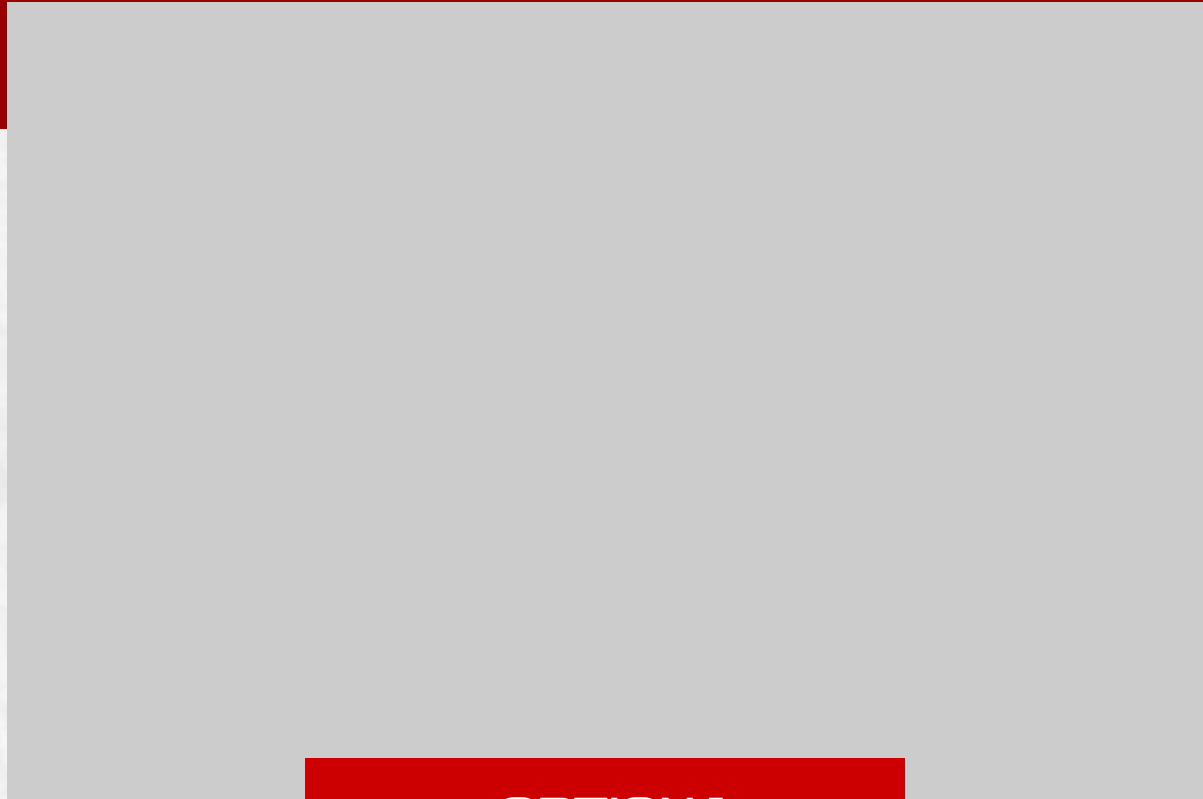
# THE DOG

I'd like to explore a nice big healthy dog. Perhaps a German Shepard or a grown beagle, there is a sense of innocence in their eyes no matter how old they grow. Most importantly, after living in a home for too long, they also tend to have a mind of their own.

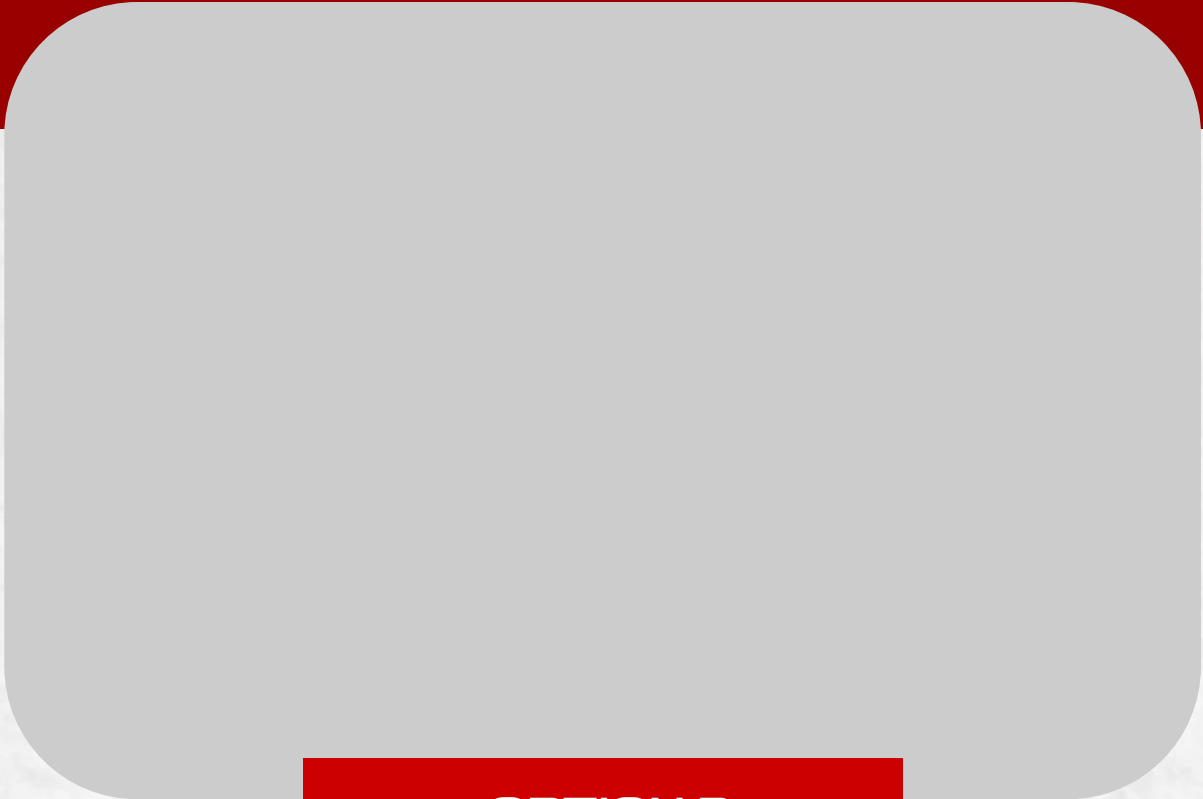
Capable of making decisions for themselves, the emotions they exude will feel similar to human emotions, that adds a strong element of relatability.

He's as candid as Saif, making a great onscreen pair.

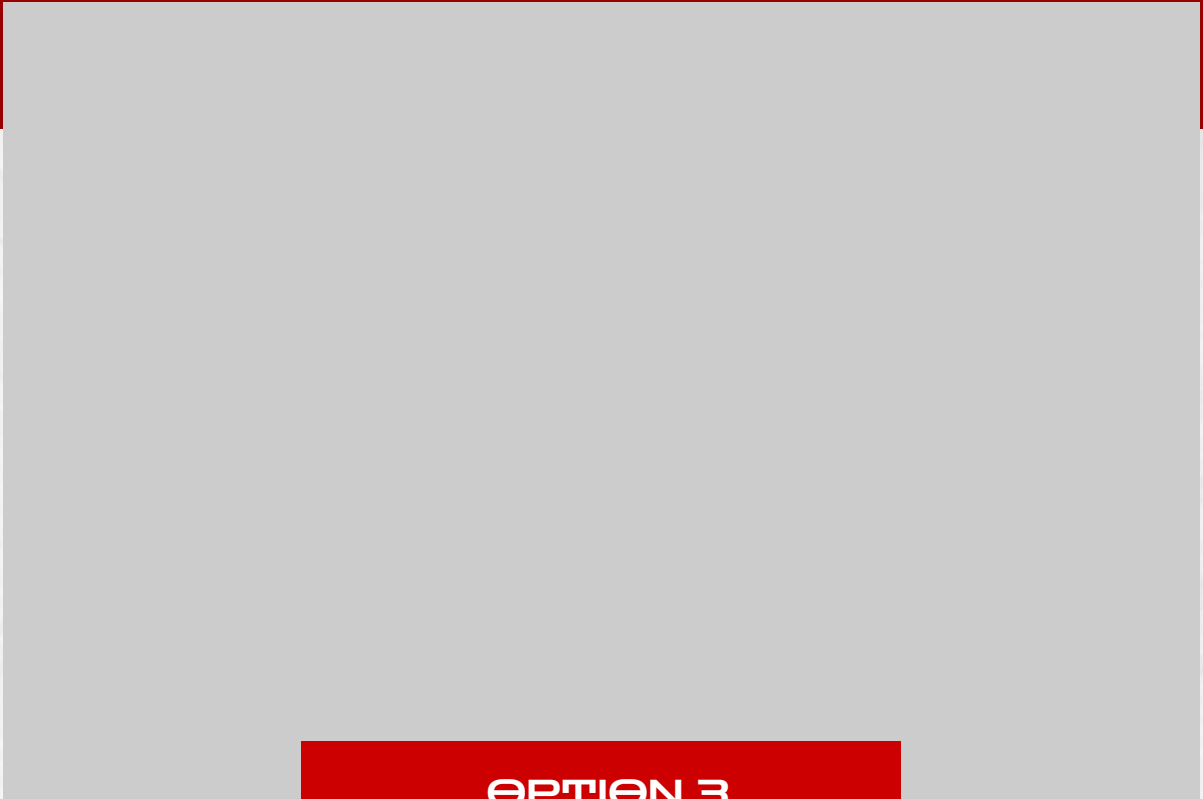




**OPTION 1**



**OPTION 2**



**OPTION 3**

**WORK REEL / AUDITION LINK**

**WORK REEL / AUDITION LINK**

**WORK REEL / AUDITION LINK**



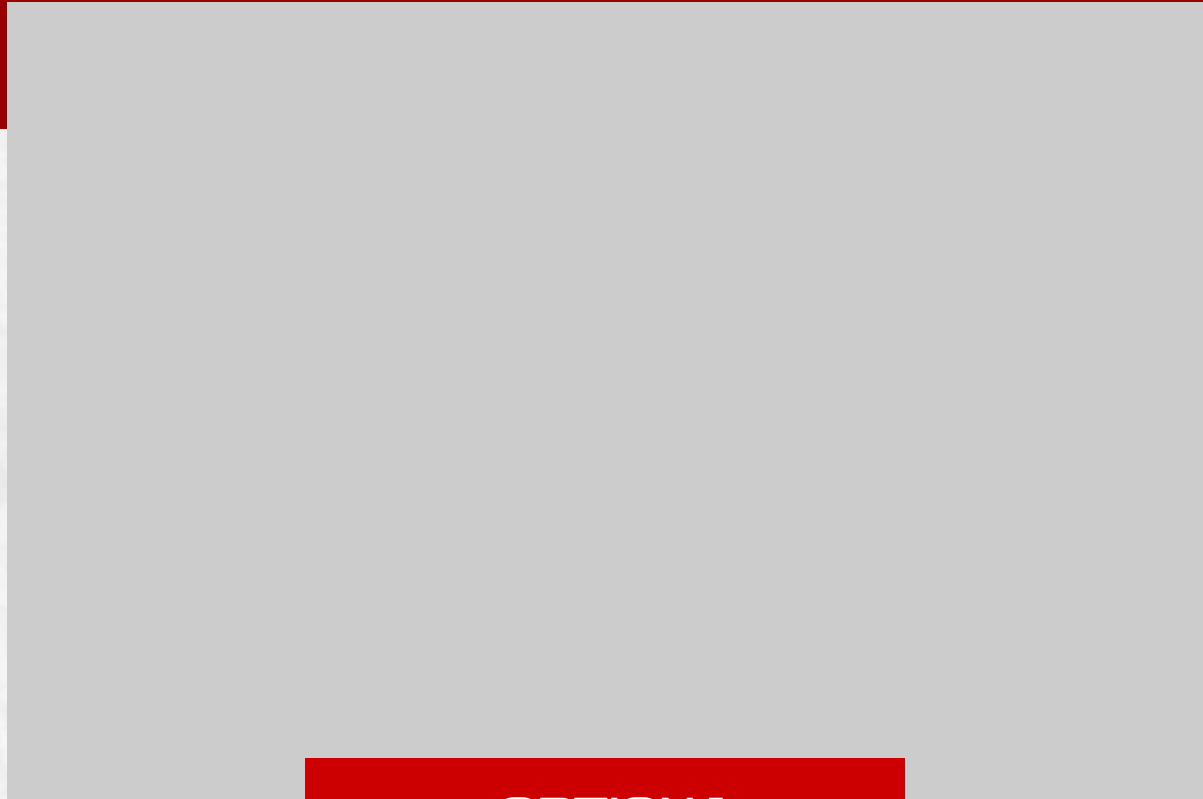
# MAID

While we don't give her too much screen time, we see her just subtly crossing frame or perhaps working in the background somewhere. Being the most unexplored character in the film, someone like her has the opportunity to grab screen space only because it's least expected. Reactions, a funny walk, just a loud demeanour to her personality that makes her presence felt without actually being there for too long.

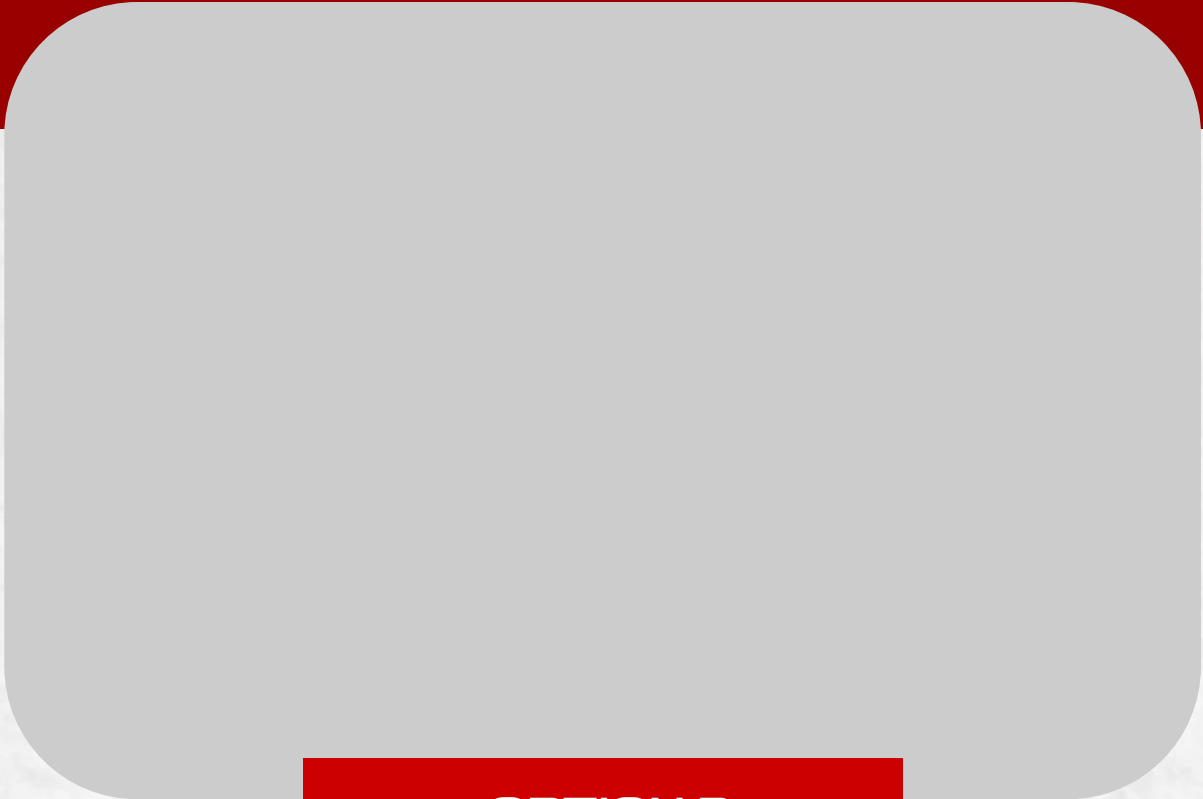
It's a nuance, one can catch or miss but it won't take too much away from the main story that we're here to tell!



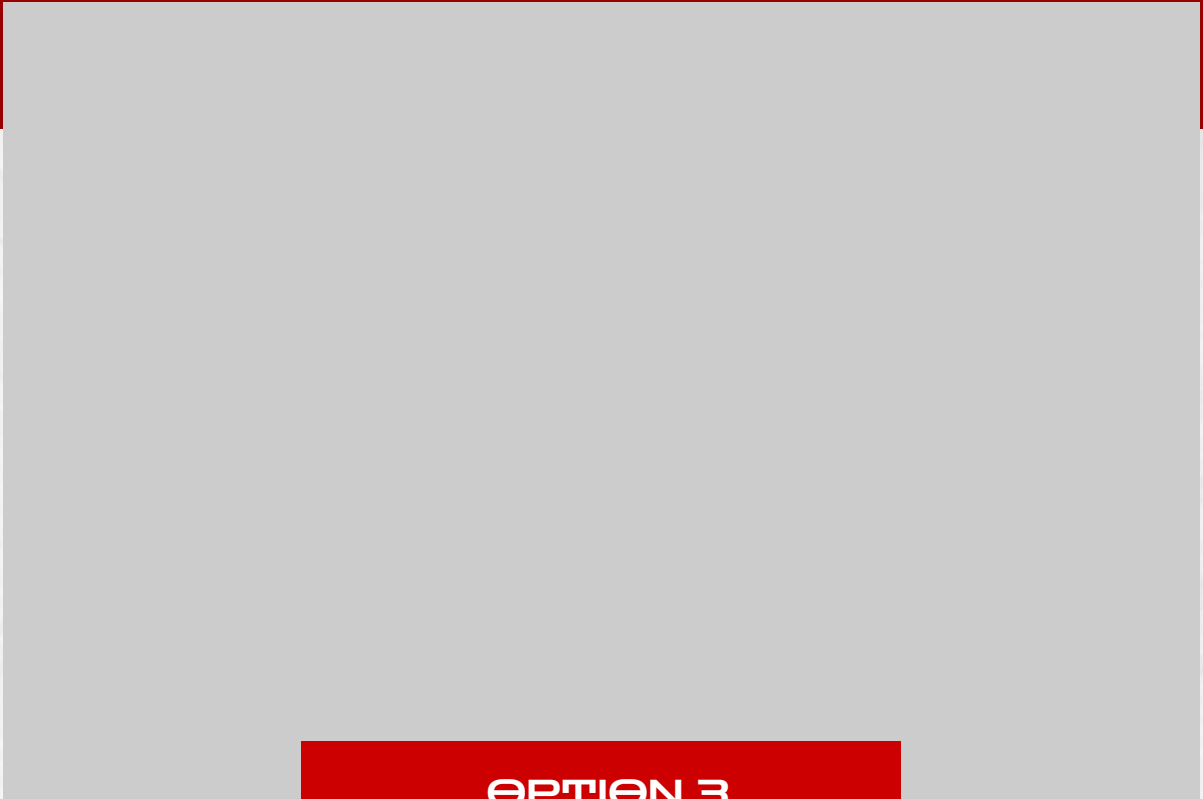




**OPTION 1**



**OPTION 2**



**OPTION 3**

**WORK REEL / AUDITION LINK**

**WORK REEL / AUDITION LINK**

**WORK REEL / AUDITION LINK**



# MUSIC & SOUND DESIGN



请保持安静，  
正在进行专业定制...

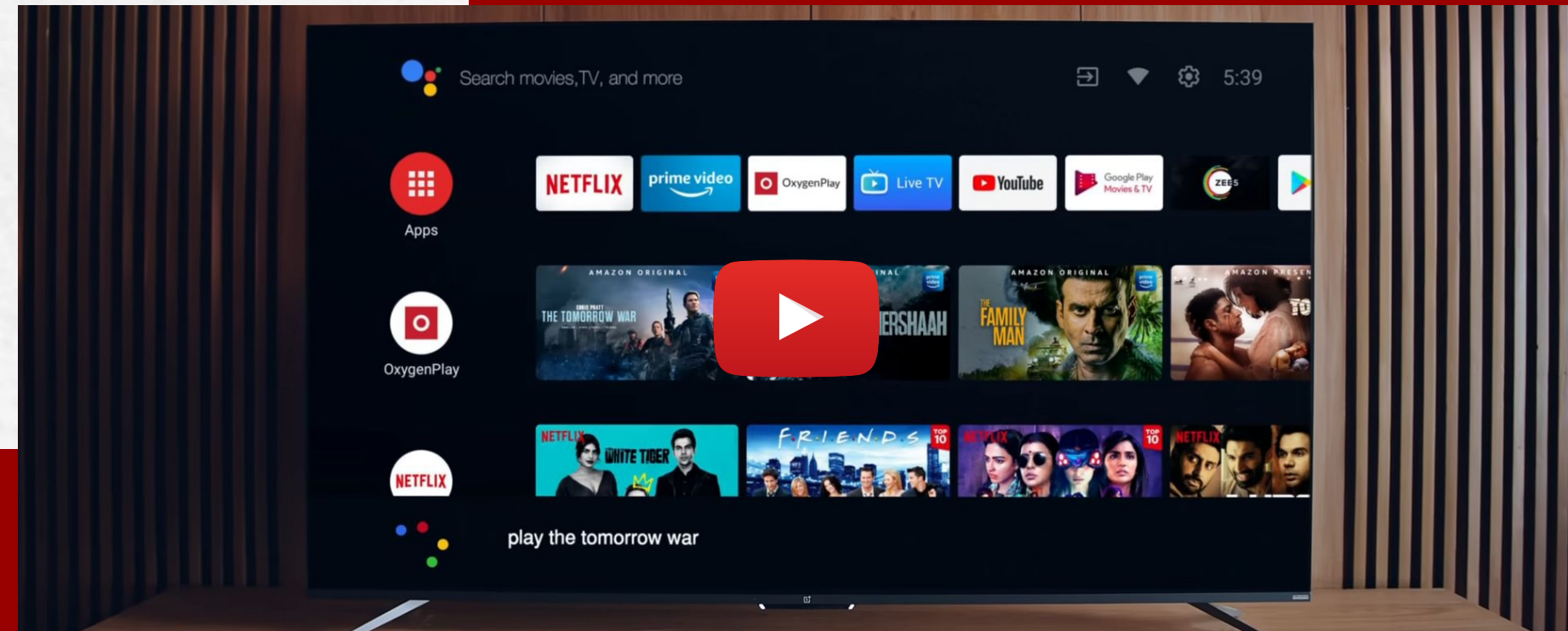
We don't want to forget about a very important concept that will bring together this film harmoniously in the end for the viewer, the music.

We want a score that's uplifting and quirky. Something with a beat that helps us land the joke but also adds a sense of lighthearted energy.

Even the sound design should add another layer to the film. Like the dog, the fan, the maid doing her chores, the butler walking in.

It's easy going but also complements the ambience in our film!









**THANK YOU**