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PPM DECK



Film opens on a McDonald's store. We see a grandfather, grandmother, father, mother and 21 year old son all eating McCheese burgers. We see a close up shot of the Father biting into the McCheese. The cheese oozes out and drops off the back of the burger. In slow motion, the rest of the family all stretch out their hands before the drop of cheese can even hit on the tray. Dramatic opera music plays. Grandmother's hand reaches first (slow motion and dramatic music ends here) so she triumphantly and playfully taunts the rest of the fam **"Hah. Next time."** She licks the cheese off her hand. The rest of the family laugh and all of them return to feasting on their burgers. Cut to the PW where we see the pack shot of both the veg and non veg McCheese burger meals with cheese oozing out.

VO: The new McCheese burger family. Best enjoyed with your family.

Parapapapa
Red slate
#MealsMakeFamilies



THE STORY

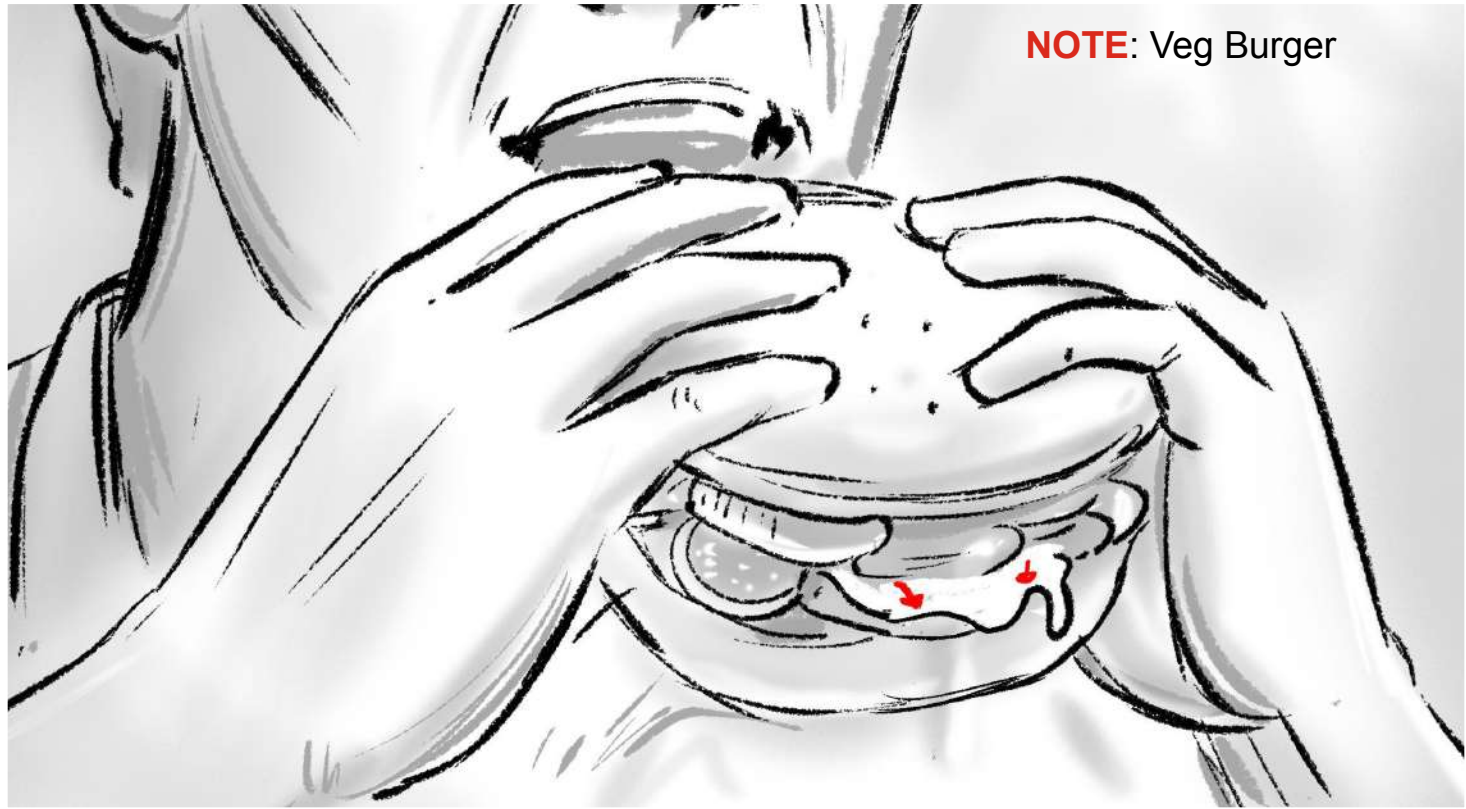


1. Wide shot of family track in.

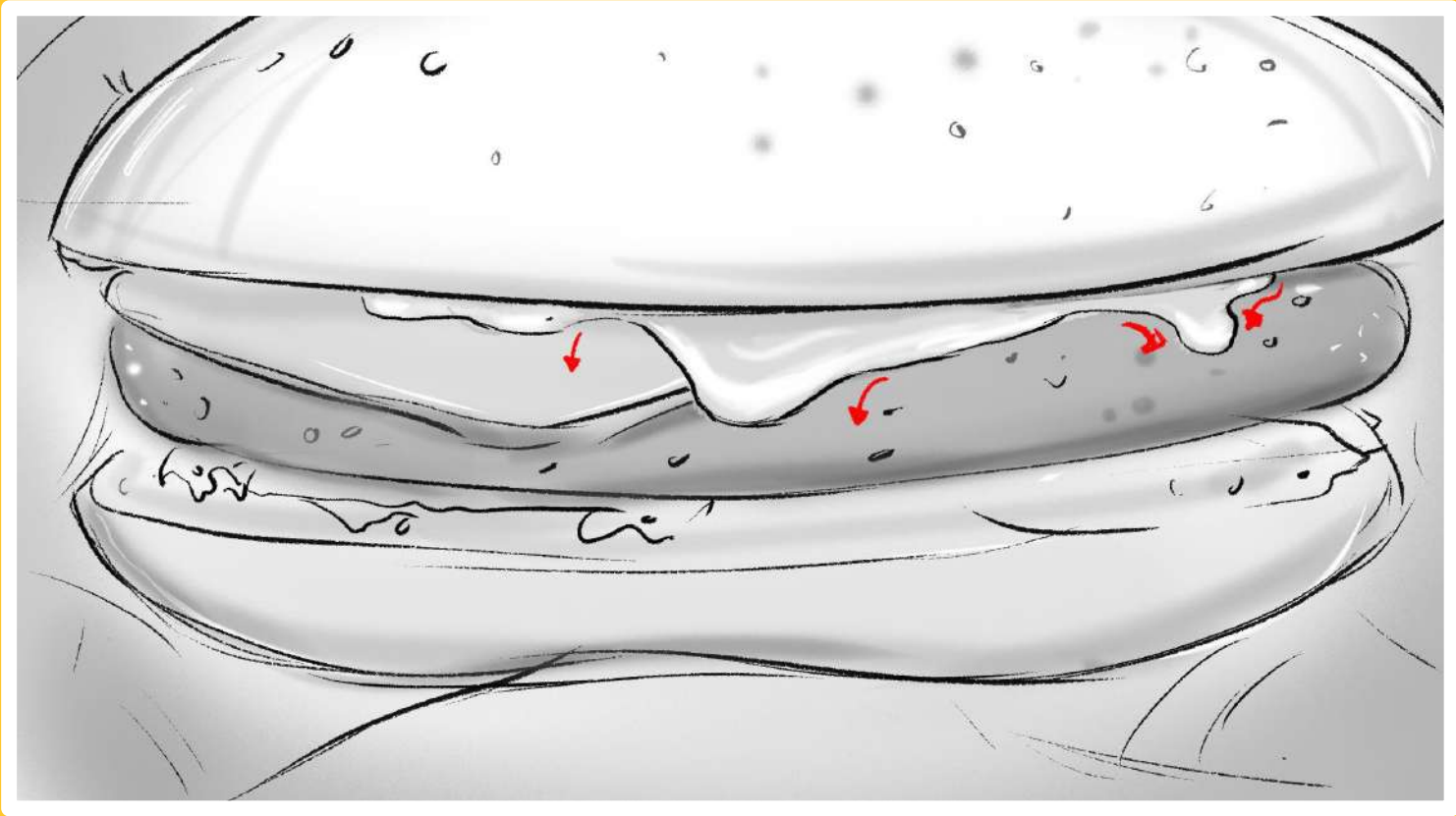
NOTE: Burger already bitten and the cheese oozes out.



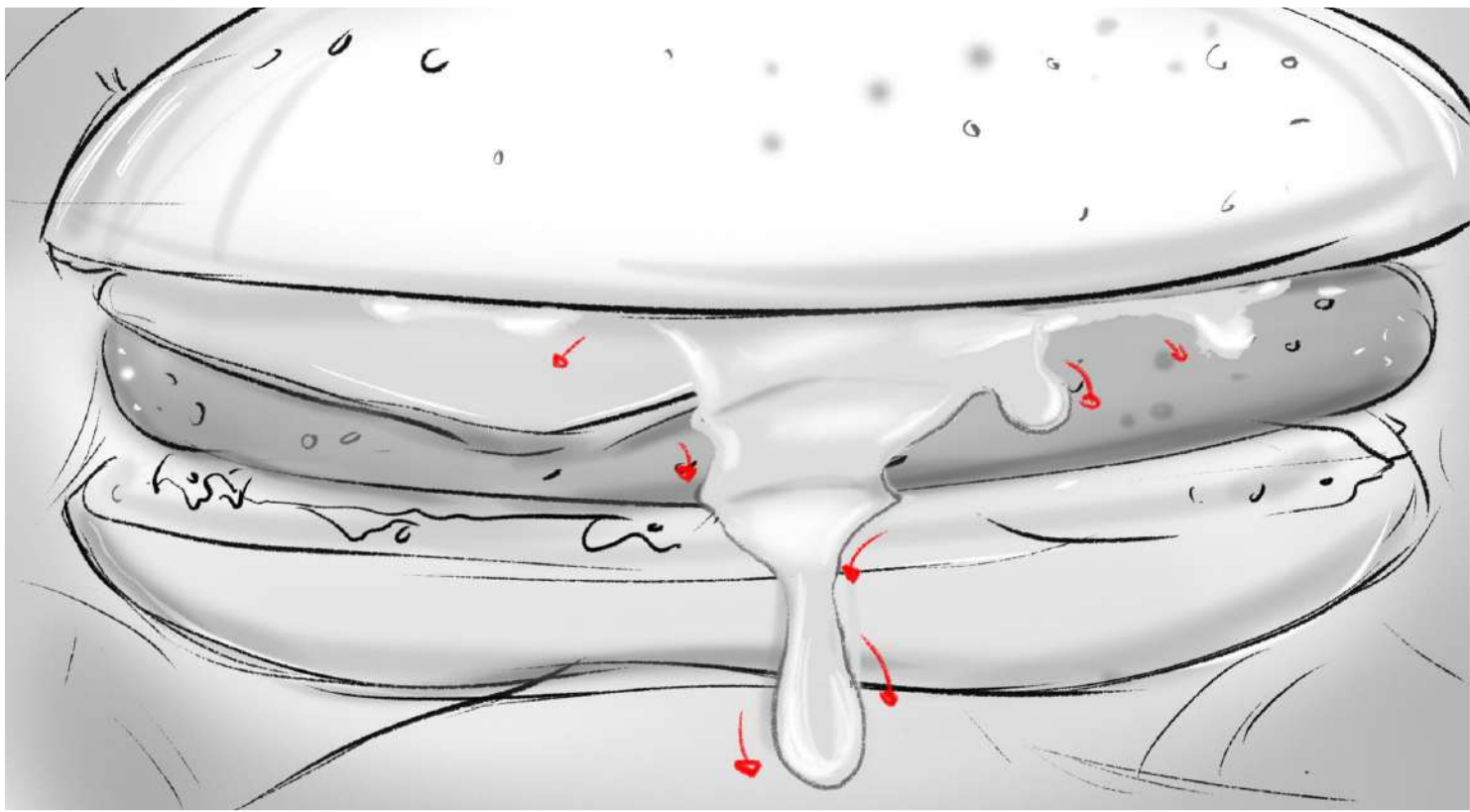
2. 45 degree CU of father enjoying the burger.



3. We see the cheese drip out of the patty.



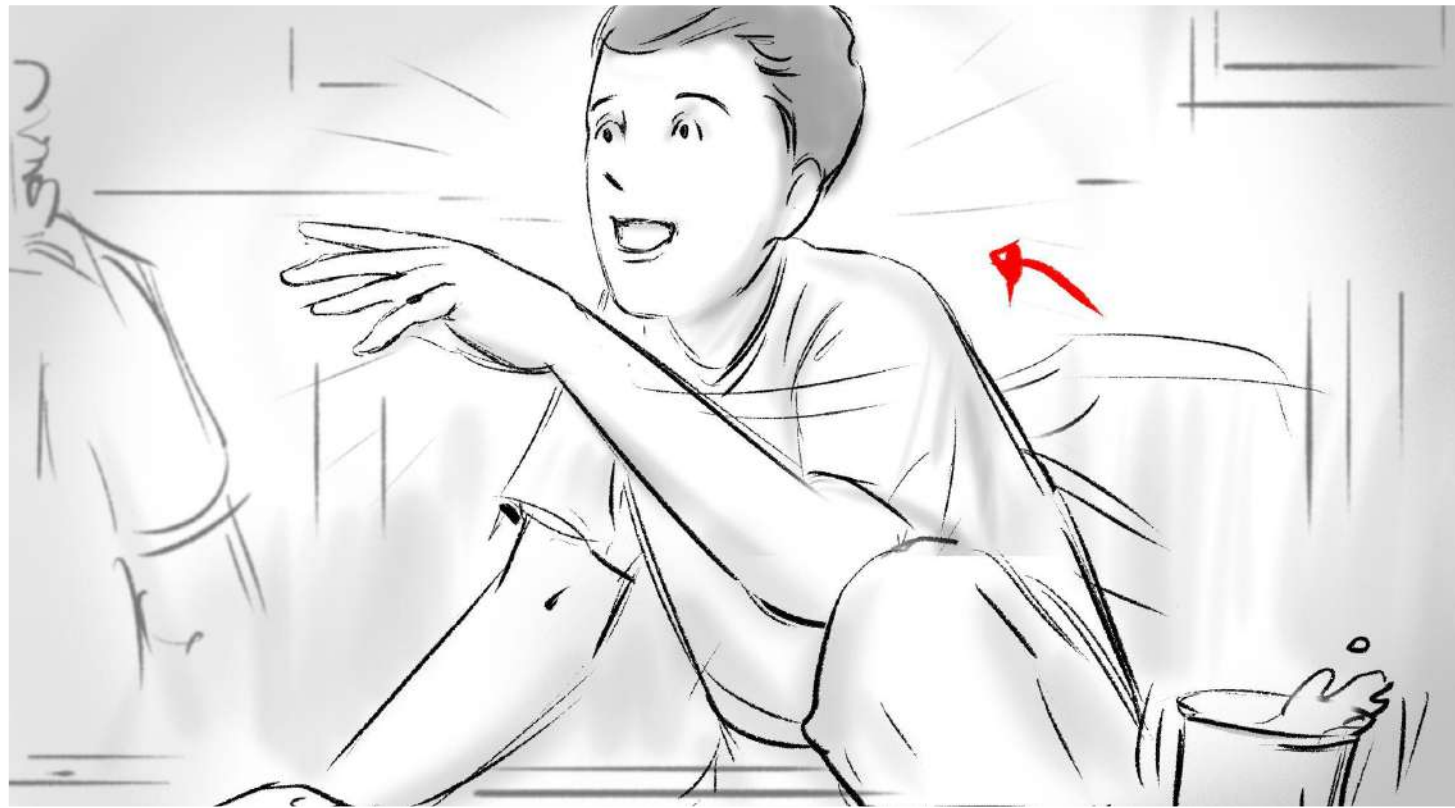
4a. Tight shot of the burger as the cheese drip bursts out of the patty. The music kicks in.



4b. Tight shot of the burger as the cheese is almost about to drip from the patty.



5. CU of mother as she turns to the father.



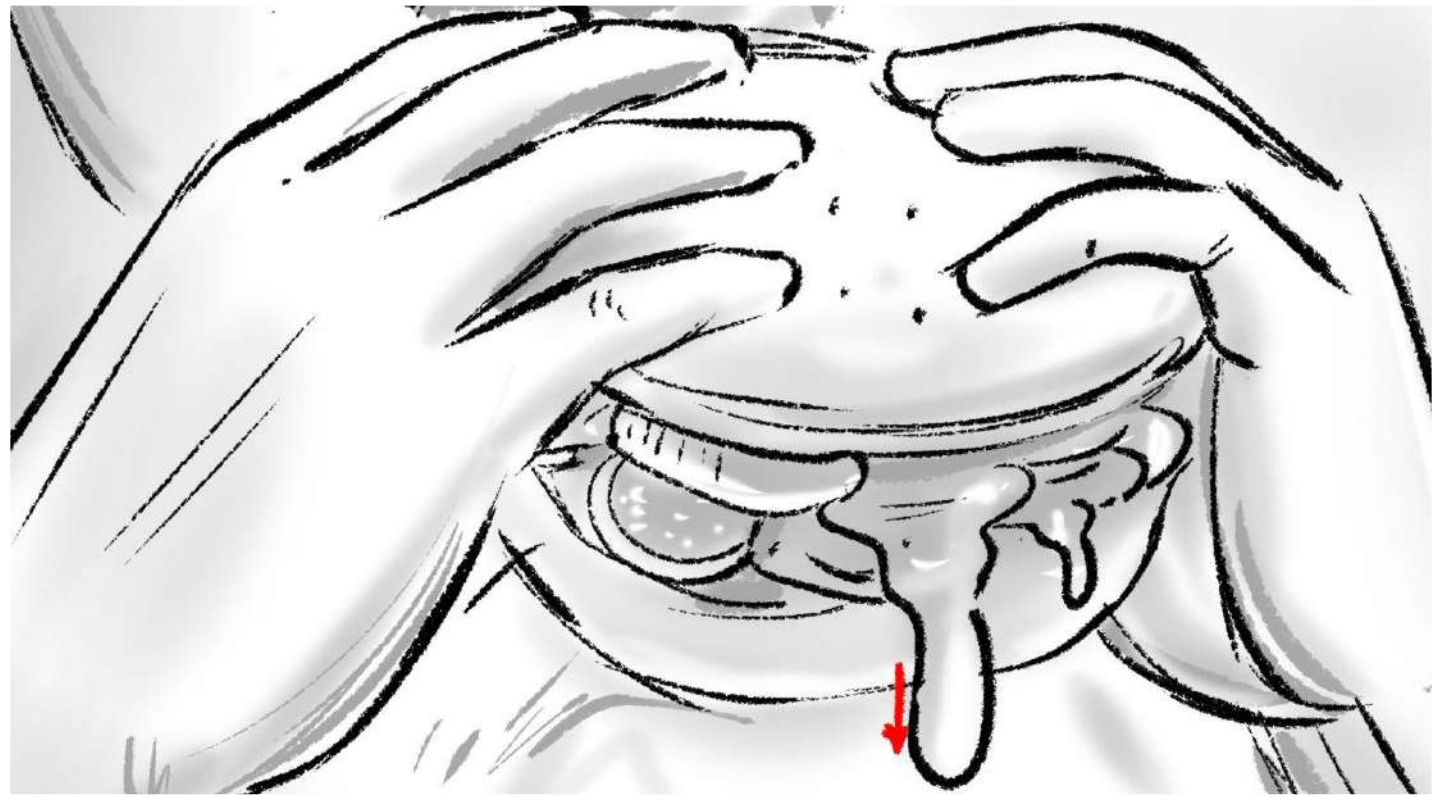
6. Mid shot of son lunging forward from his seat - the cola glass shakes a bit over the table.



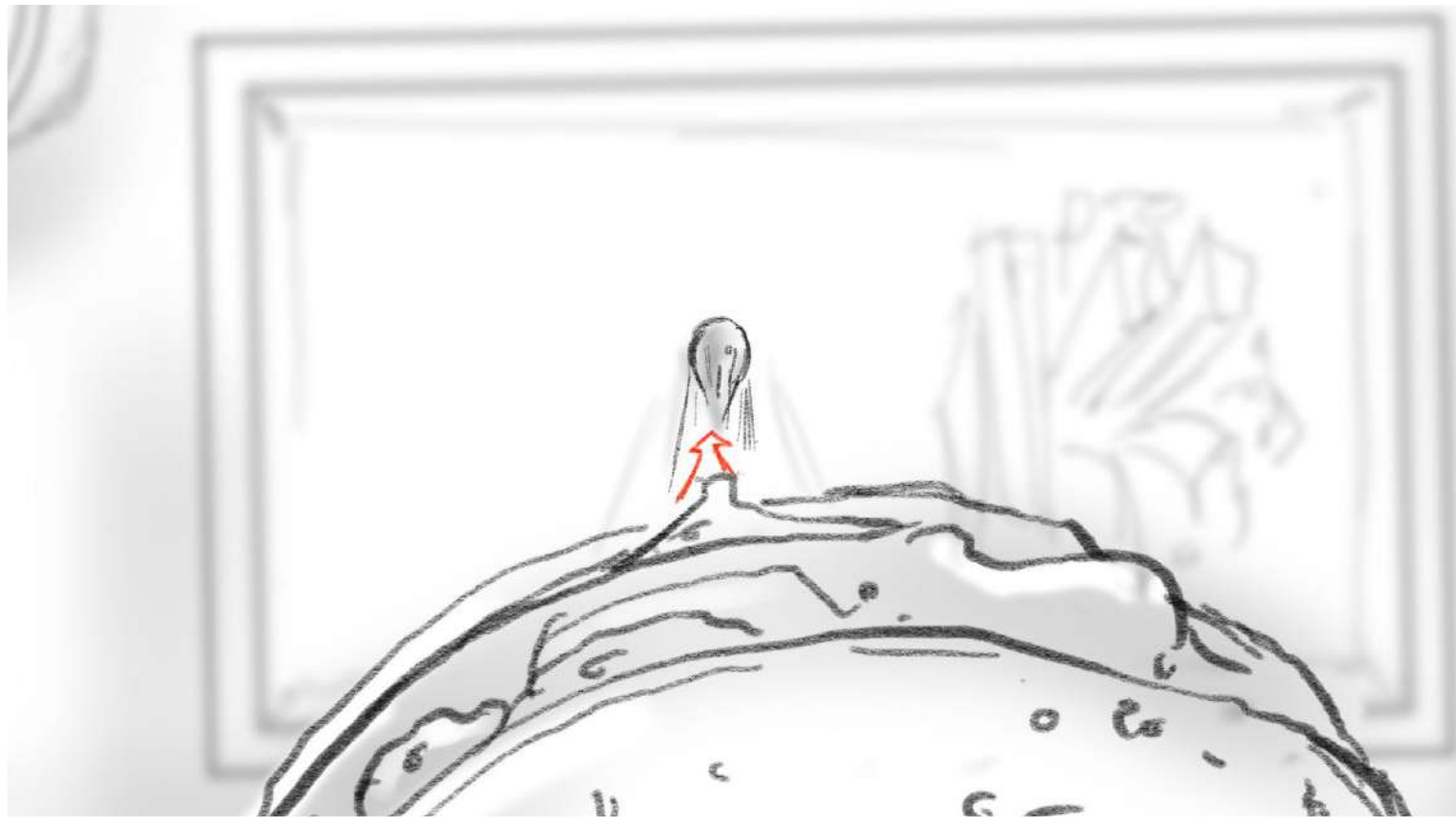
7. Mid shot of daughter dropping her phone as she reaches forward.



8. 2 shot of mother and son as the mother nudges a bit to reach there first.



9. CU of the burger with the cheese drop reaching the bottom top.



10. CU of the burger with the cheese dropping towards the tray below.



11. 2 shot of grandpa and father - he has his hand under the burger as he catches it casually.



12. He takes it to his face and licks it, saying **"Next time."**



13. Wide shot of family. Everyone looks at the grandfather.



14. They continue staring at him and then breaks into a laugh.





The McCheese Burger Family

BEST ENJOYED
WITH YOUR FAMILY

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#MealsMakeFamilies

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ASSETS STORYBOARD 1

NOTE: Non Veg Burger



1. Grandad dipping his french fry with the cheese oozing from the dad's burger.

NOTE: Non Veg Burger



2. Same frame as above - dad stares while grandad has his cheese dipped fry.

NOTE: Non Veg Burger



3. Same frame as above - dad breaks into a laugh, so does grandad.

ASSETS STORYBOARD 2



NOTE: Veg Burger

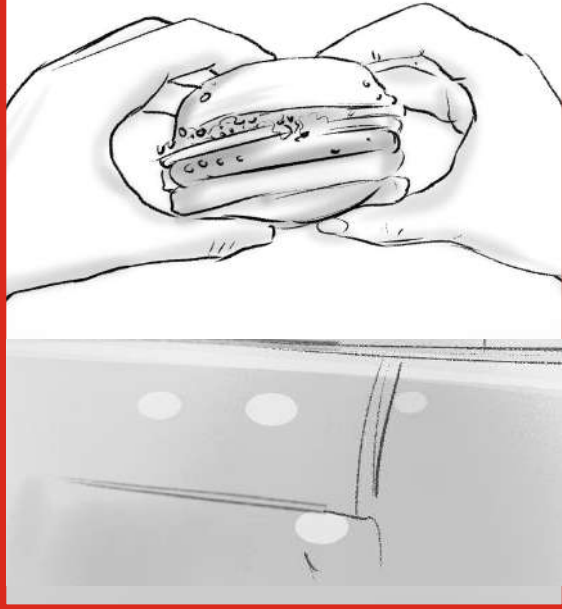
1. Mid close of son holding a quarter eaten burger in one hand and having oozing cheese on the finger of his other hand.

NOTE: Veg Burger

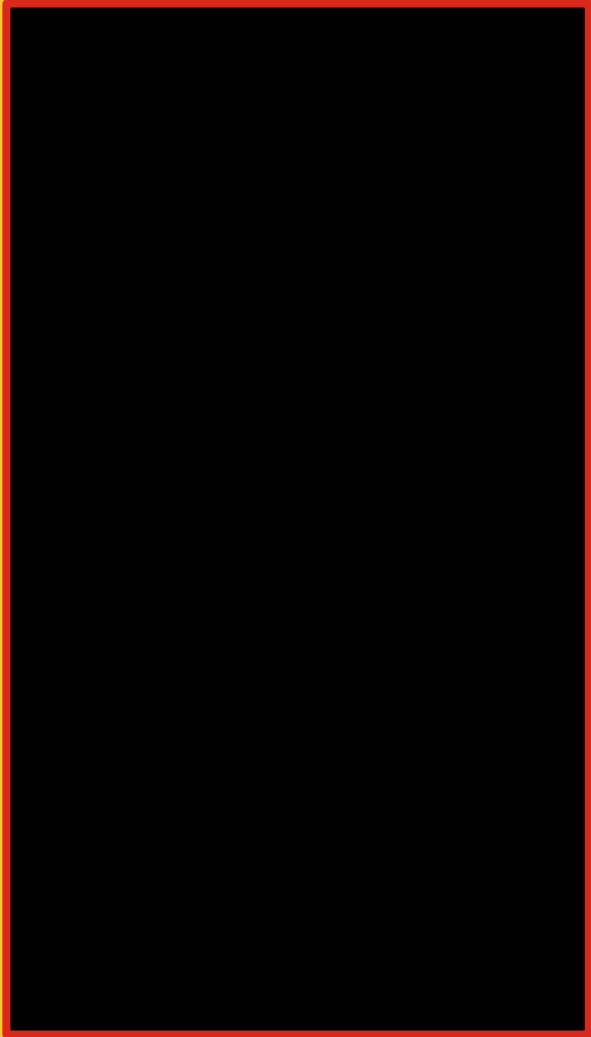


2. Same frame as above - he licks the cheese off his finger.

ASSETS STORYBOARD 3



1. POV shot of a hand holding a full burger towards camera



2. Black screen



3. The burger is slightly away, just a bit - and we can see it's been bitten

ASSETS STORYBOARD 4



1. Mid shot of the mother eating the burger



2. Pan to Mid shot of father holding the burger while he's enjoying it



3. Pan to Mid shot of the grandpa really smiling as he holds on to the burger down.

NOTE: Bright film.



LOOK & FEEL







LOCATION



1.A



1.B



1.C



1.D



ART



SHORTLISTED CAST

LOCKED FAMILY



Dad



Mum



Grandma



Son



Daughter

FATHER



Homiyar



MOTHER



Meenal Kapoor



GRANDMOTHER



Padmini Sardesai





Xeric Tomer

SON



DAUGHTER



Simran Rana





COSTUME

FATHER COSTUME REFERENCE



MOTHER COSTUME REFERENCE



GRANDMOTHER COSTUME REFERENCE



NOTE: Traditional (indian) options to be explored. Eg: Saree (Lemon yellow, pastels).

DAUGHTER COSTUME REFERENCE



Dungaree options



Sweater options



Layering options

SON COSTUME REFERENCE





OPTION 1



OPTION 2



MUSIC



Hope you're lovin it !