

TOURISM SASKATOON'S

THE WEDDING PROPOSAL

Stories. The framework for a culture, community and cosmopolitan. These stories and experiences created and shared with others are what define the true essence of PLACE.

Where prairie skies meet urban parkland, Saskatoon is host to unique and captivating events, attractions and natural treasures, just waiting to be explored. There are endless opportunities in Saskatoon and you will be welcomed with an open heart and vibrant energy.



VISIT [CINESCAPES.CA/EXPLOREYXE](https://www.cinescapes.ca/explore/yxe) TO VIEW THE DIGITAL VERSION



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CAMPAIGN INTRODUCTION

Successful video projects require campaign and social release strategies to ensure success. What we want to do with this proposal is give insight into how we recommend all video assets are produced and then distributed as part of this proposed campaign.

We feel that the strength in these projects is the ability to connect the videos and develop a larger campaign around this content as well as the brand attributes.

We have provided a complete campaign breakdown with summaries attached for each of the videos.



CAMPAIGN STRATEGIES

Our goal with this campaign is to create a serialized storytelling campaign by structuring and connecting content through similar themes, story lines and production styles. This would be a great way of connecting all departments throughout Tourism Saskatoon and accomplish multiple agendas. We would also be able to multi-purpose resources, budgets and content to get the campaign produced.

Another key attribute is consistency through messaging and branding across all media content produced by Tourism Saskatoon. With us already producing high-level brand attribute content, it is key that we are able to create a common thread through each of these videos to continue the conversation and dialog.

Taking a multi-tiered approach not only tests the market but also starts connecting brand attributes and creates familiarity for audiences. Although these videos will be produced for specific departments, the goal is to develop these videos in a way that would allow them to be used by all departments in a variety of settings.



CAMPAIGN SYNOPSIS

Travel. Sometimes it can be life-changing. Through the people you meet, the places you visit and the experiences you share. These are the moments that we hold tight. These are the moments that we want to share.

For this campaign, we will track a couple on their first visit to Saskatoon right through to their decision to get married in Saskatoon as part of a destination wedding. Through each of these videos part of the larger campaign, we will track this couple as they continue to visit Saskatoon for work and leisure. Our concepts feature element is the complex wedding proposal that occurs in the third video.

Below we have outlined the four concept chapters for the upcoming videos:

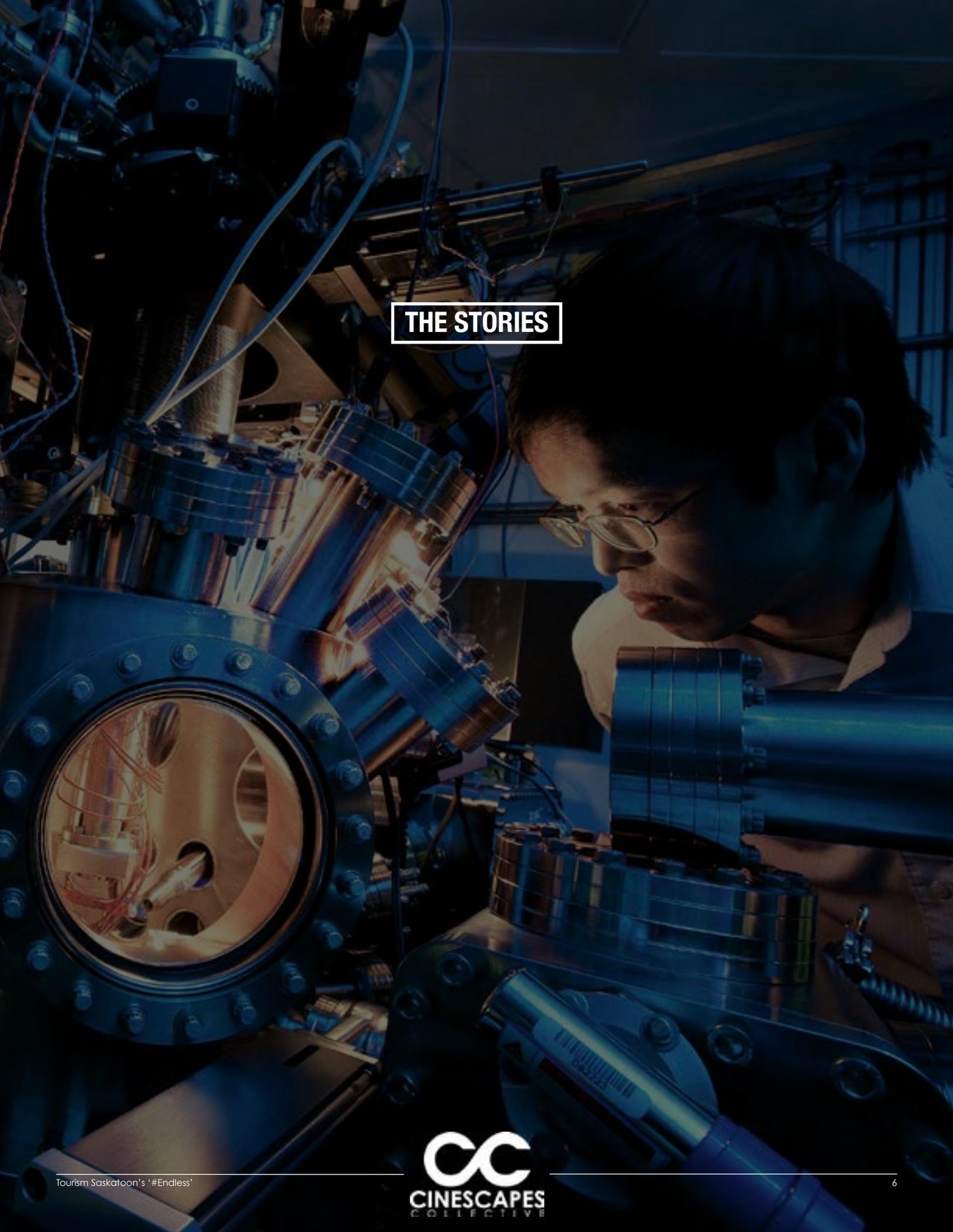
CHAPTER 1 - #ENDLESS EXPLORING

CHAPTER II - #ENDLESS FRIENDSHIPS

CHAPTER III - #ENDLESS SURPRISES

CHAPTER IV - #ENDLESS EXCITEMENT

Our campaign will continue to track the couple after their marriage in Saskatoon to round out the campaign. There will also be the option of continuing their story down the road.



THE STORIES

THE STORIES

Below is a breakdown of projects with Tourism Saskatoon and a brief description for each of the items. This concept is easily expandable if there is a decision to continue the story based on the social reach of the campaign.

CHAPTER I - #ENDLESS EXPLORING

Visiting a city for the first time can be a bit overwhelming and in most cases, it is not a fair representation of a city's framework. What generally establishes the opinion of a place is its people and the interactions that happen in the first few minutes of a trip. Our goal with this video is to showcase these experiences as our feature characters discover Saskatoon and its hidden gems for the first time.

CHAPTER II - #ENDLESS FRIENDSHIPS

Relationship building is a key aspect of anyone's life. Using the foundation established from our lead characters' first experience in Saskatoon, we will showcase familiar faces and locations as our character's experience both the business and leisure side of Saskatoon. Our goal with this video is to feature the feelings of our lead characters through a poetic voice-over as they continue to explore the city.

CHAPTER III - #ENDLESS SURPRISES

Driven back by the people and the place, our lead characters venture back to Saskatoon again - this time strictly for the leisure side of Saskatoon. On this leisure visit, we capture the carefully crafted wedding proposal by Karrnel.

CHAPTER IV - #ENDLESS EXCITEMENT

From the first to last trip, we will capture each stage of the growth of the relationship right through to the destination wedding in Saskatoon. Our goal with this video is to use it to recap the experiences captured during these visits to Saskatoon.

CHARACTER DEVELOPMENT

CHARACTER DEVELOPMENT

Attached are two sample characters for this project. These breakdowns have been included to help showcase the type of characters we are looking at for this project.

AMY



Recent college graduate who has managed to establish herself internationally as an event planner. A people person who loves her job. Business focused during the day. Health enthusiast at night. She is well dressed and well kept and knows what she likes. She is fun and energetic. She doesn't do things half way as she is a perfectionist. She is adventurous and loves the outdoors.

This character will not be one-dimensional. She needs to be not only youthful and bubbly, but also, vulnerable and driven. She must be a triple threat.

KARRNEL



He is a fiddle player but not the lead singer. He is the person in the room that can make everyone laugh. He is a bit awkward but in a charming way. He is at a transitional point in his life and trying to determine his ten year plan. He is a people person yet feels that he is a borderline introvert. A weird combination but it works for him.

A closet writer that has a knack for comedic timing. This comes through in his personality very clearly.

NATIONAL CONVENTIONS VIDEO BREAKDOWN

CHAPTER I - #ENDLESS EXPLORING

CHAPTER I: #ENDLESS EXPLORING PROJECT BRIEF

For this video, we are looking to take a narrative approach. We will track a couple on their first journey to Saskatoon. Amy has an upcoming event in Saskatoon so is touring a variety of convention centres to see what they have to offer. While at these locations, Karrnnel is exploring the city and what it has to offer from a liesure standpoint.

Feeding off of the 'selfie' trend, our characters, while exploring the city, will share selfies with each other along the way. This is a great way to showcase a lot of venues without having to visit them all. We can use this format to have multiple images on a phone that they share with each other.

Our goal with this video is to introduce the audience to the convention spaces as well as the hidden gems across Saskatoon. We also want to show that Saskatoon is a great place for spouses to come for vacation.

Regarding Saskatoon's competitive advantage, we want to show that Saskatoon has a walkable downtown, that is has a high restaurant per capita, that the airport is ten minutes from downtown and that it is centrally located.

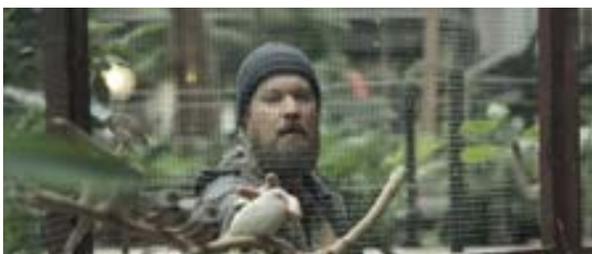
In this video, we want to showcase such locations as the airport, TCU Place, Prairieland Park, The Sheraton, The James Hotel, The Delta Bessborough, The Raddisson, Holiday Inn, The Hilton, WDM and Wanuskewin. We also want to showcase the science side of the University of Saskatchewan.

We will deliver a 30 second teaser and 3 minute video for Chapter I with a release strategy pending.



ONE PARAGRAPH SYNOPSIS

#ENDLESS EXPLORING showcases a couple during their first trip to Saskatoon. Our lead character, Amy was brought to Saskatoon as an event planner to tour many convention facilities for a potential upcoming conference. Our co-lead, Karnnel comes along to enjoy the leisure side of Saskatoon and during this journey, is lucky enough to stumble upon many hidden gems across the city. Using all modes of transportation, he explores the many faces of Saskatoon.



VISIT [CINESCAPES.CA/EXPLOREYX](https://www.cinescapes.ca/exploreyx) TO VIEW SAMPLE

STYLE SAMPLE

We have attached a sample clip that has a similar pacing and tone for the video we are looking to produce. We will include the secondary storyline with Amy to add depth to the piece.

STORY BREAKDOWN

Saskatoon, Saskatchewan is situated at the heart of Saskatchewan and adjacent to the South Saskatchewan River. Our video opens with establishing shots from their hometown of Halifax as they pack their bags for a trip to Saskatoon. We will track their journey across Canada to the Saskatoon airport. Via taxi, our couple head to their hotel room to get settled in.

After settling in, both Amy and Karrnnel head out to explore the city with Amy checking out the convention spaces and Karrnnel checking out the city and its hidden gems. Exploring the city by foot, on a bus, and on a bike, Karrnnel reaches out to all corners of the city. While exploring, Karrnnel sends his girlfriend selfies from all these locations. Amy sees these images on phone while on tour and catches herself laughing at each of Karrnnel's adventures.

From the red bus to LB Distillers, Karrnnel explores a variety of locations across the city with him ending up at a live band playing the theme song featured in the video. As Karrnnel enjoys the music, he notices Amy walk into the venue with big smiles on both their faces once they spot each other in the crowd.

NATIONAL CONVENTIONS SCRIPT v1.1

INT. JOHN G. DIEFENBAKER INTERNATIONAL AIRPORT. MORNING.

The newly renovated hallways shine, the stainless steel glistens, and the windows let in streams of sunlight. The peculiar sound of a fiddle echoes through the airport. A couple is walking through the gates. At first glance we understand Amy (modern professional) and Karrnel (artistic boyfriend) have just arrived in Saskatoon. As they walk, Karrnel is focused on his tuning his instrument and Amy is typing on her iPad.

AMY

It was only a three hour flight, babe.

KARRNEL

(tuning his instrument)

Three hours of artificial cabin pressure, humidity extremes, and recycled air wreaking utter havoc on my strings.... "babe."

AMY

It's only two days. Did you really need to bring it?

Karrnel looks at Amy with a solemn, unflinching stare — like she should know better. A beat until it becomes funny, and Amy looks away. She's not going to win this. He plays a final test phrase of music, ends on a satisfying note, and they walk out of frame. We immediately cut to:

EXT. JOHN G. DIEFENBAKER INTERNATIONAL AIRPORT. MORNING.

The prairie skies stretch beneath the terminal. Amy and Karrnel approach the roadway.

KARRNEL

You worry about guest lists and menus and facilities and all the usual "accoutrement" of your perfectly planned events, and I — I will take care of the manly tasks. Like hunting down a cab.

CONT'D

He looks in both directions, beginning his hunt. Amy grins and walks passed him.

AMY

I got it covered.

Suddenly a polished, modern black car pulls up to the couple. Amy approaches and opens the door, signalling Karrnnel to get in. She gets her win after all.

EXT. STREETS OF DOWNTOWN SASKATOON. DAY

The car pulls to a stop. Karrnnel steps out onto the sidewalk and surveys his surroundings. The window suddenly rolls down. Amy's hand extends from inside, holding out the fiddle. He takes it, almost begrudgingly. The window rolls up, and the car pulls away. He starts walking.

EXT. / INT. VEHICLE. DAY.

Amy's car makes its way downtown. She is on her iPad. Her notification centre shows beautiful Saskatoon weather and has only one event scheduled for today: "Find the perfect venue."

EXT. STREETS OF DOWNTOWN SASKATOON. DAY.

Karrnnel is exploring the vibrant sidewalks of Broadway, strolling passed restaurants, pubs, and unique shops with colourful characters. He pulls out his smartphone, brings up the Wi-Fi settings, taps "Connect." He walks through the farmer's market, eyeing the fresh produce and friendly farmers and craftsmen. He raises the phone directly to our camera and snaps a picture.

INT. TCU PLACE. DAY.

Amy greets a group of sharply dressed men and women with smiles and handshakes. The group is touring the convention space with elegantly appointed tables, crisp linens, and dazzling lighting — a space just waiting for a world-class event. She receives a message from Karrnnel on her iPad — a charming photo of a child with face paint holding his fiddle and making a face at the camera. She rolls her eyes, amused, and walks through the theatre and looks down on the impressive stage and seating area from above. She walks to the edge of the balcony and snaps a photo with her iPad.

CONT'D

EXT. RIVER LANDING. DAY.

Karrnnel looks at his phone. Amy's snap of TCU place pops up, with an accompanying message: "Your stage awaits." He grins, but he's already found a stage of his own — the outdoor amphitheatre of River Landing. He spontaneously plays a short tune for a group sitting in the round and bows to their applause as he finishes.

EXT. STREETS OF DOWNTOWN SASKATOON. DAY.

Karrnnel, fiddle strapped to his back, stops in front of a bright red Bristol double-decker bus, looking at it with surprise. He sees a kid beside him holding an ice-cream cone.

EXT. MEEWASIN TRAIL. DAY.

Karrnnel walks the green, riverside paths with his own ice cream cone in hand. The Delta Bessborough towers impressively in the background. He is passed by jogger after jogger, which begins to annoy him. We jump ahead and see his solution — he is on a bike, passing the joggers by with a look of superiority. He struggles to slurp the cone and steer at the same time. He looks up at the Bess and Sheraton as he peddles but is soon overtaken once more, this time by a horse-drawn carriage of visitors. Bested again!

INT. TOP OF INN. SHERATON CAVALIER HOTEL. DAY.

Amy looks down from the giant windows of the top floor convention area. She sees the gardens and bridges below, and the horse-drawn carriage, which stops in front of the hotel.

Back outside, Karrnnel pulls his bike to a halt beside the carriage, which has been left unattended. He walks up to the horses, subtly checks that no one is looking, and holds up his phone towards our camera lens again. We immediately cut back to:

Amy, whose iPad dings. It's a photo of Karrnnel's hand holding out his ice-cream cone to a happy, slurping horse who is making quite a mess. She looks back down and sees a man quickly biking away from the approaching driver. She quirks her head before turning her attention back into the convention room.

Karrnnel quickly hops on a bus, which pulls away and makes its way into the University of Saskatchewan campus, where we get a quick montage of him exploring various areas of scientific interest.

CONT'D

EXT. WANUSKEWIN HERITAGE PARK. DAY.

Amy explores the park, and finds herself in a tipi village where an office retreat is taking place. She watches as ceremonial dancers perform, and is even invited to try, hesitant at first but laughing as she follows in their footsteps. She lays in the grass to catch her breath and catch up with Karrnnel's photo messages. A delicious looking plate of fresh restaurant food, a rooftop pub, a local painting at a café, a group of students working at a complicated piece of scientific equipment. She messages him: "Where are you?" A reply pops up from Karrnnel: "1910." Now he's at the Western Development Museum, and has sent a picture of a group in old-timey clothing in the Boomtown exhibit. She grins, basking in the sun.

EXT. STREETS OF SASKATOON. SUNSET.

As Amy's car drives across the Broadway Bridge she flips through beautiful facility and venue images she's snapped on her iPad — the Radisson, Holiday Inn, and Hilton hotels all featured. She turns and gazes out the window at the orange and red clouds of a prairie sunset. We pan down below to the South Saskatchewan River and see the majestic Prairie Lily riverboat making its way down the river. Its lights are shining and there is an evening glow on the water.

EXT. / INT. PRAIRIE LILY. SUNSET.

Karrnnel is onboard the riverboat. He looks in awe as the ship passes under the impressive architecture of the Broadway bridge. People are on the deck enjoying cocktails. He takes a photo of a couple leaning against the railing of the ship, obviously in love and not afraid to show it. They don't even notice him holding his phone. He realizes something and lowers it.

EXT. STREETS OF DOWNTOWN SASKATOON. DUSK.

Amy's car pulls to a stop and she gets out. Her phone dings. She takes it out and looks down at it. It's from Karrnnel, but it's not what we expect. This time it's a photo of himself, with an endearing smile and river sunset glowing behind him. His message is simple: "Dinner plans?" Suddenly the familiar sound of a fiddle echoes from nearby. And damn, does this make her heart happy. She looks up, and there he is, standing across the street.

INT. JAMES HOTEL. NIGHT.

After a full day apart, the couple finally reunite face to face in the modern, prairie chic lounge of the James Hotel. The fireplace flickers light across the quintessential prairie decor, as they share intimate conversation over modern cuisine and expertly mixed drinks.

CONT'D

CHAPTER I

INT. BALCONY ROOM. JAMES HOTEL. NIGHT.

Amy and Karrnel walk through their first-class room and step out into the night air of the balcony. The fiddle lays on the bed. The iPad is beside it. Outside, the couple gaze down at the lights and colours of Saskatoon's nightlife. Karrnel puts his arm around Amy.

KARRNEL

So. Ready to go home?

Amy turns to Karrnel, somewhat surprised at her own thoughts, smiling as she ponders. But the look on her face tells us everything. No, she is not.

INTERNATIONAL CONVENTIONS BREAKDOWN

CHAPTER II - #ENDLESS FRIENDSHIPS

CHAPTER II: #ENDLESS FRIENDSHIPS PROJECT BRIEF

For this video, we will continue our couples exploration of Saskatoon. Format-wise, we will take a poetic voice over route where we will revisit locations from the first video to reinforce the idea of familiar faces and friendships. For this piece, Karrnel will be the persons voice we will use for the voice over. What we want to do with this video is show Karrnel enjoying the many things that Saskatoon has to offer while Amy is now coordinating a conference in Saskatoon. In the evenings, the couple explore Saskatoon together.

Our goal with this video is to evoke an emotion centred around the experience and feeling you get while in Saskatoon. It's less about finding new hidden gems and more about addressing the emotions and feeling of visiting a city like Saskatoon.

We will deliver a 30 second teaser and 3 minute video for Chapter II with a release strategy pending.



ONE PARAGRAPH SYNOPSIS

#ENDLESS FRIENDSHIPS showcases our couple on their second trip to Saskatoon. While Amy is back in Saskatoon for a conference, the focus of the story is framed around the commentary on the experience of revisiting a place you love. Friendships built upon their past trip not only shapes the experience but the commentary that is present.



VISIT [CINESCAPES.CA/EXPLOREYXE](https://www.cinescapes.ca/explore/yxe) TO VIEW SAMPLE

STYLE SAMPLE

We have attached a sample clip that has a similar approach to the production style. Instead of using an omniscient narrator, Karrnel will be the character driving the story.

EXT. / INT. NOVA SCOTIA. DAY.

We see glimpses of Amy and Karrnnel's east coast life. Their street, their house, their living room, where Amy is filling her suitcase.

AMY (V/O)

My mother used to tell me, as we packed for a trip to far off mountains or my grandfather's cottage by the lake or an airplane ride to another country with another language, she used to tell me: leave part of your suitcase empty, don't pack it right full. You always want a little room to bring something home.

Karrnnel's fiddle case sits beside Amy's modern suitcase. We see a small, empty area in the corner of her suitcase. Waiting for something. She shuts the top and pulls the zipper closed.

The couple rides a motorized airport walkway and we see a YXE airline ticket in Amy's hand.

Onboard, we look outside the window to see a time-lapse of the wing of the plane, jump cutting to denote distance and time travelled among the clouds, on runways, and over cities.

We see the familiar landscape of Saskatoon from above — the majestic South Saskatchewan River running through fields and valleys, moving ever toward the streets of the city.

INT. JOHN G. DIEFENBAKER INTERNATIONAL AIRPORT. DAY.

We see a diverse group of people walking out of the arrivals gate — all ages, nationalities, and walks of life. Amy and Karrnnel walk among them.

KARRNNEL (V/O)

Room for new experiences. The ones you wake up for. That sneak up on you where you least expect them.

The suitcase and fiddle case make their way down the baggage conveyor.

CONT'D

INT. PRESIDENTIAL SUITE. PARKTOWN HOTEL. MORNING.

Waking up to the prairie sun, Amy walks down the stairs of her spacious room and joins Karrnnel, who is looking out the window at the bridges below. She sips her coffee.

AMY (V/O)

Someplace new and unknown a month ago,
is familiar now.

KARRNNEL (V/O)

More than familiar...

AMY (V/O)

Friendly.

KARRNNEL (V/O)

Fresh.

AMY (V/O)

Becoming unforgettable.

INT. CONVENTION AREAS. DAY.

Amy moves through various venues, pointing out things, checking menus, inspecting seating arrangements, etc.

AMY (V/O)

I'm back, ready to do what I do best.
Surrounded by people just like me. The same
standards of perfection. The same journey
to a flawless event. The one without a
hitch, opening a window to fresh ideas and
unexpected collaborations.

Not just surpassing expectations, defining new ones. When the job isn't a job anymore.

She carefully checks the tables, eyeing the tableware, ensuring the linen is wrinkle-free with her hand, moving flowers to look just right, comparing notes on her iPad with her colleagues.

EXT. MEEWASIN TRAIL. DAY.

Karrnnel is with a small group of other musicians, tuning instruments, sharing musical ideas, and jamming together.

CONT'D

KARRNNEL (V/O)

It's a life. Filled with a hundred friends we've yet to meet.

INT. VEHICLE. NIGHT.

We see Amy in the backseat of a vehicle, staring out at the street lights as they reflect like stars in the window.

EXT. / INT. OBSERVATORY. UNIVERSITY OF SASKATCHEWAN. DAY

Karrnnel hops off a bus at the U of S, and approaches the unique observatory building. Inside, the impressive 3-metre telescope towers in the open room along with other scientific equipment. Students are preparing for their evening's observation. We see the roof slide open and a time-lapse of sunset and stars appear through the opening. Karrnnel looks into the eyepiece.

KARRNNEL (V/O)

A thousand places we've yet to discover.

INT. RIVER COUNTRY WATER PARK. SHERATON HOTEL. DAY.

Karrnnel climbs the stairs to the water slide and stands next to a young boy.

KARRNNEL (V/O)

A million moments we're waiting to live.

The kid's voice breaks through the voiceover we've become accustomed to:

KID

You scared?

Karrnnel looks at the kid, perhaps finding a deeper meaning in the question.

KARRNNEL

No... are you?

The kid rolls his eyes and leaps into the slide. Karrnnel quickly follows, and we slide down with him through the twists, turns and splashes as we hear:

KARRNNEL (V/O)

You'll have regrets, but not now. Not here. Is there somewhere else to be? I'm not so sure.

CONT'D

Suddenly they launch out of the double slide at the same time and land in the pool. We see Karrnel underwater, in slow motion, realizing something while beneath the surface. Knows he's ready for a kid. He rises and we immediately cut to:

AMY (V/O)

It's here. All of it. No empty pocket or secret compartment waiting to be packed full of souvenirs. Not this time.

Various shots of conferences, Amy is shaking hands, writing notes.

AMY (V/O)

This time I've found something no suitcase can hold. Because it isn't just about their lives...

KARRNEL (V/O)

...it's about ours. It's about what's to come.

AMY (V/O)

And what I've done.

We see Amy, standing out the outskirts of the event, keeping a watchful eye, smiling to herself, as the guests enjoy themselves.

AMY (V/O)

The conference... perfect.

She shuts her iPad with satisfaction, turns, and walks away.

INT. PRESIDENTIAL SUITE. PARKTOWN HOTEL. VARIOUS TIMES.

We see Amy's suitcase in jump cuts becoming more and more empty as she unpacks and spreads items across the room, making it a home over the week. Eventually, it's completely empty.

AMY (V/O)

The suitcase... empty.

INT. PUB. NIGHT.

Karrnel has found a beer, some friends, and a live band, and the background music suddenly transitions to a live, on-screen rendition tying the sound and imagery together as the crowd laughs and dances and celebrates.

CONT'D

KARRNEL (V/O)

The people... friends.

And then he sees her. Amy walks into the venue and they spot each other from across the crowd. They move to each other and stop just before touching.

AMY & KARRNEL (V/O)

The possibilities...

AMY (V/O)

(with a knowing little giggle)

...yeah, you guessed it.

#ENDLESS fades onto the screen.

MEDIA DEPARTMENT VIDEO BREAKDOWN

CHAPTER III - #ENDLESS SURPRISES

CHAPTER III: #ENDLESS SURPRISES PROJECT BRIEF

Wedding proposal videos are a driving trend in the way in which people ask the question. For most of these videos, they get shared and viewed socially by millions of people. What we want to do with this video is create a wedding proposal video that highlights the couples experience as they journey through the city on a carefully crafted wedding proposal.

Formatwise, we will look to produce a documentary feel video with point of view assets integrated into the piece. Our goal with this video is to evoke an emotion centred around the experience and feeling you get while in Saskatoon. We also want to create the video in a way that makes it feel authentic. In order to be shared socially, this is critical.

We will deliver a 3 minute video for Chapter III with a release strategy pending.



ONE PARAGRAPH SYNOPSIS

#ENDLESS SURPRISES features the wedding proposal of the featured couple. Not only does Saskatoon act as the background for this story but it also acts as a character in the proposal itself. Karrnel will work closely with the hidden gems established in the previous videos to craft a unique proposal for Amy.



VISIT [CINESCAPES.CA/EXPLOREYXE](https://www.cinescapes.ca/explore/xe) TO VIEW SAMPLE

STYLE SAMPLE

We have attached a sample clip that has a similar approach to the production. We would look to create a similar piece that is full of energy and is high impact.

We love the introduction to the attached film. It does a great job at establishing a sense of place.



THE PROPOSAL

Our goal with the proposal is to do it in a way that integrates as much of the framework of Saskatoon into the proposal as is possible. From the people to the places, we will aim to include as many of these elements as possible with the hopes of creating a project that is believable and sharable.

Conceptwise, we want to take a similar approach to the sample video but are also in the development stage to see what the best approach is to craft the story. Before refining this concept, we want to secure the key locations we want to feature so we can work these elements into the proposal concept we develop.



A nighttime photograph of a cityscape. In the foreground, a brick church steeple with a cross on top is illuminated. In the background, a large stone bridge with multiple arches spans across a river. The city lights and bridge lights are reflected in the water. The sky is dark blue.

HERO VIDEO BREAKDOWN

CHAPTER IV - #ENDLESS JOURNEYS

CHAPTER IV: #ENDLESS JOURNEYS PROJECT BRIEF

The focus of this video is to use it as the recap video for the campaign. From the first to last trip, we will capture each stage of the growth of the relationship right through to the destination wedding in Saskatoon. Our goal with this video is to use it to recap the experiences captured during these visits to Saskatoon.

Formatwise, we will look to produce a narrative film that documents the couples entire journey with the finale being the wedding. Our goal with this video is to evoke an emotion centred around the experience and feeling you get while in Saskatoon.

The release of this video would be shortly after the release of the proposal video to continue the social push for the campaign. Our goal would be to also have this piece shared socially because of the integrated wedding aspect and the continued storyline.

We will deliver a 30 second teaser and a 3 minute video for Chapter IV with a release strategy pending.



ONE PARAGRAPH SYNOPSIS

#ENDLESS JOURNEYS is a short film that features the character and story arcs developed through each of the previous videos. Our goal is to use this video as a recap video while also including shots from the wedding.



VISIT [CINESCAPES.CA/EXPLORE/YE](https://cinescapes.ca/explore/ye) TO VIEW SAMPLE

STYLE SAMPLE

We have attached a sample clip that has a similar approach to the production. We would look to create a similar story structure for this piece but with more scene interaction between actors.

This sample is simply included to illustrate the style of production.

STORY BREAKDOWN

Not only does this story feature Tourism Saskatoon's brand attributes but it also hits on the main attributes that need to be present in this campaign which include the convention spaces, hidden gems and the push to show that Saskatoon is a place for spouses.

What we also aim to do with this video is continue the story of the couple through their wedding. We need to connect with our audience early and establish who they are as people before getting into the meat of the story.

By using the cast presented above, we would be able to get actual wedding footage at their upcoming wedding in August.



PLANNER'S CONFERENCE



PLANNERS CONFERENCE

In February 2015, 50 planners and 50 suppliers will be attending a conference in Saskatoon, Saskatchewan. The Canadian Society of Professional Event Planners (CanSPEP) is a dynamic, diverse and innovative society of Independent Event Professionals with a leading national voice in the event industry and is the only association in Canada that offers an exclusive membership to independent event planner entrepreneurs.

Our goal with this project is to produce portraits of venues and hidden gems that show off the city as there will not be enough time during the conference to visit these spaces.

We are hoping to produce eight videos featuring a variety of unique venues to be shown at the event. Each video will be two minutes in length and consist of supporting footage and interview content captured during the main project shooting days. **This is a great way to continue the story about the hidden gems featured in the rest of the campaign.** These videos could be used to not only promote Saskatoon but the businesses as well.

To supplement the budget, we would look to partner with some of these venues to secure outside funding. Potential candidates include Village Guitars, Aydin and LB Distillers.



VALUE ADDITIVE

SOCIAL CAMPAIGN

For this campaign, we would look to cast a couple who are getting married in the period of production. This couple would act not only as the lead cast but would also be featured in the social experiment. Our goal would be to track the experience from the marriage proposal right through to the destination wedding in Saskatoon. We could also look at continuing the story by producing video blog style updates as the couple create new chapters in their lives.

As a way to increase the buy-in for the campaign, we would look to feature the wedding on a custom website designed for this campaign that would feature all content related to the production.



MUSIC INTEGRATION

Saskatoon has many great musicians and one element we would love to integrate into these videos are custom scores. There are many talented musicians in Saskatoon and this would be a great opportunity to feature their music and drive viewers to their content as well.

We have attached a list of some of the potential musicians below:

- + Chad Reynolds and The Sex**
- + Close Talker**
- + We Are Lovers**
- + Shooting Guns**
- + Ryan Stinson**
- + Karrnel Sawitsky**
- + John Antoniuk**
- + Myles and the Blanks**
- + Slow Down Molasses**

Our goal would be to use a variety of musicians through each of these videos.



MARKETING & DISTRIBUTION

Will include earned media, paid media, and social media. The plan will focus on the roll out of the video, promotion of the video, and all content as it relates to the plan before and after launch. This stage gets developed during pre-production.

YOUTUBE CHANNEL RESTRUCTURING

There is a lot of content on Tourism Saskatoon's current You Tube channel. Our goal is to restructure this content and create brand consistency across all media and media platforms.

VIDEO RELEASE PLATFORMS

Our goal would be to target platforms from a variety of angles. We also want to determine whether or not youtube is the best targeted platform for video releases through market testing.



VISUAL STYLE

VISUAL STYLE

Our compositions will be very clean and polished. We will use textures and light effects to add depth to our images both during filming and after in post but will ensure that this is done in a way that still maintains the clean design. From using silk and practicals during the shoot to light leak elements in post, we will use these elements to create this depth.

TONE / PACING

Our goal with this project is to create a fun and energetic piece that connects with audiences and brings them along on the journey through Saskatoon. Our tone will be playful but serious at the same time. Our pacing will be a balance of fast cutting and slower methodical compositions.

CINEMATOGRAPHY

'**THE WEDDING PROPOSAL**' is proposed to be shot on either the Nikon D800 or RED Epic with a focus on specialized camera movements utilizing camera sliders, UAV's and cranes. As we progress throughout the piece, we will slowly introduce more camera movements in our image.

The final look of the film is illustrated in the mood board following. Stark lighting ratios for dramatic flair with a warm / cool contrast between environments. Contrasted earth tones will be used to help emphasis the hard light of the outdoor locations.

A balance of handheld during the action scenes and controlled, subtle dolly movements during the fields of study segments will help tell the story and create depth as we move throughout the scene. Showcasing the surroundings while focusing on the characters will help create a larger sense of environment with a focus on these specialized movements and wide vistas to help capture the diverse landscape of Saskatoon.

MOOD BOARD



MOOD BOARD

Integrity, energy and passion. Our approach and creative outlook will be to bring the elements in the mood board together to create a unified vision. Not only is it about the lifestyle and the sense of relaxation, it is about the relationships you form along the way.

STORY

Mood

Very motivating and uplifting with the sense of journey and self exploration and growing at the forefront.

Tone

We will use warm, non-contrasty tones in the characters we interact with and natural elements that build upon this philosophy. It's about chasing your dream and doing what it takes to make it happen.

VISUAL

Theme

The major thematic elements we will explore in the visuals is growth and new beginnings. We will take this sense of exploration and show this through elements that compare and contrast with each other - as a way to show a new beginning.

Style

Similar to the tone of the story, we will use warm, non-contrasty tones in the environment and characters we capture.

PRODUCTION SCHEDULE

Our goal with pre-production is to ensure that we lay out all elements regarding our production so shooting goes as smooth as possible. With a production like this and with all the moving parts, it is imperative we block out all elements before hand. There will be a few scenes with a lot of talent so it's key these scenes are blocked out in advance.

Our shoot is scheduled to take place over all seasons with the main shoot occurring at the beginning of August. These dates are yet to be determined.

Following production, we will move into post production and our goal would be to deliver a first edit two weeks after the completion of production.



DELIVERABLES

Cinescapes Collective will produce 4 (2-3 minute videos) and 3 (30 second teaser videos). These assets will resonate with a broad audience based on the format. Our goal is to be able to work with the media department to help develop the social campaign related to the release of the video across social media channels.

These shorts will be distributed on Tourism Saskatoon's social media channels, website, at trade shows, in meetings with potential visitors / convention hosts, at events, in media kits and more.





PAYMENT SCHEDULE

For this project, we have separated the payment schedule into three stages (40-40-20). These three stages occur at a different stage of the production. We require 40% upfront, 40% when we send the first edit and the final 20% when we send over the final deliverables. If you have any questions, please let us know.



The image features a large, white, stylized infinity symbol logo at the top center. Below it, the text "CINESCAPES" is written in a bold, white, sans-serif font, and "COLLECTIVE" is written in a smaller, white, sans-serif font directly underneath. The background is a photograph of a city street at sunset. The sky is filled with wispy clouds, and the sun is low on the horizon, creating a warm, golden glow. In the foreground, a road with a concrete barrier runs across the frame. A car is blurred in motion, driving towards the viewer. In the distance, a city skyline with various buildings is visible against the sunset sky.

∞
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