

## M&L Ad

### Storyboard: *Sex and the City* Inspired Ad

- Tone: Underground Grandeur, busy city, .
- Aspect: 16:9 (4K master) possibly cropped to 9:16

### Notes for production

- Color grade: warm, soft rose and green undertones, low-medium saturation, slight blown out film grain look (refer to M&L IG page)
- Script Read: Laid back, mature, vivacious
- Social Media Commercial versions: UFD

## Shot 1



Photo by [Yusuf Gündüz](#)

### Medium to close shot of an espresso pull - Shoulder Level

Tracking shot toward the machine and barista

Warm browns, low shadows, increase in contrast

In background, sees subject walk in (possible focus change)

## Shot 2



### Medium shot of two subjects at counter - slow track in

Subject in foreground is walking towards the counter

## Shot 3

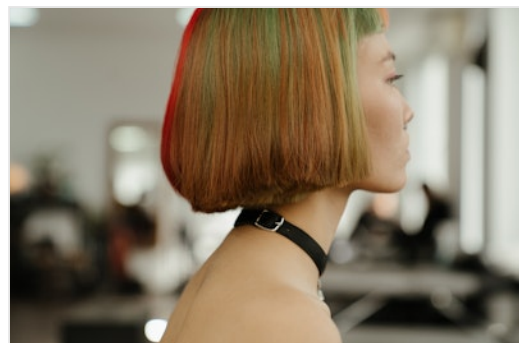


Photo by [cottonbro studio](#)

### Medium-close Shot

"Can I have... "

## Shot 4

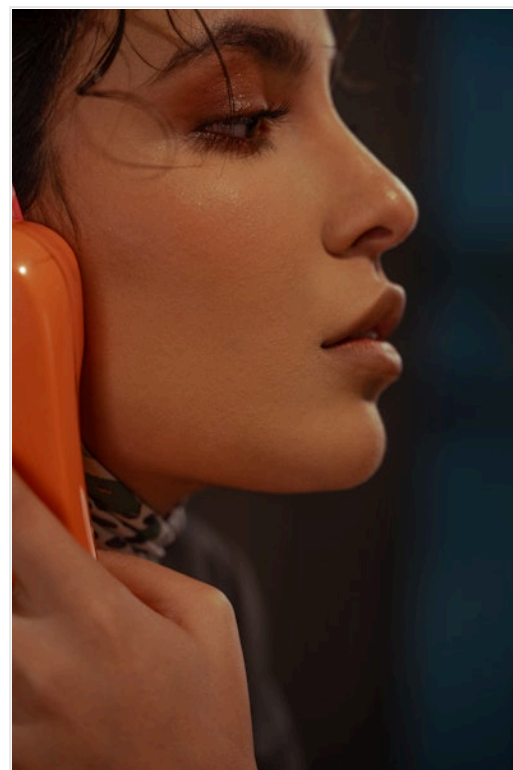


Photo by [Shahin Mren](#)

### Extreme Close-up – Profile of talking

Cut in on previous shot

"the M&L special?"

## Shot 5



Photo by [Thirdman](#)

### Medium Close –Static

Subject on screen right hands cup to subject on screen left

## Shot 6



### Medium Full- Track Out

Tracking away from subjects at quarter angle (mimic shot 2 setup)

Exit screen left

"Have a good one"

## Shot 7



### Medium – Shoulder Level

\*Experiment with J and I'd placement in shot

" J and I conversing as Adrienne walks out the shop"

## Shot 8



### High angle medium shot

Shot from rear bumper of car pulling off

Lines should ideally match the angle of the previous shot

Final Project Link:

<https://www.instagram.com/reel/DOL173yER2h?igsh=MWcyNmV1ZmJjaW5neQ==>