Breaking Down A Script

Managing Director/EP - Jenny Beckett Head of Production - Ella More O'Ferrall





We're happy to have you here.

Morrisons 2024 Give a Little Love **Directed by Michael Gracey**





Step 1: Fully Digest The Script

Step 2: Highlight The Script

Find a system that works for you to outline and categorise the major considerations for the budget: **Talent** Locations Art Department Other considerations Make notes on the script: Interior/Exteriors/Time of Day

We open inside a christmas decorated, humble **family kitchen** at night. Looking out a **frosty window** onto a dark wintery sky, there's a whisp of snow dancing in the air. The curtains framing the window give an almost theatrical feel and on the windowsill is a kitch looking reindeer ornament*

Our track 'Give a little love' begins to play.

Outside a Morrisons delivery van pulls up, causing an outdoor security light to illuminate the van, the Morrisons logo proudly filling the frame of the theatrical 'stage'.

The drivers door swings open causing the light to reflect in through the window, creating a spotlight on a lone oven glove hung up on the cupbaord adjacent to the window. The camera creeps towards the glove as dust in the air catches the light, then magically, the glove raises it's head and begins to sing...

We could of been anything that we wanted to be,

We cut back to another **festive kitchen**, where we see a woman with a large uncooked turkey in a roasting tin. She looks at it dauntingly. Her **oven glove** at her side is singing the next line, as we see her holding a handwritten note with **"Morrisons butcher instuctions"** in front of her. She deftly begins to apply streaky bacon.

And I'm not saying we should,

We cut to another **festive kitchen** where a guy is taking out a large salmon from it's Market Street wrapper., the fish has been beautifully prepared by the fishmonger so he just needs to pop it in the oven. He gives a little smile as his oven glove sings out the next line....

But if we try it we'd learn to abide it

We cut to the whole finished salmon on a serving plate, the fish looking incredible and the host is full of beaming smiles, he looks at the oven glove as it sings the next line...

We could be the best at being....

Around the frame a whole bunch of oven gloves appear to sing together....

....good guys!

We see a scene of multiple plates of 'The best' party foods, beautifully presented 'The Best' Xmas Present Hoisin Steamed Bao Buns take centre stage as a hand comes in and cheekily takes one. An oven glove in the middle sings as party streamers fall around it.

You give a little love and it all comes back to you....

We cut to a top down of a stupendous table of party food, oven gloves and pot grabbers are in circles as the camera rotates they all sing along.

La la la la la la laaaa!

We see a delicous seafood food scene, there are The Best Maple smoked salmon smoked platter, The Best British King Scallops with Champagne Sauce and more are against what feels like an operatic backdrop. The 'cat' glove from last years ad makes a brief cameo, singing along...

You know your gonna be remembered for the things that you say and do....

Smaller kids gloves 'kitten' versions of the cat appear around it and join in with the chorus.

La la la la la la laaaa!

We cut to a scene of the most glorious 'The Best' desserts and puddings. There's a cloud like appearance to the background as a pour of custard is added to a delicous 'The Best' Sticky Toffee Pudding swirl. Another glove in the centre of the food sings the next line.

You give a little love and it all comes back to you....



Art Department Talent Glove Puppets

Cut to another theaterical shot of incredible roast dishes lamb, ribs of beef and more, standing proudly in the background are two Market Street butchers standing back to back, Little hand-written notes of 'Morrisons butcher tips' fall around like confetti as oven gloves sing along to the chorus, as do the butchers in the background.

La la la la la la laaaa!

In a theaterical world of broccoli, cauliflower, sprouts, parsnips and more vibrant coloured British veg a 'Farmers alliance sign' frames the scene as an oven glove sings the next line....

You give a little love and it all comes back to you....

In a **pantry** of baked goodies we see 'The Best' Deep filled mince pies in the centre and standing proudly in the centre is a Market Street baker, surrounded by a troupe of singing oven gloves.

La la la la la la laaaa!

Finally, to a family table on Christmas Day with a wonderful selection of all the food on offer, we see that at the head of the table is the woman from earlier smiling at her incredible bacon wrapped turkey. Her family are all full of smiles as all the oven gloves are now together around the family. The camera zooms out revealing another table spread and another family, all swaying along to the infectious chorus along with the oven gloves.

You know your gonna be remembered for the things that you say and do... La la la la la la laaaa!

Finally, for the cruscendo we zoom out to see more festive tables from accross the UK, gloves flanking the families and everyone singing and swaying together in unison....

You give a little love and it all comes back to you....!

The music fades out as we cut to a our festive endframe.



Art Department Talent Glove Puppets

Step 3: Read the PIBS Highlight the information that is relevant for your budget/schedule

A: General Information

A: General Information			Format in which Film will be shot – (E.g.
			HD
Insert full registered name and Address of Advertising Agency			Media in which Film will be broadcast or
Leo Burnett London, 40 Chancery Lane, WC2A 1JA			(This is for information purposes so that Prod Film is shot. The Production Company's oblig
Telephone	Agency Producer - (include name	and email address).	Tv, Cinema, Online, Social, Mobile.
7946 430 636	Anna Cartwright anna.cartwrigh	t@leoburnett.co.uk	
rt Director	Copy Writer		
Gareth Butters	Gareth Butters		
Creative Director			Agency to tick one of the follo
Kim Gill and Gareth Butters			Complete to:
			Rushes only D
			Director's attendance to:
Insert full registered name and address of Production Company			Rushes only
Partizan 19-23 KINGSLAND ROAD LONDONE2 8AA UNI	TED KINGDOM		
Telephone	Production Company Producer -	(include name and email address).	Agency to select one of the following: R Insert all relevant info and/or other technical
+ 44 7815 850839	твс		16:9
Director			
Michael Gracey			
The Production Company shall provide a quote for the	then produce the Film in accorda	ance with this Agreement.	
production of the attached script(s)/storyboard(s),	including the script(s), treatment		
Dated : 12 August 2024			Frame rate required - E.g. 25FPS (Pal), o 25 FPS
Client			
Morrisons		0.50	Proposed Live/Air Dates for all Film De
Campaign/Brand/Product - (leave enough room for multiple products,	e.g. if it's for a client that needs 6 ads each with	a different product).	TV Cinema
Morrisons Christmas 2024 'The Greatest Show at Home'			4th November 2024
			Proposed Confirmation Date of Product
			19th August 2024
			The delivery date for the Rushes, Direct
			or Master (tick one) on which the Produ
			Rushes Director's
Title of Film(s) – (leave enough room for titles of multiple scripts).	Length(s)	No. of version(s)	27th September 2024 30th Sep
······		Define versions e.g. International, cut downs, dealer endings etc.	Proposed Completion Date of Production
The Greatest Show at Home	60 & 40	2	the completion dates may well be different - 4th November 2024
			Any other – (insert date and provide details
			Number of Companies Quoting
			3
			Production Company must us difficulties with the proposed
			Director) and must notify the

shot – (E.g. HD, 35mm, 16mm etc					
roadcast or otherwise publishe so that Production Company is aw pany's obligations for the Film Del Aobile.	are of intended media	prior to Shoot i	n case that will affect I	how the	
he following:					
					7
Director's Cut	Agency Approved 0	Cut X	Client Approved Cut		Master
Director's Cut	Agency Approved (Cut	Client Approved Cut	X	Master
ollowing: Ratio required - E.g. 1 r technical requirements	16:9; 14:9; 4:3; 1:1 (e.	g. Facebook/Ins	stagram); 9:16 (e.g. Fa	icebook/Sna	pchat)
PS (Pal), or 29.97FPS (NTSC if L	JS is primary market).				
FPS (Pal), or 29.97FPS (NTSC if U all Film Deliverables: Cinema	JS is primary market). Online	So	cial Media November 2024		4
all Film Deliverables: Cinema	Online ate: Pro	Sou 1st posed Shoot I	November 2024 Dates(s):		4
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5	@ estimated total BSFs of £	7500
16	@ estimated total BSFs of £	£5600
20	@ estimated total BSFs of £	£2800
4	@ estimated total BSFs of £	£760
	@ estimated total fees of £	
12	@ estimated total of £	£18,000
	16 20 4	5 @ estimated total BSFs of £ 16 @ estimated total BSFs of £ 20 @ estimated total BSFs of £ 4 @ estimated total BSFs of £ @ estimated total BSFs of £ @ estimated total fees of £

5. Personal Accident Insurance &/or Travel Insurance

If personal accident insurance cover is to be acquired, the Agency will be responsible for insuring artists and performers and the Production Company will be responsible for insuring crew.

Is personal accident insurance required (either due to union agreements or otherwise)?

X	No

Yes

(Parties should consider taking out personal accident cover, in particular, for overseas shoots where risks can be greater, including, for example, for travel and emergency and medical expenses).

6. Film Deliverables Insurance See clauses 9 and 16 of Contract Terms

The Agency will be responsible for obtaining insurance cover for the safekeeping of the Film Deliverables (which includes negatives and digital formats of the Film) as set out in the Contract Terms, including clauses 9 and 16. (Any requirement for additional cover should be discussed between the parties and their brokers prior to Production Company's costs quote).

7. Vehicle Insurance (of product motor vehicles only) See clause 16 of Contract Terms

(Tick if not applicable	
`		

Non-appearance before delivery of the product vehicle to the Production Company will be the responsibility of the Agency.

Non-appearance after delivery of the product vehicle to the Production Company will be the responsibility of the:	Agency	Production
All risk cover of the product vehicle before delivery to the Production Company will be the responsibility of the:	Agency	Productio
All risk cover of the product vehicle after delivery to the Production Company will be the responsibility of the:	Agency	Productio

lf '	"Yes", are there any preconditions or restrictions on use by the	Production Com	pany?	X	Yes		No
lf	"Yes", please provide details here.						
0	Directors cuts must be approved by agency and client.						
lf th	e Agency obtains perpetual and irrevocable licences to use art	ists, music and fo	ootage in com	mercials to	promote Agency	and Clie	ent usa
	Agency will also endeavour to obtain such licences for the Pro-					hatlioon	
The	Production Company should check with the Agency whether c ended to their suppliers.	or not licences ha	ive been agre	eo ano sno	uid not assume t	mat licen	ues are
I:	Checklist See clause 16 of Contract Terms						
The	e purpose of this checklist is to enable the parties to confirm wh	ich of them will b	е				
res	ponsible for providing and paying for the items listed.						
Ple	ease ensure this is completed accurately.						-
1	Location Recce		Agency	X	Production Company		N/A
1			1		1		
2	Casting no. of sessions required (insert amount below)		1		Deaduation	-	
	2		Agency	X	Production Company		N/A
2	Artists Tests - Fees		1		Production		1
3	Allisis lesis - rees	X	Agency		Company		N/A
4	Artists Fees - Featured (BSF)	X	1		Production		N/A
		^	Agency		Company	L	19/0
5	Artists Fees - Background and Walk-ons	X	Agency		Production		N/A
					Company		- nessa
6	Artists Fees - Stand Ins		Agency		Production Company	X	N/A
]		Gompany	L	
7	Artists Fees - Stunts (BSF only)		Agency		Production Company	X	N/A
			-				1
8	Artists Fees - Voiceovers	X	Agency		Production Company		N/A
0	Ohild Audilian Fran		1		Production	1	1
9	Child Audition Fees	X	Agency		Company		N/A
10	Child Artist Fees	V]		Production	[N/A
-		X	Agency		Company		
11	Chaperone Fees	X	Agency		Production	-	N/A
			Gency		Company]
12	Hands Artist		Agency		Production	X	N/A
]		Company		1
			1		Production	X	N/A

Advertising Production Agreement Production Insurance Briefing Specification (PIBS) Agency Insuring - Part 1

	(2 lines here as sometimes Agency may supply some key ward		Agency	X	Production Company		N/A				
			Agency	X	Production Company		N/A				
	Home Economist		Agency	X	Production Company		N/A				
	Special Personnel		Agency		Production Company	X	N/A				
1	Artwork/Packs		Agency		Production Company	X	N/A				
	Special Props		Agency		Production Company	X	N/A				
	Stills		Agency		Production Company	X	N/A				
1	A - Travel to Location Agency/Clients (no. of)										
	12	X	Agency		Production Company		N/A				
	Artists (no. of)										
	26	X	Agency		Production Company		N/A				
	B - Travel from Location to Shoot Agency/Clients (no. of)										
	12		Agency	X	Production Company		N/A				
	Artists (no. of)										
	26		Agency	X	Production Company		N/A				
-	Hotel Agency/Clients (no. of)										
	12	X	Agency		Production Company		N/A				
	Artists (no. of)		_								
	26	X	Agency		Production Company		N/A				
2	Subsistence Agency/Clients (no. of)										
	12		Agency	X	Production Company		N/A				
	Artists (no. of)										
	26		Agency	X	Production Company		N/A				
3	Permits / Visas Agency/Clients (no. of)										
			Agency		Production Company	X	N/A				
1	Artists (no. of)										
	i music (includy)				Production						

	Transfer and Playout Facilities	X	Agency	Production Company		N/A
200	Safahi Canina / Safahi Dinital Eilon)	Production		1
26	Safety Copies / Safety Digital Files		Agency	Company	X	N/A
27	Sound Studio	X	Agency	Production Company] N/A
28	Original Music Recording	X	Agency	Production Company] N/A
29	Library Music Search		Agency	Production Company	X] N/A
30	Sound Effects	X	Agency	Production Company] N/A
31	Music Licence	X	Agency	Production Company] N/A
32	Singers Session Fees		Agency	Production Company	X] N/A
33	Additional shooting for online/cinema etc.		Agency	Production Company	X	N/A
36	International versions		1	Production	V	1
36	International versions		Agency	Production Company	X] N/A
			Agency Agency	and the second	X] N/A] N/A
37	Days, Rate and Overtime to be shown in quote Does Client require any items of wardrobe etc. after shoot?		ן ר	Company Production	X	J
37	Days, Rate and Overtime to be shown in quote		ן ר	Company Production	X	J
37 38	Days, Rate and Overtime to be shown in quote Does Client require any items of wardrobe etc. after shoot? Yes No X Post Production] Agency	Company Company Production Company Production	X] N/A
37 38	Days, Rate and Overtime to be shown in quote Does Client require any items of wardrobe etc. after shoot? Yes No X	X] Agency	Company Company Production Company Production	X] N/A
37 38	Days, Rate and Overtime to be shown in quote Does Client require any items of wardrobe etc. after shoot? Yes No X Image: Client require any items of wardrobe etc. after shoot? Yes No Post Production Yes Yes No	X	Agency Agency	Company X Production Production Company Production Company Production Company Production Company	X] N/A
37 38 38	Days, Rate and Overtime to be shown in quote Does Client require any items of wardrobe etc. after shoot? Yes No X Image: Client require any items of wardrobe etc. after shoot? Yes No Post Production Yes Yes No X Image: Client require any items of wardrobe etc. after shoot? Yes No X Image: Client require any items of wardrobe etc. after shoot?		Agency Agency	Company Company Company Production Company Production Company Production	X] N/A
37 38 38	Days, Rate and Overtime to be shown in quote Does Client require any items of wardrobe etc. after shoot? Yes No X Image: Client require any items of wardrobe etc. after shoot? Yes No Post Production Yes Yes No X Image: Client require any items of wardrobe etc. after shoot? Yes No X Image: Client require any items of wardrobe etc. after shoot?		Agency Agency Agency	Company X Production Company Production Company Production Company Production Production Company	X] N/A] N/A] N/A

Advertising Production Agreement Production Insurance Briefing Specification (PIBS) Agency Insuring - Part 1

Speak to your Director From the information gathered make a list of questions for your director...

- □ Set builds or locations? □ Puppets or VFX?
- □ How many shoot days? □ Special FX?
- □ Time of day for each scene?
- □ What camera/grip gear?

- Art Department?
- □ Post considerations?

Step 4: Script Breakdown Highlight the information that is relevant for your budget/schedule

Scene	Description	Cast	Puppets	Location	Int/Ext / Night / Day	Location v Set Build	Art Dept	Equipment	Post/Notes
	In Samily Kitchen looking		*****						Whice of Coowin air
A	In Family Kitchen looking	D-1	Ourse Claure 1	Vitalian O Chroat	AU-L-L	La cation /Cat	Franks Window anow	Common Common	Whisp of Snow in air,
1	onto street.	Driver	Oven Glove 1	Kitchen & Street	Night	Location/Set	Frosty Window, snow	Camera Creep	snow on ground
			****	****					
-				What are	b		Festive Dressing,	Dally 0 Track	Post Clean up on
2	Festive Kitchen 2	Woman	Oven Glove 2	Kitchen	Day	Location/Set	Handwritten Note	Dolly & Track	Puppeteers
	Non-		99. 				*****		
3	Festive Kitchen 3	Guy	Oven Glove 3	Kitchen	Day	Location/Set	Festive Dressing		
			<u> </u>						
	THEATRICAL SCENE - Party		****						
4	Food		Oven Gloves - how many?		NA	Set		Rotating Camera	Plates?
	мон								
	THEATRICAL SCENE -		****						Home Economist
5	Seafood Scene		Cat Glove & Kitten Gloves		NA	Set		Crane Arm & Track	Equipment and prep time
	909		90				***********		
	THEATRICAL SCENE -		P	******					Home Economist
6	Desserts & Pudding		Oven Glove 4		NA	Set	Cloud		Equipment and prep time
	отон, 1000-								
	THEATRICAL SCENE -		**************************************	_			• •		Home Economist
7	Roast Meats	2 x Butchers	Oven Gloves - how many?		NA	Set	Market Street		Equipment and prep time

-	THEATRICAL SCENE - Veg					C-1	C Ci		Home Economist
5	Scene		Oven Gloves - how many?		NA	Set	Farmers Sign		Equipment and prep time
	THEATRICAL SCENE -		****						Home Economist
0		Baker	Troupe of Oven Gloves		NA	Set			Equipment and prep time
3		Daker	Ifoupe of over Gloves			Set			
	V	Family - Mum, Dad, Kids,							
10			8 8	Kitchen	Night?	Location	Festive Dressing		
				Kittenen					
	мон-т-			******					
11	Christmas Day Families	As above	Oven Glove	Kitchen	Night & Day	Location	Festive Dressing		

Questions for the Agency

- □ Product Preferred Home Economist, how big a team?
- Preferred Puppeteers and Puppet Makers?
- Does it have to shoot UK due to product?
- How stylized/theatrical will client go?
- Child Licensing
- □ Stills/Social Deliverables
- □ Store Signage
- □ Will the Morrisons van be supplied?



Step 5: Estimated Shooting Schedule

Once you have broken down your script into scenes, start to re-arrange them to work out a logical way of shooting:

- Separate set build and locations
- Sort by day and night (consider daylight hours)
- Could you prelight in the morning whilst shooting the exterior?
- □ Is there any equipment that you only need for certain scenes? Try to group those together to minimise costs
- Consider set-up and de-rig times, locations may need adapting for puppeteers or a re-dress
- Consider how many puppets and puppeteers you might need.
- Consider rehearsal times
- Consider Home Economist prep times

Shooting Schedule for Budgeting Purposes

How to work out a draft shoot schedule to budget from...

□ DAY 1 – Exterior then Kitchen Sets x 3 - STUDIO

□ DAY 2 – Final Kitchens x tbc - STUDIO

□ DAY 3 – Theatrical Food Scenes x 3 - STUDIO

DAY 4 – Theatrical Food Scenes x 3 - STUDIO

Scene	Description	Cast	Puppets	Location	Int/Ext / Night / Day	Location v Set Build	Art Dept	Equipment	Post/Notes	Estimated Time Required (days)	Day
	In Family Kitchen looking								Whisp of Snow in air, snow		
1	onto street.	Driver	Oven Glove 1	Kitchen & Street	Night	Location/Set	Frosty Window, snow	Camera Creep	on ground	0.5	1
							Festive Dressing,		Post Clean up on		
2	Festive Kitchen	Woman	Oven Glove 2	Kitchen	Day	Location/Set	Handwritten Note	Dolly & Track	Puppeteers	0.25	1
3	Festive Kitchen	Guy	Oven Glove 3	Kitchen	Day	Location/Set	Festive Dressing			0.25	1
	THEATRICAL SCENE - Party						****				
4	Food		Oven Gloves - how many?	****	NA	Set	****	Rotating Camera	Plates?	0.33	3
	THEATRICAL SCENE -			****		****	****	****	Home Economist Prep &	*****	
5	Seafood Scene		Cat Glove & Kitten Gloves		NA	Set	*****	Crane Arm & Track	Equipment	0.33	3
											-
							*****	****			
6	THEATRICAL SCENE - Desserts & Pudding		Oven Glove 4		NA	Set	Cloud		Any comps required?	0.33	3
<u>v</u>									any comparequireu:	0.33	,
7	THEATRICAL SCENE - Roast Meats	2 x Butchers	Oven Gloves - how many?		NA	Set	Market Street			0.33	4
	Meats		oven gloves - now many?			JEL				0.35	4
				****			****	****		****	
•	THEATRICAL SCENE - Veg					C-1	C			0.00	
8	Scene		Oven Gloves - how many?		NA	Set	Farmers Sign			0.33	4
							*****	****		****	
_	THEATRICAL SCENE -						*****				
9	Pantry Scene	Baker	Troupe of Oven Gloves		NA	Set				0.33	4
	**************************************			****			****	****	****	*****	
		Family - Mum, Dad, Kids,					****			****	
10	Christmas Day	Grandparents	Oven Glove	Kitchen	Night?	Location	Festive Dressing			0.5	2
	**************************************						*****			*****	
				****		****	****	****			
11	Christmas Day Families	As above	Oven Glove	Kitchen	Night & Day	Location	Festive Dressing			0.5	2

Please find the Morrisons day-by-day Shoot Schedule in your pack.



Thank you!





