

“Red Thread”

Commercial Spec

Director's Treatment
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“It’s What Connects Us”

Our concept will showcase the social atmosphere around Red Thread’s branding. We want to emphasize the tagline “It’s What Connects Us” by showing the product actively connecting a group of friends.





Concept

A woman (Age 22-26) is on her way home with a 12 pack of beer. On her way home she picks up some friends along the way. Her first friend (Male, Age 22-26) is waiting in line about to go into a bar, she tells him to ditch the line and come with her to her apartment. They are now both walking together through the park and find another mutual friend (Male, Age 22-26). They stop and share a drink in the park. They then head home to her apartment where another friend is waiting (female age 22-26). They all hang out in the apartment and have a beer together.

Location 1



Queen Street West

Location 2



Riverdale Park

Location 3



Studio Loft