



H&M ReMake

DIRECTORS TREATMENT
JULY 21, 2020

Igor Zimmermann

BRIEF

Launch *Loop* — a machine which remakes used clothing into something new — together with Co-Creators telling a story about a piece of clothing they want to remake.

Our Co-Creators will respond to H&Ms *Looop* twitter account with a self-taped video where they tell us about a garment which they wish to remake.

”Hey Looop, I got something for you...”

”Tone”



We are used to seeing our Co-Creators in a variety of contexts — as a constant whirlwind of brands, organizations and individuals ask them for their time...

Lets see if we can make something together which feels different. I would like them to feel as comfortable in the situation as in their favourite sweater.

Open and Unguarded.

The tone can be fun, bittersweet, warm or cheeky as we give our Co-Creators space to dig into their memories and play with the idea of saying farewell to a piece of clothing.

We are not looking for an endorsement or for the Co-Creator to deliver an "on-brand" message.

It's all about a good story.

“Story”



Objects allow us to time travel.

They can be a portal to feelings and stories from the past. Our cells may have replaced, but the fabric in our clothing has stayed the same. Maybe our personal "fabric" is the same too, or maybe we recall a time before an important turning point where our Co-Creator was in quite a different spot in life.

What have they been through wearing it? What memories are connected to it. Who were they at that time? Maybe the story is about someone else. It might also just be a breezy anecdote. Lets shoot off on tangents!

Why remake this particular piece of clothing?

Why remake or get rid of something? We all have that old and worn t-shirt we refuse to give up on. The piece of clothing in our story is probably not it.

Did the clothing belong to someone else? Maybe our Co-Creator is remaking something belonging to their parents into a baby blanket, to wrap the next generation into something meaningful for the past.

Maybe it is not a sentimental or meaningful object at all. It could be an anecdote about the absolutely worst garment our Co-Creator has ever owned, as even that deserves a better fate than being wasted.

Like any good story or journey — it's about where someone or something has been, and where it's going.

”Style”

Our Co-Creators will film themselves on their laptop or smartphones.

In terms of location — we are looking for something homely or personal which adds character to the shot, rather than an anonymous white wall.

The films do not necessarily need to be house bound, we can be outdoors, in a car, a recording studio or some more unexpected place which is natural to them.





VARIETY STUDIOS
Actors
on
Actors











Our recording will not be a live—stream and have any of those artefacts. It will be as crisp as an iphone or Macbook allows!

We can also experiment with having several cameras:
<https://www.youtube.com/watch?v=Wpo0LJPKxAk>

“Production”



Our work together with the Co-Creators will begin well before the shoot as I will have been in touch with them on calls where we bounce ideas, explore possibilities and figure out what story to tell.

The Co-Creators will be filming themselves, but they won't be alone.

They will be fully supported by us and our production setup. We will take care of everything technical and have a team at hand in order to run a smooth operation. Things will be kept as small and simple as possible. The idea is to create a relaxed space to work in, and having our crew at hand just around the corner rather than surrounding our talent at all times.

I will be with our Co-Creators on a video link throughout the whole shoot, with agency and client being able to see things through the same setup.

A low-angle shot of a person wearing a vibrant red, long-sleeved dress. Their hands are raised to their face, covering their eyes. The background is a clear, solid blue sky. The overall mood is one of mystery or anticipation.

”Rollout”

We will share our Co-Creators stories to the world using the same honest approach as our storytelling, with our Co-Creators sharing their stories through their own channels, or in dialogue with H&Ms social media.

This campaign is different than what H&M usually does. Some deliveries will have graphics and be branded while other ways of spreading the stories might be less affected, such as a repost or retweet.



“Final
Thoughts”

Our Co-Creators will tell us their stories without interruption. I propose that we allow each story to be however long it needs to be. Some will be longer, others will be shorter.

Traditional limitations in terms of delivering certain lengths do not apply. It would be counterproductive to add the hurdle of having to hit an exact mark at 30 seconds — as this forces us to go into scripted and more thoroughly rehearsed territory.

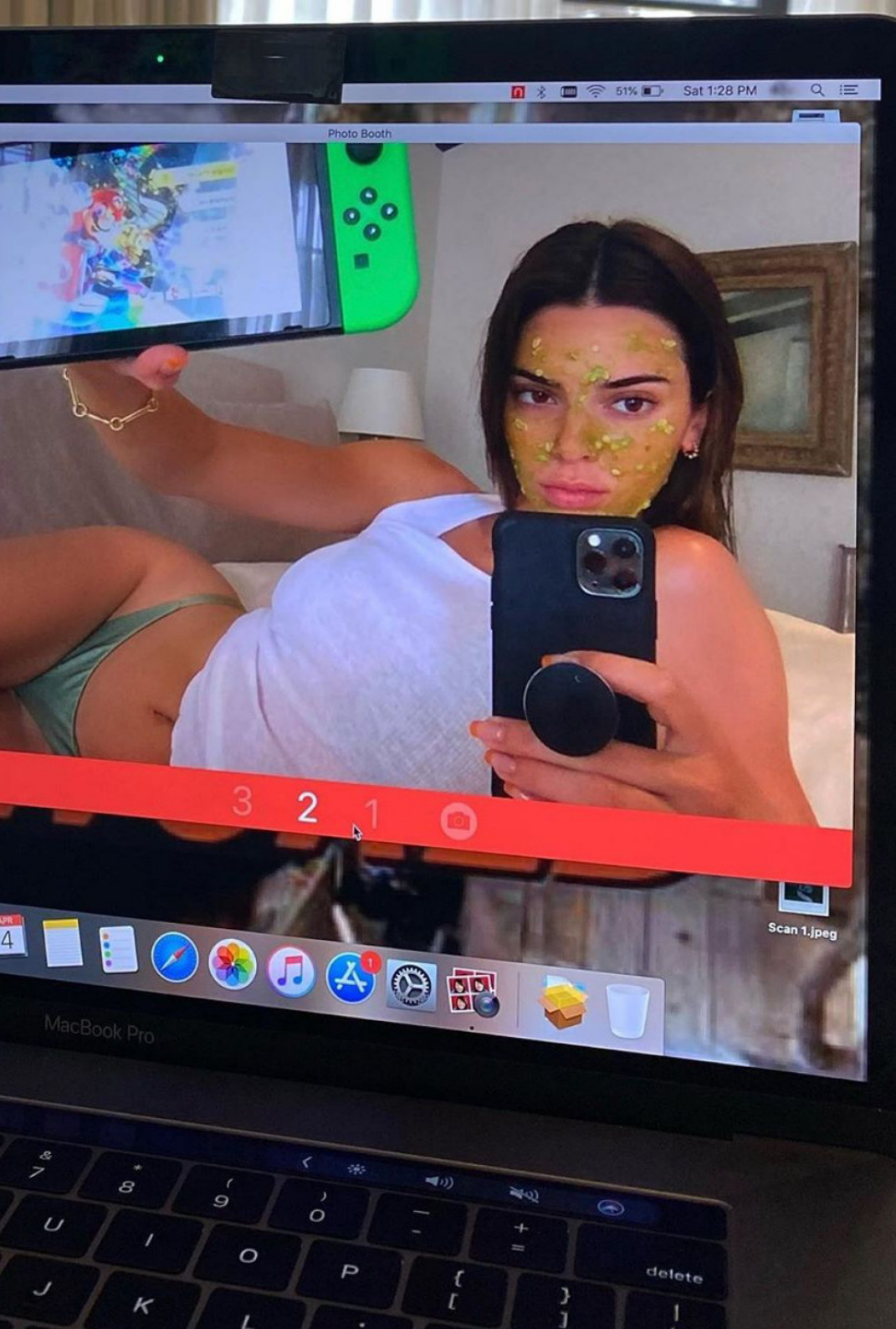
In terms of the campaign stills I think they should be selfies with our talent together with the garment from their story. The stills will support our campaign tagline which is:

“Join the recycling revolution. Never again will your unwanted clothes be seen as waste. From now on, they are a resource.”

The stills direction affects how our films are perceived. Following up our self-made videos with a slick commercial image shot at the same location reveals a larger force at play and will make our "authentic" videos seem fake.

Also — I haven't seen celebrities portrayed on billboards in this way. It's cool, but most importantly a style which is spot-on in terms of our tonality and gives a unified feel to our campaign as a whole.





A portrait of Jane Goodall, an elderly woman with white hair, wearing a white shawl over a green turtleneck. She is surrounded by lush green foliage, including large monstera leaves with water droplets. The background is dark and moody.

#M ReMake

JANE GOODALL

PPM
AUGUST 10, 2020

Igor Zimmermann

Agenda

- Co—Creator Presentation
- Garment
- Location
- Visual Approach
- Synopsis
- Graphics
- Props
- Instagram Story Tap
- Stills
- Music
- Schedule

Co—Creator Presentation

Jane Goodall is an English primatologist and anthropologist. Considered to be the world's foremost expert on chimpanzees, Goodall is best known for her 60-year study of social and family interactions of wild chimpanzees since she first went to Gombe Stream National Park in Tanzania in 1960.

She is the founder of the Jane Goodall Institute and the Roots & Shoots programme, and she has worked extensively on conservation and animal welfare issues.

In April 2002, she was named a UN Messenger of Peace. Goodall is also honorary member of the World Future Council.

Garment



Based on our call last week Dr. Jane Goodall has chosen to remake her green shirt — which she has worn variations of for the past 50 years.

She will be wearing it in all our stills and video content.

During the call we also said the we are open for other clothing and garment stories she might come up with during the next few days.

Location

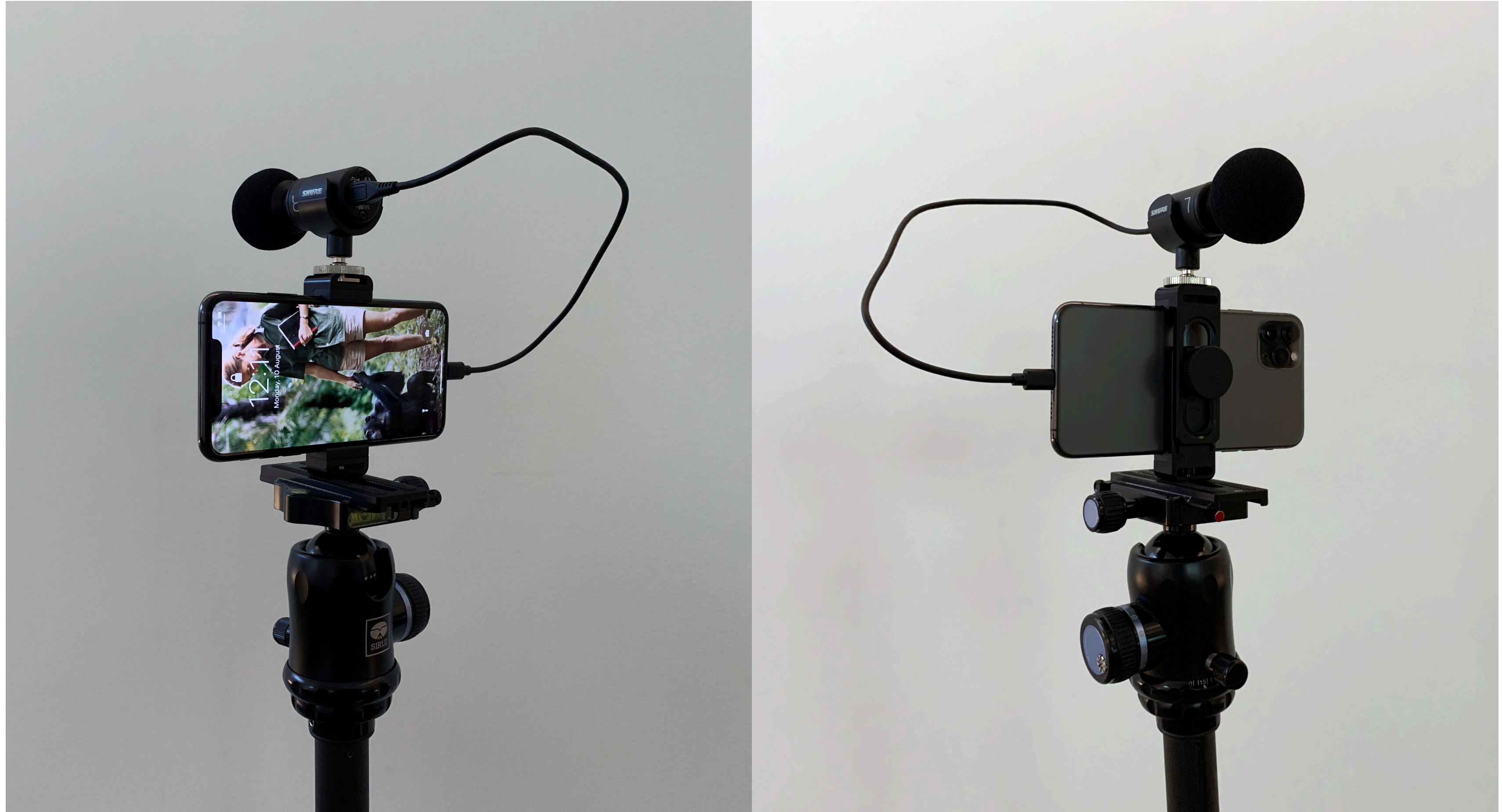


Dr. Jane Goodalls home in Bournemouth.



Visual Approach

Jane records herself on an Iphone 11 Pro Max.





16:9



9:16



1:1

We are looking into the possibility of bringing a 4K iPhone to the location.

Shooting at a higher resolution allow us to deliver all formats without loss of quality and allows more options to reframe our compositions.



Resolution Chart

Synopsis

Dr. Jane Goodall will tell us about her well-worn shirt and the memories connected it.

She will share a story about meeting a monk in Malaysia and the discussion they had about waste and clothing. Sharing the sentiment that she would much rather grow fur than ever worry about wearing clothes.

She will also share a memory about when the chimpanzee Wounda was released into a sanctuary as she was wearing the green shirt — and how it hugged her as soon as it came out of its cage.

Dr. Jane Goodall Witnesses the release of Wounda:

https://www.youtube.com/watch?v=CIOMa_GufsA

Graphics

Join the Recycling Revolution.

PACK 01

H&M

PACK 02



Join the Recycling Revolution.



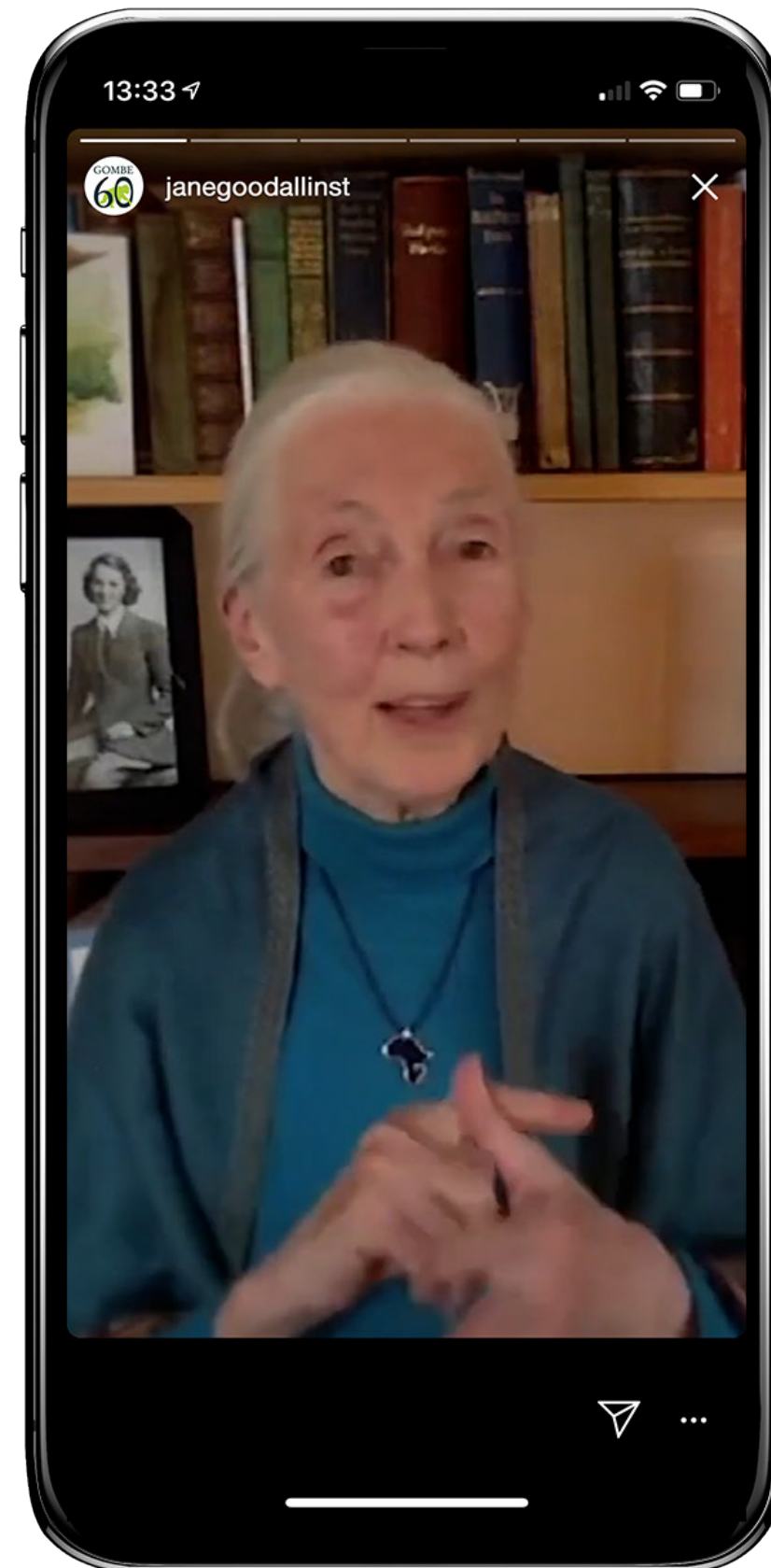
PACK EXAMPLIFIED

Props



PHOTO PRINT

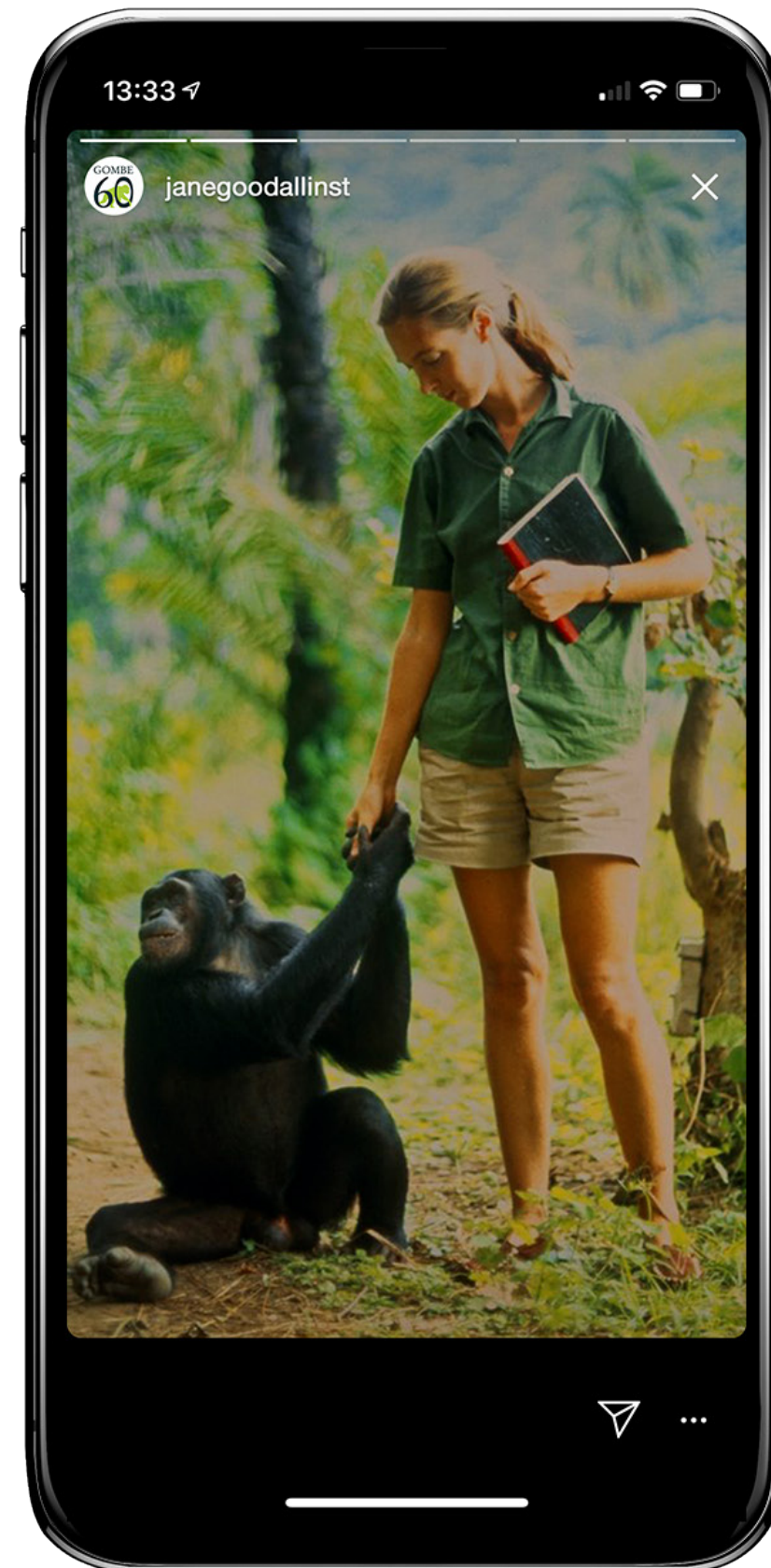
Instagram Story Tap



Insta Story 1

VIDEO

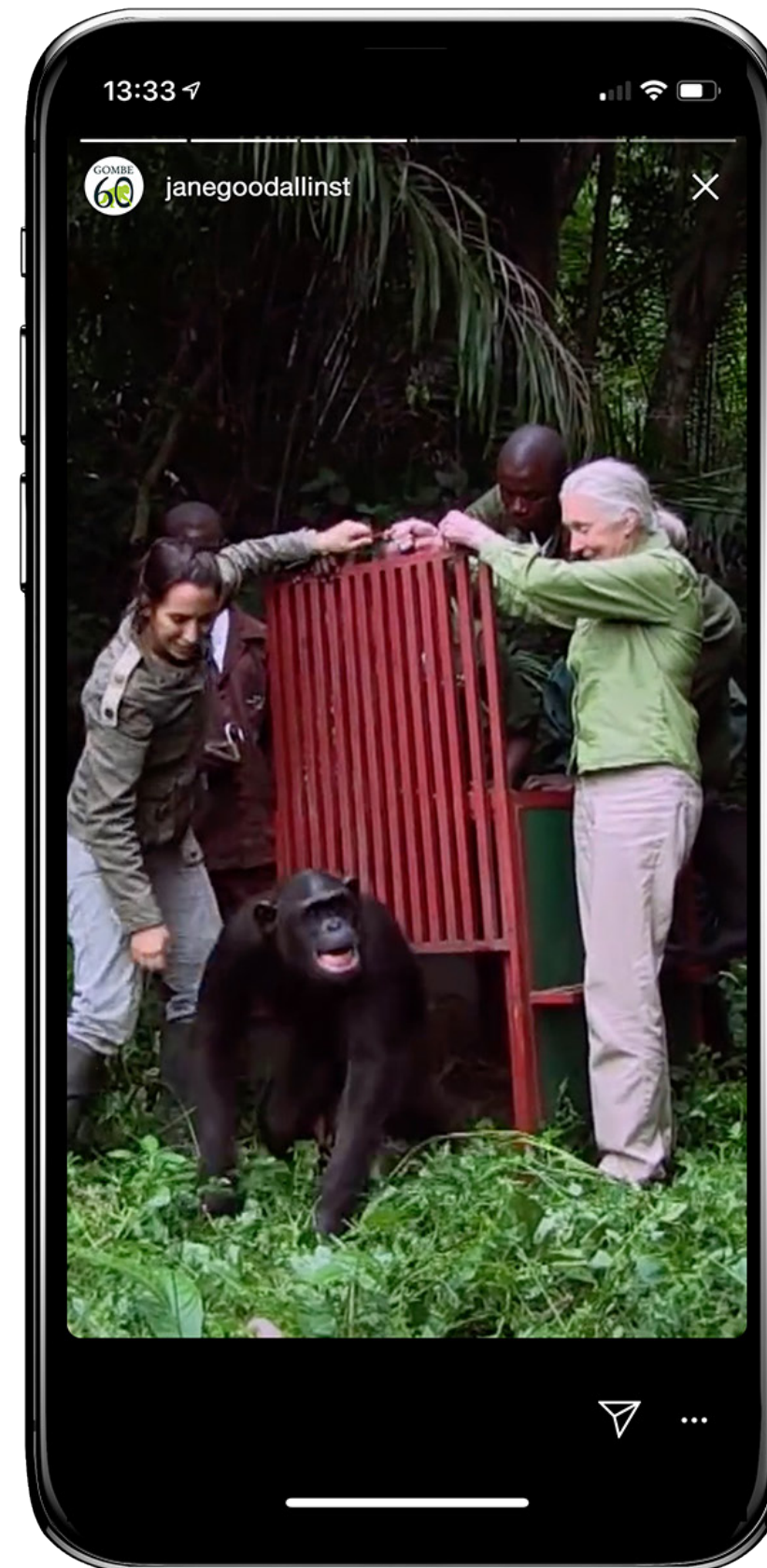
"Hi! This is Jane Goodall. I've worn the same kind of shirt for 50 years. I'd rather have fur than ever have to worry about clothing."



Insta Story 2

STILL

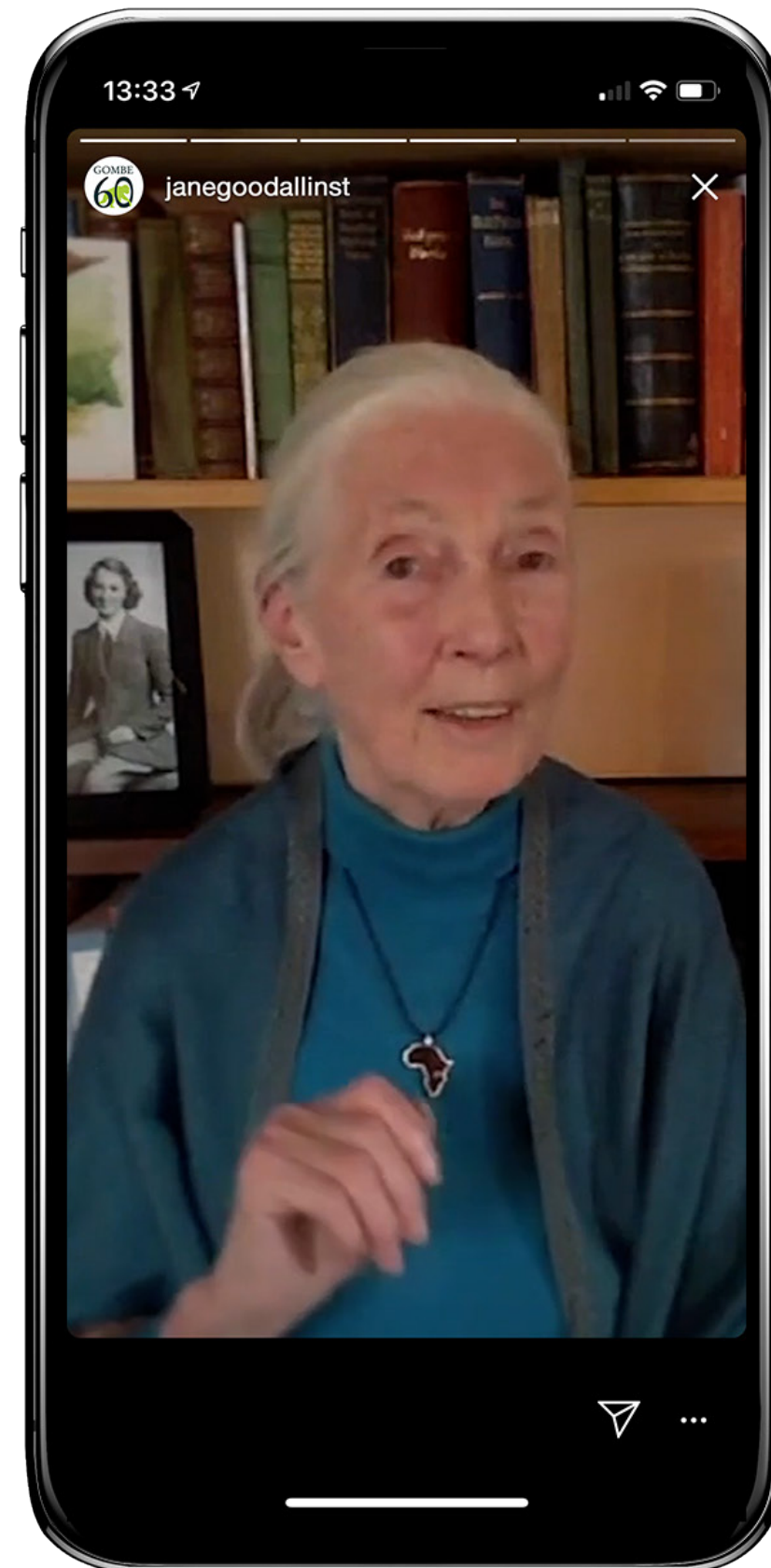
Jane wearing Shirt — Archival Photo



Insta Story 3

VIDEO

Jane wearing Shirt — Archival Video



Insta Story 4

VIDEO

" Every single day that we live, we make some impact. We have a choice as to what kind of impact that is. Waste is destroying the planet. We need to stop creating new waste and use what we have."



Insta Story 5

GRAPHIC

"See More"

Music

Any potential montage films and teasers could benefit from a soundtrack.

The music should allow for spoken words to cut through, thus I suggesting we go for something ambient or muzak like. Easy listening but still distinct and creative.

It would be interesting to weave in sounds of fabric / clothing and let the composer interpret our theme of transformation and something being remade.

Composer suggestion:

<https://goldenhum.com/>

The stills will be iPhone selfies made by Jane as well as shots taken by our crew or her staff.

Suggestions:

- Jane Portrait Selfies
- Jane Mirror Selfie
- Portrait / Full figure shot by another person
- Full Figure shot using Iphone Pro Ultra Wide Angle

Schedule

CLIENT:

AGENCY:

PROJECT TITLE:

PROD COMPANY:

DATE

PRODUCER:

DIRECTOR:

H&M

Sandberg & Timonen

Loop

Yawn / DAY

2020.08.08

Simon Hernadi

Igor Zimmermann

OPTION #1				OPTION #2				OPTION #1 (cont.)				OPTION #2 (cont.)			
W	DAY	DATE		W	DAY	DATE		W	DAY	DATE		W	DAY	DATE	
	MON	03-Aug	PRE PROD		MON	07-Sep	PRE PROD		MON	07-Sep	ONLINE				OFFLINE
32	TUE	04-Aug	PRE PROD		TUE	08-Sep	PRE PROD	37	TUE	08-Sep	ONLINE				OFFLINE
	WED	05-Aug	Creative call Jane Goodall 1.30pm		WED	09-Sep	Creative call Jane Goodall 1.30pm		WED	09-Sep	ONLINE				OFFLINE
	THU	06-Aug	PRE PROD		THU	10-Sep	PRE PROD		THU	10-Sep	FINAL APPROVAL				OFFLINE
	FRI	07-Aug	Pre-PPM 10.00am		FRI	11-Sep	Pre-PPM 10.00am		FRI	11-Sep	Format & Encoding				EDIT APPROVAL
	SAT	08-Aug	PRE PROD		SAT	12-Sep	PRE PROD		SAT	12-Sep					
	SUN	09-Aug	PRE PROD		SUN	13-Sep	PRE PROD		SUN	13-Sep					
	MON	10-Aug	PPM 11.00am		MON	14-Sep	PPM 11.00am		MON	14-Sep	FINAL DELIVERY				GRADE
33	TUE	11-Aug	SHOOT - Jane Goodall		TUE	15-Sep	SHOOT - Jane Goodall	38	TUE	15-Sep					GRADE
	WED	12-Aug	Log material		WED	16-Sep	Log material		WED	16-Sep					Sound design & Music
	THU	13-Aug	OFFLINE		THU	17-Sep	OFFLINE		THU	17-Sep					Sound design & Music
	FRI	14-Aug	OFFLNE		FRI	18-Sep	OFFLNE		FRI	18-Sep					Sound design & Music
	SAT	15-Aug			SAT	19-Sep			SAT	19-Sep					
	SUN	16-Aug			SUN	20-Sep			SUN	20-Sep					
	MON	17-Aug	PRE PROD /SHOOT / OFFLINE		MON	21-Sep	PRE PROD /SHOOT / OFFLINE		MON	21-Sep					ONLINE
34	TUE	18-Aug	PRE PROD /SHOOT / OFFLINE		TUE	22-Sep	PRE PROD /SHOOT / OFFLINE	39	TUE	22-Sep					ONLINE
	WED	19-Aug	PRE PROD /SHOOT / OFFLINE		WED	23-Sep	PRE PROD /SHOOT / OFFLINE		WED	23-Sep					ONLINE
	THU	20-Aug	PRE PROD /SHOOT / OFFLINE		THU	24-Sep	PRE PROD /SHOOT / OFFLINE		THU	24-Sep					FINAL APPROVAL
	FRI	21-Aug	PRE PROD /SHOOT / OFFLINE		FRI	25-Sep	PRE PROD /SHOOT / OFFLINE		FRI	25-Sep					Format & Encoding
	SAT	22-Aug			SAT	26-Sep			SAT	26-Sep					
	SUN	23-Aug			SUN	27-Sep			SUN	27-Sep					
	MON	24-Aug	PRE PROD /SHOOT / OFFLINE		MON	28-Sep	PRE PROD /SHOOT / OFFLINE		MON	28-Sep					Format & Encoding
35	TUE	25-Aug	PRE PROD /SHOOT / OFFLINE		TUE	29-Sep	PRE PROD /SHOOT / OFFLINE	40	TUE	29-Sep					Format & Encoding
	WED	26-Aug	OFFLINE		WED	30-Sep	PRE PROD /SHOOT / OFFLINE		WED	30-Sep					Format & Encoding
	THU	27-Aug	OFFLINE		THU	01-Oct	PRE PROD /SHOOT / OFFLINE		THU	01-Oct					FINAL DELIVERY
	FRI	28-Aug	EDIT APPROVAL		FRI	02-Oct	PRE PROD /SHOOT / OFFLINE		FRI	02-Oct					
	SAT	29-Aug			SAT	03-Oct			SAT	03-Oct					
	SUN	30-Aug			SUN	04-Oct			SUN	04-Oct					
	MON	31-Aug	OFFLINE		MON	05-Oct	PRE PROD /SHOOT / OFFLINE		MON	05-Oct					
36	TUE	01-Sep	GRADE		TUE	06-Oct	PRE PROD /SHOOT / OFFLINE	41	TUE	06-Oct					
	WED	02-Sep	GRADE		WED	07-Oct	PRE PROD /SHOOT / OFFLINE		WED	07-Oct					
	THU	03-Sep	Sound design & Music		THU	08-Oct	PRE PROD /SHOOT / OFFLINE		THU	08-Oct					
	FRI	04-Sep	Sound design & Music		FRI	09-Oct	PRE PROD /SHOOT / OFFLINE		FRI	09-Oct	ON AIR from Oct 27th?				ON AIR from Oct 27th?
	SAT	05-Sep			SAT	10-Oct			SAT	10-Oct					
	SUN	06-Sep			SUN	11-Oct			SUN	11-Oct					

The H&M logo is rendered in a bold, red, sans-serif font. The letters are slightly stylized, with the 'H' and 'M' having a modern, geometric feel. The ampersand is smaller and positioned between the two main letters. The logo is centered horizontally and partially overlaps the woman's white garment.

Join the Recycling Revolution.

SHOOT INFORMATION
AUGUST 14, 2020

Director
Igor Zimmermann

Thank You!

The H&M logo is rendered in a bold, red, stylized font. The 'H' and 'M' are thick and blocky, with a small ampersand between them. The logo is positioned centrally over the woman's chest.

Join the Recycling Revolution.

SHOOT INFORMATION
AUGUST 14, 2020

Director
Igor Zimmermann

We can't emphasise enough how honoured, excited and grateful we are of next weeks shoot with Dr. Goodall.

Our intention is to keep it unscripted, informal and collaborative. We will play it by ear, try as many takes as we need until both you and us are happy.

The following pages is a summary of the shoot - please don't hesitate to reach out if you have any comments or additional questions for us.

Kindly,

Igor Zimmermann

Director

A handwritten signature in black ink, appearing to be 'Igor Zimmermann', written in a cursive style.

Synopsis

Dr. Jane Goodall will tell us about her well-worn shirt and the memories connected it.

She will share a story about meeting a monk in Malaysia and the discussion they had about waste and clothing. Sharing the sentiment that she would much rather grow fur than ever worry about wearing clothes.

She will also share the memory about when the chimpanzee Wounda was released into a sanctuary as she was wearing the green shirt, and how it hugged her as soon as it came out of its cage.

In addition to this, we of course want to include all the other great things Jane told us on our call — and anything else she might come up with during and leading up to our shoot.

Thoughts from Director

Happy to bounce ideas any time — here are some of my musings after having thought about things after our call last week:

— We loved the buildup as she talked about the monk in Malaysia and spirituality. An intriguing and unexpected start to something which eventually leads us to something very on point for our message! The image painted in our minds when listening to Janes evocative storytelling feels stronger than showing a photo of the event, we don't feel we need to do that.

— Mentioning that she has worn the same kind of shirt for 50 years would broaden the scope in a nice way and allow us to show a photo of her wearing a similar green shirt in the 60s. How do we get to the stories in a natural fluent way? Maybe this could take us there.

— We think there is a nice and fun connection to be made between reincarnation and remaking clothes. if Jane likes it too and thinks it would fit her storytelling. It supports our idea of changing how we all think about clothing and would tie in thematically with the story of her meeting the monk.

— A nice message to get across as Dr. Jane Goodall speaks of her feelings regarding garments and our consumption of them would be that if you really need another piece of clothing — why not remake an existing garment instead of contributing to more waste by buying something new. Should we add something along the lines of "Which is why I'm remaking this shirt"?

Thank You!