

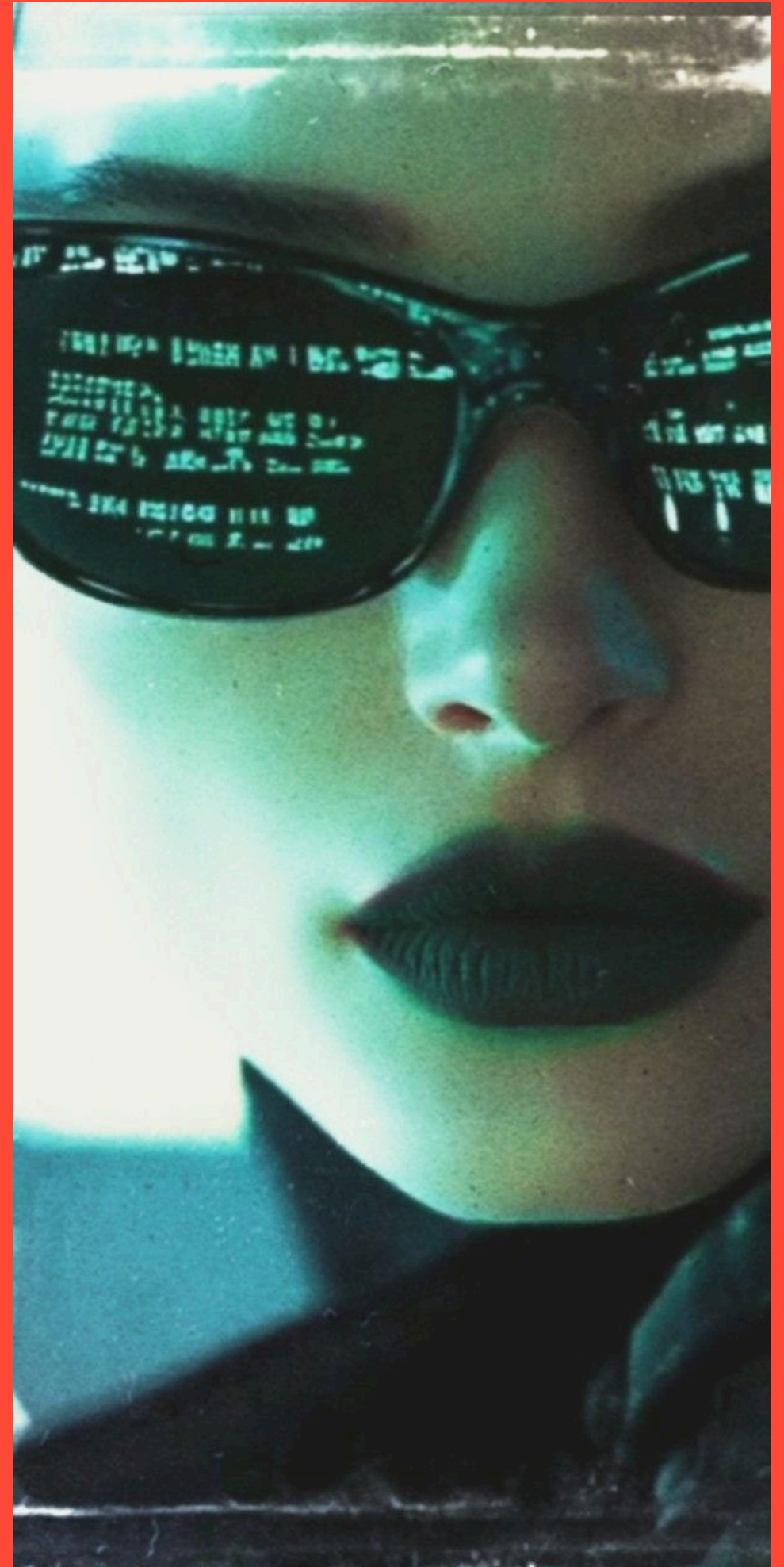
BY

DESTINY'S CHILD



PERFECT MAN

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INTRO

WHAT IS THE SONG ABOUT?

PERFECT MAN BY DESTINY'S CHILD FOCUSES ON THE GROUP DESCRIBING THEIR "PERFECT" MAN WHILE REFLECTING ON THE MOMENT THEY LET HIM SLIP AWAY.

THEY NOTICE A MAN AT A RESTAURANT WHO FITS EVERY QUALITY THEY WANT IN A PARTNER BUT THEIR NERVES STOP THEM FROM APPROACHING HIM.

THROUGHOUT THE SONG, THEY WARN OTHER GIRLS NOT TO BE INTIMIDATED BY HOW ATTRACTIVE OR PERFECT A MAN IS, AND ENCOURAGES THEM TO TAKE THE CHANCE AND SPEAK UP BECAUSE IT MIGHT BE THEIR LAST.



PITCH

BASIC INFO

TYPE OF VIDEO: HYBRID

LOCATION: NEW YORK

WHO: THE MEMBERS OF DESTINY'S CHILD

- A HYBRID VIDEO TYPE WOULD SUIT MY IDEA FOR THE MUSIC VIDEO WELL BECAUSE THE SONG ITSELF DOES TWO THINGS AT ONCE: SPEAKS TO THE AUDIENCE WHILE ALSO RETELLING A SPECIFIC MOMENT.
- NEW YORK IS A GREAT LOCATION BECAUSE OF ITS HISTORY OF HEAVILY REINFORCING Y2K FASHION INTO A SLEEK FUTURISTIC AND MODERN LOOK.
- SPEAKS FOR ITSELF.





02

WHAT IS THE STORY?

THE STORY WILL FOLLOW DC3 AS A TRIO OF SECRET AGENTS/SPY'S, EACH FOLLOWING THEIR OWN "PERFECT MAN." THEY'LL USE HIGH TECH GADGETS AND STAGE SETUPS TO WATCH AND TEST THE MEN ON HOW THEY WOULD REACT IN CERTAIN SITUATIONS (LIKE IF THEY WOULD SAVE A CAT FROM A TREE OR HELP AN ELDERLY LADY CROSS THE STREET) EVEN THOUGH THEY ARE CONFIDENT WHILE SPYING, THEY'RE TOO NERVOUS TO ACTUALLY APPROACH THEM. WHENEVER ONE OF THE MEN LOOKS THEIR WAY, THEY QUICKLY HIDE OR PRETEND TO BE BUSY, MISSING EVERY CHANCE TO TALK. THROUGHOUT THE SONG, THEY'LL OBSERVE THEIR OWN ASSIGNED MAN AND WATCH FROM A DISTANCE, CHECKING IF THEY HAVE THE QUALITIES THEY'RE LOOKING FOR.

PITCH



02

WHAT WOULD I ADD?

A KEY SCENE.

WHEN THE MUSIC ENDS AND THEY ALL FINALLY GATHER THE COURAGE TO TALK TO THEIR PERFECT MAN, IT'S TOO LATE, AND EACH MAN HAS ALREADY MET SOMEONE ELSE. SHOWING HOW IMPORTANT IT IS NOT TO LET NERVOUSNESS MAKE YOU MISS YOUR CHANCE.

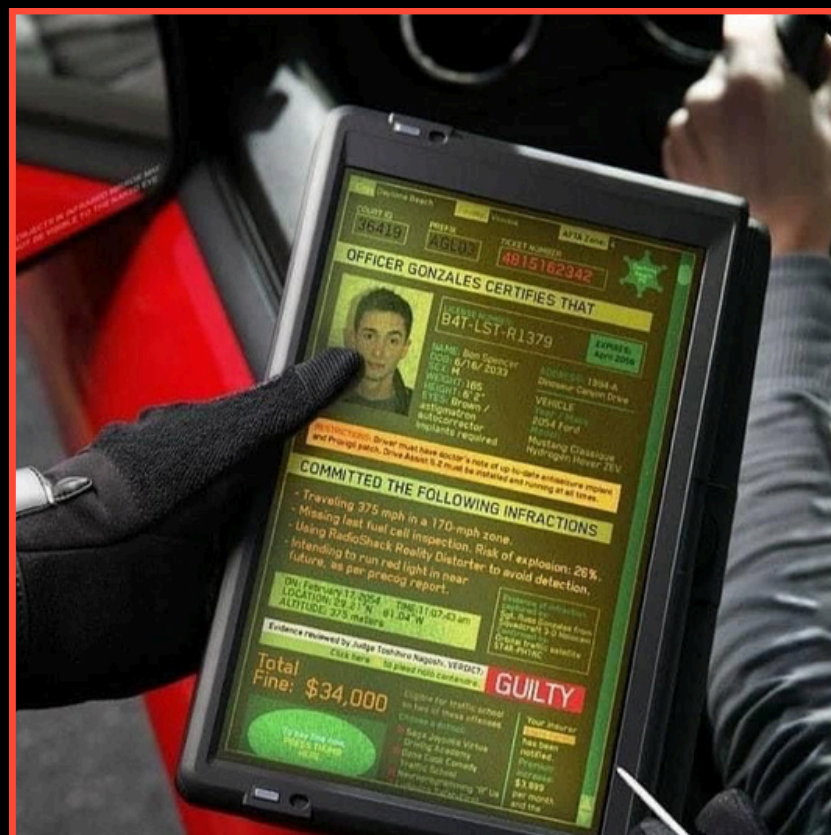
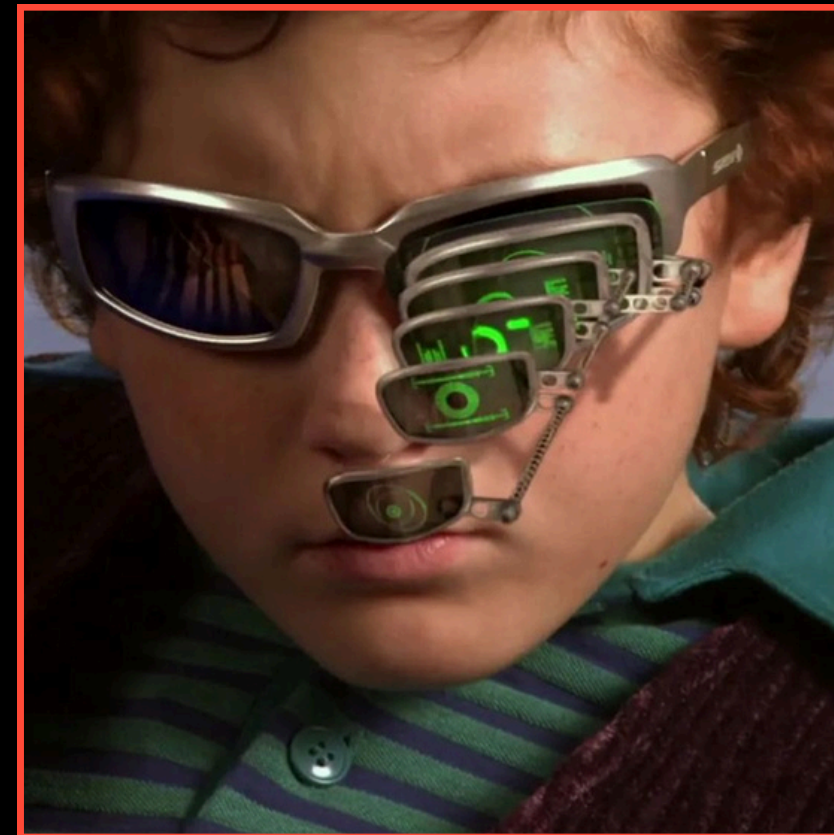




VISUAL STYLE (03)

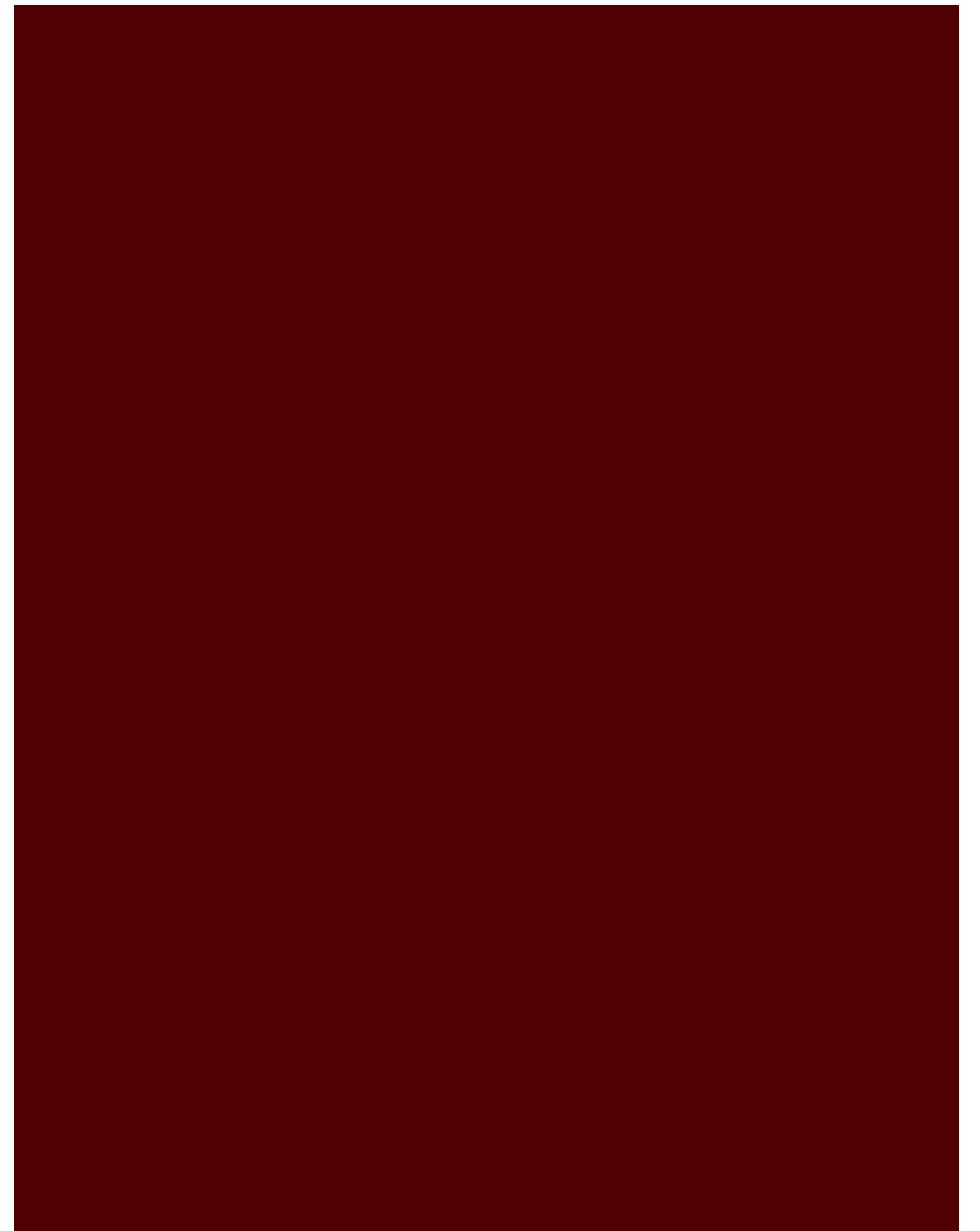
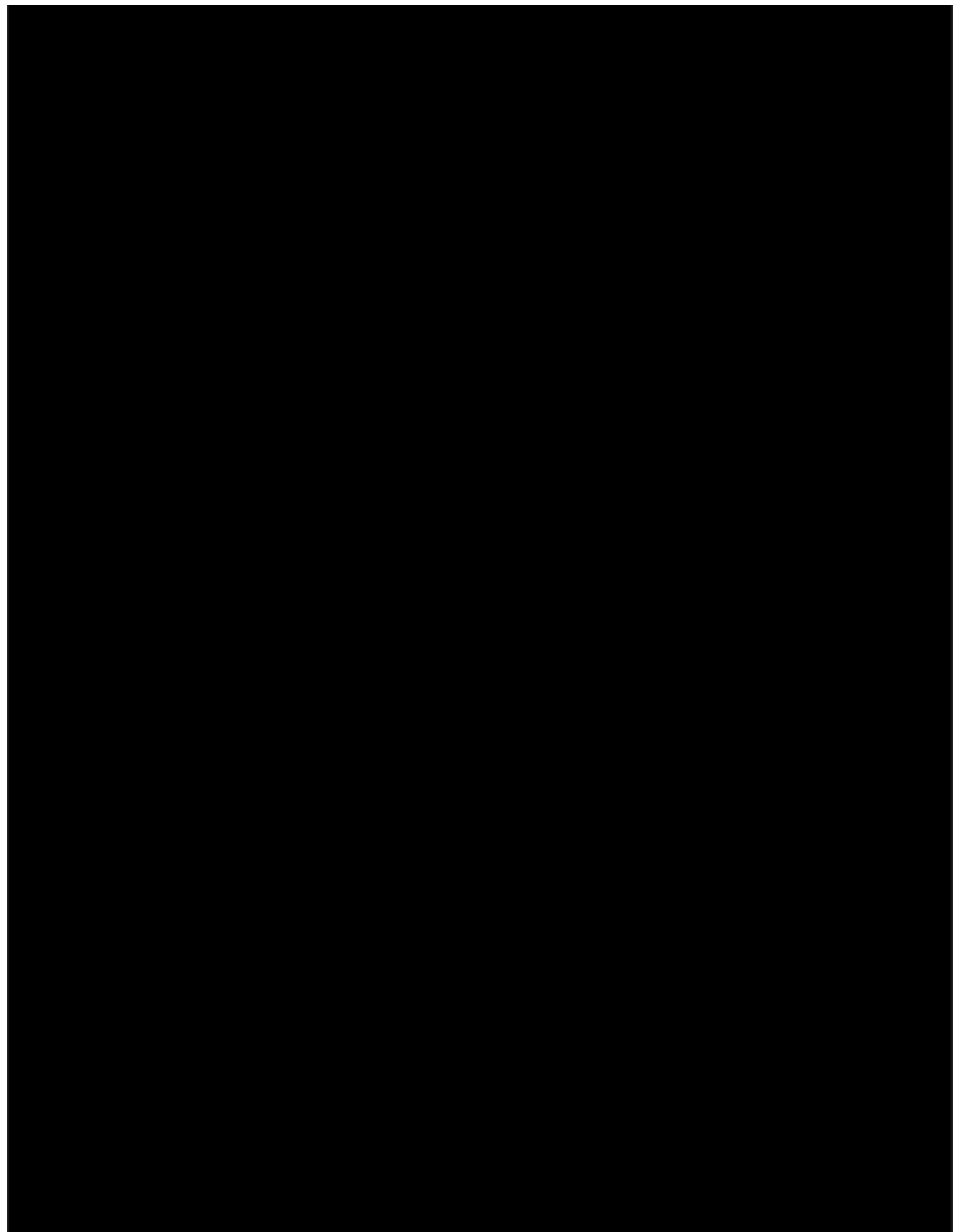


03



MOOD BOARD

COLOR SCHEME



COLOR SCHEME

BLACK

REPRESENTS
SECRECY AND
DISTANCE.

ELECTRIC BLUE

REPRESENTS
CONFIDENCE
AND
CONTROL
DURING SPY
SCENES.

DEEP RED

REPRESENTS
TENSION AND
ANXIETY WHEN
THE SITUATION
BECOMES REAL.



CONCLUSION

IN CONCLUSION, MY PITCH SHOULD BE SELECTED BECAUSE IT PRESENTS THE SONG IN A WAY THAT THE AUDIENCE WOULDN'T EXPECT. INSTEAD OF A TYPICAL LOVE STORY OR ROMCOM STYLE VIDEO, THE SPY CONCEPT TURNS THE LYRICS INTO AN INVESTIGATION, WHICH MAKES IT MORE INTERESTING AND MEMORABLE. . THE UNDERCOVER VIBE FITS THE SONG'S QUIET, SMOOTH, AND MYSTERIOUS TONE, SO THE IDEA FEELS NATURAL. THE Y2K FUTURISTIC STYLE VISUALS ALSO HELP BRING EVERYTHING TOGETHER AND MATCH THE TIME PERIOD THE SONG WAS MADE IN.