



BECK'S

↓ BY SAVA



HELLO EVERYONE

This is an incredible opportunity to highlight the timeless quality of BECK'S BEER. A flavor that endures through the years, standing strong against fleeting trends. BECK'S is crafted for those who know who they are and what they truly enjoy. It embodies the spirit of individuals who recognize what's worth preserving in an ever-evolving world.

Our main character, Alex, walks into a bar and seamlessly navigates through a blend of “eras or trends”—encountering people dressed in 80s, 90s, and 2010s styles. While the world around him shifts, Alex remains true to his own taste and style, comfortably embracing the diverse scenes. With his friends by his side, he effortlessly moves through each era, a testament to staying authentic in a world of constant change. ALWAYS WITH A BECK'S BEER IN HAND.

To capture the essence of each era/trend, I'll portray the evolution of how people enjoy music and socialize in the club setting.

In the 80s, the scene will be alive with vibrant, floor-level lighting, as disco balls spin and people groove energetically to the rhythm. The atmosphere will be electric, with everyone dancing in sync to the pulse of the music.

In the 90s, we'll shift to a more raw, edgy vibe—people are moshing and jumping with abandon at a live rock band, caught up in the high-energy excitement of the scene. The music becomes an anthem for rebellion, and the crowd's wild, passionate movements mirror the intense energy of the era.

CONCEPT

CONCEPT

By the 2010s, the club atmosphere evolves once more, now centered around the DJ booth. The crowd surrounds the DJ spinning vinyl records, and the lights become more minimalist and focused, casting colorful glows that sync with the beats. The connection between the DJ and the crowd is almost ritualistic, drawing everyone together in a shared experience of the music NEXT TO BECK'S BEER.

Finally, in our current time, the scene will reflect a return to the joy of shared moments with friends. The focus will shift to an intimate yet lively group experience, with people gathered together, **CONSTANTLY enjoying BECK'S,** laughing, and dancing in a carefree way. This modern-day enjoyment emphasizes friendship, connection, and the timeless joy of good company WITH BECK'S.

Each era/trend will be visually distinct yet connected through the shared theme of celebration and enjoyment, all while highlighting the contrast between the fast-changing trends and the constant pleasure of enjoying good music and great beer with friends.



NARRATIVE AND CINEMATOGRAPHY

MOMENTS WITH ALEX'S POINT OF VIEW

Camera movements will heighten the immersion—gliding through the crowd, focusing on intimate moments, and occasionally shifting to a point-of-view style to let the audience see the world through Alex's eyes. These POV shots will amplify the connection, making viewers feel like they're part of the moment.

NARRATIVE WITH USE OF ALEX'S POV'S

WITH THIS POV STYLE, USED IN CERTAIN MOMENTS, WE CAN SEE HIS BECKS BEER IN HAND GOING THROUGH THE CROWD, AND GETTING CLOSER TO OTHER PEOPLE WITH THEIR BECK'S BEERS. THIS WILL ACTUALLY MAKE MORE OBVIOUS HIM CARRYING THE BECKS BEER AND LOOKING AT OTHER PEOPLES INTERACTIONS WITH BECKS.

The use of ALEX'S POV will help us see BECK'S CLOSER TO CAMERA. Also giving the feel as if the spectator is part of the film. (Like when in gaming one is the main character).

Having ALEX being seen all the time will take us further away from our product, so having a mix of POV's and ALEX in frame will make an amazing contemporary way of having our product in the story all the time, in an organic matter. NOT just shooting inserts of product which is outdated in advertising.



**ALEX'S POV'S FOR A CONTEMPORARY
WAY OF PRODUCT PLACEMENT**

To make our BECK'S BEERS MORE PRESENT, this is a way to get closer to the product, being carried constantly in frame, than having to portray the character and the beer, which having ALEX in frame all the time will make us to have to shoot wider shots to have him in frame and the beer will look smaller.



Having this way of POV style in SPECIFIC MOMENTS, will help the product placement.



**ALEX'S POV'S FOR A CONTEMPORARY
WAY OF PRODUCT PLACEMENT**

The Beck's beer bottle will be the centerpiece of this stylish narrative. Each shot will celebrate its aesthetic—rich green glass, glistening with condensation, and the iconic red branding glowing under the club lights. The beer's vibrant color properties will be carefully highlighted, ensuring it exudes freshness and sophistication, seamlessly integrating into the club's electric atmosphere.

The commercial will immerse viewers in the vibrant, glamorous energy of the club, capturing the interplay of dynamic lights and the rhythm of the scene. Cool, contemporary lighting will pulse and transition seamlessly, creating a visual flow that enhances the storytelling.

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I ALSO LIKE THIS SPOT FOR HOW BECK'S IS
CONSTANTLY PORTRAYED IN DIFFERENT
SHOTS THROUGH THE WHOLE STORY IN A
COOL WAY.

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MOOD AND FEEL DIFFERENT
CHARACTERS
STYLE
ART DIRECTION

PRODUCT PLACEMENT



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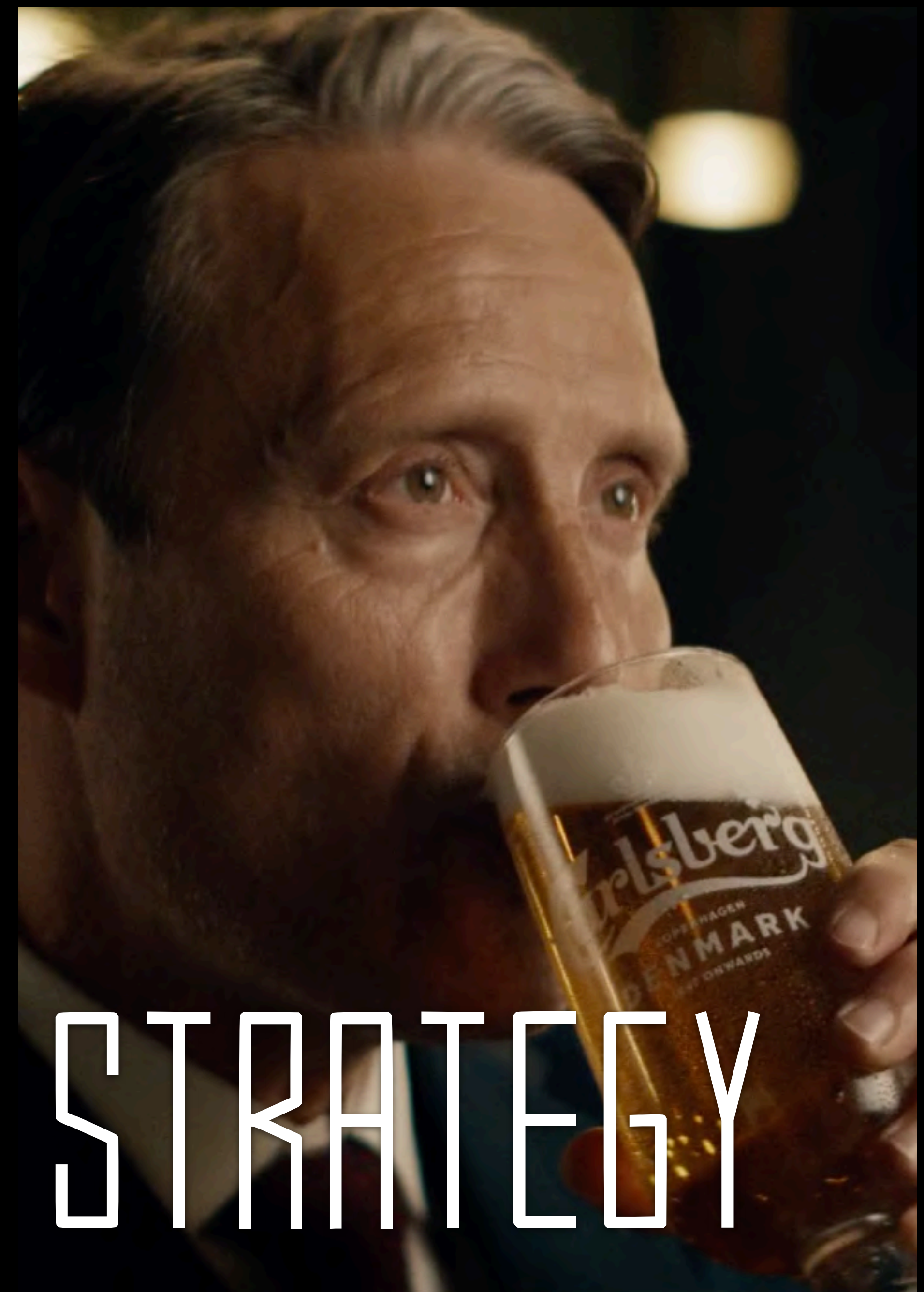
VERY IMPORTANT:

The Beck's beer bottle will take center stage throughout the narrative, seamlessly integrated into every scenario.

From the moment Alex steps into the first scene with a Beck's in hand, the beer becomes a constant companion, appearing naturally in the hands of others throughout the club: at the bar, on counters, and within the vibrant crowd.

Freshness and Appeal

Each bottle will glisten with cold, frosty condensation, evoking an irresistible sense of refreshment. The icy droplets on the glass will catch the lighting, adding a sensory element that enhances the visual appeal and emphasizes the beer's crisp, fresh quality.



STRATEGY



Showcasing Product Versatility

Alongside the bottles, Beck's **tap beer** will feature prominently at the bar. The golden liquid, poured into glasses, will showcase its color and texture, emphasizing its craft and quality. This addition provides an opportunity to highlight Beck's beer in multiple forms, enhancing the brand's versatility and appeal.

Seamless Integration

Every element will be carefully curated to avoid outdated inserts or disruptions. The product placement will remain fluid, modern, and relevant, ensuring that Beck's beer feels like an organic part of the scene, seamlessly blending tradition with a contemporary edge.

Immersive Branding

Beck's branding will permeate the setting, blending naturally into the club's vibrant atmosphere. Neon signs featuring the iconic Beck's logo will illuminate the space, while the **Key Emblem** will subtly weave through the story:

- Reflected in sunglasses.
- Transitioning smoothly from a bottle cap.
- Engraved on vinyl records spinning on the DJ's turntable.
- Highlighted across the back bar, fully stocked with Beck's bottles and branding elements.

This integration ensures the brand feels omnipresent yet tasteful, keeping the focus on Beck's without breaking the flow of the story.



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Click to Play 

PROD PLACEMENT BECKS IN HANDS WHILE DANCING AND HAVING FUN



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Click to Play 

COLD LOOK EFFECT / LIGHT AND FRESHNESS IN BOTTLE FORM AND BEER

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PROPOSAL HAVING TAB BEER VS BUCKET
OR NEXT TO IT AT THE BAR COUNTER

ALEX

Our protagonist is a confident man in his mid-30s, MORE MATURE FOR HIS AGE, someone who knows exactly what he wants. He's not swayed by fleeting trends or the latest fads; instead, he values authenticity and timeless quality. He makes deliberate choices in life, guided by his discerning taste and unshakable style. That's why he chooses Beck's beer—a brand with 151 years of exceptional flavor and tradition, embodying the same enduring excellence he seeks in everything he does.

MAIN CHARACTER



PERSONALITY

He is a man who navigates a world of constant change with clarity and purpose. For him, it's not about chasing novelty but about choosing what truly works and resonates with his values. He remains loyal to his taste, not out of stubbornness, but because he knows how to make thoughtful, deliberate decisions. **(THE PERSONALITY OF A MORE MATURE PERSON FOR WHAT HIS AGE REPRESENTS).**

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ALEX'S LOOK.
HE HAS A BEARD, RELAXED STYLE.

Click to Play 



PERSONALITIES



FRIENDS

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PEOPLE IN

THE CLUB/BAR

TRANSITIONS



TRANSITION LIGHTS AND EMOTIONS INVOLVED

LIGHTS

The transitions between different trends will be brought to life through seamless, dynamic lighting effects. As the lights pulse and shift throughout the club / bar, their changes—flashing on and off, shifting in color—will guide us effortlessly from one era to the next. The smoothness of these transitions will be enhanced by clever editing, with quick intercuts that match the rhythm of the evolving scene. To tie everything back to the heart of our story, I'll incorporate inserts of beer pouring, with bubbles rising, subtly reinforcing that we are a beer brand, while adding texture and context to the overall experience.



TRANSITION LIGHTS



STROBE LIGHTS SET TRANSITION



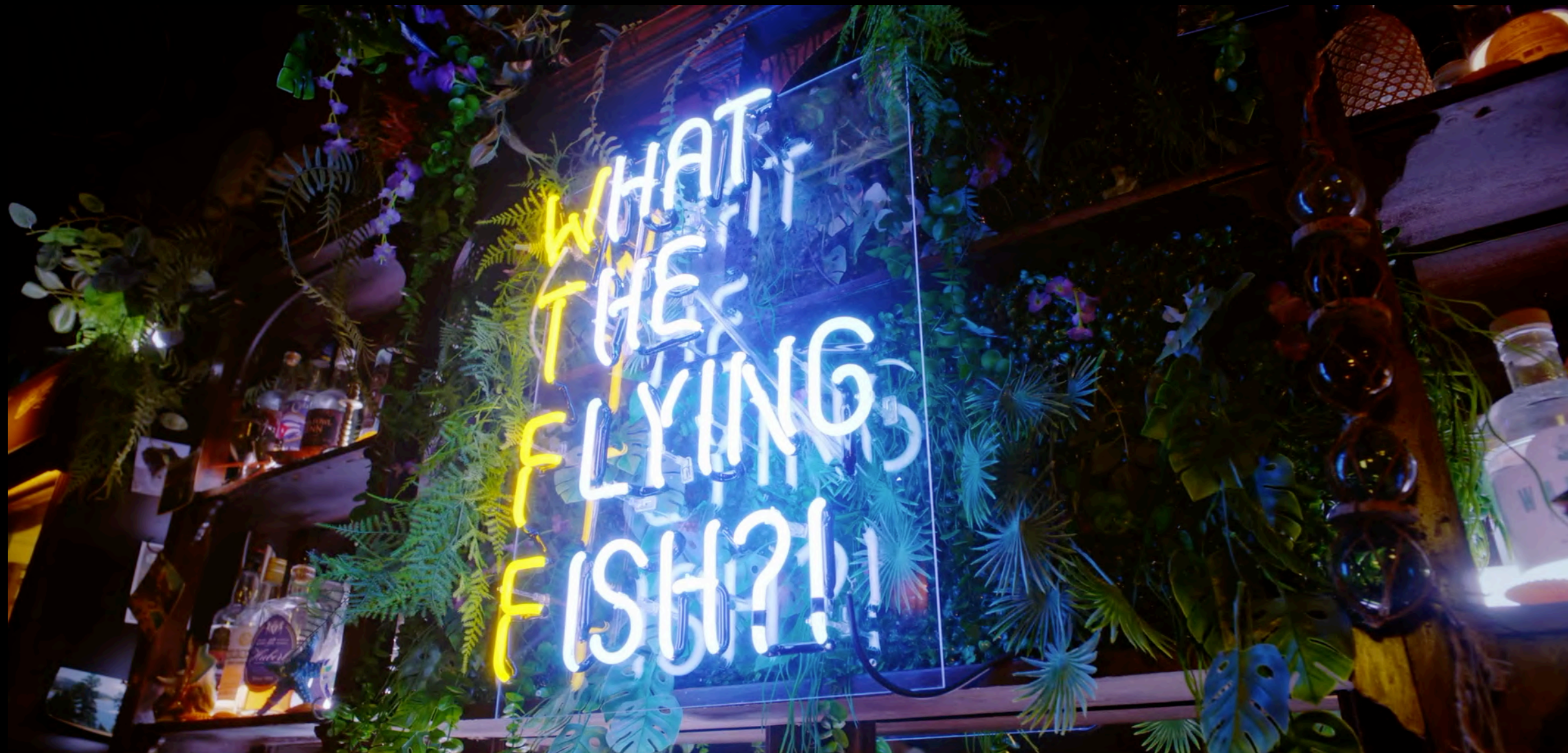
MOVEMENT LIGHTS TRANSITION

USING LIGHT FOR CHANGING STYLES

TRANSITION FROM BOTTLE SPIN TO NEXT SCENE

ELEMENTS

To further enhance the transition between different eras, I'll incorporate key elements from each scenario. Props like vintage speakers, iconic posters, wall art, and era-specific lamps will appear and shift as the scenes change, grounding each transition in the unique atmosphere of its time. These visual cues will help seamlessly guide the viewer through the various era/Trends, adding depth and authenticity to each moment. By blending these props with the evolving lighting and editing, we'll create a fluid narrative that feels natural and immersive.



PROPS AND ELEMENTS CHANGING



TRANSITIONS WITH INSERTS

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TRANSITION ELEMENTS SET

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BECK'S + SAVA

PASSING THROUGH TRENDS
WITHIN THE SAME TIME SETTING

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WARDROBE

Using CGI and VFX to dynamically change the clothing of the people within the same shot will perfectly illustrate the concept of *fast fashion* evolving in real-time. As characters' outfits transform before our eyes, it will highlight how trends come and go in an instant, offering a contemporary, visual representation of this fleeting cycle. This approach not only reinforces the idea of constant change but also provides a striking contrast to the timeless, enduring nature of Alex's style and his loyalty to his taste. Through this clever use of technology, we'll create a seamless blend of eras, underscoring the fast-paced, ever-shifting nature of modern trends.





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STYLING 80S

IMPORTANT TO
UNDERSTAND:

WE CAN BE LESS EDGY IF NEEDED, BUT KEEPING THE IDEA OF CHANGING THROUGH STYLES TO BE VERY GRAPHIC.

THIS WITHIN ALL STYLES. OF COURSE ADAPTED TO THE BALKANS SPECIFIC FASHION OF THESE TRENDS.

STYLING

80S





STYLING 90s





STYLING





STYLING



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STYLING

005



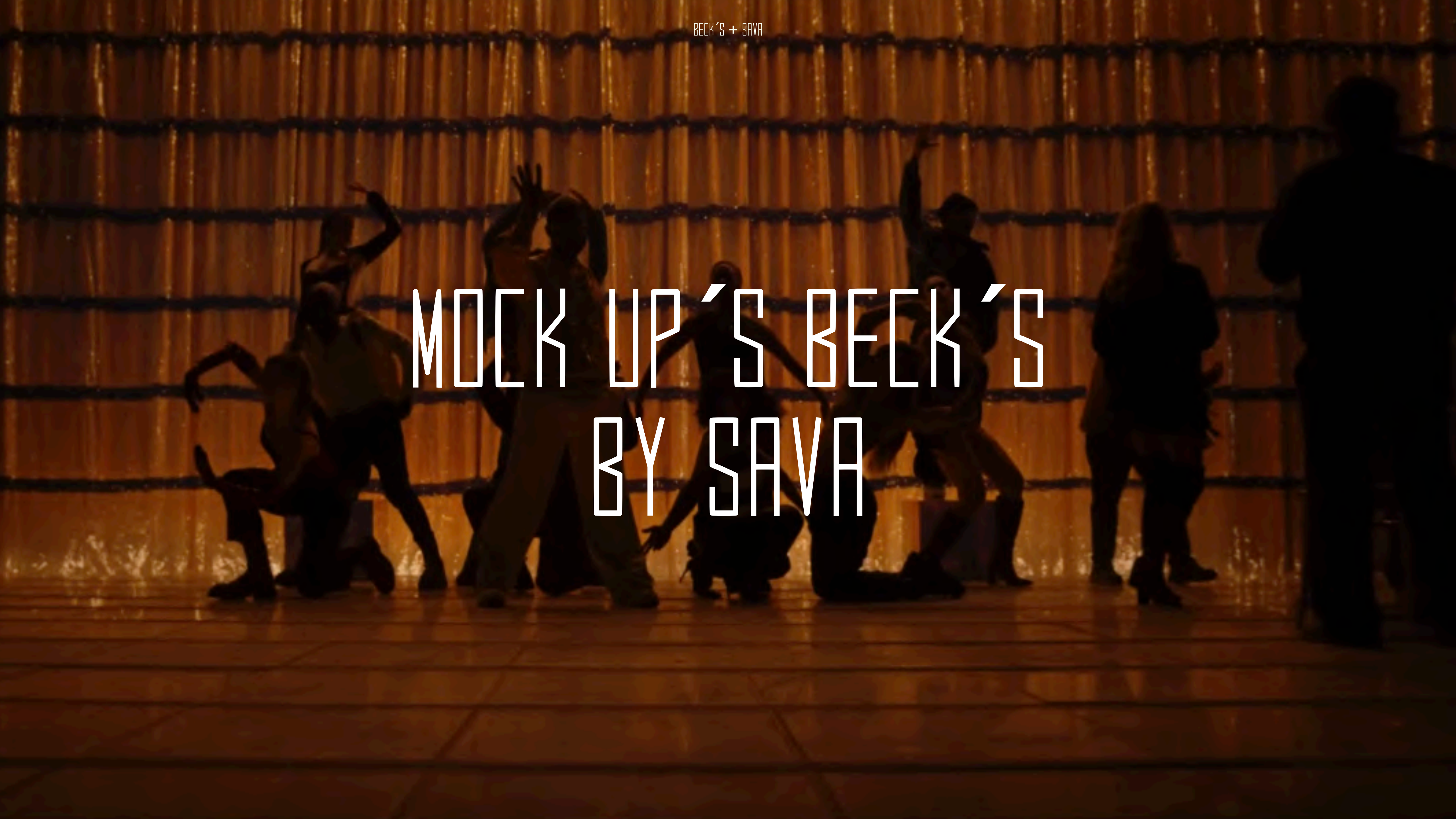
CONTEMPORARY STYLE

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MOCK UP'S BECK'S BY SAVA



MOCK UP'S BECK'S BY SAVA

MOCK UP'S 30 SEC VERSIONS

To further understand all the elements previously shown, here are a couple mock ups in the specific time of our 30 second spot.

I did the job of portraying the ending of the bottle with a background style with the elements in our case, moving from the different trends/eras. (AGENCY ENDING).

Also right after you will see the same mock up in 30 secs, but with a different ending; this is my reco, where we come back from the club into a BAR SET FULL OF BECK'S BEERS AND BRANDING COLORS, where we will have the barman presenting the Becks beer. (of course my shot will end closer to them).

I moved around the voice over, to make it fit within the story, so that we won't need to have a very long product shot, since the wording of the 151 years text takes almost 5 seconds in screen. So I moved the text around to make it all fit with the story.

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Click to Play 

MOCK UP BECK'S SAVA AGENCY ENDING 30SEC



Click to Play 

MOCK UP EXPLANATION BECK'S SAVA RECO ENDING 30SEC

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80-S

Click to Play 

MOCK UP BECK'S SAVA RECO ENDING 30SEC

MOCK UP'S 40 SEC VERSION

AS A PROPOSAL, We should have a long version for SOCIAL MEDIA, where we can extend some elements; as you will see on the next mock up, I start with a cassette tape from the 80's where we can have written BECKS THE SURE THING as people did to name them, also the BRANDING ON THE TAPE.

THEN, Alex and his friends approaching the entrance of the club; he enters by showing A KEY (BECK'S LOGO) to the bouncer, then the person inside who decides if they get in gets a reflection of the KEY IN HER EYES, so then they are allowed to get in. The moment they get in, someone gives ALEX a BECK'S bottle. Then I gave more time to the different moments to be able to enjoy in depth the whole story.

If we get to work together i would love to expand in this; since nowadays the younger generations are more into the DIGITAL WORLD and most of them are immersed in YOUTUBE, INSTAGRAM, ETC. as their main feed of advertising.

MOCK UP BECK'S SAVA RECO 40SEC
FOR SOCIAL MEDIA



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MOCK UP BECK'S SAVA RECD 40SEC

MUSIC

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"Sweet Dreams (Are Made of This)" is the perfect song to embody the timelessness of music and trends. We can start by honoring its iconic 80s roots, keeping the original synth-driven sound that captures the essence of that era. As the scene progresses, we can seamlessly transition into a grunge-style version, with heavier guitar riffs and a raw, distorted edge that takes us through the 90s. This shift would highlight the rebellious, gritty vibe of the era, while still maintaining the core melody.

Next, we can evolve the track into a 2010s remix, with deep bass drops, electronic beats, and modern production techniques that reflect the rise of EDM and the DJ culture of the time. The remix will be fresh and contemporary, yet still keep the hook and vibe of the original.

- Finally, we can bring it back to the present day, blending all the previous versions into a fluid, layered track that brings the best of all the eras together. This modern iteration would bring together elements of the 80s, 90s, and 2010s in a fresh way, reflecting how music—like style—transcends time and keeps evolving.
- The transitions in the music will mirror the evolving trends and fashion, creating a perfect, synchronized journey through the decades, all while keeping the heart of the song intact. Each version of the track will flow naturally into the next, maintaining a cool and seamless vibe that captures the spirit of each era in a unique and exciting way.





VOICE

This will give it a slightly echoing, almost immersive quality, as though the voice itself is part of the environment, drawing you into the experience.

The voiceover would be accompanied by that signature speaker effect, giving it an extra touch of sophistication while remaining effortlessly stylish. The voice itself should exude confidence with a friendly, approachable tone, almost like a trusted friend sharing his experience while walking through the club and the one that knows the secret to great beer towards the end

For the voiceover, I'd suggest a smooth, deep tone that conveys the rich, full flavor of the beer, yet with a youthful energy that keeps it fresh and relevant. The voice should have authority, as if it's coming from a connoisseur who truly knows quality, but also has a relaxed, contemporary edge to it. This balance will allow it to resonate with both seasoned beer drinkers and younger, trend-conscious audiences.

To amplify the effect, we can introduce a clever SFX element—imagining the voice coming through a speaker.

OVER

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VOICE OVER MOOD SOUND FX

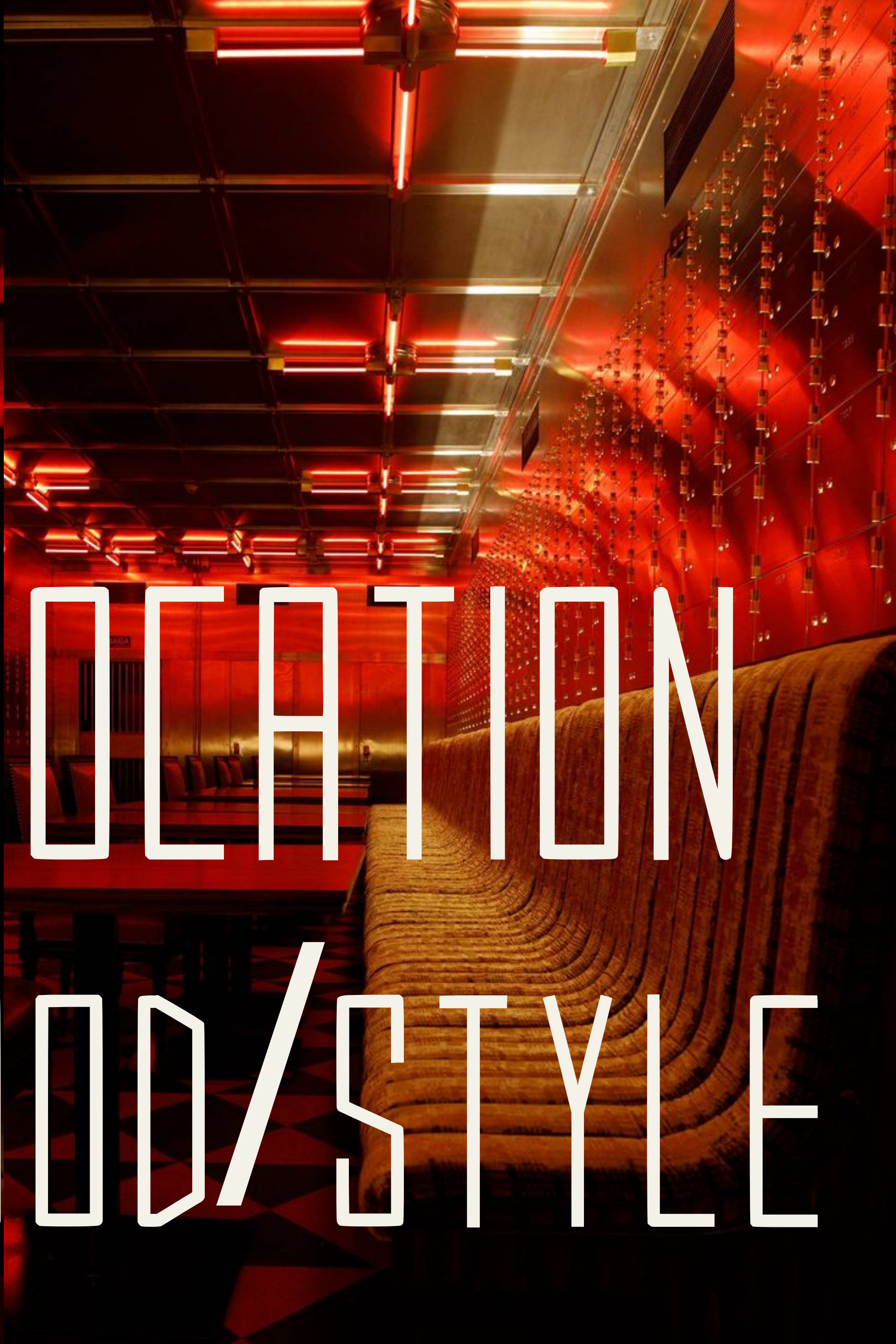
GRAPHICS

The commercial will embrace a cool, contemporary approach to graphics, making the Beck's logos and key visuals a bold statement within the scene. By placing them front and center—without overpowering the action—we create an impactful visual presence. The graphics will use vibrant red and green hues, echoing the beer's iconic branding, adding energy and flair to the club atmosphere while remaining seamlessly integrated into the narrative. This approach will elevate the style, creating a striking, memorable visual experience that enhances the story rather than distracting from it.





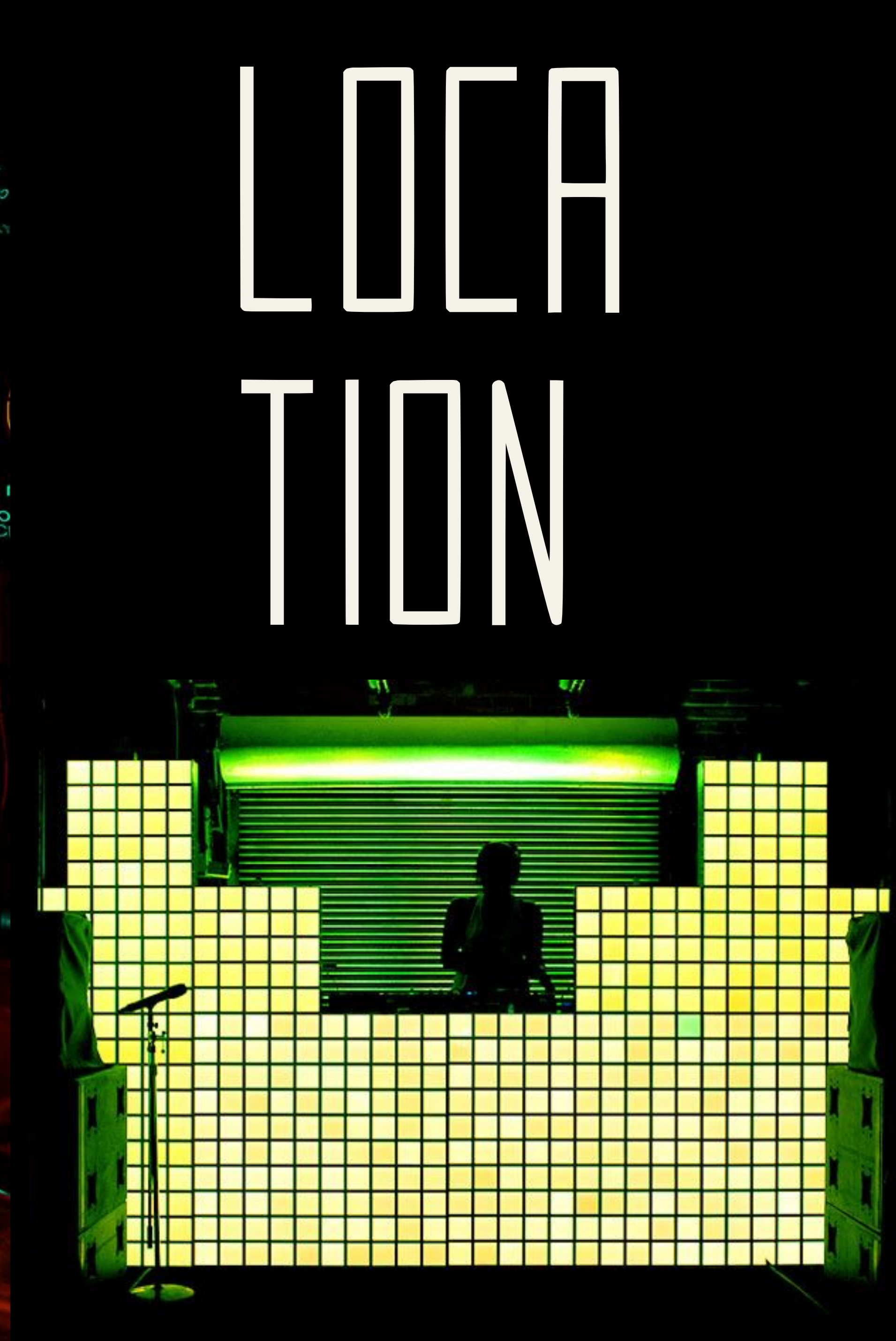
ive Loud



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LOCATION

MOOD/STYLE



LOCATION TION

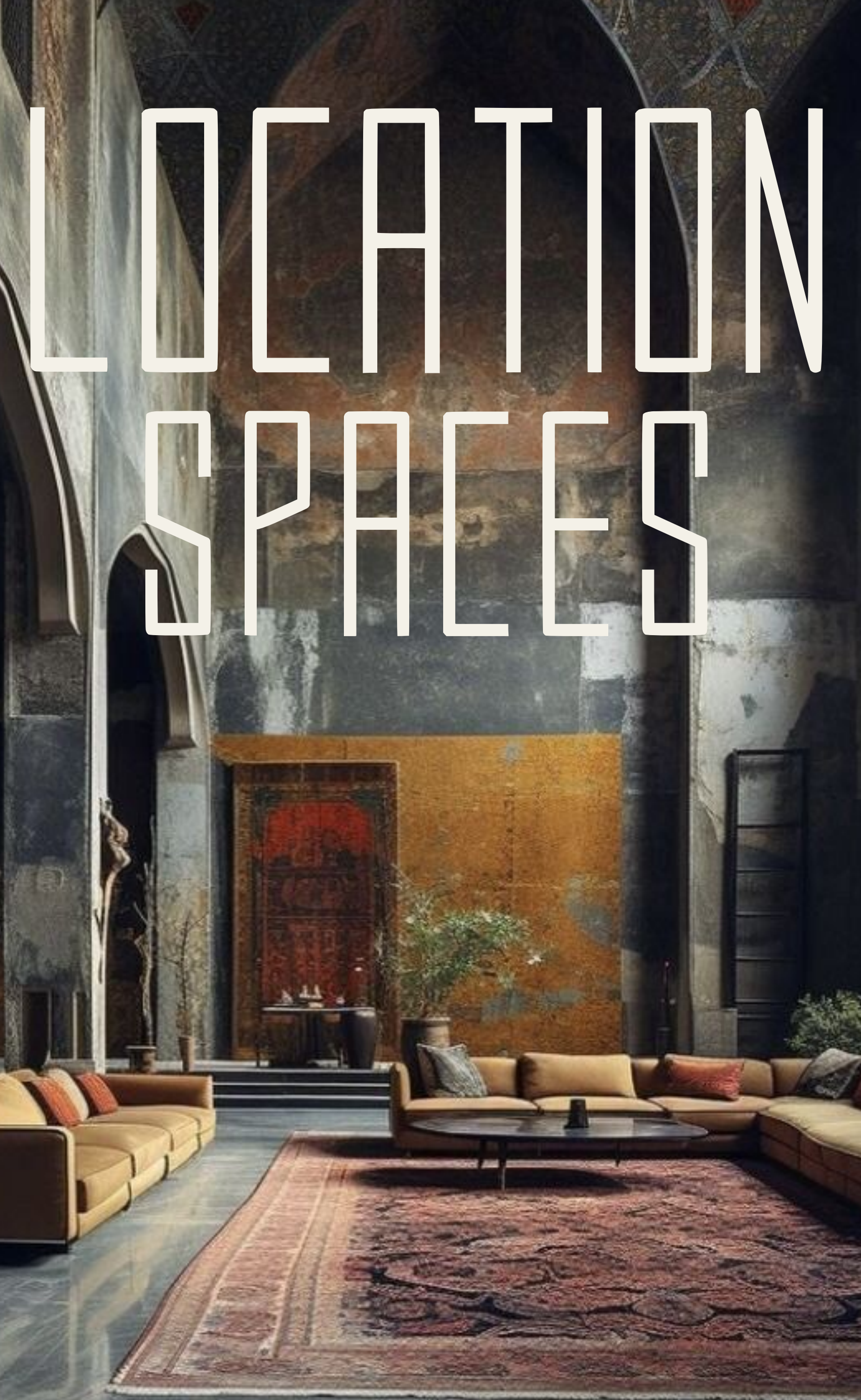
LOCATION



ART ELEMENTS



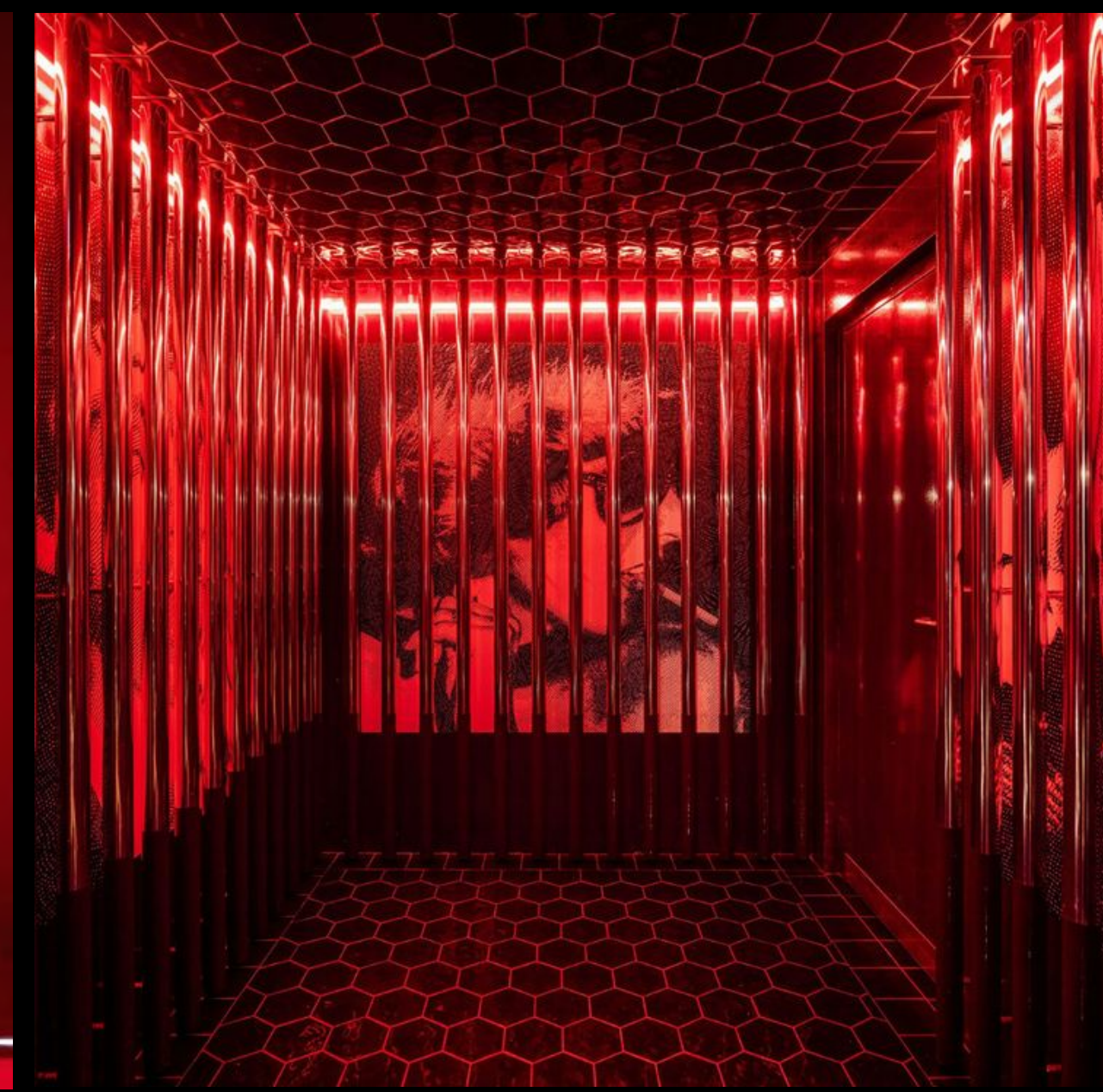
LOCATION SPACES

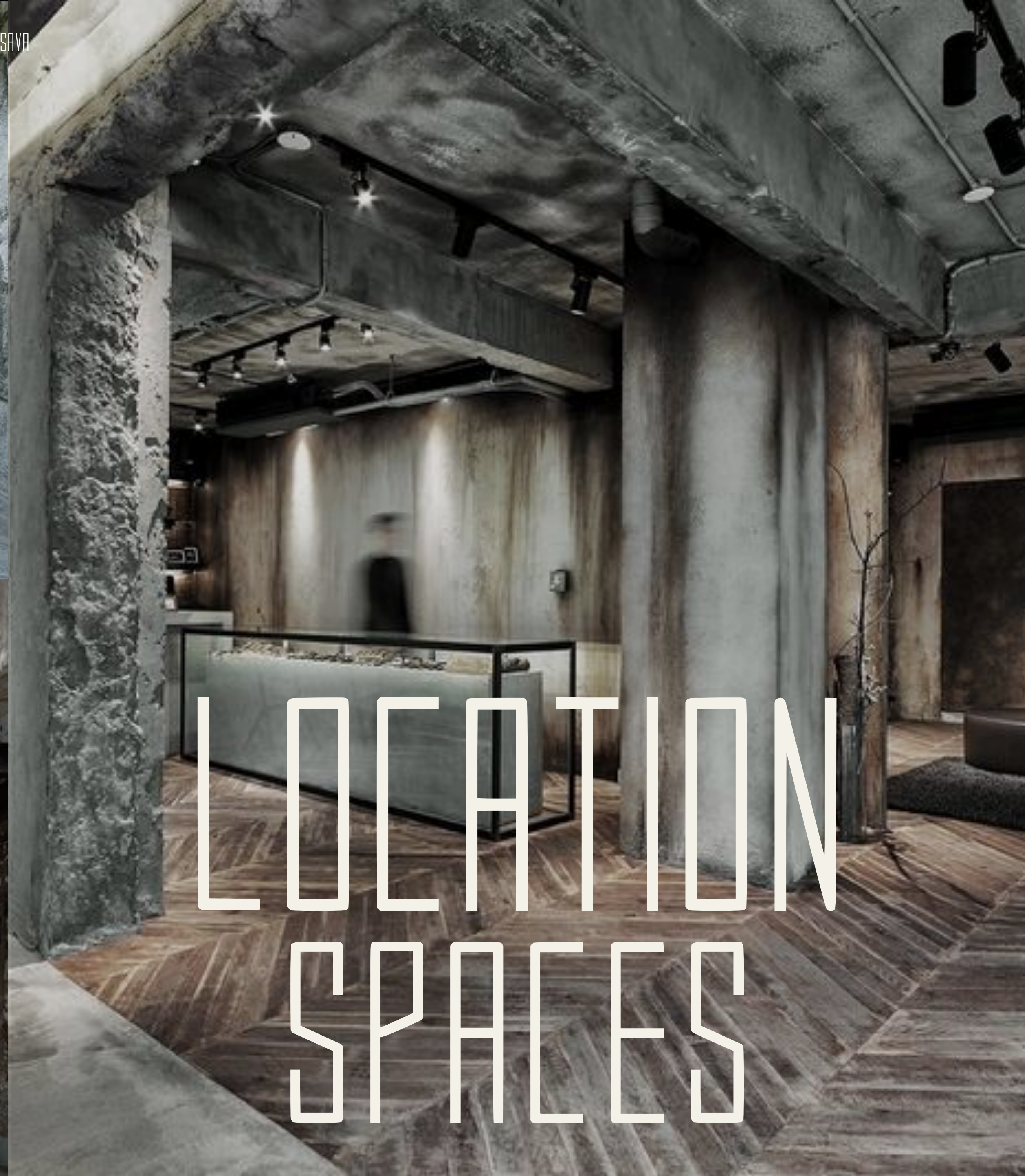


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LIGHT ELEMENTS







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ART AND LIGHT ELEMENTS



THANK YOU



I'm so excited with this spot, I feel so connected to the idea and would really love to work with you and deliver an amazing piece full of joy and life experiences within the concept for the Brand. I also would love to present the treatment via zoom so I can explain in detail the whole presentation if there's a chance.

Or if you have any doubts or comments, please let me know so that we can all get in the same page.

SAVA