

NISSAN



Zócalo GroupSM
A DIVISION OF CRITICAL MASS



tongal[®]

FAN-FUELED TRADITIONS DIRECTOR TREATMENT GUIDE

8.18.16



NISSAN PRESENTS: FAN-FUELED TRADITIONS

College sports fans are the creators and keepers of traditions.
They know the true meaning of excitement.

Traditions may differ by team, but the **passion** that drives them is shared by all.

As a proud partner to 100 schools in the widest reaching college sports sponsorship,
we are celebrating how the fans push their teams to succeed.

We're bringing meaningful stories about the passion behind
fan-made traditions to life through mini-documentaries.

INTRODUCTION

Our series of mini-documentaries is inspired by real fans and will capture the story of passion and excitement as conveyed through the unique traditions that matter to them.

Just as traditions bridge generations, these videos should capture how each tradition matters on a broad scale.

Respecting and preserving the realness of these experiences is key.

Capture:

Earnest dedication.

Pure passion.

Enthusiastic sportsmanship.





TONE + STYLE

What it is:

- Premium documentary
- Focus on real people, real details
- Feature candid moments
- Respectful (especially of quirky traditions)
 - i.e. We're on the side of the fans
- Actual footage of traditions in action (where possible)
- Natural light
- Variety of wide and close-up shots
- Reasonably nostalgic





TONE + STYLE

What it isn't:

- Local news segment
- University advertisement
- Parody/Joke
- Cheesy graphics
- Hosted interviews (where interviewer is on-camera)
- Posed or obviously staged
- Shot entirely in a studio
- Slide show
- Overeager



ESTABLISHING SHOTS

When possible, actual on-campus or in-stadium locations are preferred.

- If showing a venue in the off-season, choose an interesting angle to give viewers a sense of space.
- If showing crowds (i.e. at a game), the viewer should feel a part of the experience, as if they are standing among the fans or just in front of the stands on the field/court.

Strive for realistic vantage points. Bring the viewer into the experience.



FEATURED PEOPLE

If your tradition focuses on a specific group of people or an individual, footage should feel spontaneous and in-the-moment.

- Candid shots with interview VO
- Slow pans across people engaged with their tradition activity
- Having real moments of enjoyment

Let the palpable energy and excitement carry through to the viewer. We should feel like these fans could be our neighbor, our co-worker, our sister.



INTERVIEWS / TALKING HEADS

Interview footage should be used sparingly (best used to introduce the interview subject and carry through audio as voiceover on additional footage).

- Shot in medium frame
- Natural lighting (no spotlights)
- Subject in focus, blurred background with vague details
- Should give the impression they are in their natural environment (versus a staged interview – no backdrops please!)
 - Preferably set in a location that aligns with tradition story.



TYPOGRAPHY

- Any subtitles or captions should live in the lower third
- Use Nissan Brand font (provided)
- White text
- If background is too busy for text, use an overlay in the school's primary color
 - School color hex codes will be provided



THANK YOU!