



Potato Beach

Stop Motion - Commercial video

Pre-Production Summary

Prepared by:

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Pre-Production Summary

General Information

1. Creator: Mauricio Zúñiga González
2. Linear story:
 - **Summary:** Beginning / Exposition: A potato strolls along the beach on a beautifully sunny day. It wanders around and discovers a folding beach chair in the ideal spot to sunbathe.
 - **Middle / Complication:** Time goes by and the potato becomes increasingly tanned and darker.
 - **End / Resolution:** The potato is fully fried.

Creative Brief

1. What must it be?
A message emphasizing the importance of using sunscreen for your skin.
2. Who is it for?
For people of all ages.
3. How long must it be?
15-20 seconds.
4. What is your objective with the piece?
Advocate for using sunscreen: highlight the harm to your body from extended sun exposure without protection.
5. When is it due?
February 16, 2024.
6. What is the overall idea?
Demonstrating sun damage on vegetables to highlight the effects of prolonged sun exposure without sunscreen protection.
7. What is the storyline summary?
Vegetables exposed to the sun without protection gradually become fried, ending with a message advocating for the use of sunscreen.

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8. Elevator pitch:

This video conveys a powerful message aimed at scaring the population that is hesitant to use sunscreen protection.

9. Tagline:

Use sunscreen!

10. Look and feel description:

This humorous story emphasizes the importance of using sunscreen.

11. Identify classic plot:

Good vs. evil. Here, the violent sun seeks to harm the defenseless vegetable population. The virtuous vegetables exposed to the wicked heat should seek a protective weapon.