



HATCH

A large, colorful graphic for the word "HATCH". The letters are white with a thick yellow outline. The 'H' is surrounded by purple grapes and a pink watermelon slice. The 'A' is surrounded by purple grapes. The 'T' is surrounded by purple grapes. The 'C' is surrounded by blue raspberries. The 'H' is surrounded by red cherries and a green apple.

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Treatment by Lisha Tan



HELLO

After our initial call, I realized a few things as my team and I dug into the concept. First, we couldn't be more excited to be considered for this new campaign and to launch new Jolly Rancher characters into the world. Secondly, I love the humor of these scripts. It's subtle enough and quirky enough to make a real, lasting impression. Also, I had a great experience working with Hershey on previous projects and look forward to collaborating with the brand on this latest round.



creative overview

This narrative is all about authenticity and excitability, with a bit of dark comedy mixed in for good measure. It's a fantastic introduction to a new line of candy and the gummy characters, but the kids' reaction is right on cue, gulp. Sure, they're amazed by their 'class project' coming to fruition and the cute personalities of the gummies, but what it really comes down to is how great they taste and how fun it is to eat them.

All of our efforts will be focused on quickly creating a world where that fun story can take place. To do it right, every last detail has to be considered from casting and performance to design and animation. Only with all the pieces working in perfect harmony will our film reach its fullest potential.

Here's how we get there.





The word "APPROACH" is written in large, white, bubbly letters with a yellow outline. The letter 'A' is partially obscured by a cartoon watermelon slice with a smiling face and eyes. The letter 'H' is partially obscured by another cartoon watermelon slice with a smiling face and eyes. The background is a solid blue color.

gummies

We are thrilled at the opportunity to bring the gummies to life! As we think about doing so, we must set some ground rules for their animation. Thankfully, the fact that they are gummies, naturally helps us bring out their personality by allowing us to squash and stretch the characters. These types of manipulations can create a ton of emotion and human-like expressions.

Of course, we will in no way alter their core design, but instead, bring it to life. When they first hatch there could be a super-cute awakening - yawning and blinking their eyes. Once they're awake we can start to individualize them a bit. Even though they're a gang of gummies, what makes them so special is their unique flavors and dispositions. The direction we take their personalities will be informed by their current design.

As the spot builds, we also like the idea of exploring how they react once they know their fate. Maybe they can shriek with cheeky terror as they're picked up and eaten by a kid. While we need to dial in the level of this reaction, it creates a hilarious misdirection by turning a seemingly innocent world on its head. One gummy might even struggle to squeeze out of a kids' fingertips before disappearing into their smiling, satisfied mouth.

We've started to explore some initial stages of animations and expressions but will continue to dial in this as we get further along in production and during the boarding process.







the hatching

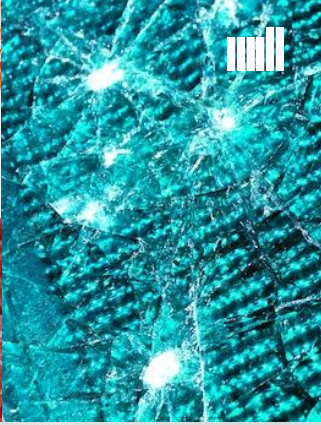
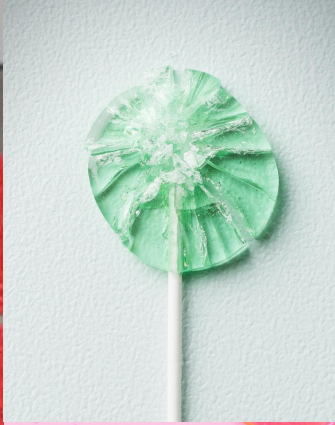
Narratively speaking, we go from a calm, resting state to a small tremble, a rustling if you will, followed by a small crack, then another, and another. From here, it's burst after burst, with most of them happening in unison.

I also love the idea of staying true to the proportions of the gummies as they compare to hard candies and having it act as a true 'shell.' With the translucent hard candies being hollow inside and the gummies bursting out like a squished marshmallow. The gummies have to break through during this metamorphosis because they can no longer be contained, but it isn't a violent burst, but more a fracturing with the candy breaking mostly in half with smaller pieces scattered around.

On our call, we came around to the idea that the wrapping acts as part of the shell. We still believe that thinking will serve the creative best, but with a small caveat. We might find that adding a slightly unwrapped wrapper here or there in the nest will add to the familiar Jolly Rancher charm. Even though it may not exactly be seen during the animation, it being present after, might help bring it all home.







texture references

casting & performance

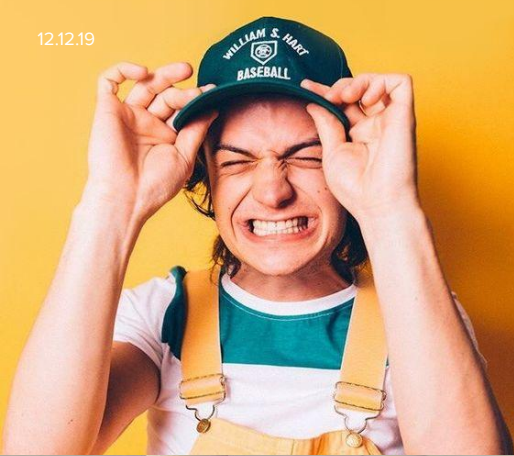
Let's be honest - kids are savages. They don't mince words or actions when it comes to something they want and that's why they're great. Their approach to life is sometimes hard for adults to understand, but thankfully for all of us, we've never really grown up.

This diverse cast of 10-13 year-olds is not only charismatic and engaging, they're also savvy. I loved the reference of 'Stranger Things' from the call, and everyone on the team thinks it couldn't be more spot on. That age range offers many things. Still young enough to be innocent, old enough to be in on the joke, and yet still awkward in the midst of the middle-school years.

Beaming with book smarts and street smarts, their cheeky personalities come through effortlessly. They are, without a doubt, engaged in school and their 'class pet,' but ultimately are most interested in the final result. To round out their characters, we want to have some fun with their wardrobe to help add to their personas and to give a colorful nod to the Jolly Rancher brand.







fashion & wardrobe





the classroom

We see this story unfolding in a classic middle-school classroom, one that feels modern but also captures a bit of nostalgia. It will feel warm and inviting to match the overall energy of the spot. To completely control every aspect of our classroom, from lighting to set dressing, we'll build it on a soundstage.

Because the focus is on the big event, we want it to feel a bit more minimal than your typical classroom. Some of this sentiment will come through in our framing. We want to avoid our room becoming too busy and potentially distracting our audience. We can feature some middle-school specific props and desks while adding subtle pops of color throughout, but never to divert our attention from our kids and their class project.



classroom references

the nest

The nest is undoubtedly inspired by birds, but 100% made by kids. Unlike most nests, where the eggs are cradled down in it, this nest keeps the candies almost right on top— it is a hatchery after-all.

The material the nest is made from should also feel on par with a school project. Muted tones of paper or hay will help the colorful Jolly Ranchers pop, in both hard candy and gummy form. As they hatch, and after they hatch, the weight and the movement of the gummies should accurately impact the nest. This will be a very subtle visual detail, but a crucial one.





nest references

thoughts on social media

Even though the scripts for social are not locked, we are more than confident in taking them on. We aim to find simplified solutions that are effective and executable by leveraging assets from the main spot. If we want, we can lift a shot for one of the socials, otherwise social concepts that are more illustrative can be brought to life in 2.5D. Animated with After Effects and treating them like gifs or cinemagraphs. For example, the parachuting gummies can easily animate down with a little drift, but it won't require CG work. We've done a quick little test so you can see how effective this animation technique is, once put into practice.

Getting closer to our production dates, we will also define any additional assets that we need to capture on our shoot day for social. Whether it's stills or short clips, carving out the necessary time and building out a separate space for shooting those elements is something we are well versed in.





music & sfx

Just as the gummies should physically interact with the nest, we should also hear it as well. Of course, this is just a small part of the sound design needed to create a great spot, but we have to consider all those minute details. In addition to the hatching sound and other atmospheric sounds, I'd like to explore adding small sounds to the gummies themselves. This amplifies their cuteness, humanizes them, and makes their eventual demise that much more comical.

Layered into the sound design should also be some magical and charming music. A song that can help build up the anticipation for the big hatching moment. Crescending in all its grandiose perfection before an abrupt and shocking stop as they're eaten. Once that comedic note has been played, we can introduce the music score once again as we go to the Super/Packshot.





methodology

live action/vfx

For the live-action portion of the shoot, we'll bring in a stellar production crew, DOP, Production Designer, etc. Our lighting design will be clean and poppy to capture the energy and integrity of the brand. The hard candy and the nest will be shot practically, which means our art department will build a physical replica of our CG designed nest. Another reason for shooting this in-camera is to get accurate real-world references for lighting, size, and texture of the nest and more importantly the Jolly Ranchers, we can even experiment with subtle shaking the nest in-camera.

Once the hard candy 'cracks,' we'll be entirely into the world of CG. We'll sculpt and model several key expressions, so our characters have a range of emotions. We'll also rig the gummies so they can bend, squash, and stretch to help emphasize their emotions through body language. Stretching upwards and outward shows excitement, whereas bending over and slouching shows sadness. This methodology will help punctuate the narrative and bring out their unique personalities.

As the kids interact with the gummies, we'll combine practical photography with CG. We want to capture them squeezing and eating them in our lighting setup for an accurate reference so we can replace the gummy with CG if needed.



THANK YOU

While these are our initial reactions to the project, it's really exciting to be considered. Having worked with the Hershey brand before and having done work for kids, I know how much fun we can have with these spots.

As we dive further into all the details that will make for standout spots, we look forward to collaborating with your team every step of the way.

Sincerely,
Lisha & The Mill Team



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