

MUNK

Happiness Juice



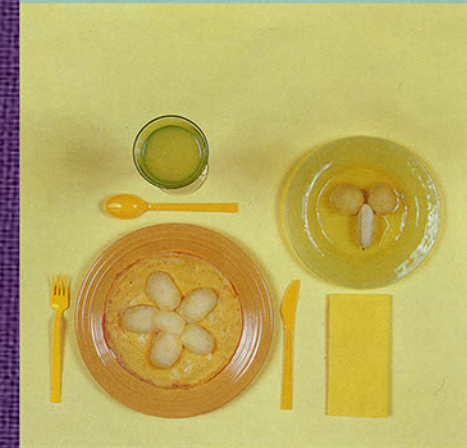
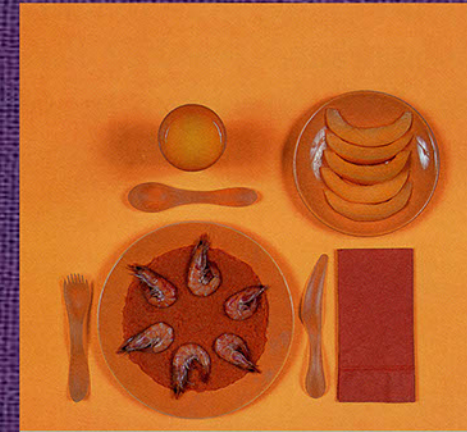
Treatment by
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The first thing I pictured when hearing the song were bright, popping, 70s colours and a comical element of tongue in cheek. I love the possibility that there could be a powerful juice out there that brings happiness, so I wanted to take the literal title of the song and play with it.

Set against the complimentary coloured curtain backgrounds - orange, purple, green - in a simple setup, we see cartons/bottles of juice, and we see people drinking it. Everything will be monochromatic within each shot to match the background colour, including clothes, tableware, fruit, and juice. As the video builds, the people form couples and they start to caress each other in slow motion. This is not done in a sexual way, more implied than actually physical! It starts off with a look in the eye, then a gentle touch of the skin, to a squeeze, and then the couples start to passionately kiss each other.

I picture it all in slow motion, so that the moves are watched slowly but the cuts a bit faster. There will be dolly tracking shots creating movement both within frame and with camera movement.





We start off by seeing an arm reaching into frame as it picks the juice up, then they shake it up. We cut to variations of similar actions of each person/couple, but the background colours change. There will be three couples, who at first appear deadpan.

They will each be sat side by side at a table with minimal dinnerware in front of them. Each couple will be seen telling the same story, seen slightly differently, changing the colours, and all end up pretty much the same way after consuming the liquid.

Seen in slow motion we see the euphoria kick into their faces, and the couples start to make physical contact. At first it is very subtle, but it builds to a full on kiss. We see legs waving in the air, pulling socks or tights off with their teeth, pulling the hair away to kiss the neck, cartons of juice being squeezed, juice being poured into each others mouths drenching them, and other ridiculous but humorous things of the like.

We see fruit flying in the air in slow motion. A drinks dispenser continues to pour drinks and we see juice squirted into each others mouths.





Styling will be very sharp, with a monochrome matched colour theme. As the kissing builds, the mood changes, and we see coloured lighting gels added to reflect the sensation of this 'happiness juice'.

The point of the video is to create a deadpan, humorous, and fun hyper reality. As the energy of the track is high throughout I hope the video will reflect well against it. As the track comes to an end we see the couples 'straighten' themselves out and return back to the deadpan energy that was first seen.

There will be two looks – one before and after the kiss. Before the kiss we see bright colours but subtle lighting. I see strong shadows and low but spot lit lighting. As the kissing begins we merge into coloured gels which will contrast the coloured background.

I think we could have fun making it, and get a great result that is pretty simple!

Reference videos:

Colours and lighting:

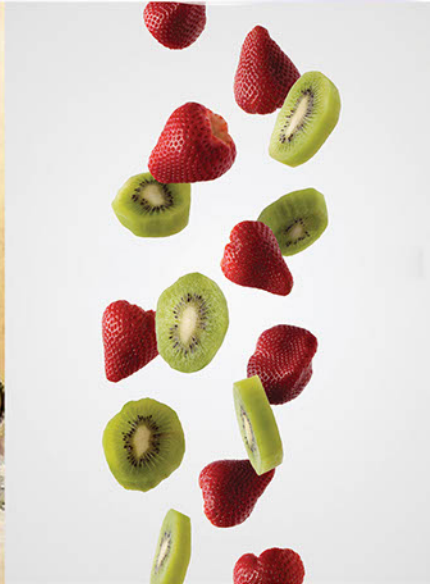
<https://www.youtube.com/watch?v=D2Enywt7HM>

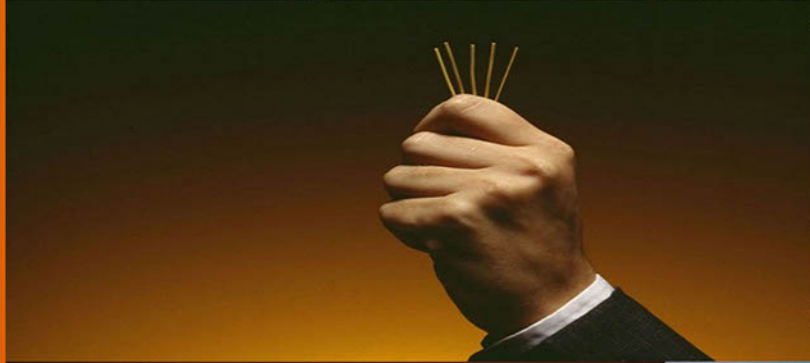
Slow motion and editing:

<https://www.youtube.com/watch?v=Tdy8aDmNtKE>

<https://www.youtube.com/watch?v=QJFsva3I5qQ&feature=kp>







Colour Palette

