



# PAIRS WITH YOU

GLANBIA TRULY GRASS FED  
SRG/ORDER TREATMENT  
DIR. **MATT BLACKBURN**





LIFESTYLE  
REEL >

DI ORDER PTNOR  
order-disruption.com

PRODUCT  
REEL >

We are ORDER, a Director + DP team made up of Matt Blackburn and Ehsan Abbasi. We have over 25 years of brand and advertising experience. We have worked on a range of brands from Nike to Wells Fargo and have extensive category experience in the food and beverage category including Coca-cola, Cinnabon, Moe's Southwest Grill and Calphalon.

We believe film has the potential to connect cultures by creating meaningful experiences. We hope to connect Glanbia's Truly Grass Fed with the natural food explorer through these short films that create a shared interest.

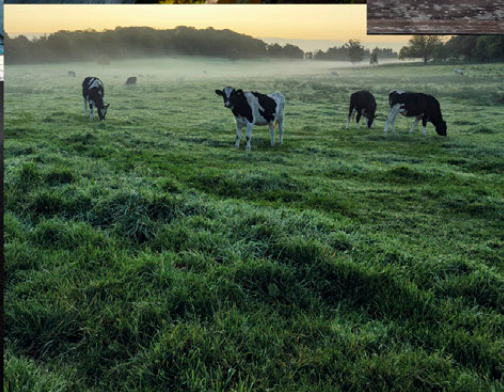
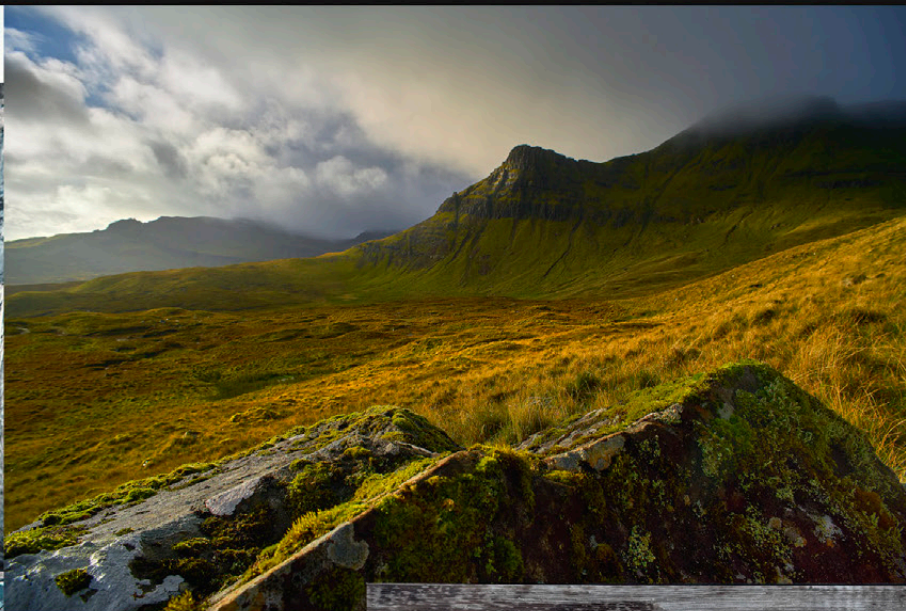
# DIRECTOR'S STATEMENT

Most modern dairy farms would rather not showcase their farms as part of their messaging. In fact, many would prefer to keep their barn doors tightly sealed. But Glanbia's Truly Grass Fed is not like most modern dairy farms. Glanbia's Truly Grass Fed Farms take a more enlightened approach to dairy farming with sustainability and animal welfare always top of mind. GTGF promotes bonding with the herds through the practice of letting cows be, cows. Room to roam and graze as cows naturally would strikes a quality of life balance between the farmers and the cows and serves as the perfect backdrop for our spots. GTGF's purist approach isn't just a holdover from a bygone era. Their commitment to innovative farming technology and mix of young highly skilled entrepreneurs sets the standard for what modern dairy practices should be. This youthful nature will be apparent with our minimal set design that marries metropolitan lighting cues with beautiful natural environments. Each of our talent will further re-enforce this narrative through their own personality and contemporary style. The overall result will be a stunning example of how a modern dairy farm can take pride in its most valuable assets.

Matt Blackburn



# MOOD BOARD





NEON FX  
GRAPHICS

Neoneon OTF | Bakoom Studio  
*Free for Personal & Commercial use with attribution*

A B C D E F G H I J K  
L M N O P Q R S T U  
V W X Y Z  
0 1 2 3 4 5 6 7 8 9



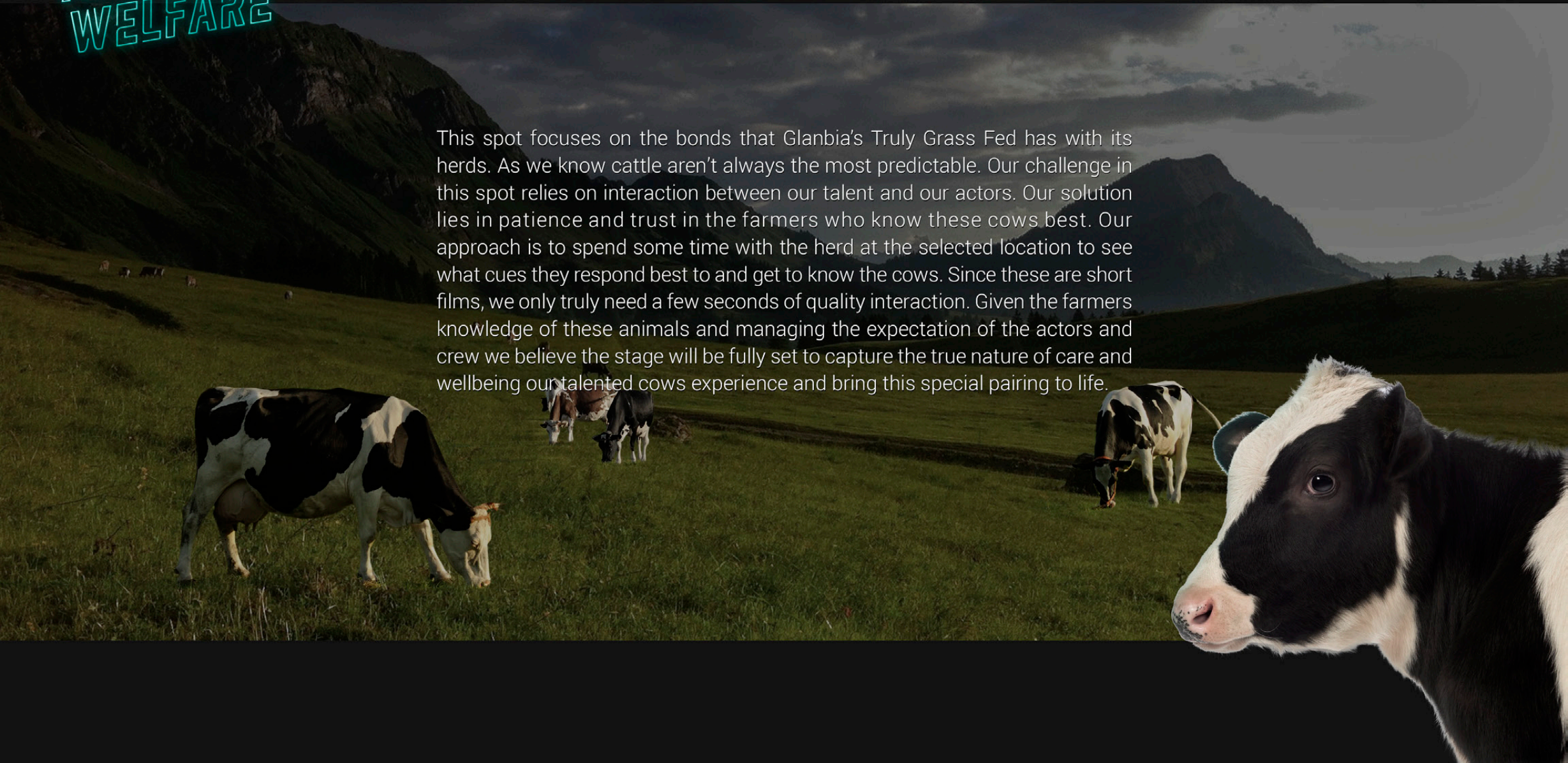
**Noble Gas**  $_{10}\text{Ne}$   
**Glass Tube**

V-ray Light Material, Green/Blue Gradient Ramp Mapped with Fractal Noise  
Glass with Dispersion 30, HDRI Reflective, 94% Refractive, IOR 1.6



# ANIMAL WELFARE

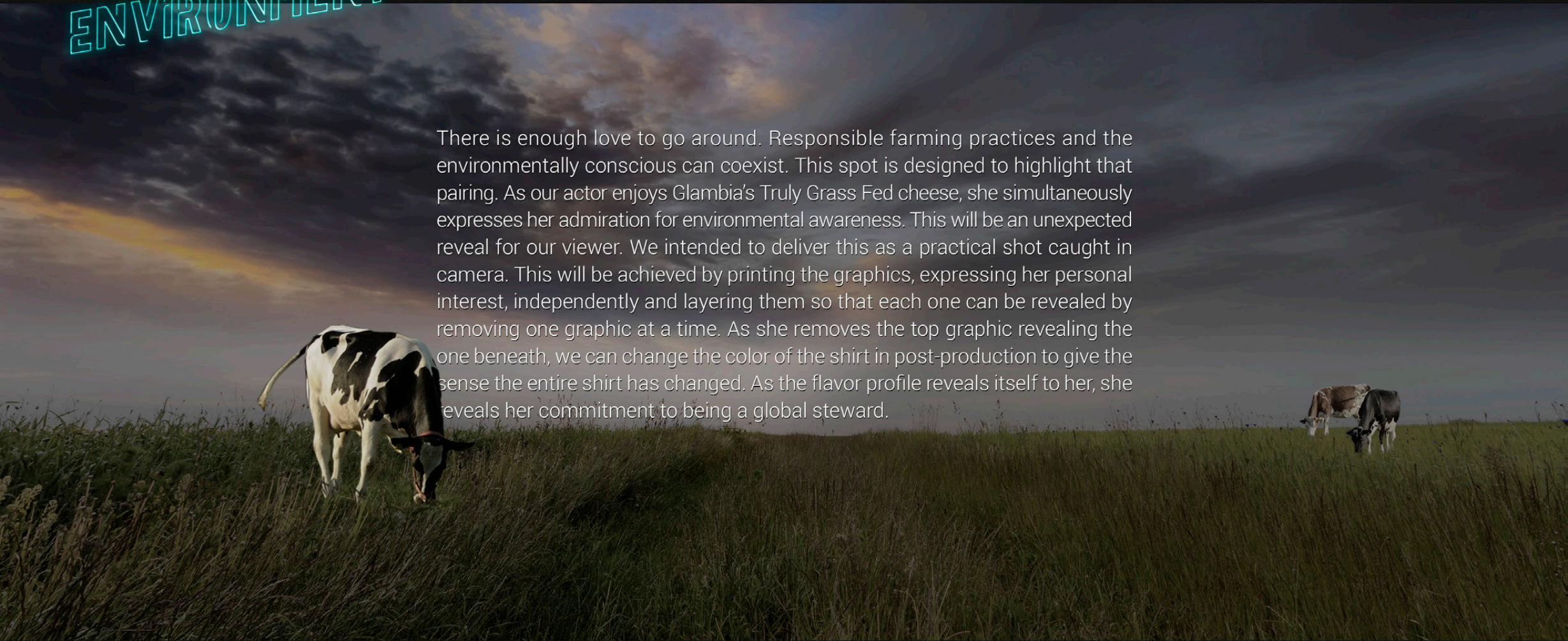
This spot focuses on the bonds that Glanbia's Truly Grass Fed has with its herds. As we know cattle aren't always the most predictable. Our challenge in this spot relies on interaction between our talent and our actors. Our solution lies in patience and trust in the farmers who know these cows best. Our approach is to spend some time with the herd at the selected location to see what cues they respond best to and get to know the cows. Since these are short films, we only truly need a few seconds of quality interaction. Given the farmers knowledge of these animals and managing the expectation of the actors and crew we believe the stage will be fully set to capture the true nature of care and wellbeing our talented cows experience and bring this special pairing to life.





# ENVIRONMENT

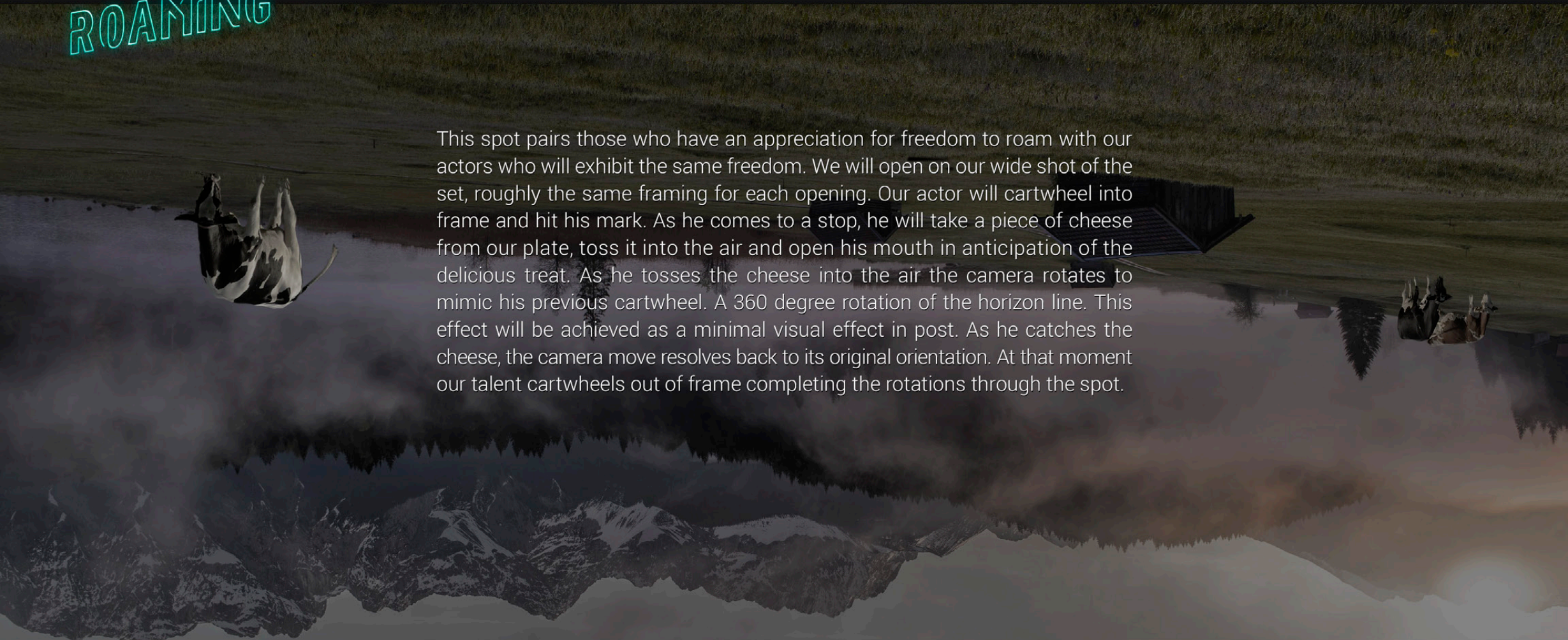
There is enough love to go around. Responsible farming practices and the environmentally conscious can coexist. This spot is designed to highlight that pairing. As our actor enjoys Glambia's Truly Grass Fed cheese, she simultaneously expresses her admiration for environmental awareness. This will be an unexpected reveal for our viewer. We intended to deliver this as a practical shot caught in camera. This will be achieved by printing the graphics, expressing her personal interest, independently and layering them so that each one can be revealed by removing one graphic at a time. As she removes the top graphic revealing the one beneath, we can change the color of the shirt in post-production to give the sense the entire shirt has changed. As the flavor profile reveals itself to her, she reveals her commitment to being a global steward.





# ROAMING

This spot pairs those who have an appreciation for freedom to roam with our actors who will exhibit the same freedom. We will open on our wide shot of the set, roughly the same framing for each opening. Our actor will cartwheel into frame and hit his mark. As he comes to a stop, he will take a piece of cheese from our plate, toss it into the air and open his mouth in anticipation of the delicious treat. As he tosses the cheese into the air the camera rotates to mimic his previous cartwheel. A 360 degree rotation of the horizon line. This effect will be achieved as a minimal visual effect in post. As he catches the cheese, the camera move resolves back to its original orientation. At that moment our talent cartwheels out of frame completing the rotations through the spot.





SET DESIGN  
BACKDROP

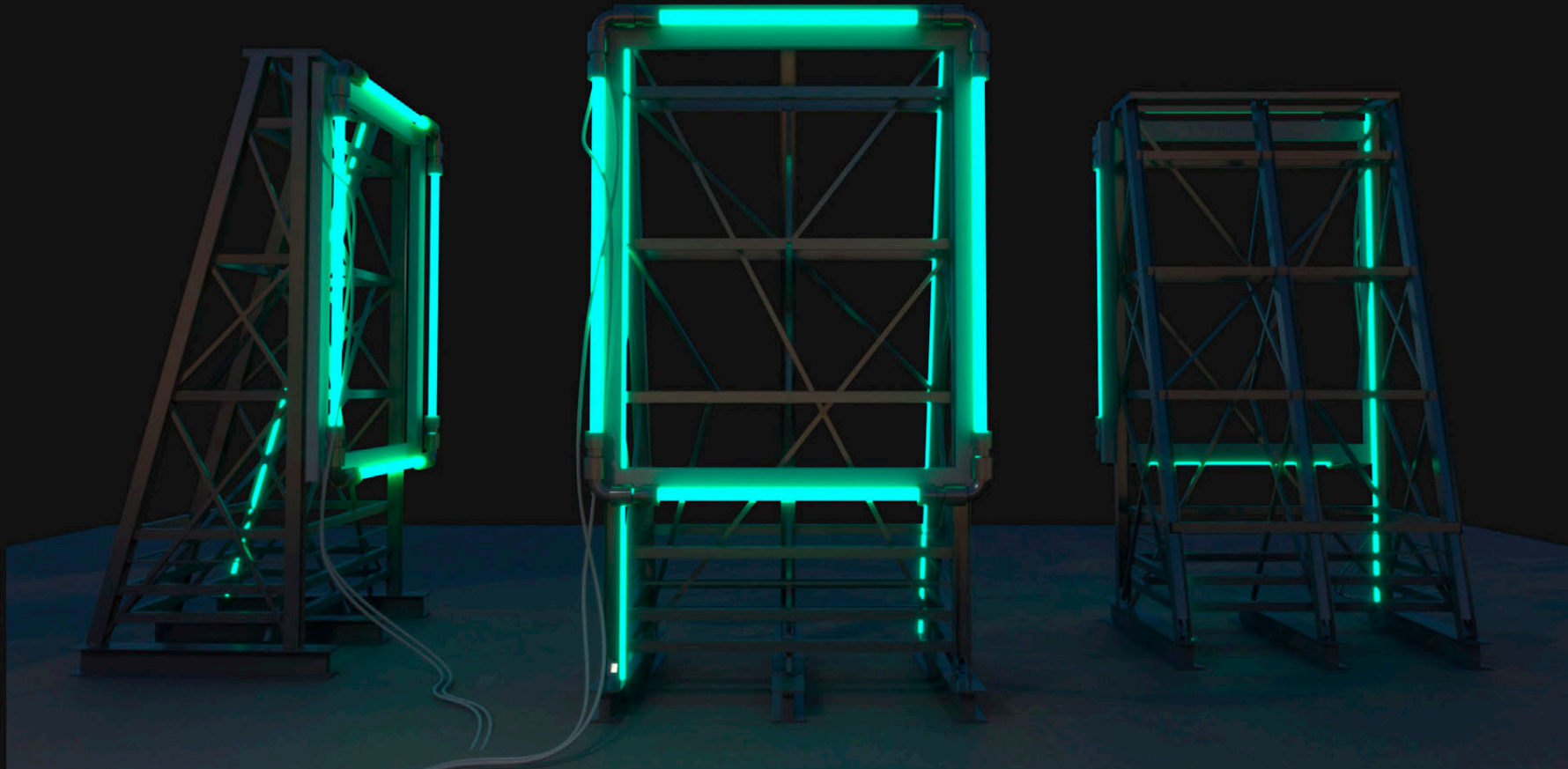


**A | NEON STRUCTURE** | LATE EVENING, BLUE HOUR, 1 SOFT KEY  
Showcasing the beautiful landscape, while maintaining the borders to separate FG from BG

RED Helium S35 Sensor, Zeiss Otus 28mm



# SET DESIGN BACKDROP

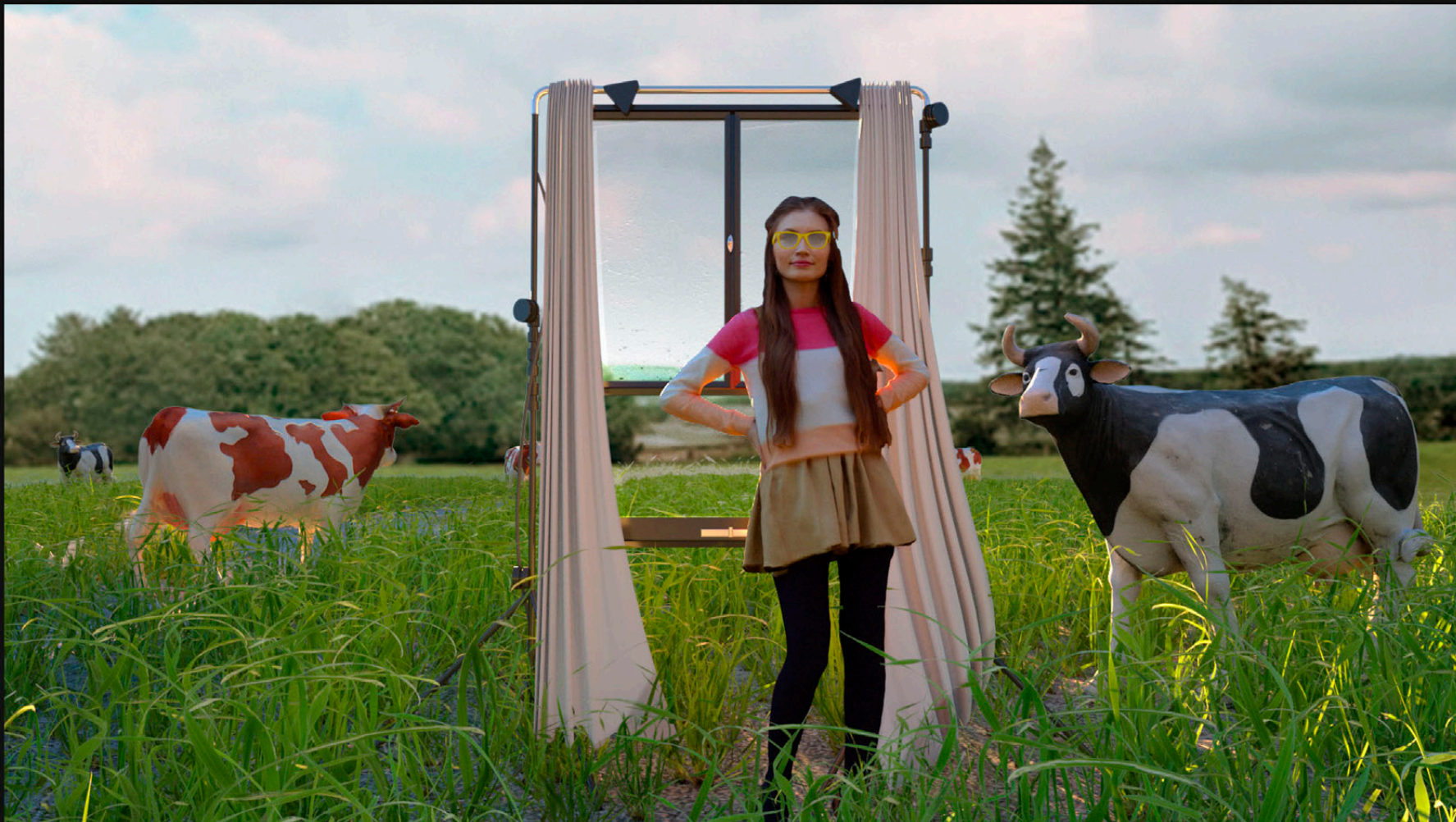


**A | NEON STRUCTURE**  
Side, Front and Back Views

Frame Structure to Be Built  
Blueprint will be prepared upon approval



SET DESIGN  
BACKDROP

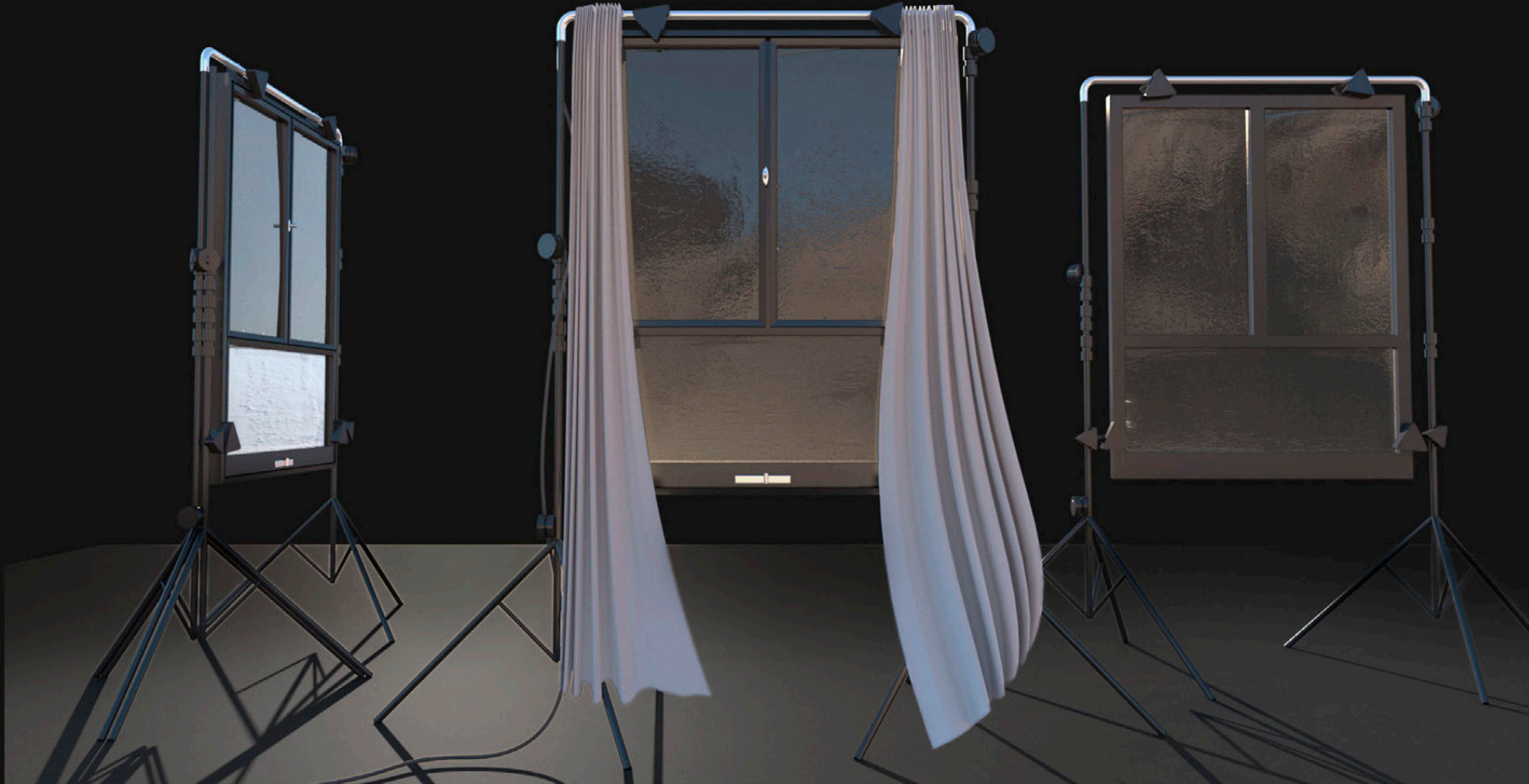


**B | WINDOW FRAME**  
Side, Frong and Back View

RED Helium S35 Sensor, Zeiss Otus 28mm



# SET DESIGN BACKDROP



**B | WINDOW FRAME | WITH OR WITHOUT THE DRAPES**  
Side, Front and Back Views

Standard Photo Studio Backdrop Setup  
2 x C-Stands + Mid Rod + Extra Clamps + Extendable Arms +  
Sand Bags + Window + 2 x Sheer Fabric 120cm x 240cm (Optional)



SET DESIGN  
BACKDROP



**C | SHEER DRAPE | LATE AFTERNOON, NATURAL LIGHT**  
A dynamic backdrop with see-through material, sheer fabric

RED Helium S35 Sensor, Zeiss Otus 28mm



# SET DESIGN BACKDROP



**C | SHEER DRAPE**  
Front and Side Views

Standard Photo Studio Backdrop Setup  
2 x C-Stands + Mid Rod + Clamps + Extendable Arms + Sand Bags + Sheer Fabric 240cm x 240cm



# SET DESIGN BACKDROP

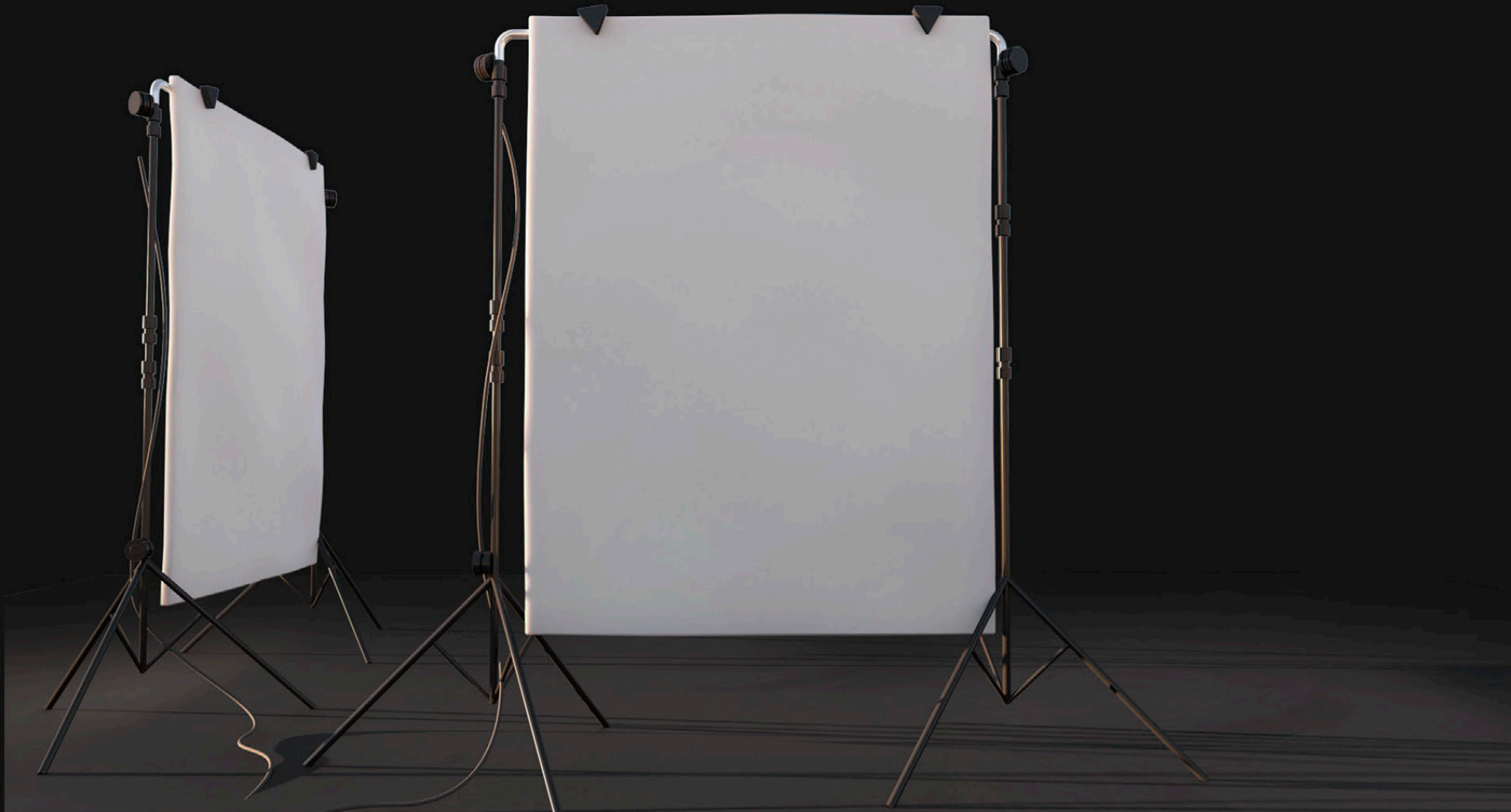


**D | CANVAS BACKDROP** | MORNING OR AFTERNOON, LIGHT OVERCAST  
Separating Foreground and Background, highlighting the stage and what is placed in front of it

RED Helium S35 Sensor, Zeiss Otus 28mm



# SET DESIGN BACKDROP



**D | CANVAS BACKDROP**  
Side and Front Views

Standard Photo Studio Backdrop Setup  
2 x C-Stands + Mid Rod + Clamps + Extendable Arms + Sand Bags + White Canvas 150cm x 200cm



# FOOD STYLING PRODUCT HERO



## CHEESE PLATTER | FOOD STYLING AND SET DESIGN

With or without backdrop in bright ambient light  
FPO | Products in comp are only placeholders

RED Helium S35 Sensor, Zeiss Otus 85mm

6 Sets x Product Packages + Cooler + Additional Cheese and Butter for Styling +  
Mixed Nuts + Grapes + Cheese Plate + Cheesecloth + Wooden Bowl + Side Table + Utensils



FOOD STYLING  
PRODUCT  
HERO



**CHEESE PLATTER | FOOD STYLING AND SET DESIGN**

With Neon Structure backdrop in dim, end-of-day light, Practical LED light and a Soft Key  
FPO | Products in comp are only placeholders

RED Helium S35 Sensor, Zeiss Otus 85mm



FOOD STYLING  
PRODUCT  
HERO



**CHEESE PLATTER | FOOD STYLING AND SET DESIGN**

B-Roll

FPO | Products in comp are only placeholders

RED Helium S35 Sensor, Zeiss Otus 85mm



# WOMAN 1 WARDROBE



**ANIMAL WELFARE | WOMAN 1**  
All pieces are available for order upon approval



WOMAN 2  
WARDROBE



## ENVIRONMENT | WOMAN 2

All pieces are available for order upon approval, Shirts are to print/stick graphic elements on



# MAN WARDROBE



ROAMING | MAN

All pieces are available for order upon approval



# IN PROGRESS CASTING



**ZEENA MUHSSIN**  
Animal Welfare, Woman 1  
Dublin, Dublin, Ireland

MM 2878376  
Age: 23  
Height: 5' 4"  
Weight: 101 lbs  
Cup: C  
Dress: 15  
Shoe: 4.0  
Skin Color: Olive  
Eye Color: Green  
Hair Length: Long  
Hair Color: Brown  
Tattoos: Some  
Piercings: None



**CAROLINE KEANE**  
Environment, Woman 2  
Kilkenny, Kilkenny, Ireland

MM 4438749  
Age: 36  
Height: 5' 8"  
Weight: 150 lbs  
Bust: 14"  
Waist: 13"  
Hips: 15"  
Cup: B  
Dress: 10  
Shoe: 8.0  
Skin Color: White  
Eye Color: Blue  
Hair Length: Medium  
Hair Color: Brown  
Tattoos: None  
Piercings: None



**SÉLU**  
Roaming, Man  
Dublin, Dublin, Ireland

MM 4270381  
Age: 27  
Height: 6' 0"  
Weight: 187 lbs  
Ethnicity: Black  
Skin Color: Brown  
Eye Color: Brown  
Hair Length: Medium  
Hair Color: Black  
Tattoos: None  
Piercings: None



TOP VIEW  
SHOT  
PLAN

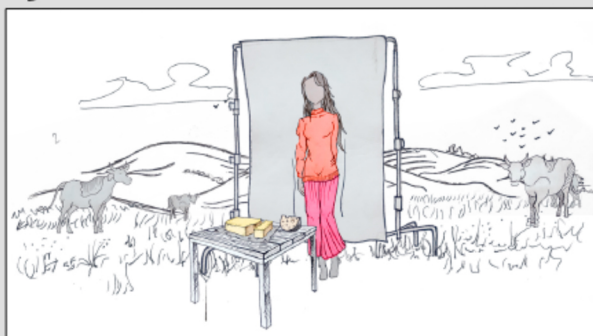
1 meter  
1 meter



RED Helium S35 Sensor  
Zeiss 28mm  
Zeiss 85mm

# STORYBOARD ANIMAL WELFARE

:06



101 EXT. IRISH DAIRY FARM . DAY . WS LOCKED DOWN

**VIDEO:** Fade-in, Open on a sprawling Irish dairy farm, where cows roam freely in the background. A woman poses in front of a drape backdrop, holding a plate of Truly Grass Fed cheese.

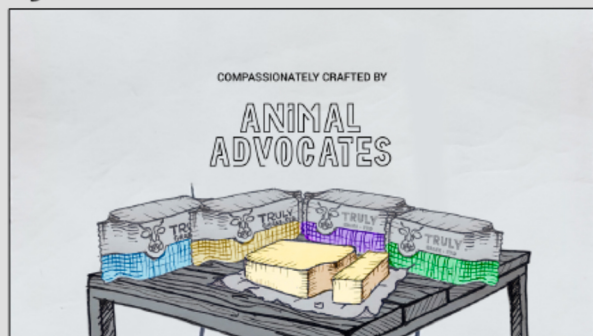
**ALT:** Spreading butter on a piece of toast.

**Decoupage:** 1 sec



# STORYBOARD ANIMAL WELFARE

:06

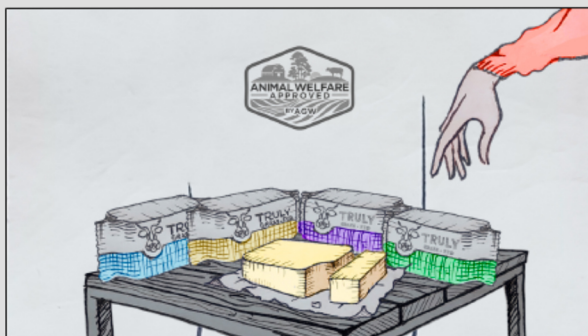


102 BG. DRAPE . DAY . WS LOCKED DOWN

**VIDEO:** Fade to. The end card featuring the entire Truly Grass Fed product line behind a plate of Truly Grass Fed cheese.

**SUPER:** Compassionately crafted by animal advocates.

**Decoupage:** 2 sec

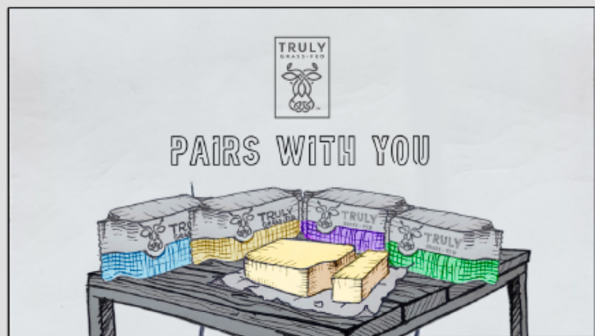


102 BG. DRAPE . DAY . WS LOCKED DOWN

**VIDEO:** Continue. Her hand comes in frame and grab another piece.

**SUPER:** AGW seal

**Decoupage:** 2 secs



102 BG. DRAPE . DAY . WS LOCKED DOWN

**VIDEO:** Continue. Reveal the Tagline and Truly Grass Fed logo.

**SUPER:** Pairs with You

**Decoupage:** 2 secs





201 EXT. IRISH DAIRY FARM . DAY . WS LOCKED DOWN

**VIDEO:** Fade-in, Open on a sprawling Irish dairy farm, where cows roam freely in the background. A woman poses in front of a drape backdrop, in a shirt with a picture of earth, holding a plate of Truly Grass Fed cheese.

**ALT:** She is spreading butter on a cracker.

**Decoupage:** 1 sec



201 EXT. IRISH DAIRY FARM . DAY . WS LOCKED DOWN

**VIDEO:** Continue. She takes a bite of the cheese. Suddenly, as she eats, her shirt changes. Now her shirt says, "Go Green."

**ALT:** She takes a bite of the cracker.

**Decoupage:** 2 secs

**VFX:** Change Color, Track/Animate Graphics



201 EXT. IRISH DAIRY FARM . DAY . WS LOCKED DOWN

**VIDEO:** Continue. She continues eating. Her shirt changes again. This time it reads "Breathe" with a picture of a tree.

**ALT:** She takes a another bite.

**Decoupage:** Max. 3 secs

**VFX:** Change Color, Track/Animate Graphics

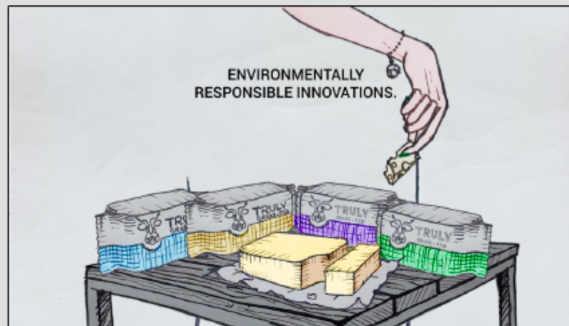


202 BG. DRAPE . DAY . WS LOCKED DOWN

**VIDEO:** Fade to. The end card featuring the entire Truly Grass Fed product line behind a plate of Truly Grass Fed cheese.

**SUPER:** Sustainably farmed with the earth in mind.

**Decoupage:** 2 sec



202 BG. DRAPE . DAY . WS LOCKED DOWN

**VIDEO:** Continue. Her hand comes in frame, waring green nail polish, and grab another piece.

**SUPER:** Environmentally responsible innovations.

**Decoupage:** 2 secs



202 BG. DRAPE . DAY . WS LOCKED DOWN

**VIDEO:** Continue. Reveal the Tagline and Truly Grass Fed logo.

**SUPER:** Pairs with You

**Decoupage:** 2 secs



301 EXT. IRISH DAIRY FARM . DAY . WS LOCKED DOWN

**VIDEO:** Fade-in, Open on a sprawling Irish dairy farm, where cows roam freely in the background. Truly Grass Fed cheese is on a table in front of a drape, creating the look of a mini photoshoot set. Suddenly, a man cartwheels in to the frame.

**Decoupage:** 2 secs

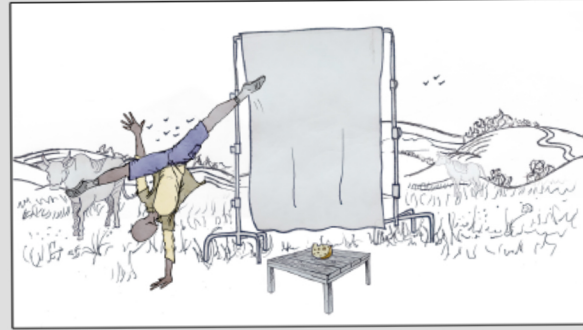


301 EXT. IRISH DAIRY FARM . DAY . WS LOCKED DOWN

**VIDEO:** Continue. He stops. Tosses a piece of Truly Grass Fed cheese in the air. Catches it with his mouth and eats it.

**Decoupage:** Max 3 secs

**VFX:** Camera 360 Rotation



301 EXT. IRISH DAIRY FARM . DAY . WS LOCKED DOWN

**VIDEO:** Continue. He cartwheels off frame.

**Decoupage:** 1 sec

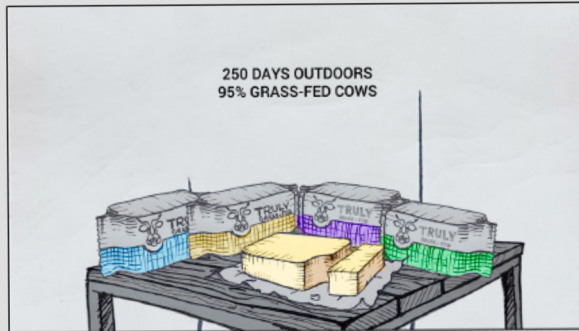


302 BG. DRAPE . DAY . WS LOCKED DOWN

**VIDEO:** Fade to. The end card featuring the entire Truly Grass Fed product line behind a plate of Truly Grass Fed cheese.

**SUPER:** Sustainably farmed with the earth in mind.

**Decoupage:** 2 sec

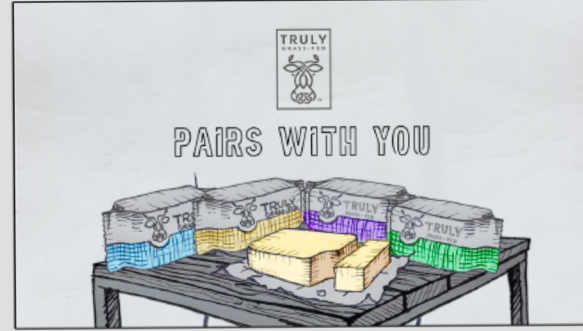


302 BG. DRAPE . DAY . WS LOCKED DOWN

**VIDEO:** Continue. Her hand comes in frame, waring green nail polish, and grab another piece.

**SUPER:** Environmentally responsible innovations.

**Decoupage:** 2 secs



302 BG. DRAPE . DAY . WS LOCKED DOWN

**VIDEO:** Continue. Reveal the Tagline and Truly Grass Fed logo.

**SUPER:** Pairs with You

**Decoupage:** 2 secs



# PAIRS WITH YOU

SHOTLIST | ANIMAL WELFARE :06 | DIR. MATT BLACKBURN

#	SPOT/SCENE	SHOT DESCRIPTION	DECOUPAGE	TECH SPECS/DECOUPAGE	ACTOR/STYLING	PROPS
101	Animal Welfare EXT. DAY Scene 1	(Fade-in) Open on a sprawling Irish dairy farm, where cows roam freely in the background. A woman poses in front of a drape backdrop, holding a plate of Truly Grass-Fed cheese (AND) spreading butter on a piece of toast.	:01 sec	WS, Locked Down, 16:9 Frame, 1:1 Safe Area, R3D RAW, Lowest Compression Ratio 5:1 for photo from video	Woman 1 Wardrobe Package 1	Drape Set Piece (Light gray opaque fabric, 2 x Stands H240cm, Clamps) Product Cheese Product Butter Toast Small Table/Stand Chair for backup High bar table Cheese board Knife Mason jar with water Succulent/plant
		(Continue) She takes a bite of the cheese (AND) toast.	:02 secs			
		(Continue) Cows notice and start approaching her	:03 secs (Max)			
101 FX		Same setup for clean background capture	:12 secs	Stay Locked, Remove all foreground, Capture Background	No Actor	No Props
102	Animal Welfare EXT. STUDIO BACKDROP. DAY	(Fade to) The end card featuring the entire Truly Grass-Fed product line behind a plate of Truly Grass-Fed cheese (AND) Butter	:02 secs	MS, Locked Down, 16:9 Frame, 1:1 Safe Area, R3D RAW, Low Compression Ratio 5:1 for photo from video Leave 2/3 Room for Supers	Woman 1 (Hand) Wardrobe Package 1	Drape Set Piece (Light gray opaque fabric, 2 x Stands H240cm, Clamps) All products hero setup
		(Continue) Her hand comes in frame and grabs another piece (AND) Butter	:02 secs			
		(Continue) Reveal the Tagline and Truly Grass-Fed logo	:02 secs			

**PAIRS WITH YOU**  
SHOTLIST | ENVIRONMENT :06 | DIR. MATT BLACKBURN

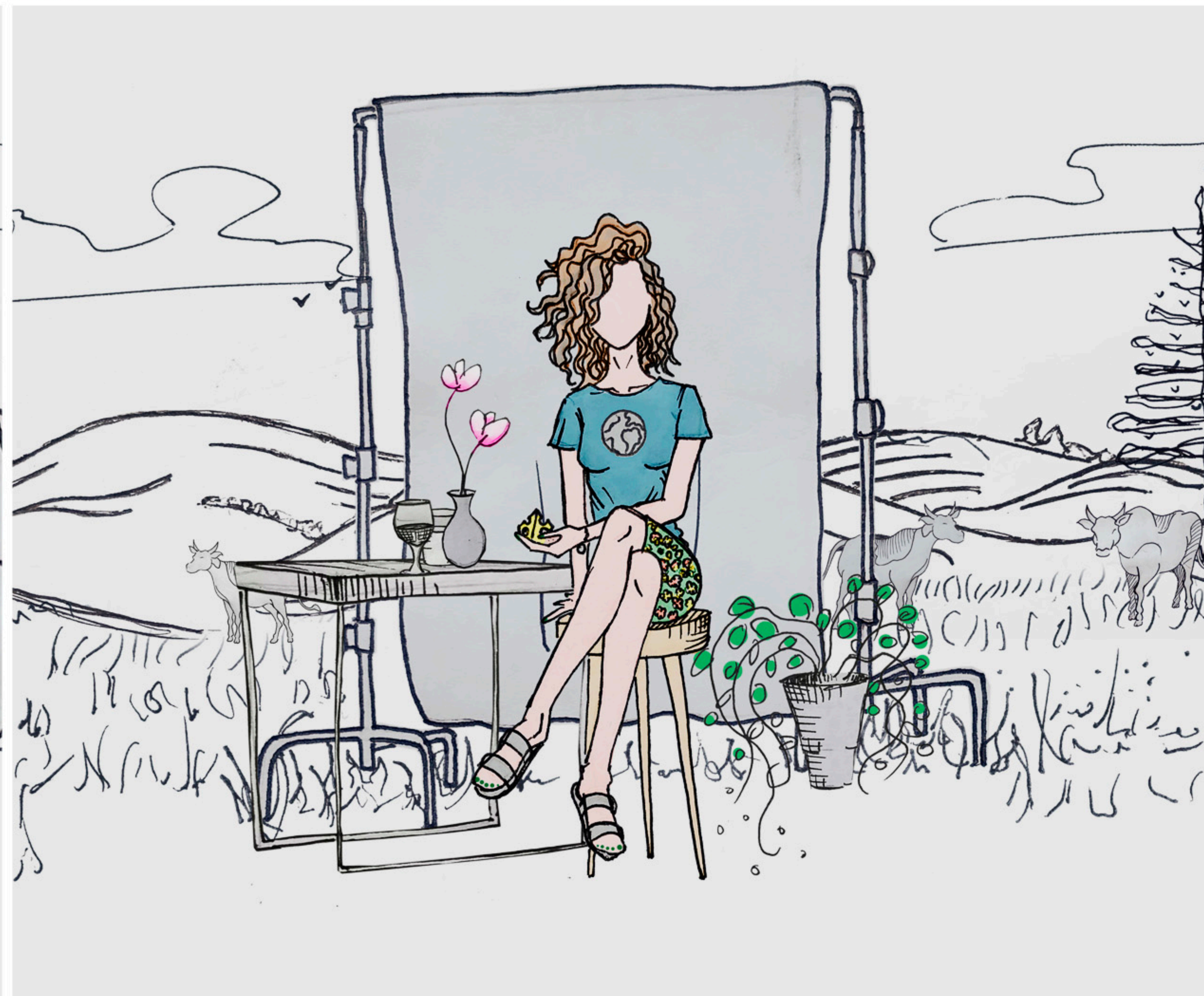
#	SPOT/SCENE	SHOT DESCRIPTION	DECOUPAGE	TECH SPECS/DECOUPAGE	ACTOR/STYLING	PROPS
201	Environment EXT. DAY Scene 2	(Fade-in) Open on a sprawling Irish dairy farm, where cows roam freely in the background. A woman poses in front of a drape backdrop, in a shirt with a picture of earth, spreading butter on a cracker.	:01 sec	WS, Locked Down, 16:9 Frame, 1:1 Safe Area, R3D RAW, Lowest Compression Ratio 5:1 for photo from video	Woman 2 Wardrobe Package 2 (1 Neutral, Bright Top/T-shirt, Clean, No Print, for animation transition)	Drape Set Piece (Light gray opaque fabric, 2 x Stands H240cm, Clamps) Product Cheese Product Butter Spreader Cracker Barstool Different high bar table Plate for cheese Wine glass/coffee cup with water Candle Vase of flowers
		(Continue) She takes a bite of the cracker. Suddenly, as she eats, her shirt changes. Now her shirt says, "Go Green."	:02 secs			
		(Continue) She continues eating. Her shirt changes again. This time it reads "Breathe" with a picture of a tree.	:03 secs (Max)			
201 VFXS		Same setup, Continuous: 1 Clean Neutral Shirt (Yellow, V-Neck), No White, No Print	:06 secs (Overall)		Woman 2 Wardrobe Package 2	
201 FX		Same setup for clean background capture	:12 secs	Stay Locked, Remove all foreground, Capture Background	No Actor	No Props
202	Environment EXT. STUDIO BACKDROP. DAY	(Fade to) The end card featuring the entire Truly Grass-Fed product line behind a plate of Truly Grass-Fed cheese	:02 secs	MS, Locked Down, 16:9 Frame, 1:1 Safe Area, R3D RAW, Low Compression Ratio 5:1 for photo from video Leave 2/3 Room for Supers	Woman 2 (Hand) Wardrobe Package 2	Drape Set Piece (Light gray opaque fabric, 2 x Stands H240cm, Clamps) All products hero setup
		(Continue) Her hand comes in frame and grabs another piece	:02 secs			
		(Continue) Reveal the Tagline and Truly Grass-Fed logo.	:02 secs			



**PAIRS WITH YOU**  
SHOTLIST | ROAMING :06 | DIR. MATT BLACKBURN

#	SPOT/SCENE	SHOT DESCRIPTION	DECOUPAGE	TECH SPECS/DECOUPAGE	ACTOR/STYLING	PROPS
301	Roaming EXT. DAY Scene 3	(Fade-in) Open on a sprawling Irish dairy farm, where cows roam freely in the background. Truly Grass-Fed cheese is on a table in front of a drape, creating the look of a mini photoshoot set. Suddenly, a man cartwheels into the frame	:02 secs	WS, Locked Down, 16:9 Frame, 1:1 Safe Area, R3D RAW, Lowest Compression Ratio 5:1 for photo from video	Man Wardrobe Package 3	Drape Set Piece (Light gray opaque fabric, 2 x Stands H240cm, Clamps) Product Cheese Product Butter, Cracker, knife Different high bar table Charcuterie board Pitcher of iced tea/water/lemonade Cup for drink Picnic tablecloth Fedora hat Guitar
		(Continue) He stops. Tosses a piece of Truly Grass-Fed cheese in the air. Catches it with his mouth and eats it.	:03 secs (Max)			
		(Continue) He cartwheels off frame.	:01 sec			
301 FX		Same setup for clean background capture	:12 secs	Stay Locked, Remove all foreground, Capture Background	No Actor	No Props
302	Roaming EXT. STUDIO BACKDROP. DAY	(Fade to) The end card featuring the entire Truly Grass-Fed product line behind a plate of Truly Grass-Fed cheese.	:02 secs	MS, Locked Down, 16:9 Frame, 1:1 Safe Area, R3D RAW, Low Compression Ratio 5:1 for photo from video Leave 2/3 Room for Supers	Man Wardrobe Package 3	Drape Set Piece (Light gray opaque fabric, 2 x Stands H240cm, Clamps) All products hero setup A piece of cheese
		(Continue) Guy, running, passes through the frame (Left-to-Right) and his body works as transition between supers.	:02 secs			
		(Continue) Reveal the Tagline and Truly Grass-Fed logo	:02 secs			
303	EXT. STUDIO BACKDROP. DAY	Hero Product Shot in various shallow depth of field, (Blue and Purple, sharpest focus)	N/A	CS, Locked Down, SDoF, 16:9 Frame, 1:1 Safe Area, R3D RAW, Low Compression Ratio 5:1 for photo from video Leave 2/3 Room for Supers	N/A	Hero Setup













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