

[SANM560] 230915 Team Meeting - Vespa ideation Pros & Cons

1. A love story of two vespas

- a. Pros
 - i. Is clear that it has a story, and could be an interesting subject for viewers.
 - ii. More fluent in making “pretty images”, has clear visualization
 - iii. Can bring the cute concept of a vespa, which fits the vehicle design as it being “cute”
 - iv. Unisexual image - fits the benefit of vespa that the brand is advertising
 - v. No need for various advertisements.
 - vi. Good use of look development
- b. Cons
 - i. How are you going to convince the two vespas are falling in love visually? Explaining the story in limited 4 shots, with a photorealistic image, would the audience be convinced enough? (Thinking as an audience with zero knowledge of a vespa)
 - ii. FX work is hard to find. - Showing off a strong FX effect could be a way to catch the viewer’s attention.
 - iii. The need of a rigged vespa model. - Just rotating the wheels would not visually convince the vespa to look as a “Character” having a feeling of “Love”
 - iv. Vespa might look as a “Character” than a “item” to buy

2. Customizing vespas (New->Old)

- a. Pros
 - i. Vespa does not have to move, and the use of close up shots could look reasonable to the audience. (Changing the camera angles, and position could look effective)
 - ii. Fits the branding of “One and only” and “Friendly” - The brand moto is to be a vehicle loved by all types of people, and high availability in price and functions
 - iii. Good use of FX- Paint, rust, engine exhaust, color changing, and also Good use of lighting, look development.
- b. Cons
 - i. Other motorcycles can be customized too, what is extremely special with vespa? (What is it different from a teddy bear?-professor’s comments)
 - ii. Environment transitioning – 2 environments is the max amount we can achieve, how would we show off variety?
 - iii. Could it be convincing enough with 4 shots? - showing off few customizations could not be enough
 - iv. Would it be enough with one vespa model? - need several loads of look development work.

3. Time lapse within decades (Old->New)

- a. Pros

- i. Definitely shows the growth of the brand and item, and could show the historical success of vespa.
 - ii. Direct idea to strongly deliver the concept to the audience
 - iii. Good use of FX in the transition of time and vespa models
- b. Cons
 - i. Environments. - Hard to achieve more than 2, and showing time lapse of decades through two environments could be hard and not persuasive enough
 - ii. If we use images for the environments, it is hard to explain why most of the environments are out of focus. Also, if environments are out of focus, it loses the strength in the aspect of concentrating on a “time lapse” concept.
 - iii. Could be closer to a motion media style video without environments.
 - iv. Bike group has the same concept - How are we going to specialize our concept and differentiate it from their group?