

Statement of Intent

Genre	
Pop/Indie	
Song Choice	
- glue song - beabadoobee - birds of a feather - billie eilish - the feels - twice - perfect night - le serafim - are we still friends - cavetown - hug all your friends - tyler the creator - magnetic – ILLIT FINAL CHOICE - Birds of a Feather – Billie Eilish	
Target Audience	
Demographic	Age : 16 - 24 (teenagers / young adults) Teenagers > can relate to the mv as the narrative is about friendships and the possibility of separations due to their upcoming graduation, resonating with their experience. Young adults > a sense of nostalgia, reminiscing the past. Gender : Female (the stars are female, therefore attracting more female audiences) Education : High school students
Psychographic	Interests : loyalty, deep emotional connections Values : creativity and simplicity Personality : cheerful, bright, free, melancholic Social class : middle class
How we will appeal to this target audience	
- Through relatable narratives which will appeal to the audience based on the theory of Uses and Gratification by Bulmer and Katz, specifically personal identity. - Bright, vibrant lighting > happy, cheerful vibe - Natural settings > lower budget, more relatable - Casual, everyday outfits > relatable - Cool colour tones towards the end (?) > evoking a sense of melancholy - Warm and nostalgic lighting > warmth of the friendship - Props that symbolises friendship (matching bracelets, polaroid photos, etc) - Handheld, shaky camera > more personal scenes, creating a sense of spontaneity and realism (subverting to pop's genre conventions)	
Main inspirations	

Glue Song - Beabadoobee

Something about you - Eyedress

Tell Me Baby - Red Hot Chilli Peppers

Something Beautiful - Robbie Williams

Artist Description (Star)

Who is your artist(s) ? : Rachelle and Jasmine

Rachelle's stage name: Viola

Age: 17

Jasmine's stage name: Jasmine

Age: 17

Performance

- Lipsync:

This will include both the star and the featured artist. In some acting scenes, the acting can be done while lip syncing the song subtly.

- Acting:

There will be acting in order to visualise some of the song lyrics and make the song lyric's connotations more clear for the audience.

Representations in video

(people/places/locations)

Friendship who are going through separation (through graduation)

Southeast-asians

Teenagers and young adults (16-22) , female

Indonesian high school students

Star Persona

Main star

- Jasmine is an extroverted 17-year-old singer with a softer aesthetic compared to Viola. She's friendly and cares a lot about those close to her.

Featured Star

- Viola is a down to earth and fashionable 17-year-old singer that has a grungy 90s indie aesthetic. She is introverted but kind, and also humorous. She doesn't talk often but can get chatty and energetic when with the ones close to her.

Proposed Roles	
Storyboard	Rachelle
Moodboard	Beatrice
Location Scout	Rachelle – Pictures from Jasmine
Risk Assessment	Rachelle
Screen Test	Beatrice
Filming Schedule	Beatrice
Behind-the-scenes	Jasmine
Editing	Jasmine
Song Research	Jasmine
Digipak (research & development)	Rachelle
Social Media(research & development)	Beatrice
Music Video Development	Jasmine

New and revised statement of intent: Final

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Genre
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Song Choice
- glue song - beabadoobee - birds of a feather - billie eilish - the feels - twice - perfect night - le serafim - hug all your friends - cavetown - are we still friends - tyler the creator - magnetic – ILLIT FINAL CHOICE - BIRDS OF A FEATHER – Billie Eilish
Target Audience

Demographic	Age: 16 - 24 (teenagers / young adults) - Teenagers who most likely are able relate to the music video as the narrative is about friendships and the possibility of separations due to their upcoming graduation, resonating with their experience. - Young adults who may have recently just graduated, filling them with a sense of nostalgia, reminiscing the past. Gender: Female (the stars are female, therefore attracting more female audiences, making them the target audience). However, it may also target a male audience who, regardless of gender, are going through the same experience of having their upcoming graduation. Location: Southeast Asia as the music video will be recorded in Bali, Indonesia. Education: High school students secondary level education.
Psychographic	Interests : - Hanging out with close friends. - Watching narrative music videos which have a clear storyline and plot. - Staying together with friends even after graduation. Values : - Values loyalty, wanting to keep close to friends after graduation. - Values the bond that comes with friendship, a connection of mutual and platonic interest. - Values the realism in portraying emotions felt during an impending graduation as it is relatable. Personality : - Sentimental and attached to friends, feeling the pain of having to sometimes let them go. - Optimistic or hopeful, as the music video shows that there is always a resolution or a “happy ending” to the issue. Social class : Middle class.
How we will appeal to this target audience	
We plan to appeal to our target audience by using relatable narratives which will appeal to the audience based on the theory of Uses and Gratification by Bulmer and Katz, specifically personal identity. Furthermore, we will also utilize mise-en-scene such as bright, vibrant lighting to create a happy and cheerful vibe, as well as filming it in natural settings and using casual, everyday outfits in order to save costs. This decision was also made so that our audience will find the music video to be more relatable. Additionally, we will use handheld / shaky camera movements during more personal scenes in order to create a sense of spontaneity and realism, which subverts to pop’s genre conventions. We will also use warm and nostalgic lighting in order to convey the warmth of the friendship between the two of our artists. In order to further emphasize the bond between friendships, we decided to add in props that symbolizes friendship (matching bracelets, polaroid photos, etc.). However, we also want to contrast this with cool colour tones toward the end (during the separation scene) to	

evoke a sense of melancholy. This, again, may be found relatable by our target audience as they're at the age where separation between friendships and relationships are very common, especially due to graduation coming up.

Main inspirations

Glue Song - Beabadoobee

Uptown Funk - Mark Ronson ft. Bruno Mars (Inspiration as our video will include the artist and the feature having around an equal amount of screentime)

Something about you - Eyedress

Tell Me Baby - Red Hot Chilli Peppers

Something Beautiful - Robbie Williams

Artist Description (Star)

Who are your artists? : **Jasmine and Viola (featured artist)**

Rachelle's stage name: Viola

Age: 17

Information:

- Comes from Bali, Indonesia and is a teenage artist.
- Creates music from the indie genre, making music more oriented to the calm and quiet side.

Outfits and style:

- Dresses up in a grungy 90s indie aesthetic.
- While wearing the school uniform, this aesthetic also translates through the use of accessories such as earrings.

Personality:

- She seems to be more shy and reserved but typically opens up to those she is close to, forming a deep attachment and connection with those she trusts. This may result in conflict if she goes separate ways with her friends, betraying her sense of loyalty.

Jasmine's stage name: Jasmine

Age: 17

Information:

- Also comes from Bali, Indonesia and is a teenage artist (this resulted in the two stars being able to collaborate as they are still students and are unable to go overseas for collaborations).
- Creates more pop oriented music which is uplifting, making this collaboration a change of pace, allowing her to reach a wider audience from a different genre, same goes for Viola.

Outfits and style:

- Dresses up in a softer, more feminine aesthetic.
- This aesthetic can be added to the school uniform by using ribbons on her hair and styling her hair as well as outerwear such as cardigans to match.

Personality:

- She seems to be more extroverted, being able to connect to others quickly.

- She seems to be more open minded, looking for opportunities (which resulted in her going overseas for university in order to pursue a higher level of education).
- Determined once she sets a goal for herself, making it hard for her to give up on a plan when she has already decided and made one for herself.

Refer to “*Music Video: Production, Research and Development*” blogpost for the name development process.

Performance

- Lipsync:

This will include both the stars in the collaboration. In some acting scenes, the acting can be done while lip syncing the song subtly.

- Acting:

There will be acting in order to visualise some of the song lyrics and make the song lyric’s connotations more clear for the audience.

Representations in video

The representations we plan to portray in our music video are **female teenagers and young adults**, primarily aged **17-22**. Our theme centers around **friendship**, a universal topic that resonates with many people in this age group, particularly when it comes to the separation caused by graduation. Since we’re filming in an **Indonesian** school setting, our primary target audience will be high school students in Indonesia. Furthermore, it’s important to note that our representation of females is emphasized, as both the actresses are female, and the tone and atmosphere of the scenes that we’re planning to create are designed to reflect how the world is experienced from a female perspective.

Star Persona

Featured star [Viola]

REEL persona:

- Rachelle (Viola) is a down to earth and fashionable 17-year-old singer that has a grungy 90s indie aesthetic. She is introverted and doesn’t talk often. People often mistake this as her not wanting to be around others or purposely distancing herself away from others.

REAL persona:

- Viola is a very talkative person with those who are close to her. Often, she has difficulty interacting with others as she feels awkward, she does love talking to others though. Moreover, despite her grunge aesthetic, Viola is a kind-hearted person who loves and cares for her friends.

Main star [Jasmine]

REEL persona:

- Jasmine is an extroverted 17-year-old singer with a softer aesthetic compared to Viola. She’s friendly and cares a lot about those close to her. She also has a bright personality and tends to radiate positivity to the people around her.

REAL persona:

- Although really cheerful, Jasmine tends to excessively worry about her friends, not wanting them to leave her. This can sometimes cause conflicts to arise between her and her friends.

Proposed Roles

Storyboard	Rachelle
Moodboard	Beatrice
Location Scout	Rachelle
Risk Assessment	Rachelle
Screen Test	Beatrice
Filming Schedule	Beatrice
Behind-the-scenes	Jasmine and Beatrice
Editing	Jasmine
Song Research	Jasmine
Digipak (research & development)	Rachelle
Social Media(research & development)	Beatrice
Music Video Development	Jasmine
Branding Research	Jasmine