

CLAIRE OAKLEY: CREATIVE RESEARCHER

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I have been working as a researcher in commercials, feature films and documentaries for over five years. As well as writing and designing treatments (see following pages), I specialise in story and character research.

This can mean searching for: locations where murders happened / couples who've been together for 50 years / air hostesses who saved the day / women working in Antarctica / secret football fans / cyborg inventors / famous refugees / single mums with five kids... These are all briefs I've worked on in the past couple of years, here some more examples:

- Photographers for the [Nikon I am different](#) campaign
- Unusual 'happenings' for [Jonathan Glazer's Canon](#) campaign
- Girls' sports teams for [Adidas's All In For The Girls](#) campaign
- A female mariner for [BodyForm's campaign](#)
- Racing drivers & rodeo riders for [Dewars Live True](#) spot
- Footage of a deer for [Zlatan's Volvo spot](#)
- Child psychologists for the [M&S Back to School](#) campaign
- Usain Bolt's biggest, maddest fans for the [Virgin campaign](#)
- Footage of natural disasters for [Stella McCartney's campaign](#)
- Heart-related footage for [Google's 'Play your heart out'](#) spot

RESEARCH WORK

COMPANY	PROJECT	TYPE OF RESEARCH
STUDIO CANAL	BEEJEES DOCUMENTARY	documentary
AMVBBCO	BODYFORM	casting
THIS HERE	BARBOUR #PROSE	literature + picture
WEIDEN + KENNEDY	NIKON 'I AM DIFFERENT'	casting
DIRECTOR STUDIO	VIRGIN ATLANTIC	video sourcing
ACADEMY FILMS	CANON	casting
ART PARTNER	STELLA McCARTNEY	stock video
ACADEMY FILMS	CANON	locations + events
DIRECTOR STUDIO	FUZE ICED TEA	casting
ART PARTNER	VERSACE	creative direction
AGOSTO	COCA COLA	casting
ACADEMY	VOLVO	stock video
BBH	GOOGLE	video
BBH	BRITISH AIRWAYS	stories
THE SWEET SHOP	SAINSBURY'S	casting
ACADEMY FILMS	BARCLAYS	stories
HOT PROPERTY FILMS	'BRAND NEW YOU'	stock video
ACADEMY FILMS	ADIDAS 'ALL IN FOR THE GIRLS'	casting
AGOSTO	DEWARS WHISKEY	casting
ACADEMY FILMS	NIKE 'LONDON OLYMPICS'	locations
MATTHIAS HOENE	'THE CAPSULE'	casting
INDEPENDENT FILMS	'MR NICE'	stock video

EDUCATION & SKILLS

Adobe InDesign | Adobe Photoshop | Final Draft | Microsoft Office | UK Driving Licence
MA English Literature, University of Edinburgh | **A-levels:** A, A, A, B

TREATMENTS

I regularly work with companies such as **Academy Films**, **Archer's Mark**, **Bisquit**, **Art Partner**, **Blink**, **Fresh Films**, **Iconoclast**, **MPC**, **Passion Pictures**, **Reset Content**, **RSA**, **Stink & Smuggler**, amongst others.



S C O R E
E P I C S C O P E





Aol **on** Originals

AUTHENTIC VOICES REMARKABLE STORIES



15



**“Democracy must be
something more than
two wolves and a sheep
voting on what to have for
dinner.”**

JAMES BOVARD

INTRO

Everyone loves to see good guys triumph. At least that's what we all like to pretend, but deep down we can't help but be seduced by the devious pleasure we get from watching the bad guys do what they do. The charisma, the swagger, the power, the status... to some extent Henry Hill speaks for all of us when he says "as far back as I can remember I always wanted to be a Gangster".

And he certainly speaks for Vinnie, TV's furriest Goodfella. Or wannabe Goodfella. Vinnie perfectly embodies our playful lust for Machiavellian indulgence; he has exclusive tastes, impulsive desires, he has sex appeal, passion, and great hair (fur). We delight in his tongue-in-cheek gangster allusions, and in the fact that deep down Vinnie is just like most of us: he's all talk and no trousers (quite literally).

What is so great about this spot is that Vinnie is going to show us that he knows as well as Scarface does that "in this country you gotta make the biscuivits first" and to do that Vinnie is going get to the heart of it all, he is going to embrace the roulette table of the modern era... he's going to the boardroom.... and as always, he is going to do it in style.



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VISUAL REFERENCES Centered framing.



The composition of the frames must be spotless: beautiful, richly detailed, and with masterful symmetry. This will create a heightened, anti-realist aesthetic that will allow us to enjoy the images of heartbreak.

By employing a "planimetric" style with centrally framed images and rigid perpendicular angles, we will endow the action with an absurd geometry of its own and create the perfect comic tone.

It is a meticulously appointed, artifice-based approach that will make us acutely aware of the film-world and allow us to lose touch with reality in a way that makes the heartbreak easy to stomach, even funny. It will be dynamic, dramatic and attractive.





JUDITH KERR NOVELIST

1.2M YouTube views

Author of 'Mog' and 'The Tiger Who Came to Tea'. She was born to a German-Jewish theatre critic who openly criticised the Nazis. The family fled Germany in 1933; just before the Nazis came into power. They lived in Switzerland before emigrating to Britain. Judith Kerr lives near Chiswick, West London. The Sainsbury's Christmas advert based on 'Mog' had 300M views <https://www.youtube.com/watch?v=kuRn2S7iPNU>



ISMAIL KADARE NOVELIST & POET

90K YouTube views / 40K Facebook

Kadare fled Albania in 1990. He sought asylum in France, where he now resides. His novels include The General of the Dead Army (1963), The Palace of Dreams (1981), Albanian Spring (1991), and The File on H (1990). He was the winner of the Booker Prize in 2005 and in 2015 he won the Jerusalem Prize. He was selected by The Guardian as 'Book of the Day' in March 2016 and there is a push for him to in the Nobel Prize <http://www.worldliteraturetoday.org/why-ismail-kadare-should-win-2013-nobel-prize-literature>.





