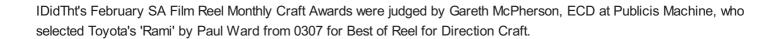


## iDidTht.com Craft Awards February 2018: Toyota's 'Rami', a well-crafted narrative



A beautifully crafted piece of content by Paul Ward and team 0307. In this piece, it is clear that each shot has been considered with careful subject framing and selection of art direction cues. It's a powerful narrative which has been handled very sensitively, from the metaphoric red colouring of grade when Rami is in the pool, to the wide open 'greyness' to which he finds himself alone. The pace of the piece is just as important, with a clear ramp-up arc in the middle which follows a determined voice-over, then to the resolve which leaves you reflective and inspired by Rami's journey. The direction, edit, grade and all ingredients makes it this months 'Best of Reel'. Nicely done Paul.

Special mentions for the month also went to:

- Kwesta 'Spirit' by Tebza from Bomb Commercials Direction Craft
- Nando's 'We Can Fix Our S#\*t' by Jono Hall from Darling Films Direction Craft
- VW 'Red Flashy Thingy' by Greg Gray from Romance Direction Craft

To view all the winners and entries visit iDidThtEditorial.com.

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