

SANDALS

Made of
Caribbean

A CREATIVE TREATMENT BY

CANADA

Introduction

I'm a water person. From my zodiac to my hobbies - I'm a cancer with swimming rising and scuba diving moon. My love for water took me many times to the Caribbean - from Los Roques to Eleuthera - and while the underwater beauty never fails to amaze me, what moves me even more is the warmth of the people on the islands and how effortlessly they connect with you.

So when you tell me you want to celebrate the spirit of Caribbean people and how they're the essential ingredient behind every unforgettable Sandals experience, you have me, completely.

I went to TripAdvisor to check for myself, and almost every reviewer mentions the staff by name and how each one of them made their stay feel truly special.

We're not just selling resorts here. We're opening the door to a world alive with character: Ranell, Kellisha, and Kerry - the incredible butler team who ensures every detail in your bungalow is perfect. Rohan and Ato - two charismatic bartenders who know you not just by name, but by your drink. And Omali - who never lets the energy dip during pool activities. And so many more...

The Caribbean people are the heart of Sandals. And that hug at checkout will always feel less like service and more like family.

Sandals is more than turquoise water and white sand - it's people.

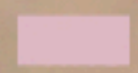
Eighteen thousand employees who carry the spirit of the Caribbean in every gesture, every dish, every welcome. That's what sets Sandals apart, and that's what we'll celebrate.

My work has always been about capturing authenticity with cinematic beauty. I believe in holding onto the real. The unscripted laugh, the casual glance, the playful gesture, and then elevating it with rhythm, light, and sound. Sandals' hospitality isn't staged; it's lived.

And that's the story we'll tell: that when you come here, you're not just checking in, you're being let in.







*More than a
Feeling*

The films will feel alive. Vibrant, warm, and full of momentum.

They'll reframe what romance looks like for Sandals, not staged kisses or slow walks on the beach, but a modern romance built on energy, adventure and connection.

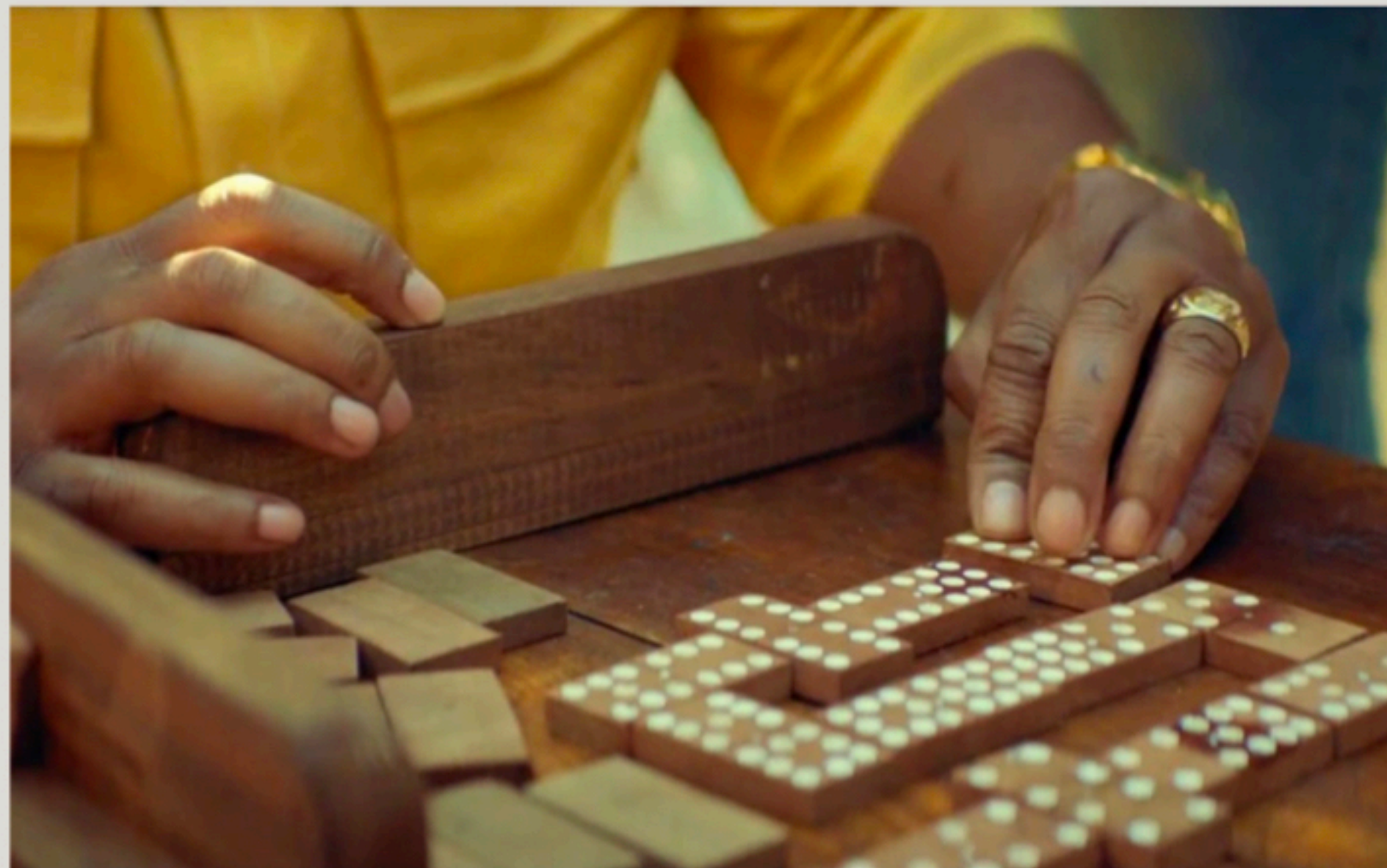
Every moment will be approached as if we've stumbled upon it. Service won't feel like a performance; it will feel like friendship. And in the edit, we'll layer rhythm and pace so that every cut pulses with life.

**These aren't postcards.
They're invitations.**





*Play, Dive,
& Feel*



Each spot will embody its verb not only in subject but in spirit.

PLAY: Joy that's spontaneous and irreverent. Dominoes slammed down with laughter. Ziplining with arms wide open. A wedding reimagined not as stiff tradition, but as a dance, a plunge, a celebration of freedom. Even pickleball can feel playful when shown as the camaraderie that follows the match, not the score itself.

DIVE: A word that speaks to exploration. Diving into bed, into a meal, into culture, into the sea. The overwater bungalow is our stage, but the real story is the intimacy between staff and guests - a snorkel guide pointing out coral, a chef's hand guiding yours as you taste. Each dive moment is a portal deeper into the Caribbean.

FEEL: The sensory and emotional heart. Steam rising off a local dish. Wind rushing through hair on a bike ride. A staff member opening the drapes to flood a room with sunlight. And most importantly, the goodbye hug that feels like you're leaving family behind. "Feel" becomes the lasting impression that lingers long after checkout.

What sets Sandals apart is its people.

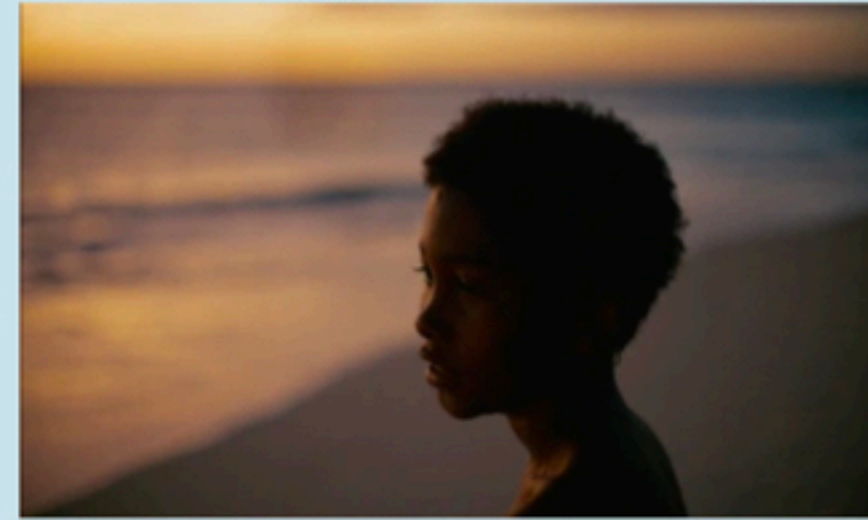
Staff won't just be seen in the background - they'll be woven into the story as natural co-characters. A bartender serving with a smile that feels genuine. A chef who seasons with instinct, not recipe. A farewell that carries the weight of friendship.

Alongside them, we'll cast guests who are diverse and modern - active, curious, joyful. Their energy with the staff becomes the emotional thread: a laugh, a glance, a shared moment that lingers. These aren't actors playing during vacation; they're people discovering connection in real time.





Visual Language



Visually, the films will live between the epic and the intimate. Wide aeriels will immerse us in the scale of the Caribbean, while close details - sand slipping through fingers, a domino hitting wood, the steam off a dish, will ground us in the human experience.

The palette is rich and vibrant. Golden sunsets, deep ocean blues, the saturated colors of festivals and food. The camera will move fluidly, sometimes handheld to feel present, sometimes composed with elegance to honor the beauty of the place.

Most importantly, we'll subvert clichés. Weddings won't be posed but alive with music, dance, and Caribbean florals.

Pickleball won't be a sterile court but a playful aftermath under open skies.



Scripts



Open on a close up of two hands slamming dominoes onto the table. A Sandals branded deck of cards sits nearby.

SUPER: Play the Caribbean



Cut to the Sandals Rum Club, where a bartender performs cool moves with the shaker, watched by a couple at the counter. Close-up of the drink being poured.

Match cut to bubbles swirling upward through shafts of sunlight underwater. A skin diver gracefully swims up to the surface.

