

ASW

Global Health Campaign

Short Films Toolkit

Objective

ASW Group wants to capitalise on World Health Day to help customers make their lives healthier and happier.

Challenge

“Everybody wants to be healthy.
Ain't nobody wants to go for a run, eat
salad and get a good night's sleep ;)” *

*With thanks to iconic bodybuilder Ronnie Coleman for the original quote:
'Everybody wants to be a bodybuilder, ain't no one wants to lift no
heavy ass weights' ;)



Challenge



The ‘Wellness Anxiety Paradox’

“I want to be active but life gets in the way.”

Insight

Consumers – especially city dwellers – are also beset by a rising awareness of the toxic impacts of their environment and the lifestyle that it encourages. Think air pollution, late nights, food on the go, the stress of the daily commute, and more.

Insight

Brands have the opportunity to develop initiatives that help to offset the anxiety by getting into their daily routines and implement behavioural incremental change without being disruptive.

VW -The Fun Theory

<https://youtu.be/2lXh2n0aPyw>



Concept Overview

Small, everyday actions can positively impact our health and our lives. Walking the children to school, not driving. Taking the stairs not the escalator.

The little things add up – and our days are full of opportunities to do them.

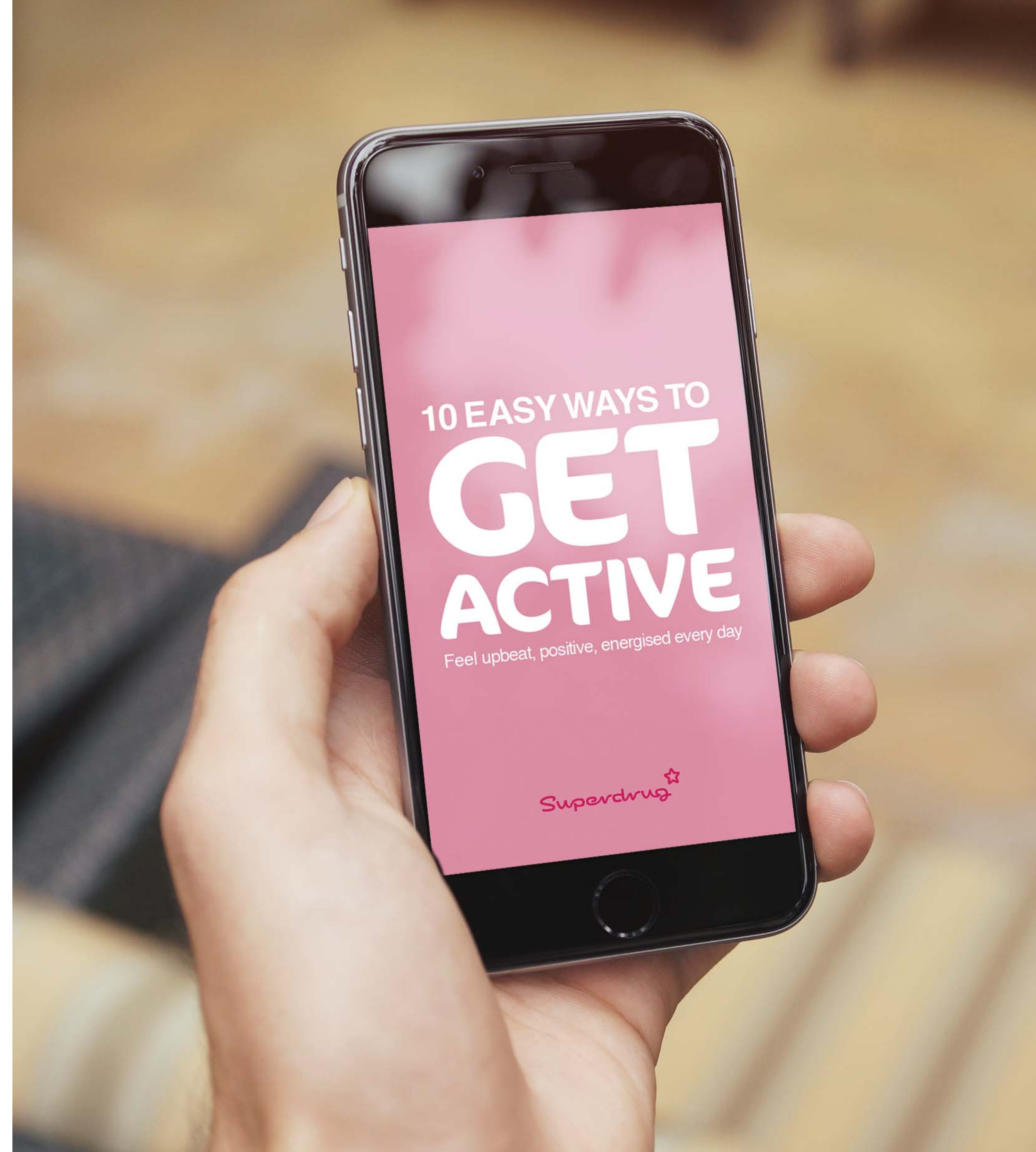
Video content

*Video content development and production covered under separate budget to the main campaign toolkit. Additional SOW #85 budget currently in draft.

Video Content

We propose to create a bank of short-form (ie 10 second) animated content, around the idea of ‘little steps throughout the day’.

These short segments can be scattered across different digital media, or amalgamated to form longer content – such as 30-second video or a printed flipbook.



Video Content

Day Planner Script

Overview: We watch from above, as the pages of a Day Planner turn one by one. On each ‘day page’ we see a new person, ‘getting active’. What they do relates to the time of day – and as we move through the book, we move through the day too. This is a page-by-page script of what happens...

OPEN ON THE FRONT COVER OF DAY PLANNER

Title: **#GETACTIVE**

Headline: Everyday ways to feel better and healthier

TURN PAGE TO ‘MONDAY’

In the area marked 8am

Typography: **GET UP, DRINK UP.**

Voice: **I find a glass of water, first thing in the morning, rehydrates me and ups my energy levels.**

TURN PAGE TO ‘TUESDAY’

In the area marked 9.15am

Typography: **THE BREAKFAST STRETCH. BY ANNA.**

Voice: **I do my stretching while I’m waiting for my coffee to brew. My espresso is my little reward.**

TURN PAGE TO ‘WEDNESDAY’

In the area marked 10am

Typography: **MISS THE BUS. BY JEAN.**

Voice: **I’ve organised Walk-To-Work-Wednesdays with my desk-buddies. Every third week we jog! Love these guys.**

TURN PAGE TO ‘THURSDAY’

In the area marked 1pm

Typography: **LUNCH-TIME CRUNCH-TIME. BY LEO.**

Voice: **My friends and I play a little game at work. 5 sit-ups for every 100 calories we eat. No pain, no gain!**

TURN PAGE TO ‘FRIDAY’

In the area marked 3.45pm

Typography: **THE ‘40 MINUTE’ RULE. BY ALICE.**

Voice: **Breaking away from your desk every 40 minutes gives my eyes and body a chance to rest and re-energise. That’s better.**

TURN PAGE TO ‘SATURDAY’

In the area marked 7pm

Typography: **EXERCISE THE MIND. BY ELLIE.**

Voice: **I always make sure I’m learning something new and creative. It keeps me young!**

TURN PAGE TO ‘SUNDAY’

In the area marked 10pm

Typography: **BREATHING EXERCISES. BY EDWARD.**

Voice: **Mindful breathing before bedtime helps me sleep deeply – and wake up re-energised the next day.**

The rest of the pages flip by at speed, finally coming to rest on...

FINAL PAGE

Across the page

Typography: **#GETACTIVE**

V/O: **Every day is full of chances to get active and feel better. And every little step helps.**

To find and share more tips today, search ‘Get Active’.

BACK COVER

GETACTIVE

<ASW logo>

Animation reference

We would like to combine illustration with live action. Creating a rich and spontaneous video. The whole animation will feel alive. With every element animating and ever changing with appropriate SFX.

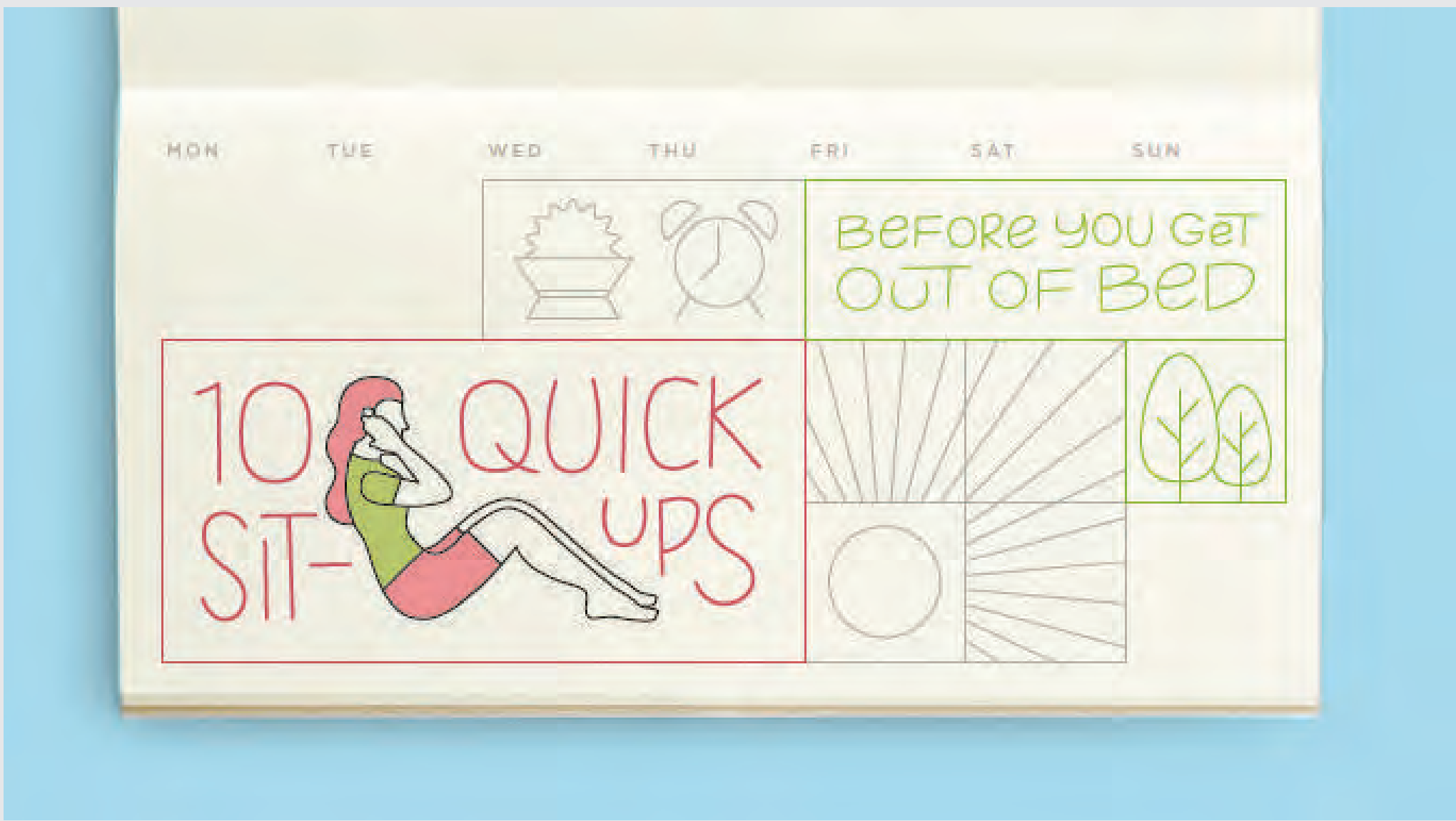
See reference

<http://crushed.co.uk/motion/a-z/>



Illustration reference

Style of the illustration
that we would aim
to acheive.



ANIMATION OPENING



The front cover with title and company logo



Book opens

The logo, book and background colour can be adapted to each brand

TURN PAGE TO 'MONDAY'

VOICE OVER:
I find a glass of water, first thing
in the morning, rehydrates me
and ups my energy levels.



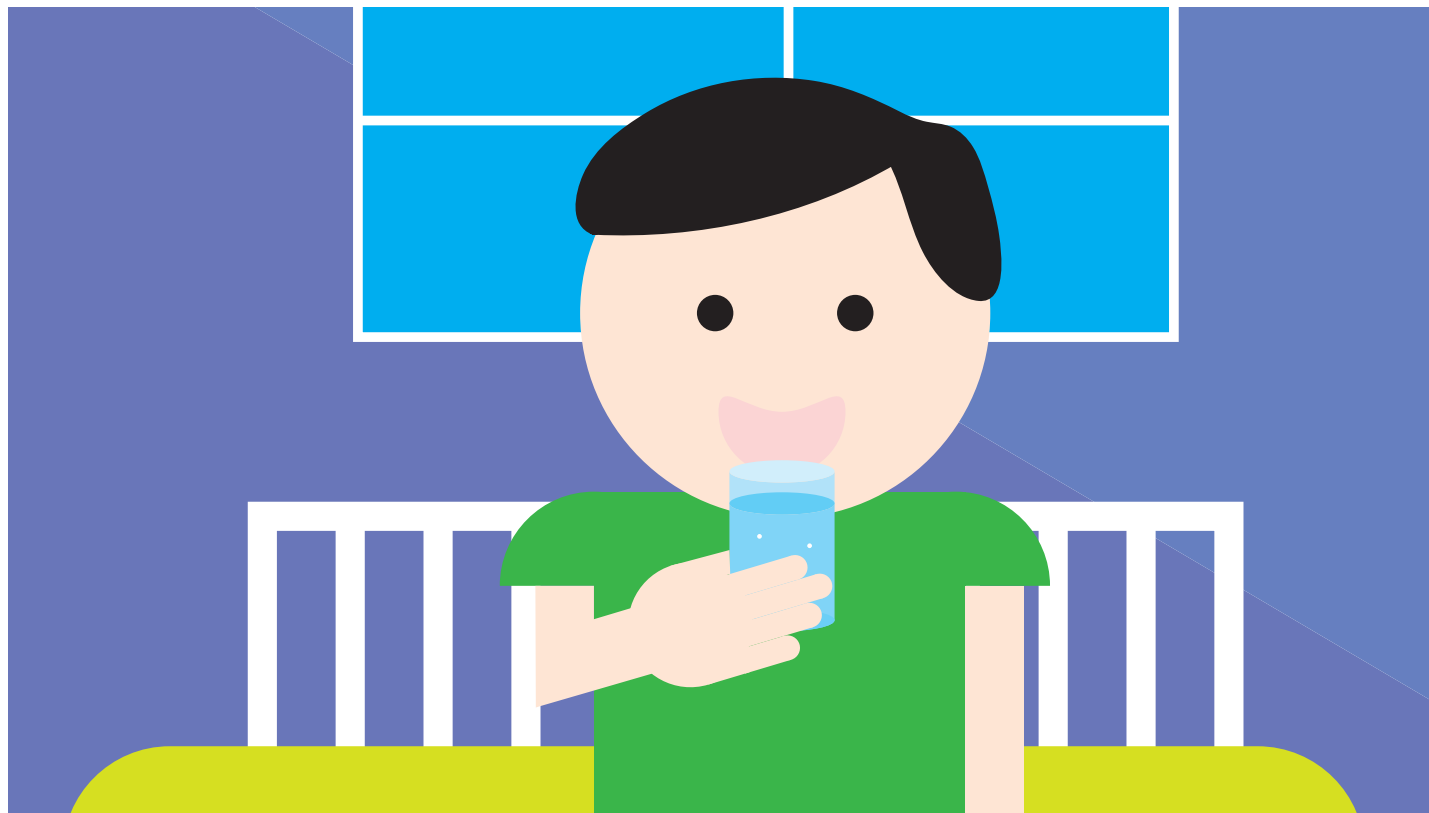
The bedroom scene appears.
The man is sitting on the edge of his bed.



The bedroom is fully formed and the man jumps up from bed.



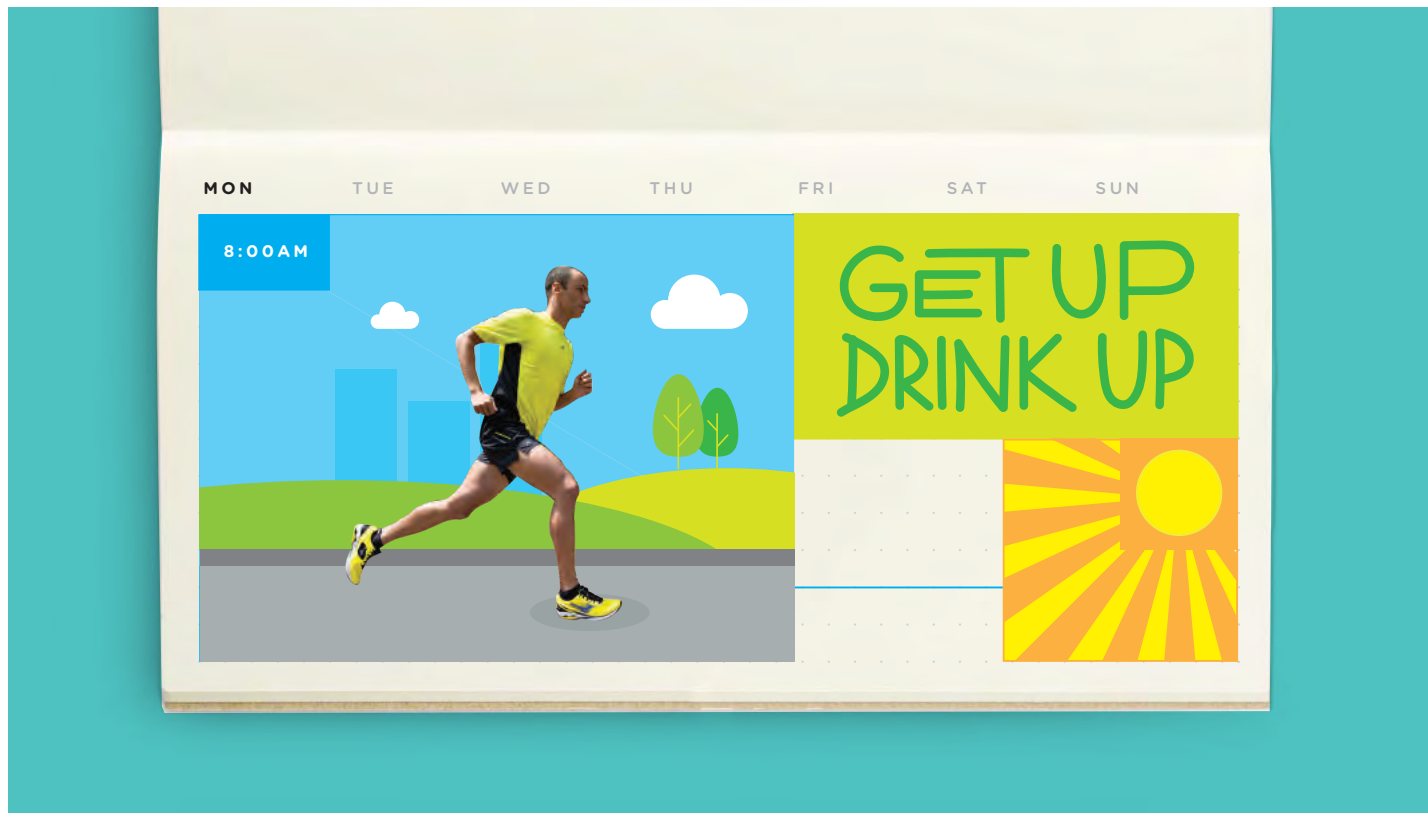
Zoom into water and the background colour appears.
The mans hand comes into the frame as he picks up the glass.



We track left to see close up of man drinking the water.



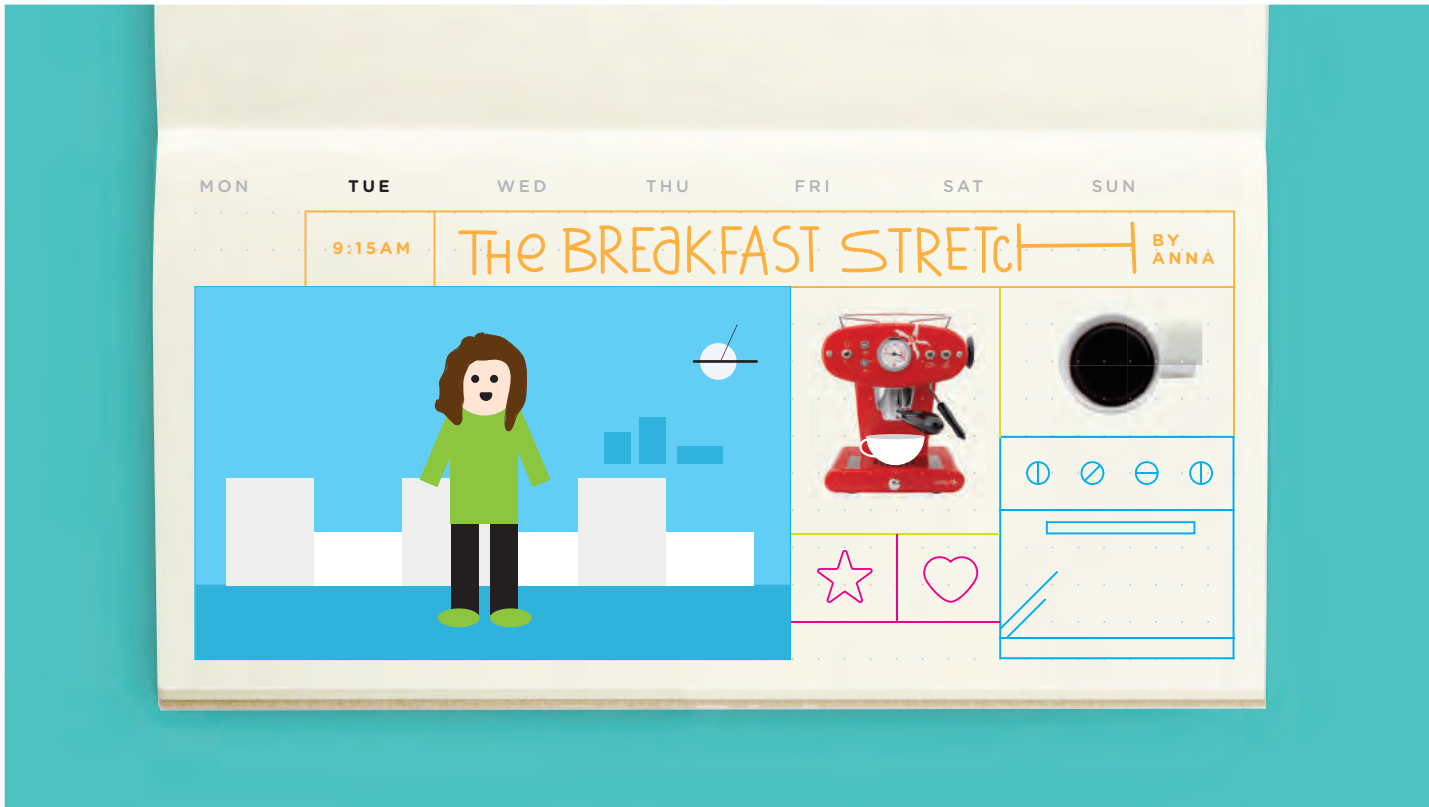
We then zoom out.
As this happens the bedroom image transform into an outdoor scape.



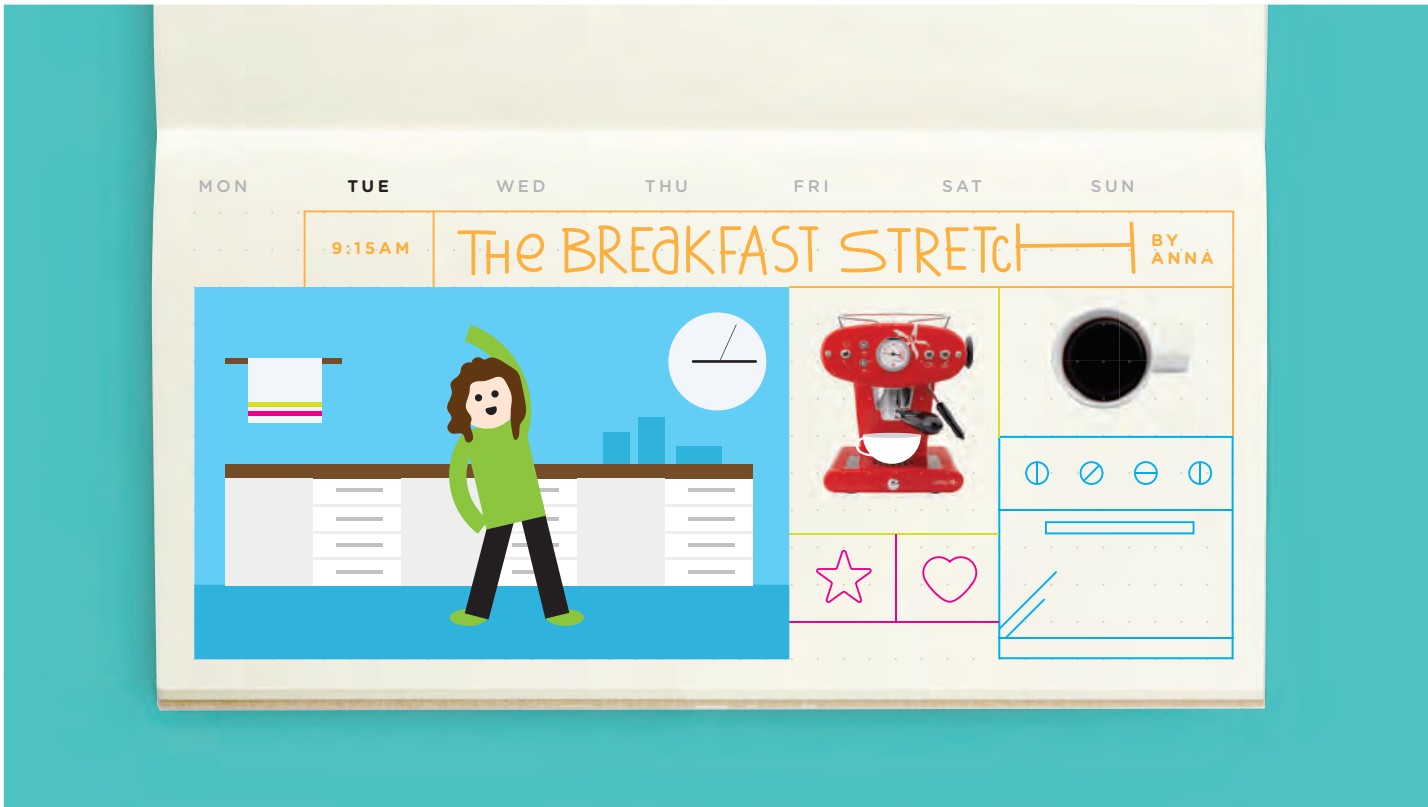
A live action of the man runs into the scene.
The trees clouds and scenery change in the background as he runs.
The remaining illustrations come to life.

TURN PAGE TO 'TUESDAY'

VOICE OVER:
I do my stretching while I'm waiting
for my coffee to brew. My espresso
is my little reward.



The kitchen scene appears.
A woman is standing in the middle.



When the whole kitchen forms the woman does some stretching.



We then zoom into the espresso machine.
An animation of the coffee pouring begins into the cup.



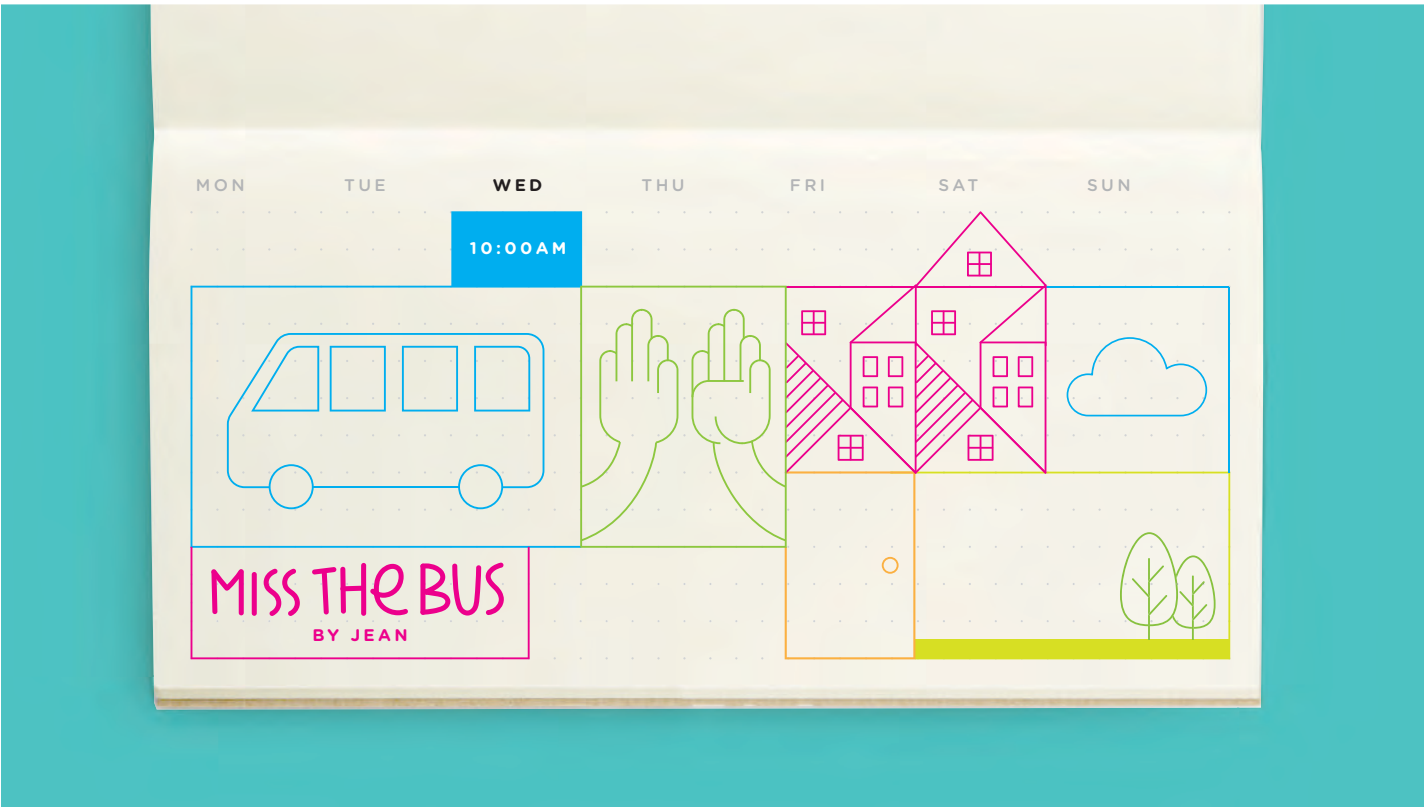
Track right to see the espresso cup.
It fills with colour and a reward graphic appears behind it.



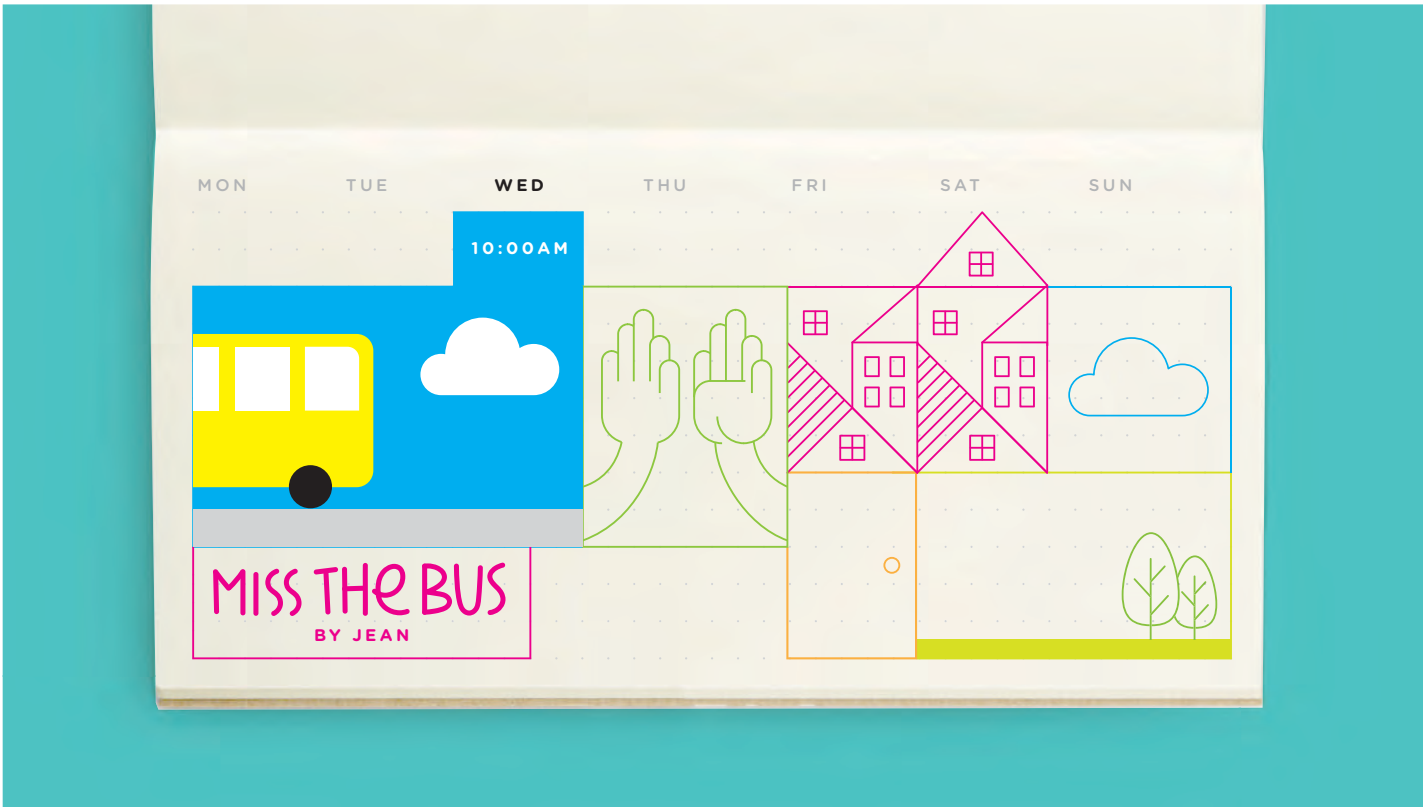
The page turns.

TURN PAGE TO 'WEDNESDAY'

VOICE OVER:
I've organised Walk-To-Work-Wednesdays
with my desk-buddies. Every third week
we jog! Love these guys



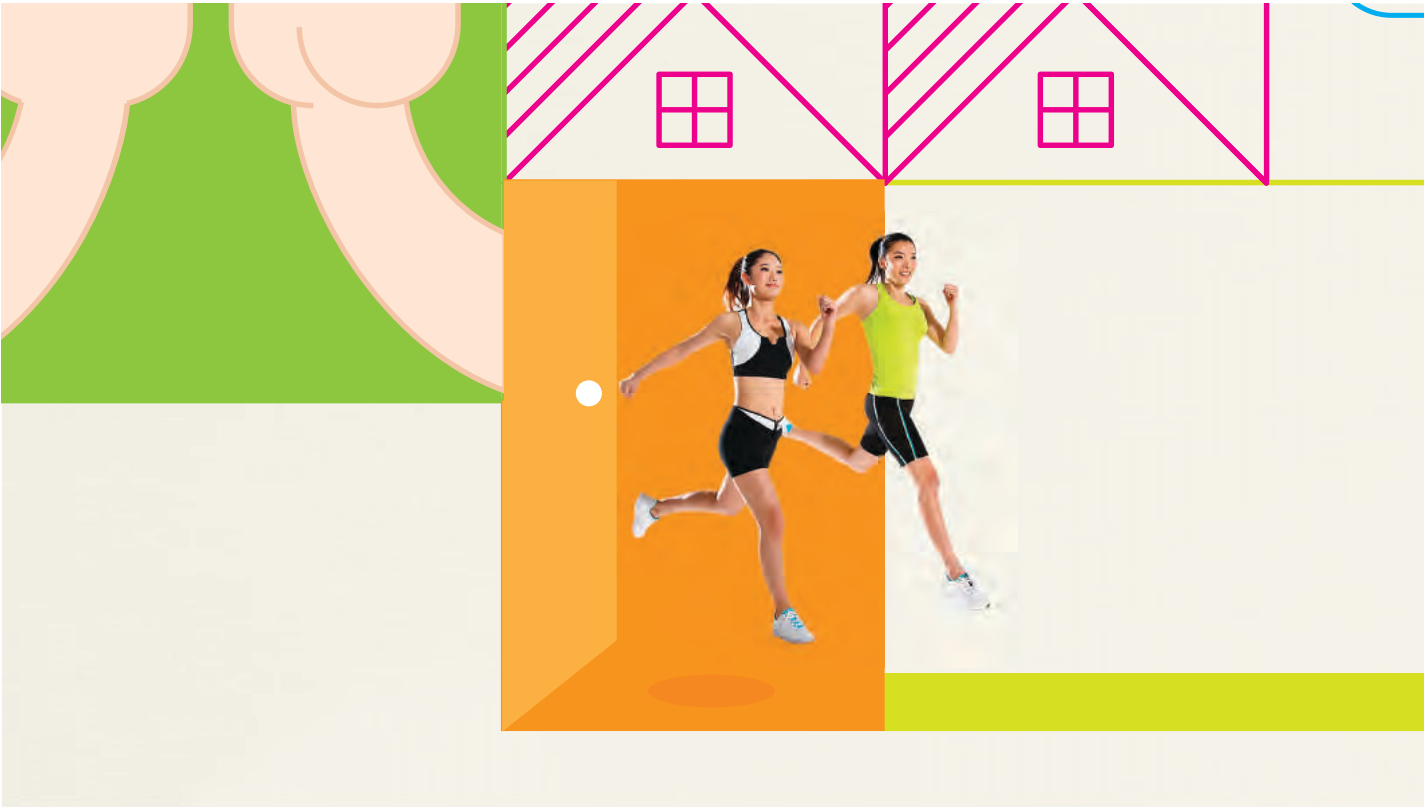
We land on the next page.



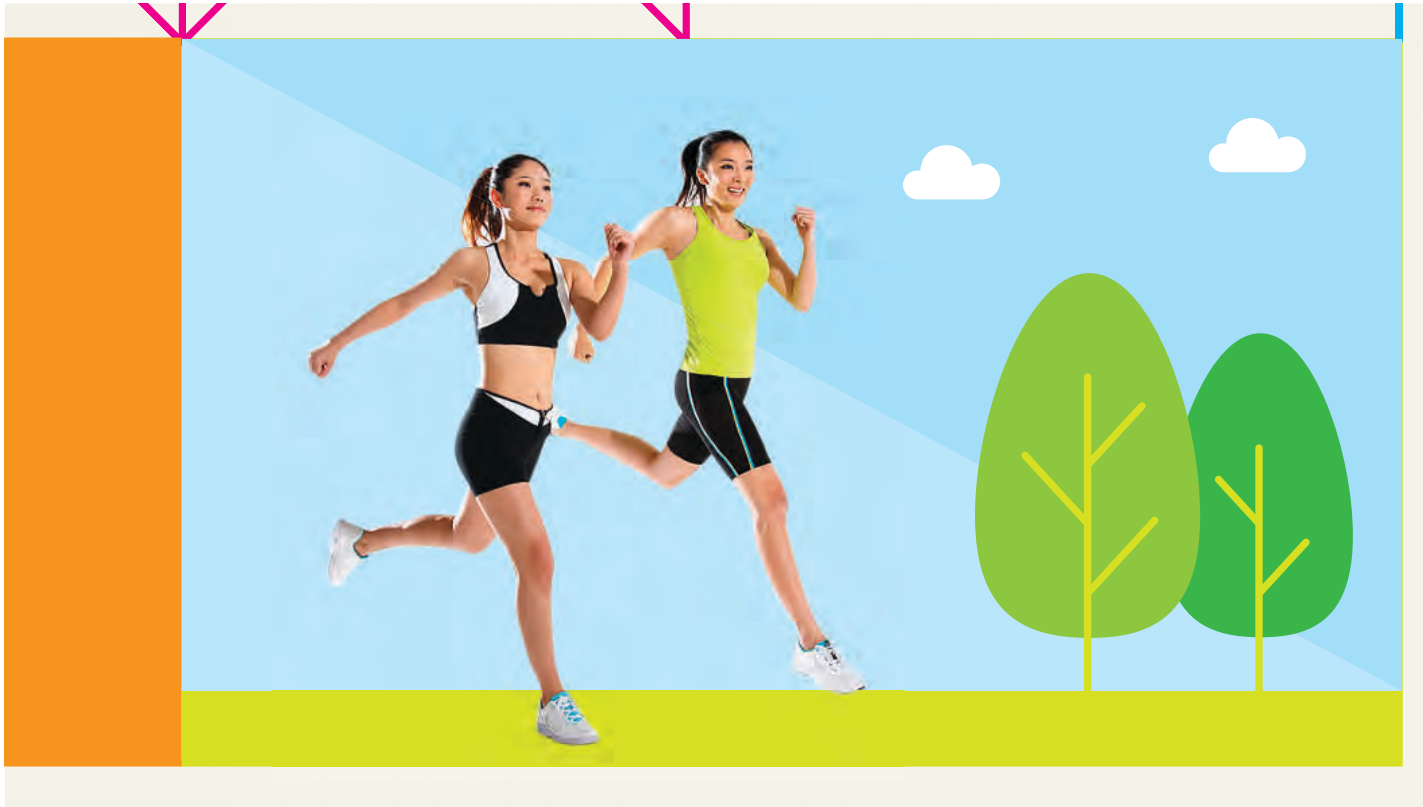
The bus scene fills with colour and the bus drives off.



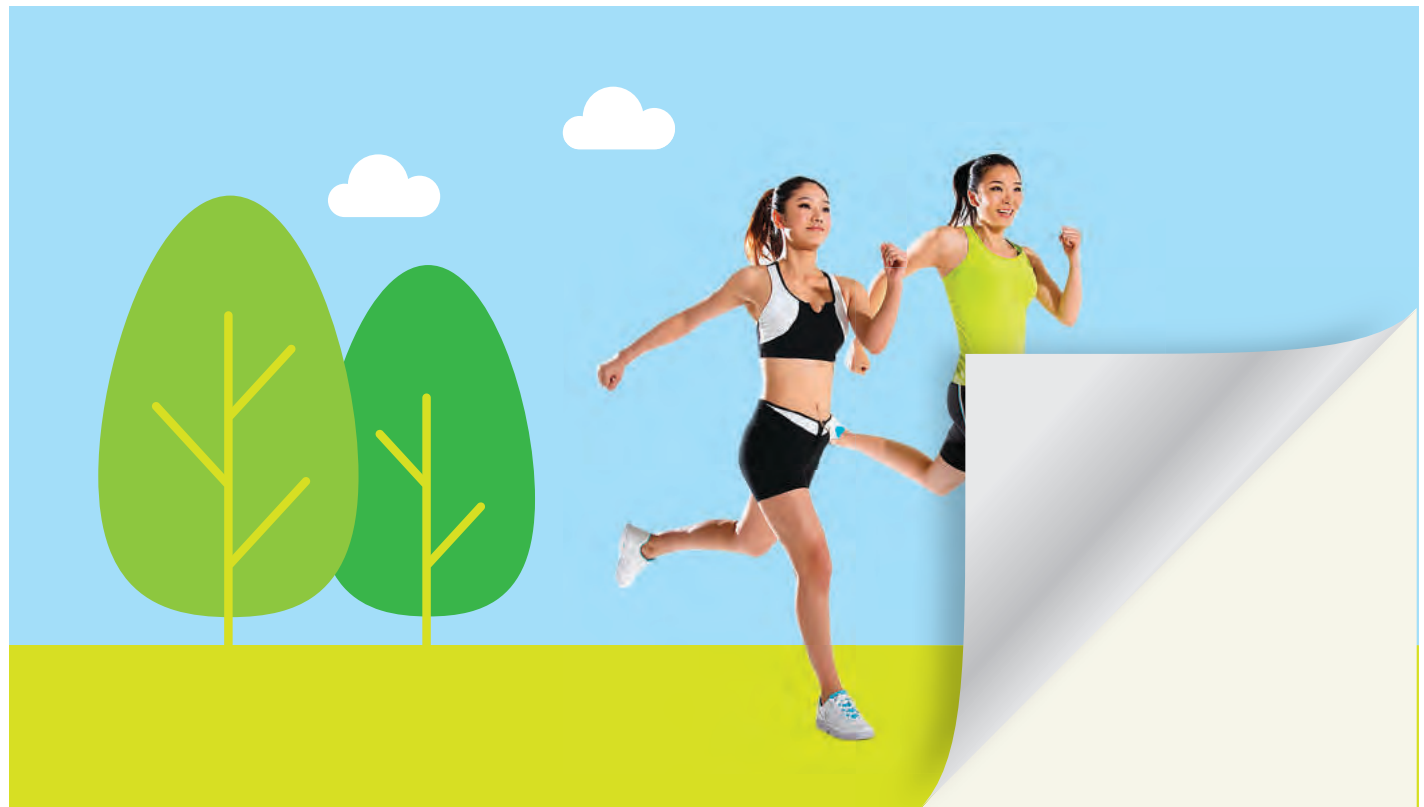
We zoom into the hands as the desk buddies give a high 5.



We track down as the door opens and runners appear from behind it.



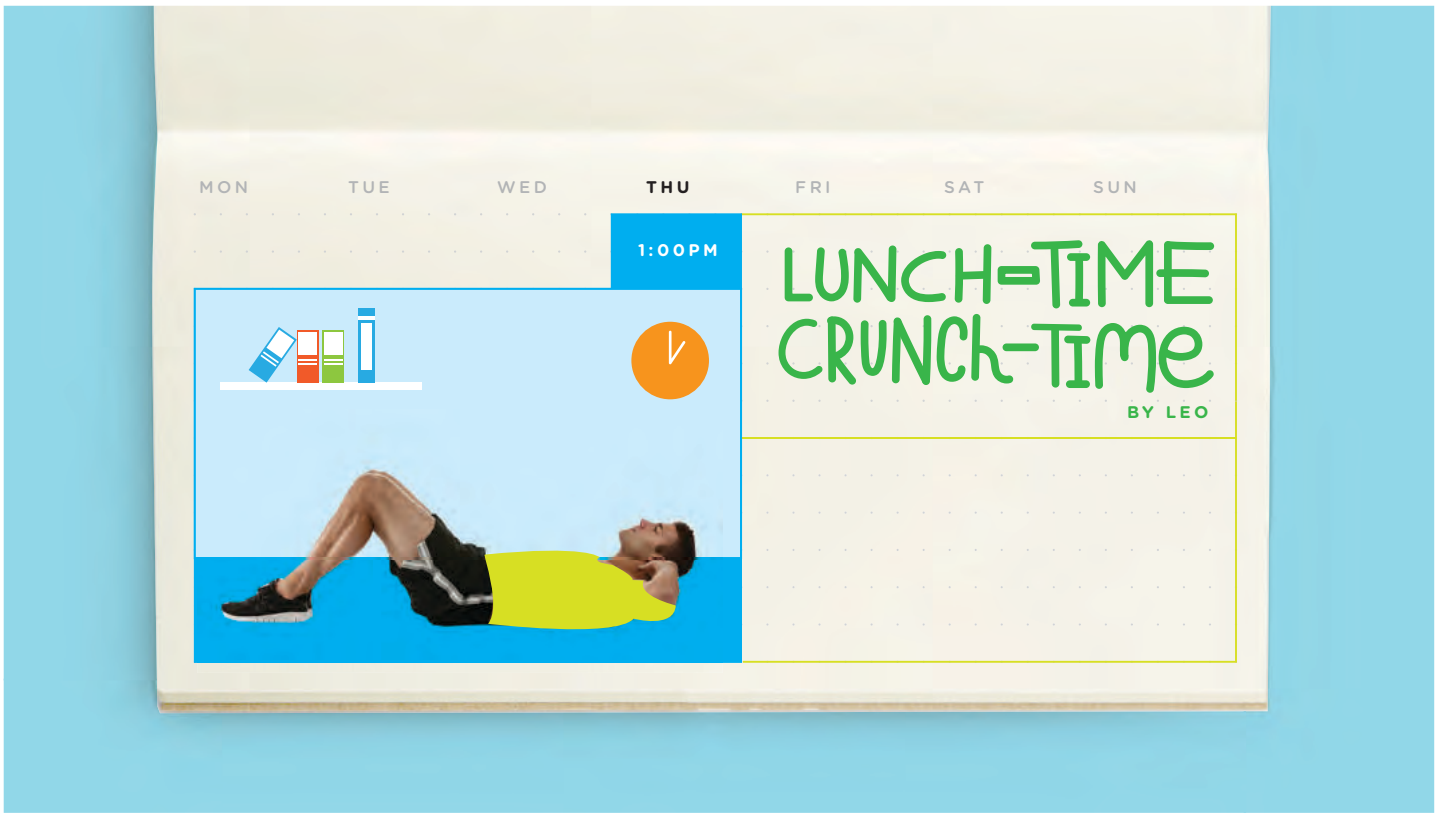
Tracking right they run onto the outdoor scape as it takes colour.



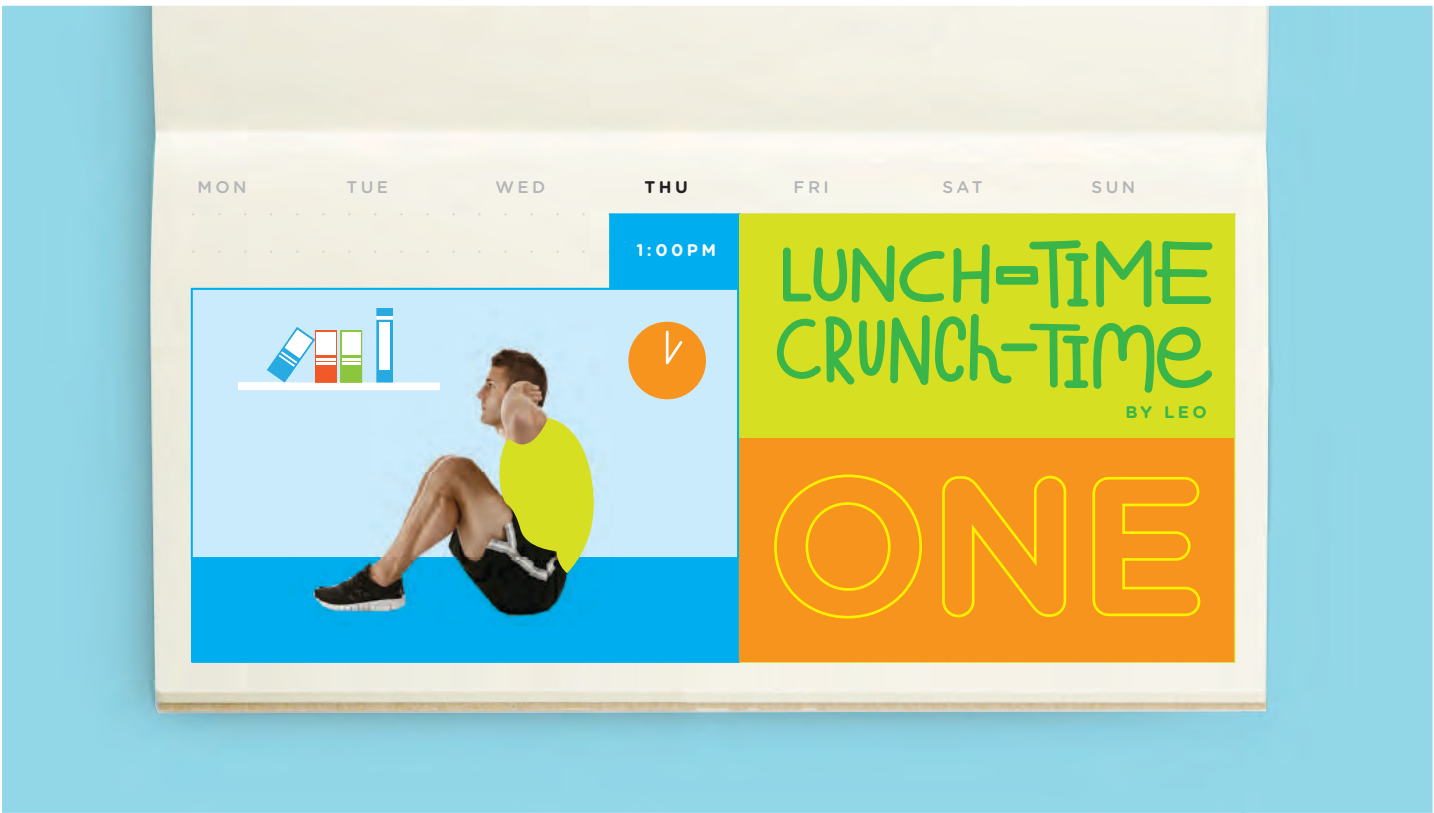
The whole scene takes over the screen with the background moving along.
The page then turns.

TURN PAGE TO 'THURSDAY'

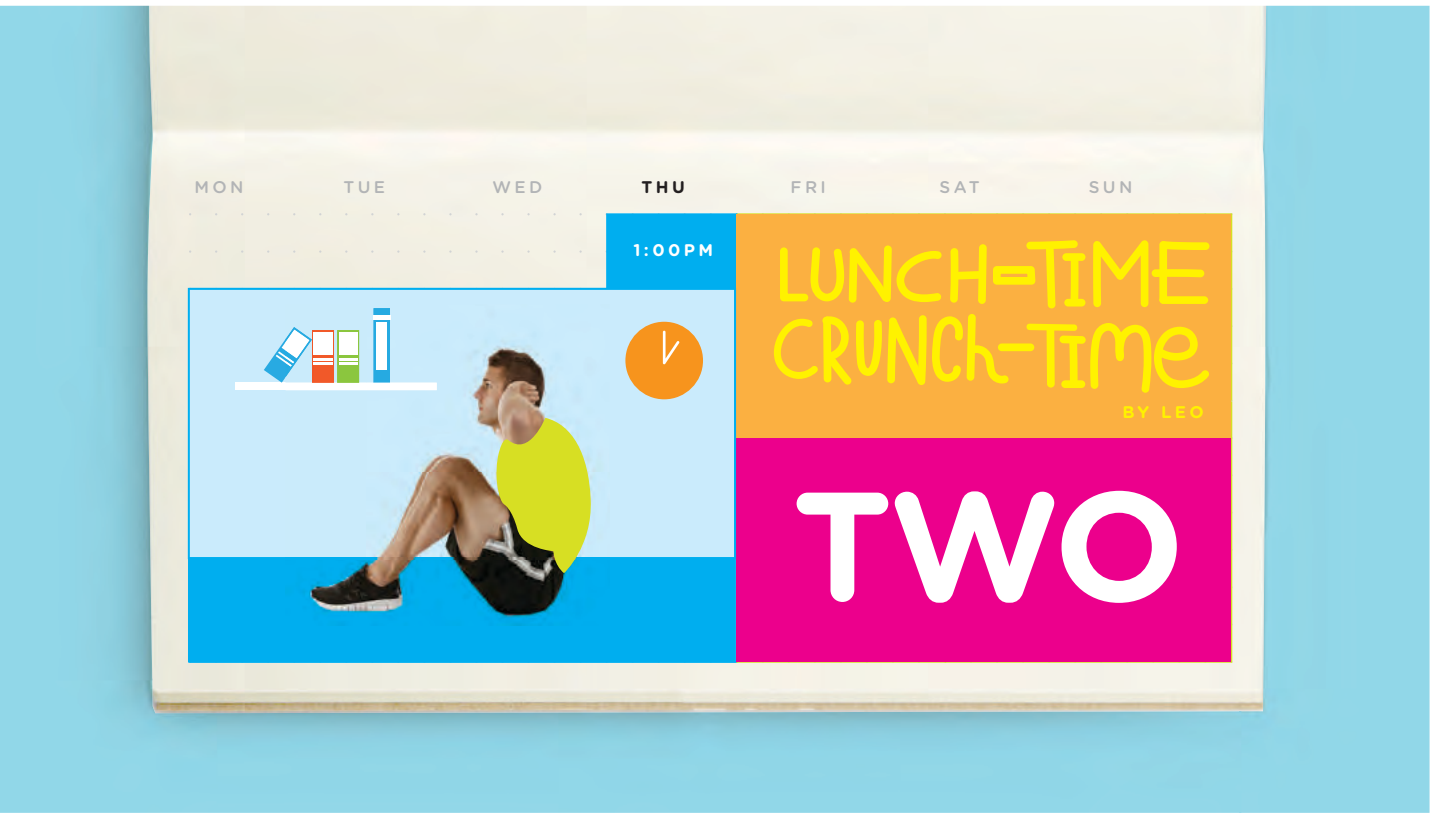
VOICE OVER:
My friends and I play a little game at work.
5 sit-ups for every 100 calories we eat.
No pain, no gain!



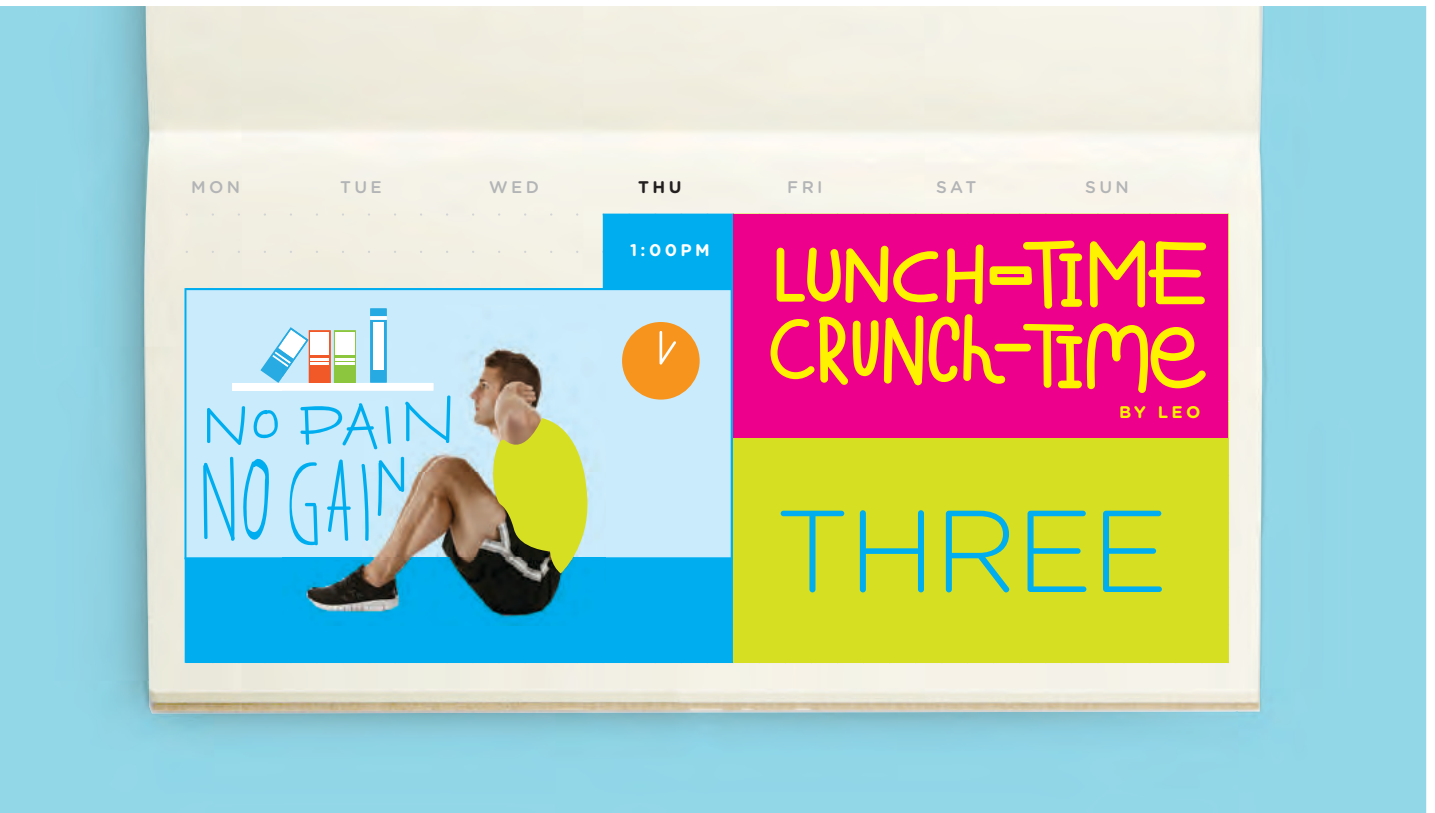
We land on next page with man laying in the sit up position.



He does one and the type animates.



He does a second and the type animates again



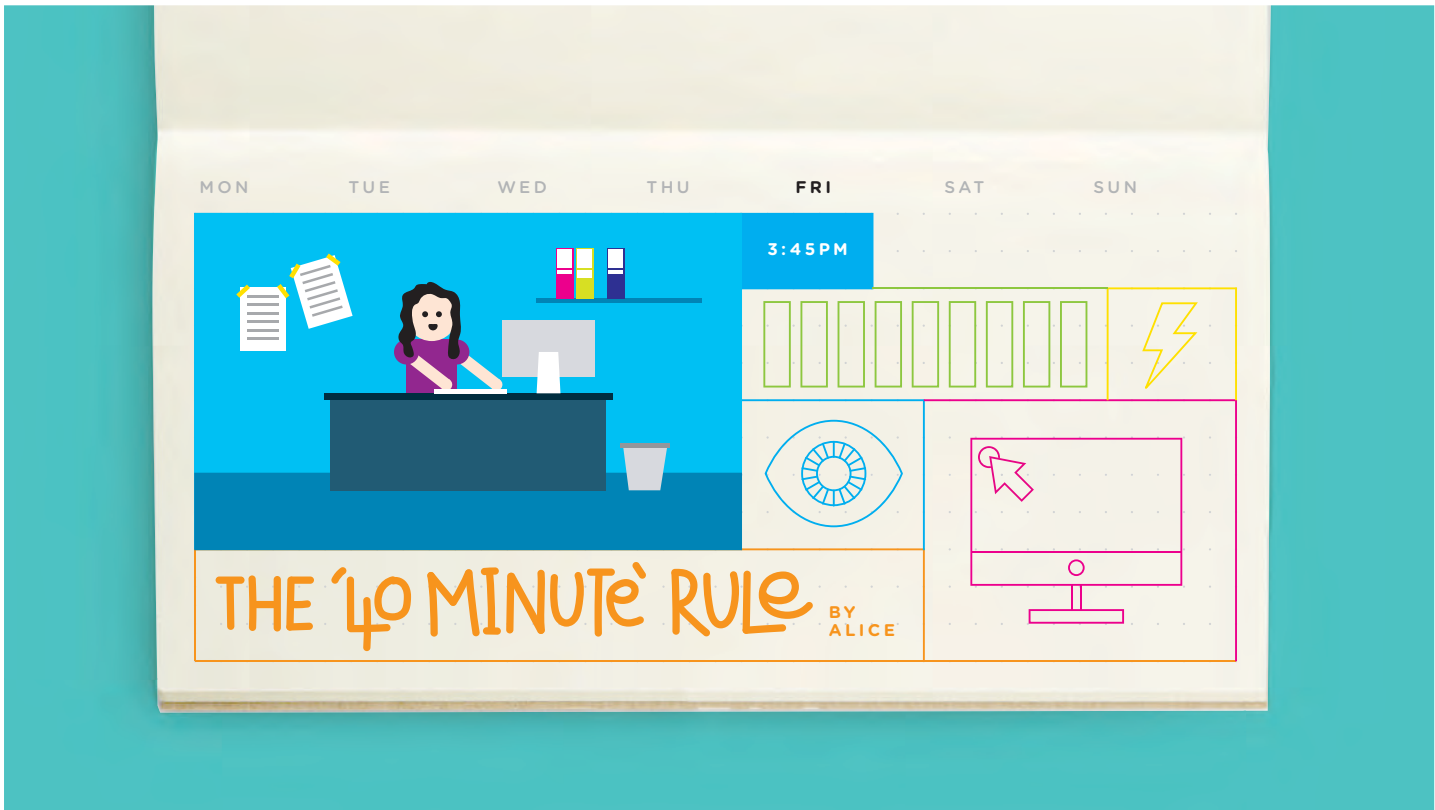
He does a third and the type animates.



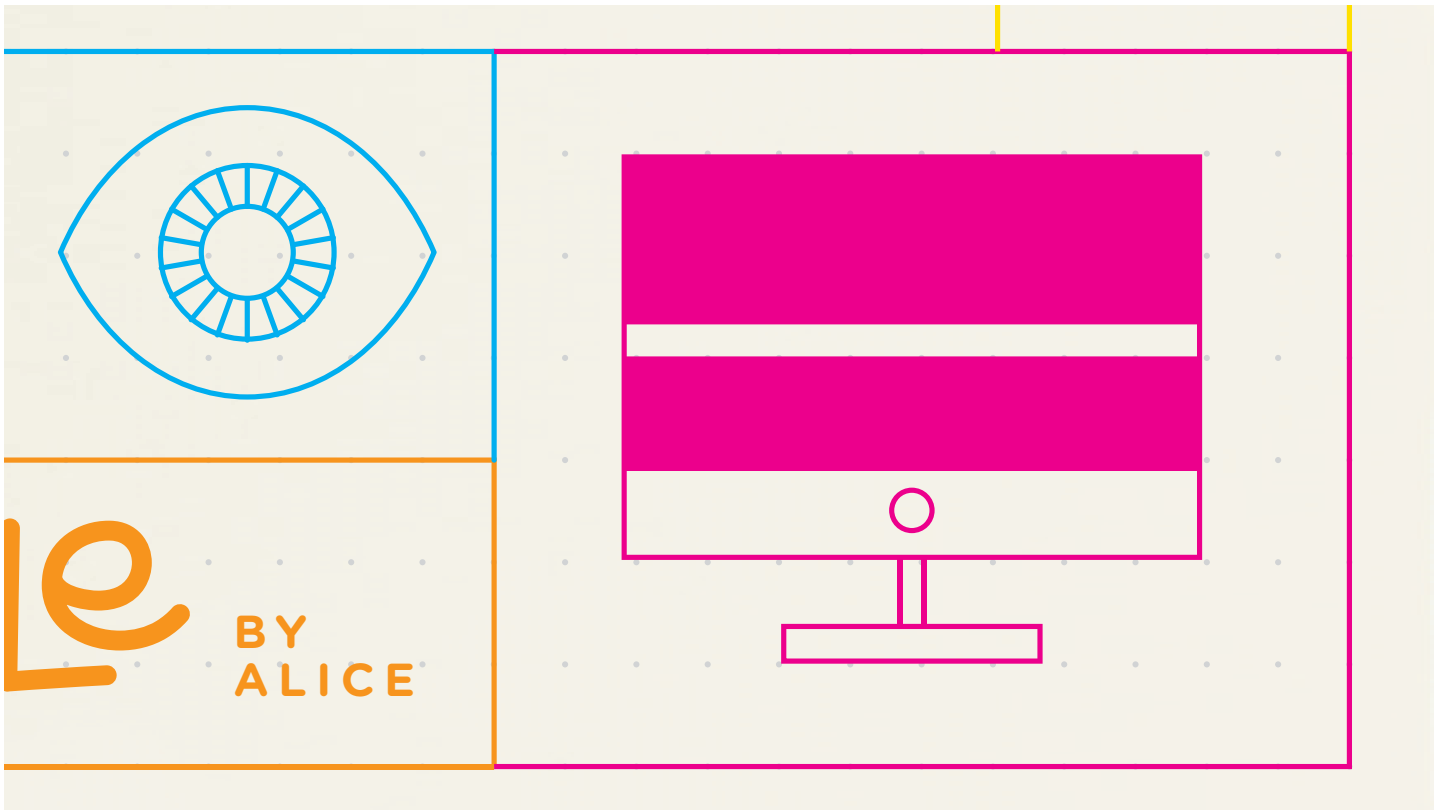
Goes down and as he does the page turns.

TURN PAGE TO 'FRIDAY'

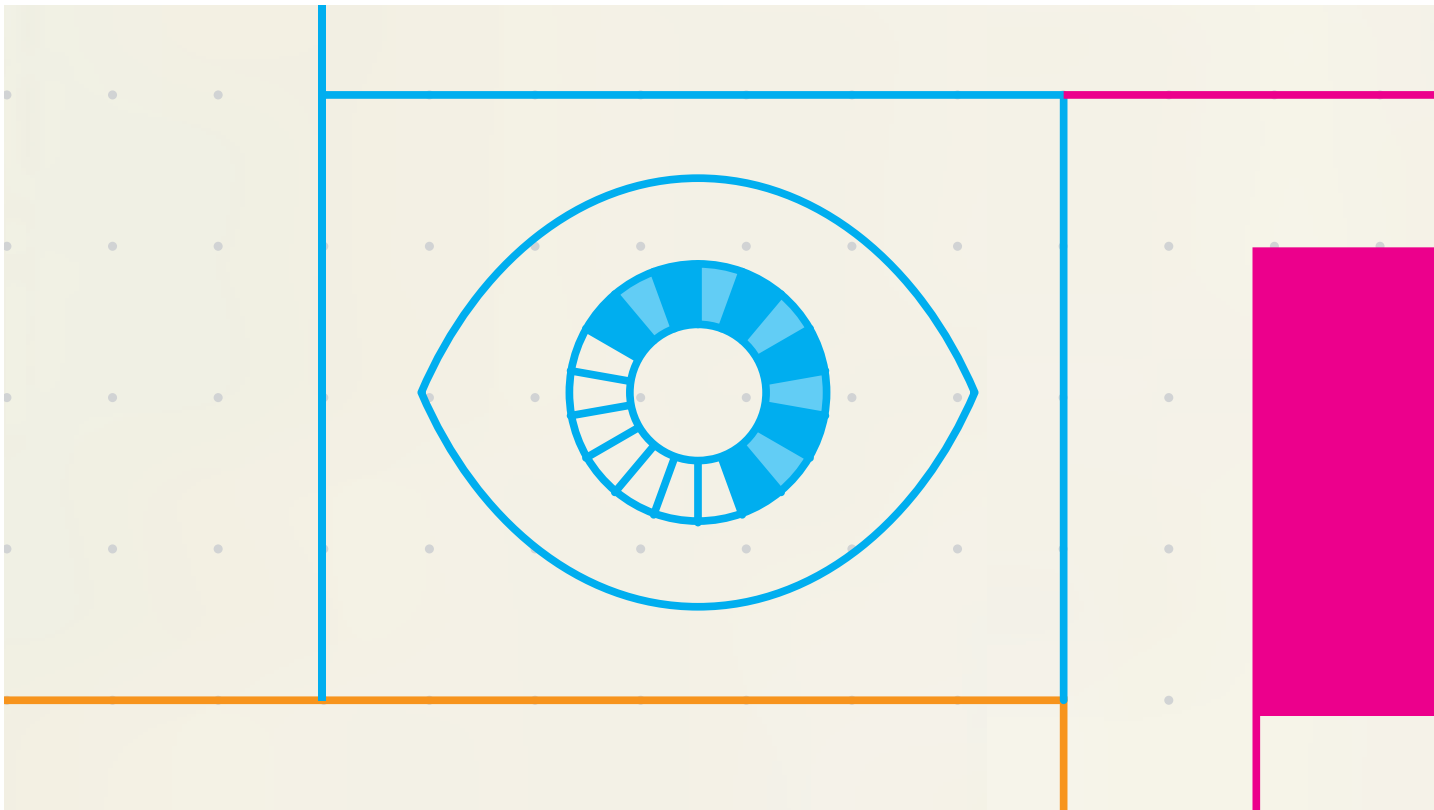
VOICE OVER:
Breaking away from your desk every 40 minutes gives my eyes and body a chance to rest and re-energise. That's better.



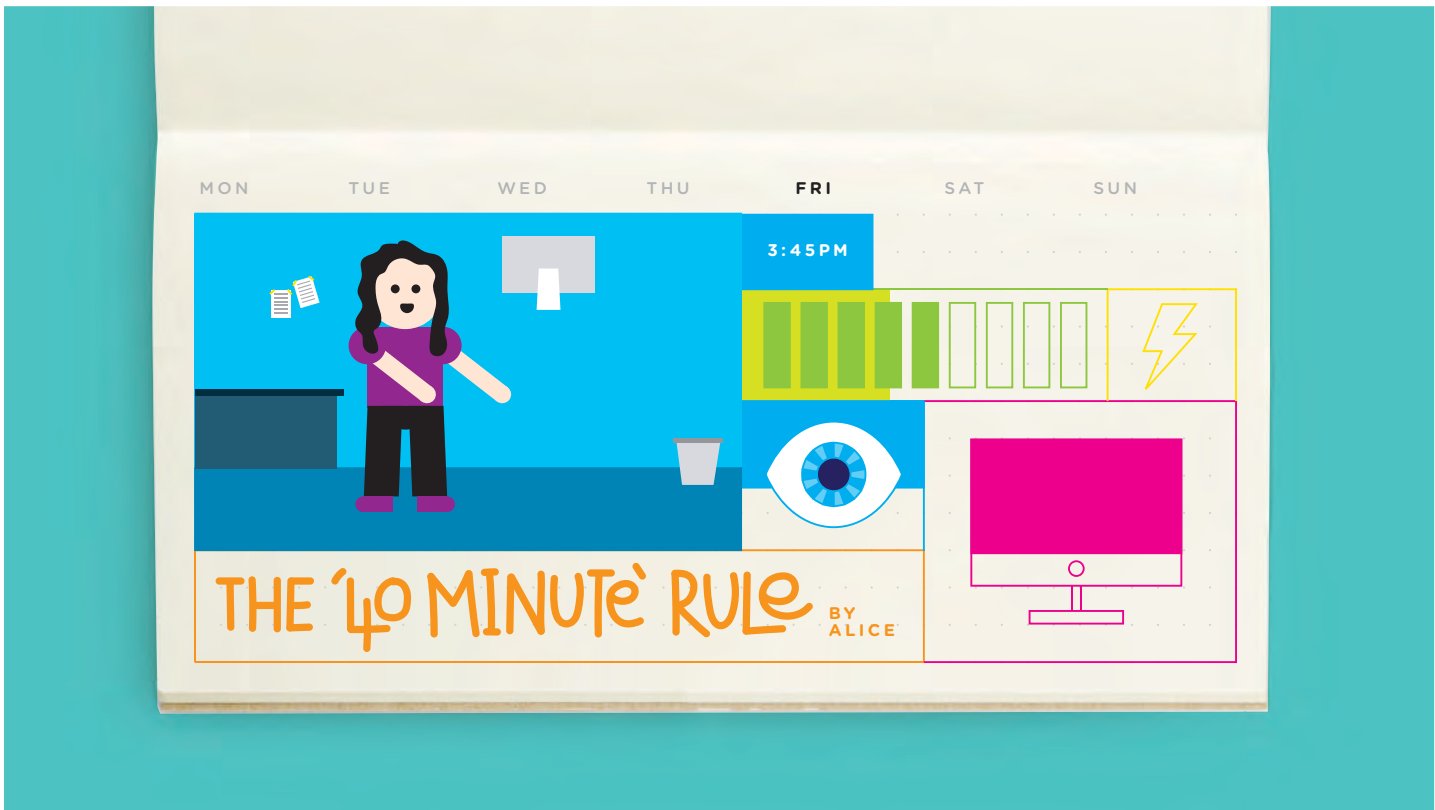
You see animation appear of a woman behind her desk typing away.



We quickly zoom into the computer where the mouse 'clicks.' Shutting down the computer.



Quickly track left to the eye, which has a spin of colour go through it.



We zoom out where the office furniture quickly moves from the scene. The surrounding graphics fill with colour.



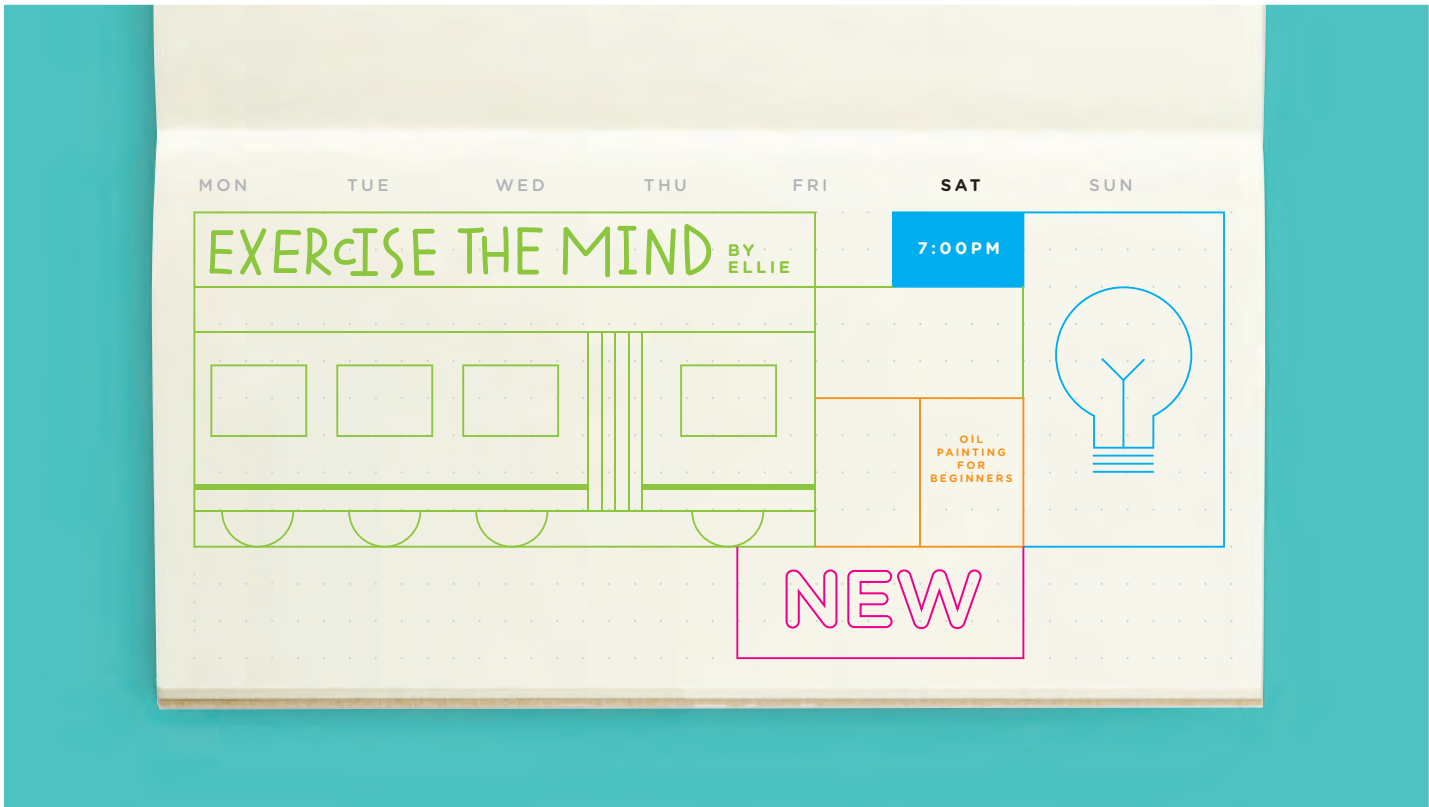
The woman adopts a yoga pose and the whole illustration fills with colour.



The page turns.

TURN PAGE TO 'SATURDAY'

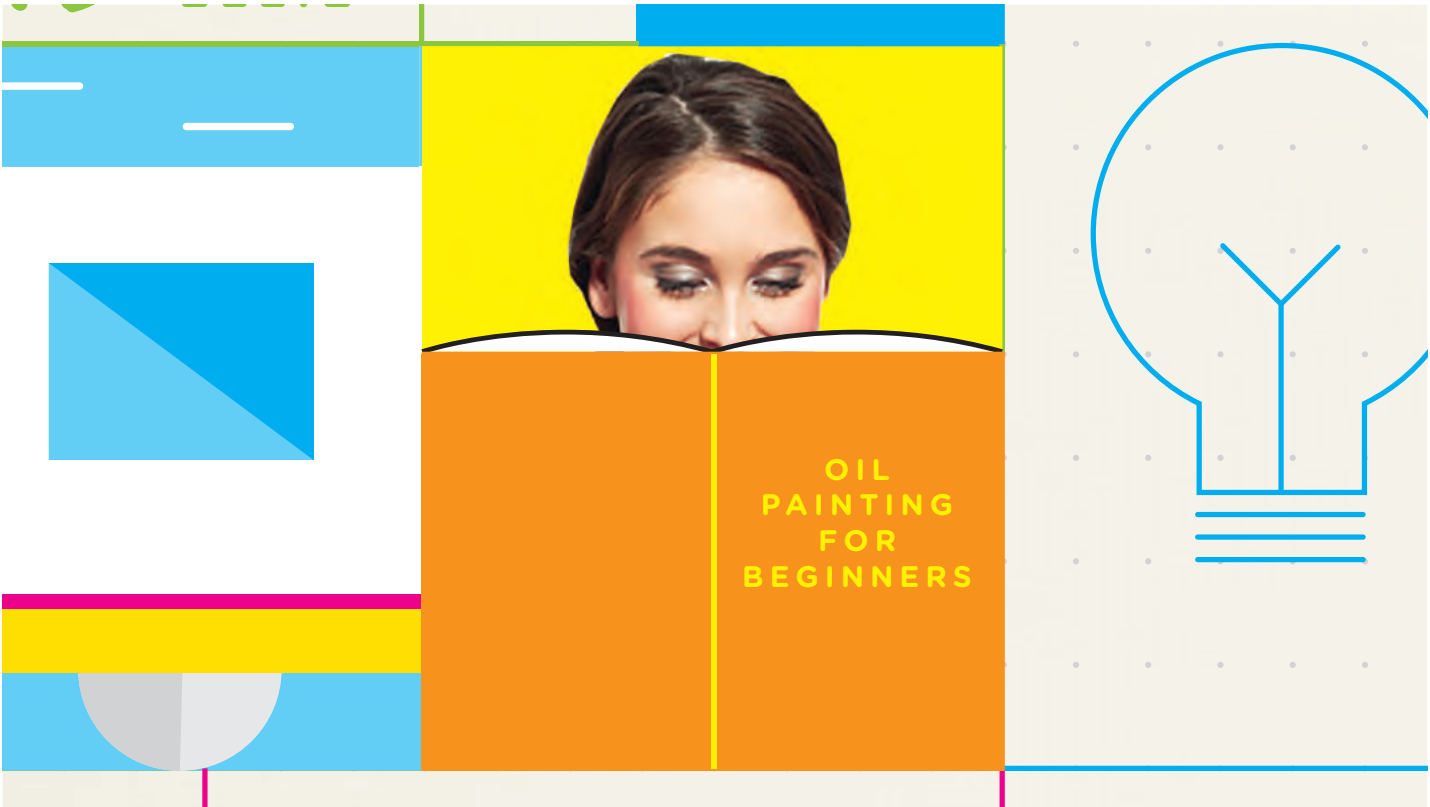
VOICE OVER:
I always make sure I'm learning something new and creative. It keeps me young!



We turn to Saturday.



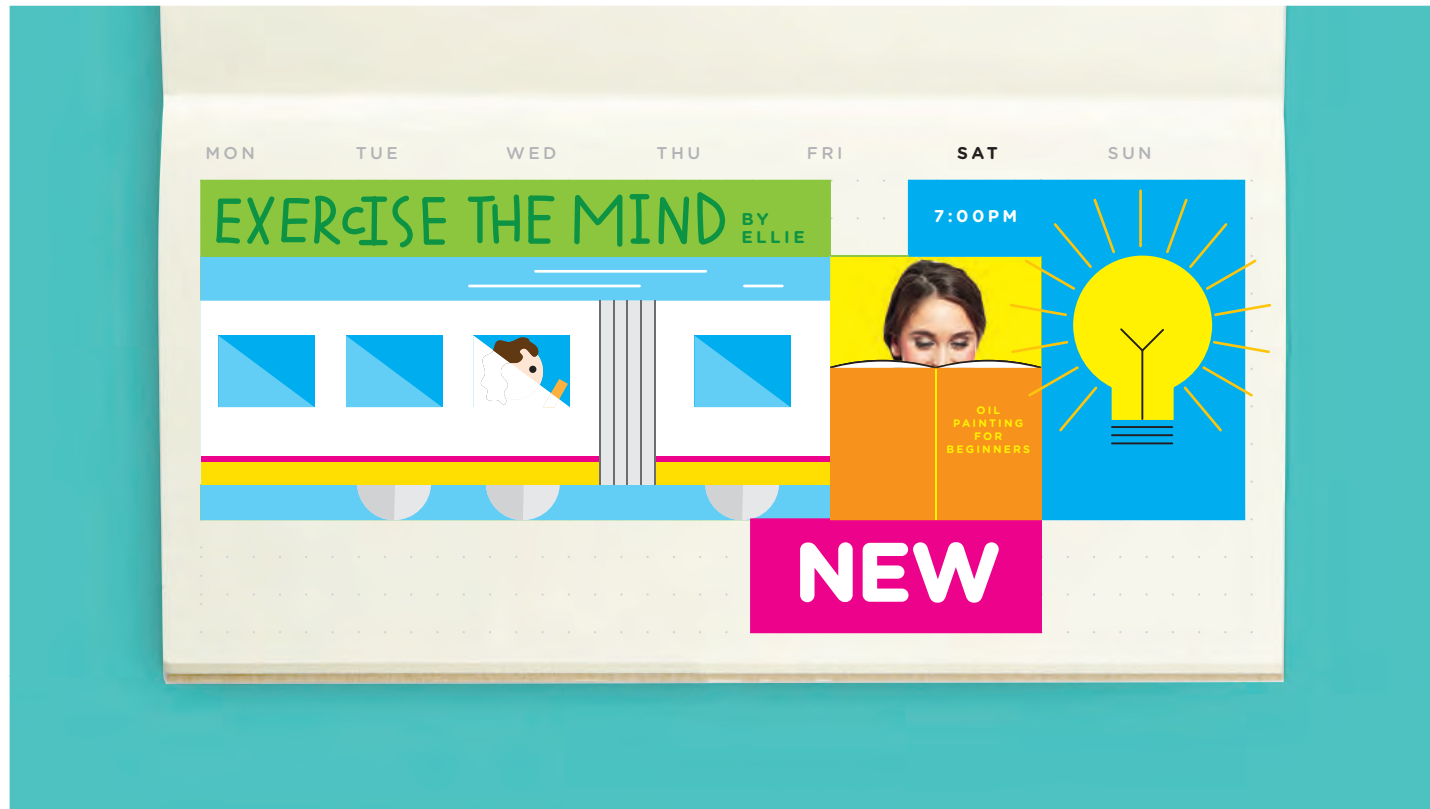
The train scene quickly fills with colour to show woman reading a book.



We zoom in to see a woman reading a book.
The pages flip over.



We zoom out to see whole illustration.
The remaining illustrations begin to fill with colour.



The whole illustration animates.



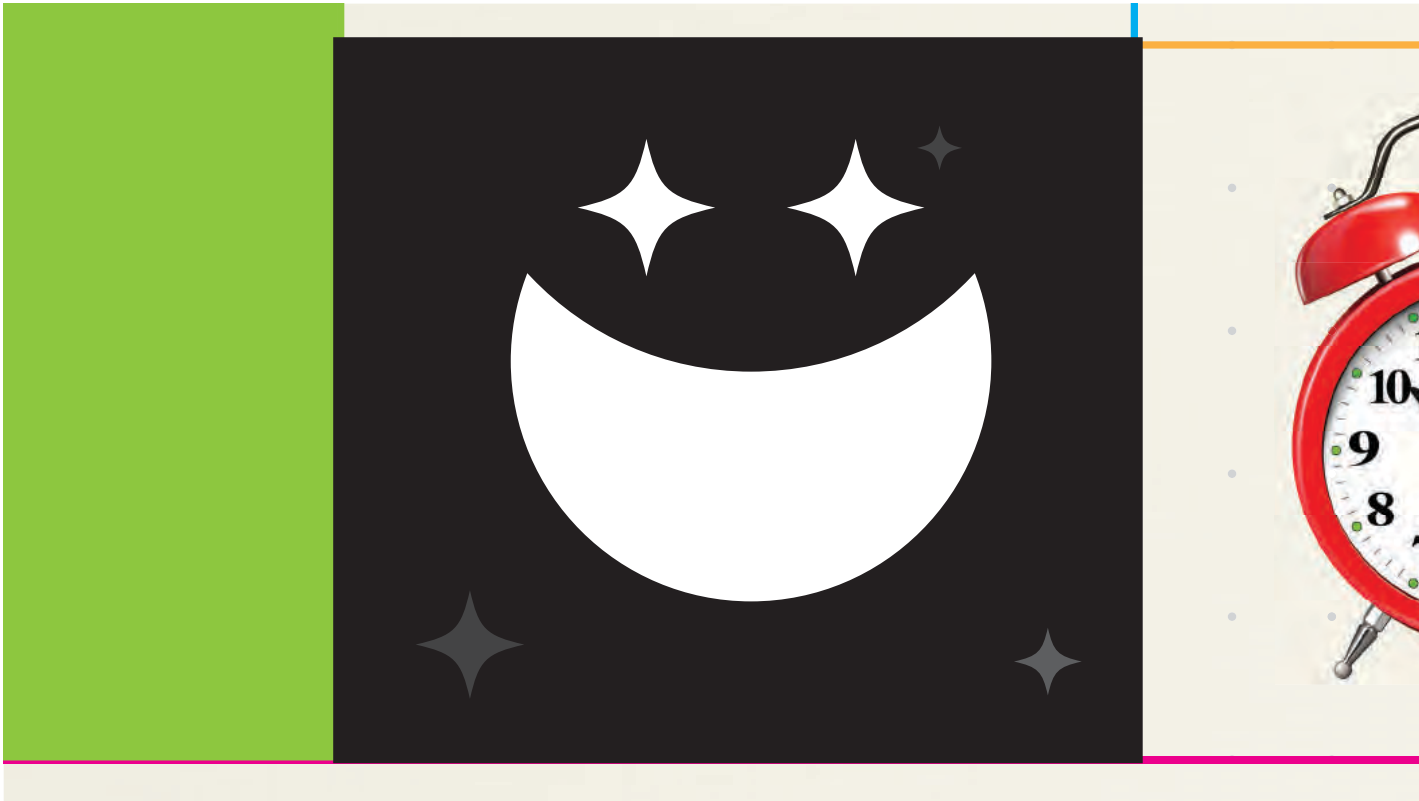
The page turns.

TURN PAGE TO ‘SUNDAY’

VOICE OVER:
Mindful breathing before bedtime
helps me sleep deeply – and wake
up re-energised the next day.



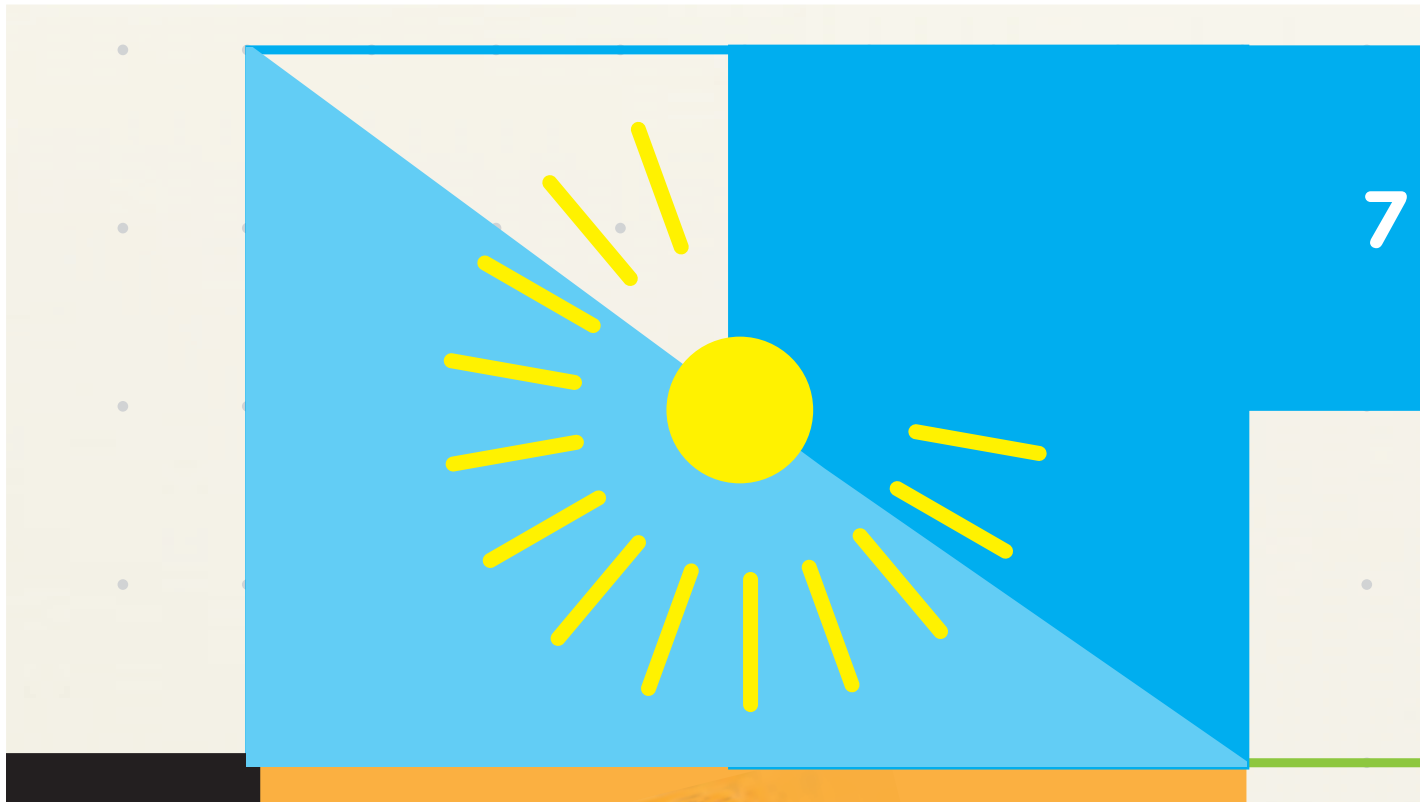
Illustration of man breathing deeply.
Through his nose and out through his mouth.



We zoom into the moon image.
The night time sky appears as the moon rotates to replicate a smile.



We track right, the box quickly appears with colour .
As this happens The alarm clock appears to buzz.



We track up and a sun appears in a quick motion



The sun takes over the screen as it pulsates and radiates.



The page turns

LAST PAGE

VOICE OVER:
Every day is full of chances to get active
and feel better. And every little step helps.
To find and share more tips today, search
‘Get Active’.



The pages turn in quick succession for a second or two.



We land on page with the headline ‘#GETACTIVE’
Clouds move slowly across page.



The whole illustration scenes moves up to show a park scape where men
and women are doing star jumps.
The illustration animates behind them.



We track down to reveal the company logo.



We end on the company logo and hashtag.

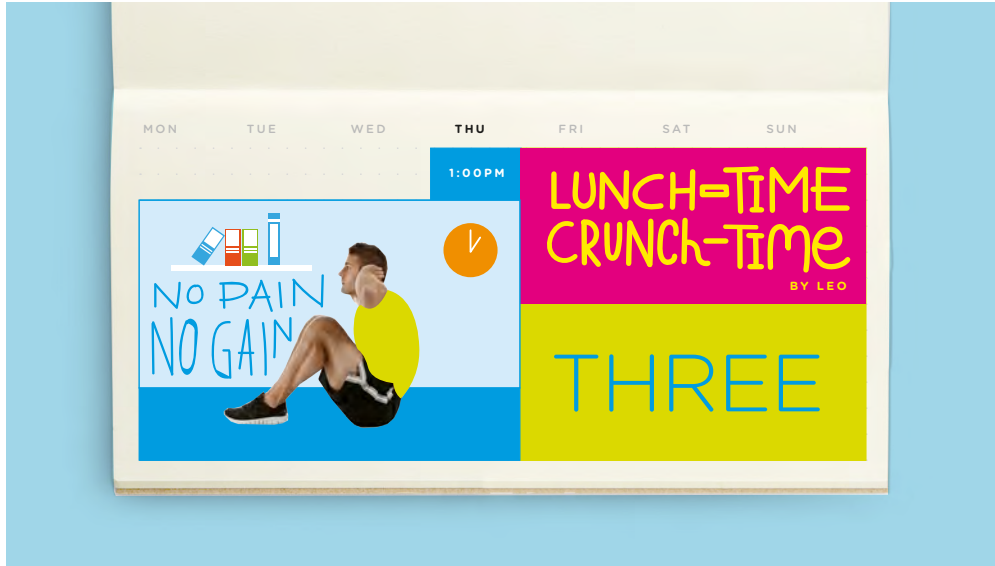
Animation

Brand Adaptation

- Opening frame and closing frame use appropriate brand colours and logo
- All type will be editable for local adaptation



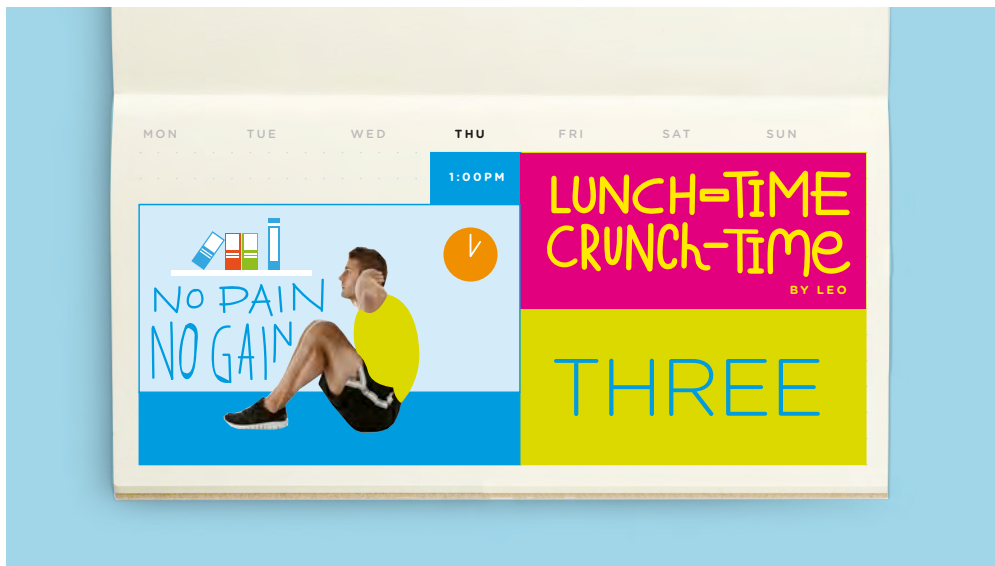
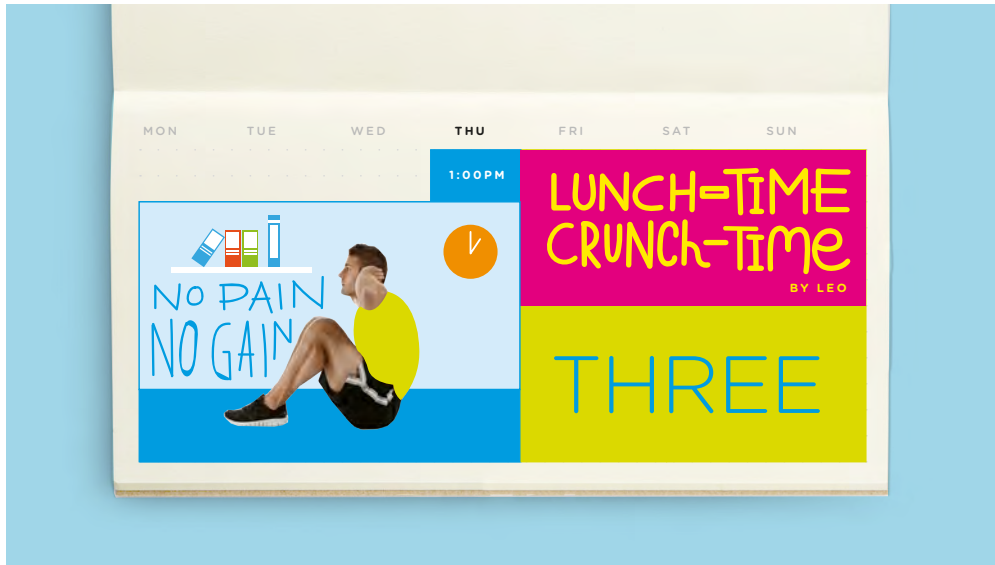
Opening frame



Type will be editable for local adaptaton

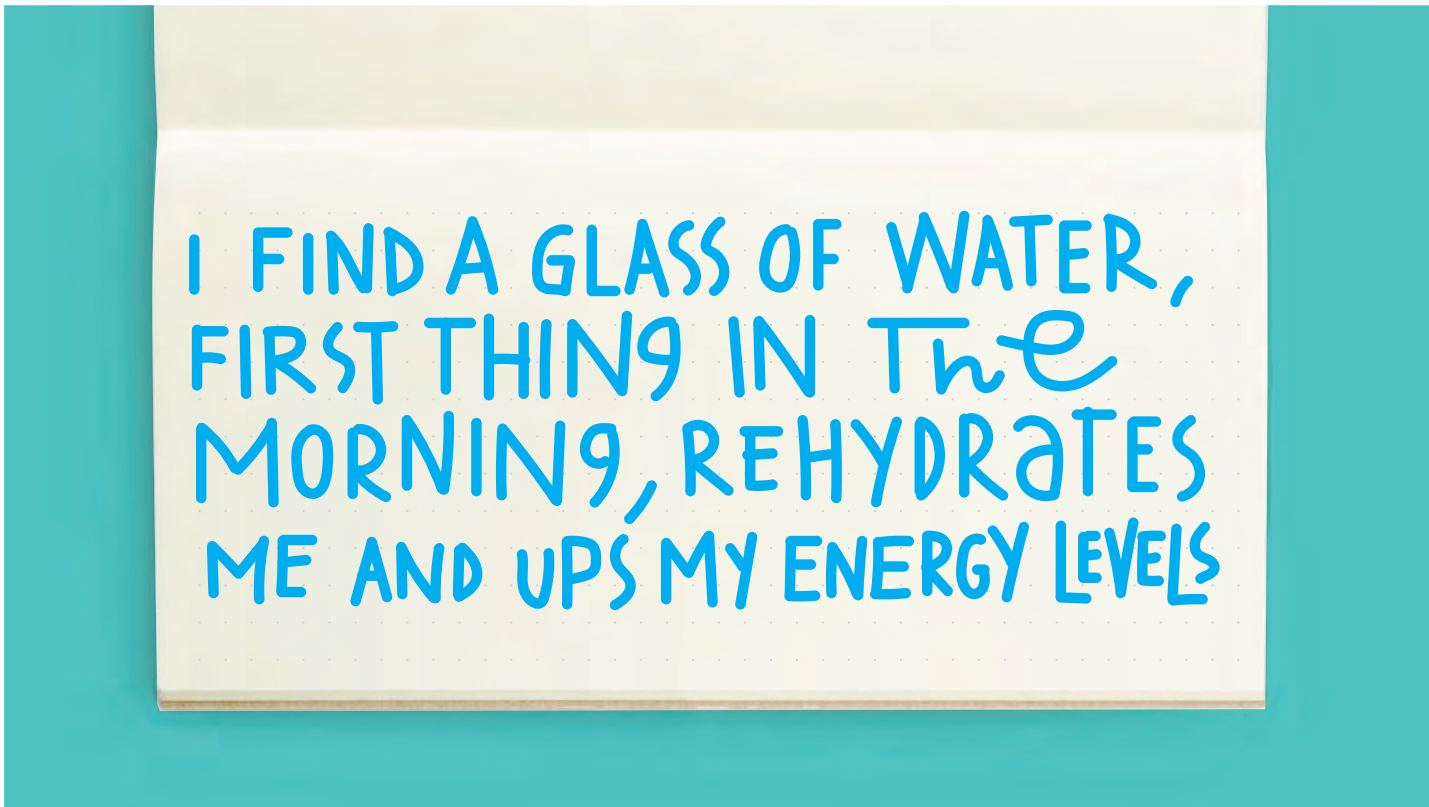


End frame

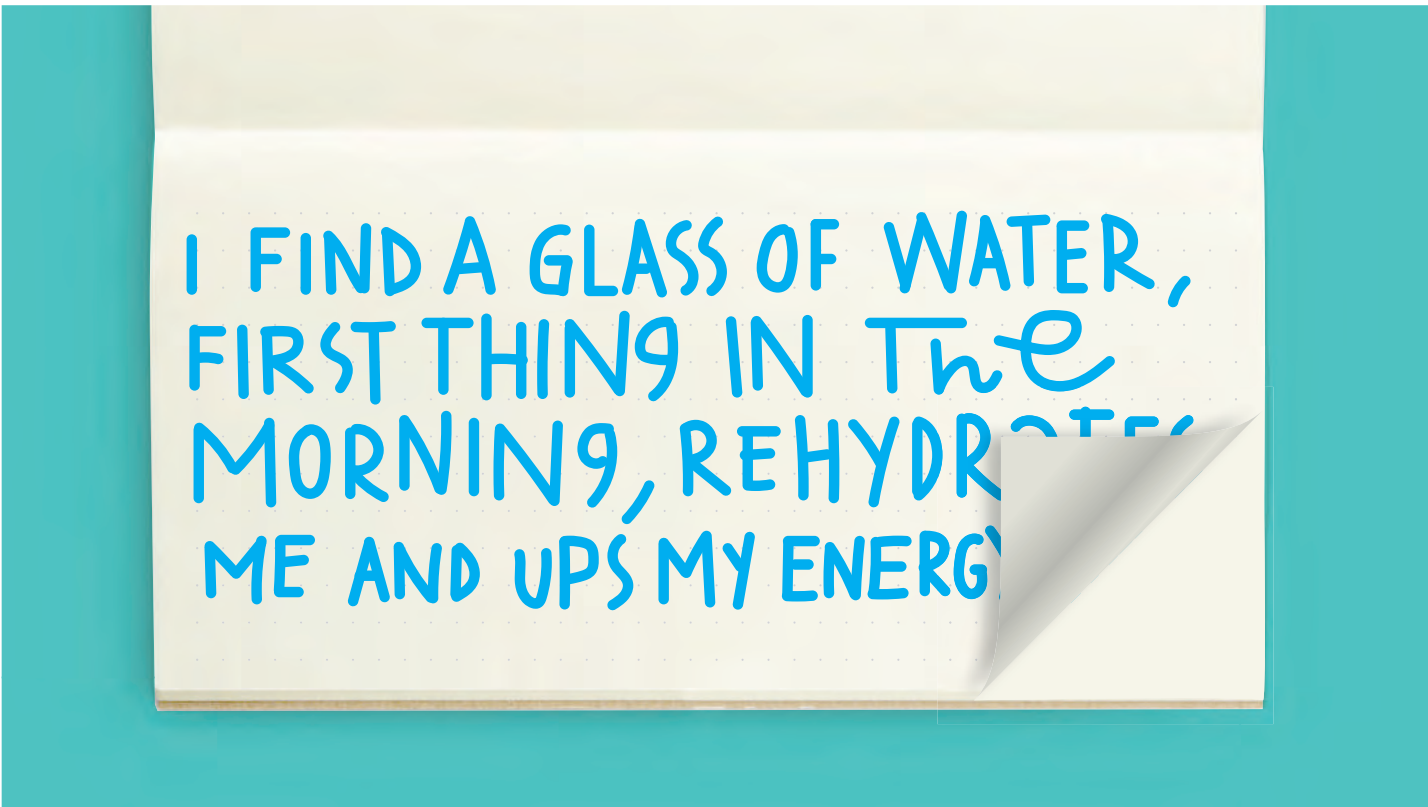


Without voice over

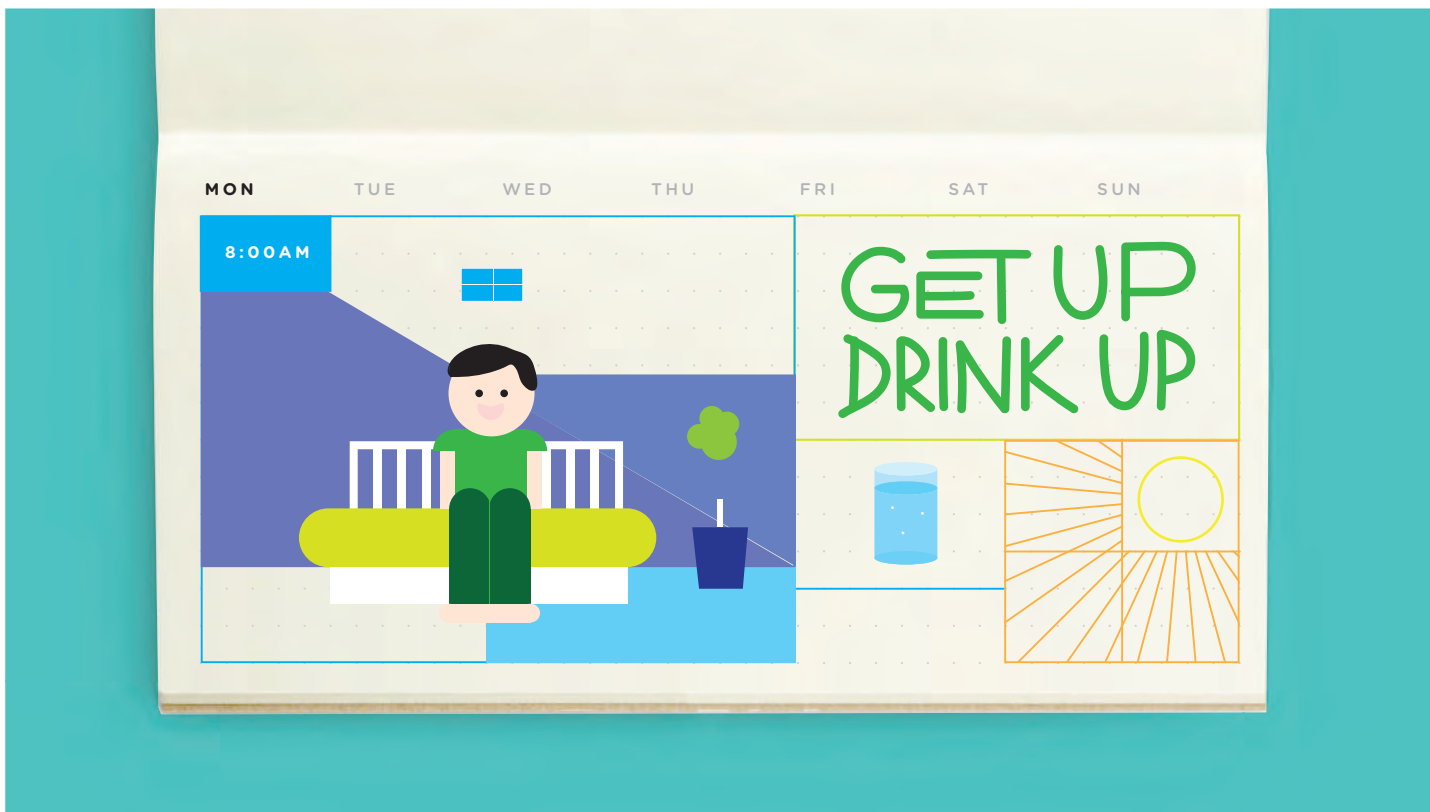
Instead of using a voice over we can illustrate the words at the start of each day. The animation would then play out after this.



The day description is written out in a playful way.



The page turns.



The animation begins.....



Thank you

WHAM™

 A member of CK Hutchison Holdings

All rights reserved. This confidential document contains proprietary information and is disclosed subject to our non disclosure agreement. It may be used by the recipient only for the purposes of this presentation and any follow up discussion between us. No licence is granted and no part of this information may be disclosed to any third party, nor may it be reproduced, copied or transmitted in any form or by any means without the prior written permission of CK Hutchison Holdings Limited.