

# The Smalls

## VIDEO CONTENT BRIEF

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| <b>Date:</b> November 28, 2014                   | <b>Client:</b> undisclosed  | <b>Budget:</b> £20,000-£30,000 for one video |
| <b>Project Name:</b> Experiential video campaign | <b>Brand / Product:</b> undisclosed UK online commerce grocery site | <b>Producer:</b> The Smalls                  |

The Smalls has a new brief from a high profile online commerce grocery site, looking to attract mum shoppers from their physical store network to online shopping. The brand's creative agency has come up with 3 top-level concepts that they would like to commission a Smalls director to execute. (Please note: only one concept will go into production.)

They would like your creative input into the suggested scenarios with a view to developing them and giving them the potential to go viral. What would you add into the content? What would you remove? What other suggestions would you make to help make the content as engaging as possible? What could the scripts read like?

Pitches will be submitted to the client for review and the winning creative will be commissioned to execute their pitch.

*NB: Although the content is open for discussion the concepts detailed below are fixed.*

**PITCH DEADLINE:** Monday December 1<sup>st</sup> at midnight

### IDEA 1 – REMOTE TOWN

The concept is called sofamarket. The sofamarket is a physical set-up designed to look like a standard living room (lamps, TV, rug etc), with a sofa in the middle. This is to highlight the product truth that (brand) is so convenient you can do your shopping from the comfort of your sofa.

We would like to build the world's first sofamarket in a remote part of the UK – in fact the most remote part of the UK that (brand) delivers to. We envisage the build taking place over the course of one week, with no-one quite sure what's being built until the finishing touches (the sofa and the (brand) sign) are added. It's then revealed that the town of (X) is the location of the world's first sofamarket.

The sofamarket will be open for a limited period of time (duration TBC) and locals will be invited to come and shop at the sofamarket, using (brand) from the comfort of the sofa. They will be shown how to use (brand) by the sofamarket staff and given a chance to put their feet up and relax in this home away from home. They will see how easy and convenient it is to shop from the comfort of a sofa, using (brand). There might also be an opportunity to show the delivery drivers going to extreme lengths to make sure the shopping arrives on time, even to the most remote of locations.

We're envisaging a piece of 90-second (or so) content that shows the sofamarket slowly coming together, until the final touches of the sign and sofa are added. The content will also capture the unveiling of the sofamarket, as well as people visiting the sofamarket and shopping on (brand) from the comfort of the sofa. We want to capture people's reactions to their town being the location for the world's first sofamarket and how easy and convenient it is to use (brand), particularly living in one of the UK's most remote areas. We'd also want to include footage of the delivery drivers delivering the shopping to our sofamarket shoppers.

### IDEA 2 – NECK MASSAGE

Still within the sofamarket set-up, we will be filming people as they are shown how quick and easy it is to use (brand), from the comfort of the sofa. Once they've finished their shopping they will be encouraged to put their feet up and relax – and enjoy the time they've just saved doing their shopping online instead of in-store. While they are relaxing on the sofa they will be given a cup of tea, encouraged to put their feet up, the telly will go on and they might even get their nails done. They will also be offered the chance to get a neck massage, to really help them relax and enjoy the time they've saved.

Most people will receive a neck massage from a professional masseur but a lucky few will receive a neck massage from a hunky male TV celebrity, e.g. Mario Falcone from TOWIE. Because Mario will be standing behind our shopper she won't realise who's given her the neck massage until she turns around – cue shock, surprise and delight, all of which will be captured on film!

Currently we envisage there being one piece of 90-second content which captures people using (brand) in the sofamarket, the relaxation of when they've finished shopping and, of course, the element of surprise of those women who realise they've had a neck massage from a TV hunk.

We also thought there could be a second, shorter piece of content fronted by our hunky celebrity giving advice to men on how to give their wives the perfect neck massage.

### IDEA 3 – CHILD’S PLAY

The agency has developed a concept called Child’s Play. It’s based on the premise that using (brand) is so easy to use that even children can do it.

We want to create a series of short pieces of content (exact numbers TBC) which take the typical shopping roles played by parents and children and turn them on their head, to comic effect. Think the Vauxhall Zafira ads from a few years ago -

<https://www.youtube.com/watch?v=kn4gPkrCl2o>

The sort of scenarios we’ve been thinking of could include;

- The kids putting mum down for a nap so she can get on with doing the shopping on (brand)
- Mum pestering the kids to get some treats included in the weekly shopping
- The kids welcoming the (brand) delivery driver when he arrives with the shopping

We want the content to be funny as well as communicating how easy it is to use (brand)

NB: Because you have to be eighteen to use (brand) it is important that the kids aren’t seen paying for the goods at the end of the shopping. Maybe this is an opportunity to flip the roles back again? i.e. kids needing parents to pay for all of the shopping they’ve done

(Please note: The Smalls takes intellectual property very seriously. Any ideas submitted to us will be delivered to the client in the strictest confidence. If any of ideas that are presented in your deck are used, you will be commissioned to execute that content.)