

## **Christmas Video Concept**

## Santa baby, drop a present under the tree... for me.

### Tech21 saves Christmas!

#### The backstory:

Santa has over-indulged this year and cannot fit down the chimney. Forced to throw gifts down the chimney instead, the audience witness a close-up series of typical Christmas gifts drop onto a fireplace and breaking on impact. Christmas Day is in chaos, and the Holidays are ruined.

Until... a final present quietly drops the 20 feet down the chimney. It's a new phone in a Tech21 case wrapped in a big red ribbon. It bounces and lands under the tree, completely unscathed.

#### The scenes and styling:

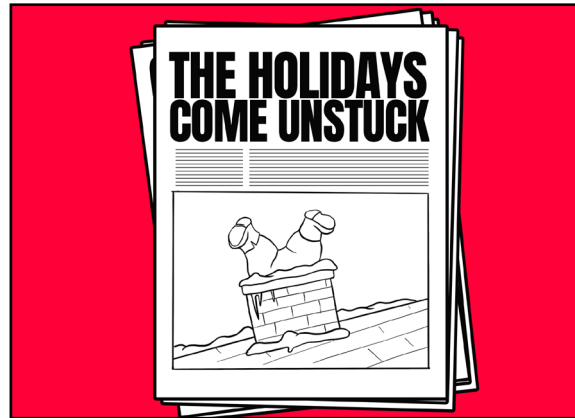
The cost can be kept down by showing the story of Santa overeating and being unable to fit down the chimney via front-page newspaper articles. The rest of the video focuses on just two scenes which will be relatively inexpensive to create: (i) A staged living room fireplace decorated with traditional festive decorations and accents of Tech21 red, (ii) The inside of a rectangular chute to represent a chimney (mostly done in post). We can also utilise the end scene of the Brand Video that pans out over the 'Tech21 city' - adding snow and lights. This will also add continuity as a 'Christmas edition' and can be a device that we become known for.

#### The effects and music:

The destruction of the presents exploding is accentuated by beautiful slow motion scenes of bath bombs and liquids breaking on impact. The music 'Santa Baby' is slowed right down to contrast with the chaos, occasionally sticking on loops to add to the hopelessness of the family's situation as all their presents break. Moments of Tech21 trademark humour are added by the human emotions of a doll/action man that falls down the chimney - reminiscent of Toy Soldiers/Toy Story. Please see storyboard.



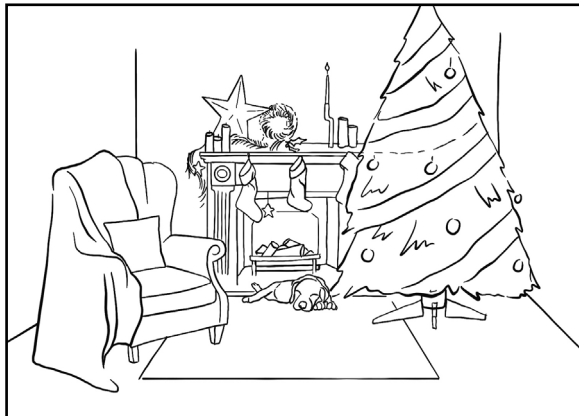
FRONT PAGE HEADLINES SPIN ONTO THE FRAME.



TOO FAT TO FIT - THE AUDIENCE QUICKLY UNDERSTAND THAT SANTA WILL BE UNABLE TO FIT DOWN CHIMNEYS THIS YEAR AS HE HAS BEEN OVEREATING.



THE FINAL FRONT PAGE SETS THE NEXT SET OF SCENES. SANTA IS HAVING TO THROW PRESENTS DOWN THE CHIMNEY. THE AUDIENCE COME TO REALISE THAT REGULAR PRESENTS BREAK IF THEY ARE THROWN FROM A HEIGHT...



TRADITIONAL FESTIVE ROOM SCENE, FOCUS IS ON THE FIREPLACE, ALL IS QUIET. (INSPO: "T'WAS THE NIGHT BEFORE CHRISTMAS, ALL THROUGH THE HOUSE NOT A CREATURE WAS STIRRING, NOT EVEN A MOUSE. THE STOCKINGS WERE HUNG BY THE CHIMNEY WITH CARE, IN HOPES THAT ST. NICK WOULD SOON WOULD BE THERE")



'SANTA BABY' MUSIC STARTS. MELODIC AND SLOW TEMPO TO CONTRAST TO THE IMPENDING CHAOS. GIFTS ARE THROWN DOWN THE CHIMNEY, SMASHING AND EXPLODING ON IMPACT IN SLO MO. THIS SCENE: PURPLE BATH BOMBS FROM A BASKET EXPLODE, THE SLEEPING DOG YELPS AND FLEES FROM THE SHOT.



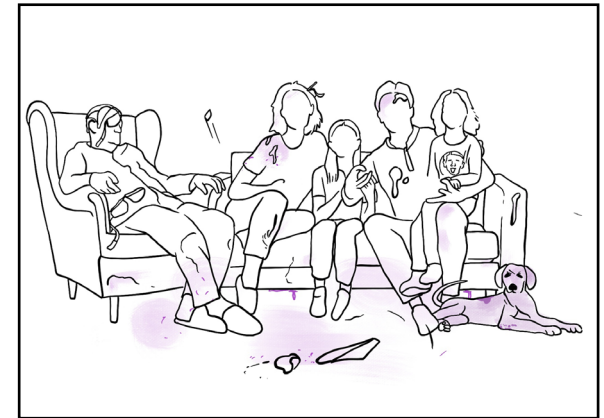
A BOX OF CHOCOLATES AND CHRISTMAS LIQUORS ARE NEXT TO FALL, EXPLODING ON IMPACT AND ADDING TO THE MESS. THE FOOTAGE IS SLOWED RIGHT DOWN TO CAPTURE THE MOVEMENT AND SENSE OF DESTRUCTION.



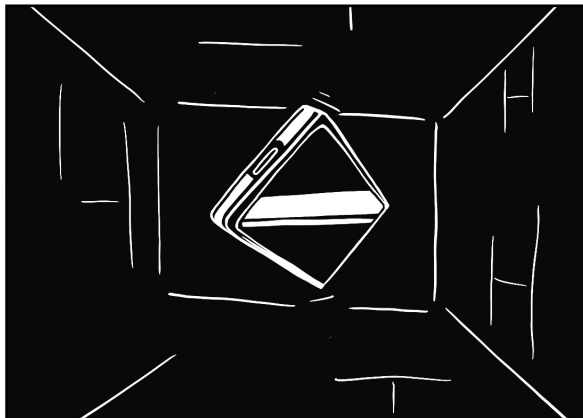
CUT TO INSIDE THE CHIMNEY, THE MUSIC IS MUFFLED, AN ACTION MAN-TYPE DOLL FALLS IN SLOW MOTION, HIS MOUTH IN A 'NOOOOO' POSITION AS HE MAKES A FAILED ATTEMPT TO PULL HIS PARACHUTE CORD OR SHOUT 'ABORT ABORT' INTO HIS RADIO.



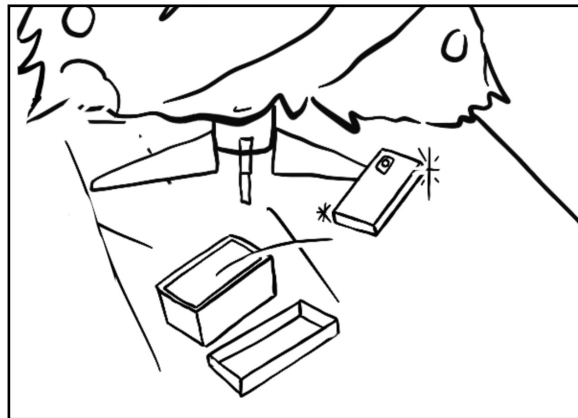
CUTS BACK TO THE FIREPLACE, SHOWS HIM BEING DRAGGED OFF BY A MEDIC OR STAGGERING UP ON CRUTCHES COVERED IN BANDAGES. A SMALL ACTION MAN POOP FOLLOWS HIM DOWN THE CHIMNEY, BOUNCES AND SQUEAKS AS IT LANDS. ACTION MAN'S FACE COLOURS RED IN EMBARRASSMENT.



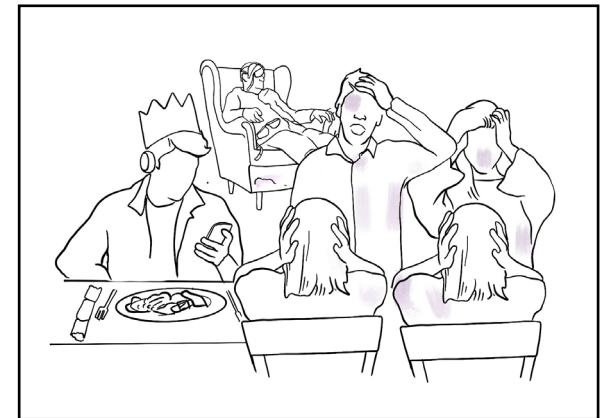
CUTS FOR THE FIRST TIME TO THE FAMILY. THEY'RE ON A SOFA IN THEIR XMAS JUMPERS AND HATS, FROZEN IN SHOCK. PARENTS ARE OPEN-MOUTHED, GRANDAD ASLEEP WITH SEXY UNDIES FLUNG ACROSS HIS FACE, DOG IS COVERED IN BATH BOMB POWDER, CHILD IN ACTION MAN T-SHIRT IS MID WAIL. MUSIC IS STUCK, PLAYING A LOOP OF THE SAME LINE.



SCENE GOES BACK TO THE CHIMNEY. A LAST-MINUTE PRESENT HAS BEEN THROWN DOWN. IT'S A NEW PHONE IN A TECH21 CASE WRAPPED IN A BOX/ RIBBON.



ON IMPACT, IT BOUNCES AND LANDS NEATLY UNDER THE CHRISTMAS TREE. COMPLETELY UNSCATHED, IT IS THE ONLY PRESENT UNDER THE TREE.



FINAL SCENE, A TEENAGER IN HEADPHONES IS SAT CONTENTEDLY PLAYING ON HIS NEW PHONE WHILE THE REST OF THE FAMILY SIT WITH THEIR HEADS IN THEIR HANDS.

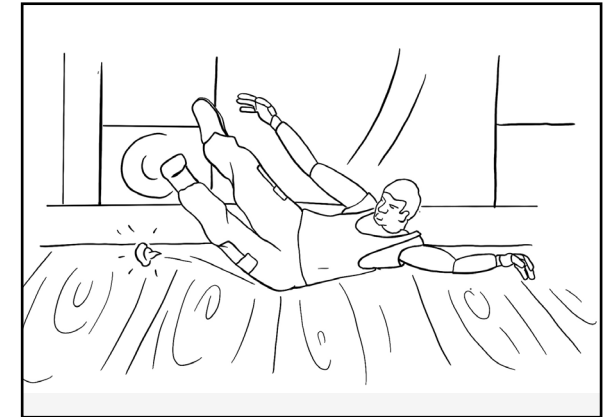


**ENDFRAME: WE COULD USE THE SAME END SCENE AS THE BRAND VIDEO, OVERLOOKING A SNOWY TECH21 CITYSCAPE AND HAVING SOME FUN WITH SANTA WEIGHING DOWN HIS SLEIGH ETC.**



**ABOVE THE SKYLINE COPY IN LIGHTS (EXACT PRODUCT COPY AND CAMPAIGN HASHTAGS CAN BE WORKED ON LATER)**

**'DROP A TECH21 CASE UNDER THE TREE THIS YEAR. UP TO 20FT (6M) IMPACT DROP PROTECTION'**



**FINAL CLOSING SCENE (OPTIONAL).**

**REMOVE THE POOP PART OF THE ACTION MAN SCENE AND SHOW IT AT THE VERY END. POOP DROPS ONTO FIREPLACE, HIS FACE TURNS BRIGHT RED IN EMBARRASSMENT AND HE SAYS 'OOOPS'.**

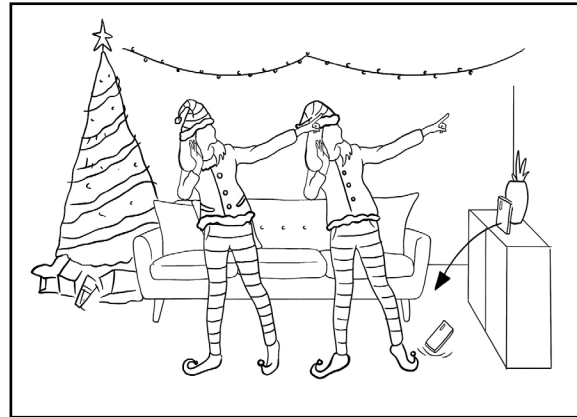
### **Add festive cheer to the Brand Video.**

**Shoot 1-2 scenes of the Brand Video with festive holidays treatment, adapt the end messaging to be more festive, and add snow and festive elements in post. And relaunch the video at Christmas.**

Pros: It may reduce the cost of doing a separate shoot for a Christmas video.  
Cons: It is reusing content, which can dilute the message and have less impact.



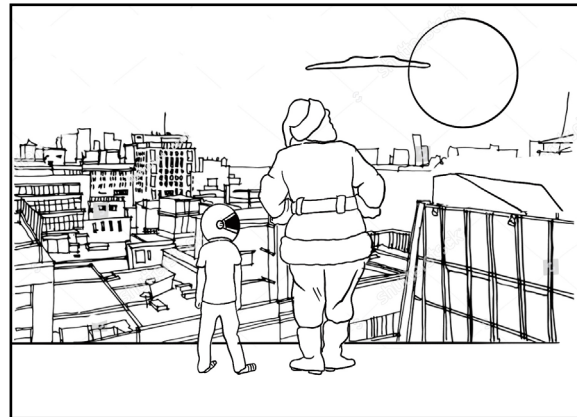
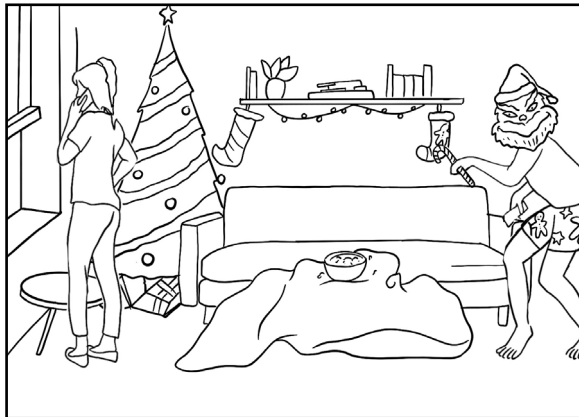
ALTERNATIVE SCENE: HAVE SANTA ON THE TOILET.



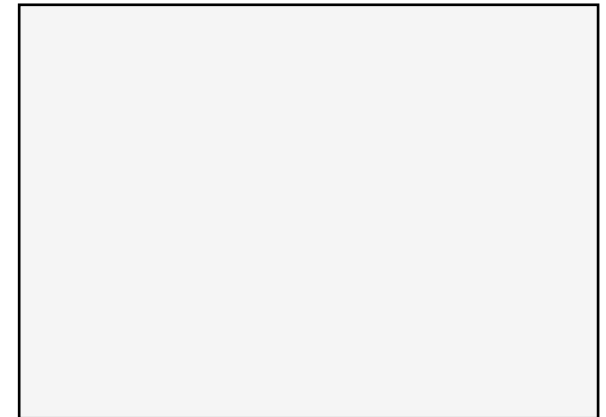
ALTERNATIVE SCENE: HAVE TIK TOK DANCERS DRESSED AS ELVES.



ALTERNATIVE SCENE: SHOOT SECOND VERSION WITH PARTNER DRESSED AS GRINCH INSTEAD OF A SCREAM MASK.



HEARTWARMING ENDFRAME WITH SANTA AND THE SPACE CHILD FROM THE KITCHEN SCENE OVERLOOKING THE TECH21 LANDSCAPE TO ADD MAGICAL/ ANYTHING IS POSSIBLE ELEMENT.



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