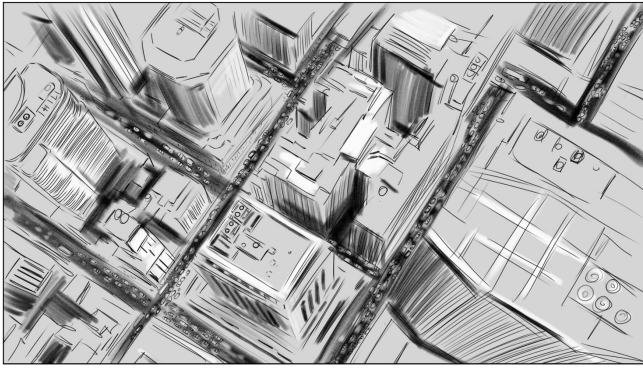


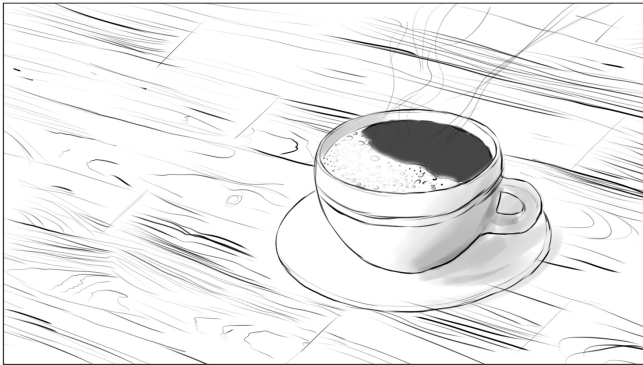
Scene 01



Action: Exterior, morning before sunrise. Aerial shot, traffic jam. Slight movement of camera dolly-in.

Sound: Heavy sounds of car horns.

Scene 02



Action: Flat interior. A cup of coffee with smooth foam on the surface.



Scene 03

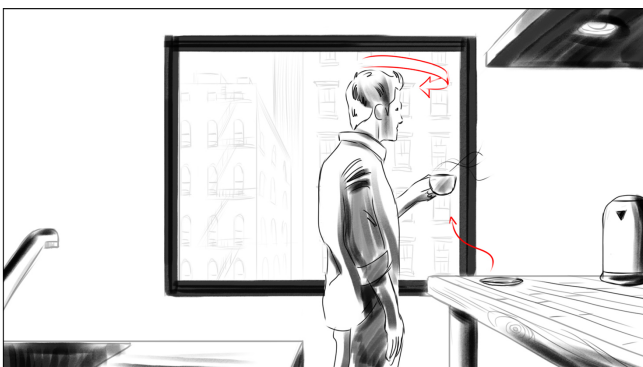


Action: A young man is buttoning his shirt.

Ref:

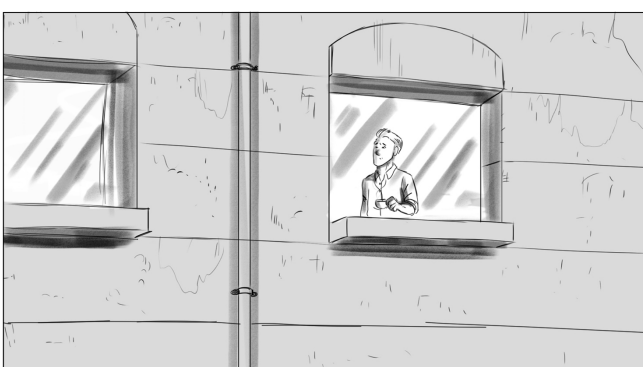


Scene 03.A



Action: He takes his cup of coffee and turns toward the window.

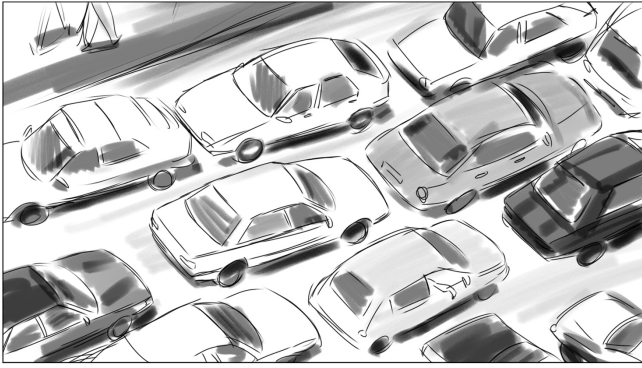
Scene 04



Action: Exterior view from the street. He stops turning and look at the scene below.

Sound: Heavy sound of car horns.

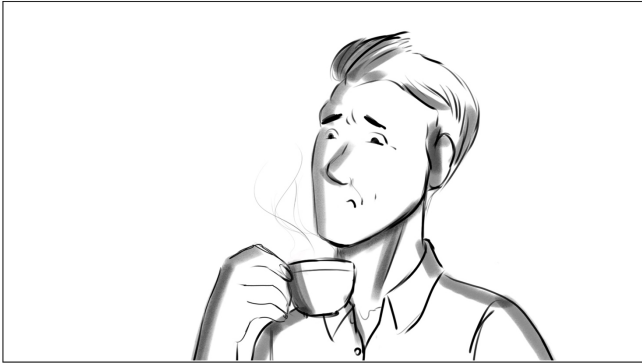
Scene 05



Action: Cars don't move because of a heavy traffic jam.

Sound: Heavy sound of car horns.

Scene 06

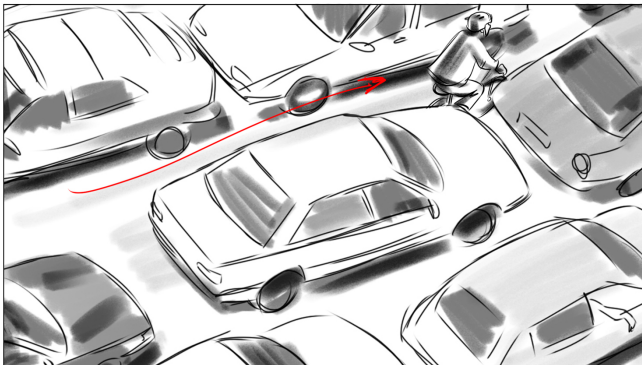


Action: Flat Interior.

He looks at the traffic jam, he seems disgusted. Then he notices something.



Scene 07



Action: Someone is passing by on a bike. Camera follow.

Scene 08

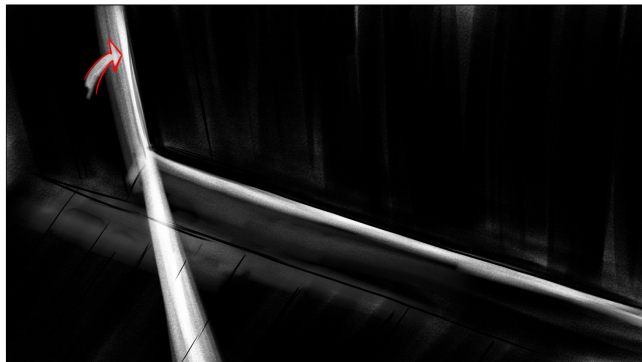


Action: He slowly sips his coffee, and...



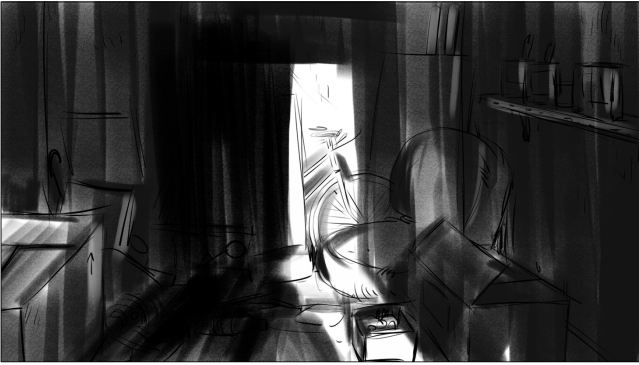
Action: ...and he open his eyes with a glimmer of courage in his eyes.

Scene 09

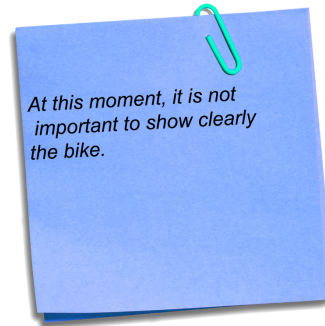


Action: Cellar interior. A door is opening.

Scene 10



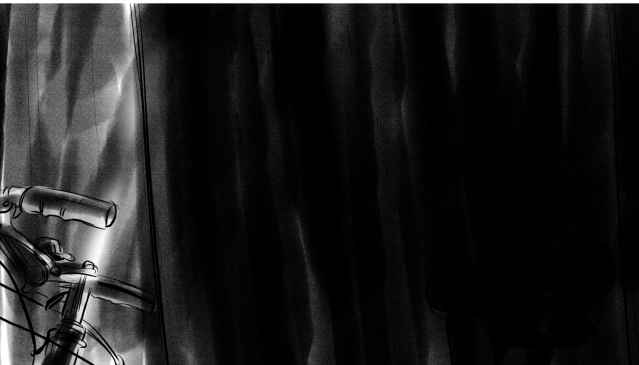
Action: Reverse angle. The light is revealing a messy cellar. The scene offers a quick glimpse of an old bike.



Scene 10.A

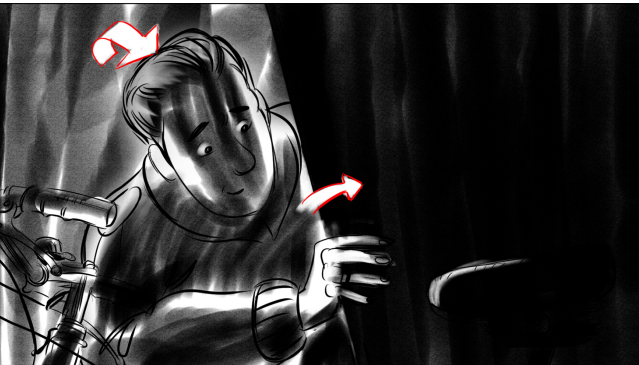


Scene 11



Sound: We heard him moving things in the cellar.

Scene 11.A



Action: He puts off a wood board and reveal an old bike with spider nets on it.

Scene 12



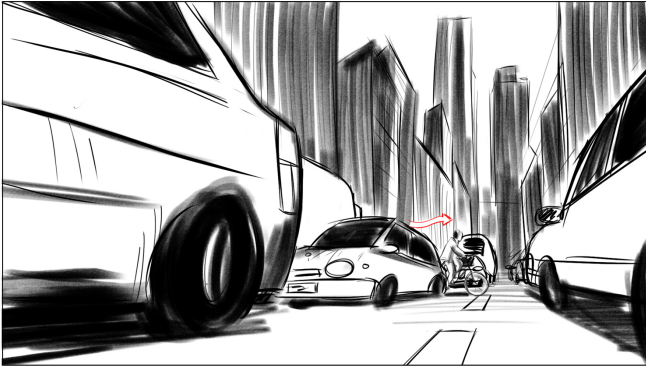
Action: Still traffic jam.

Sound: Horns.

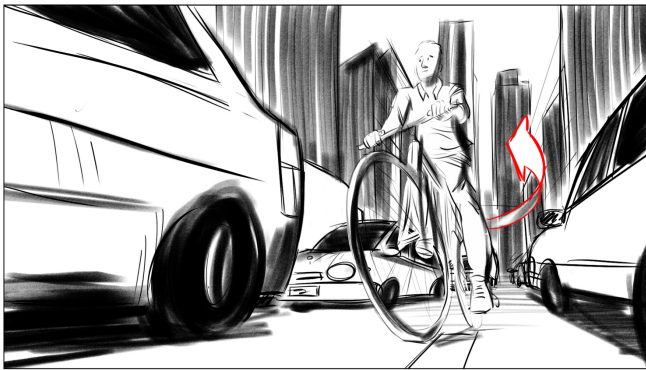
Ref:



Scene 12.A



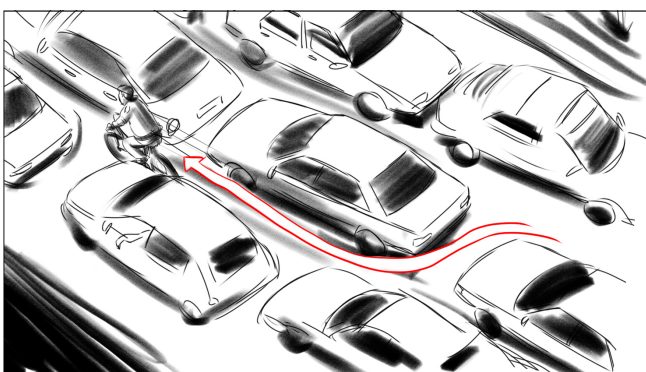
Scene 12.B



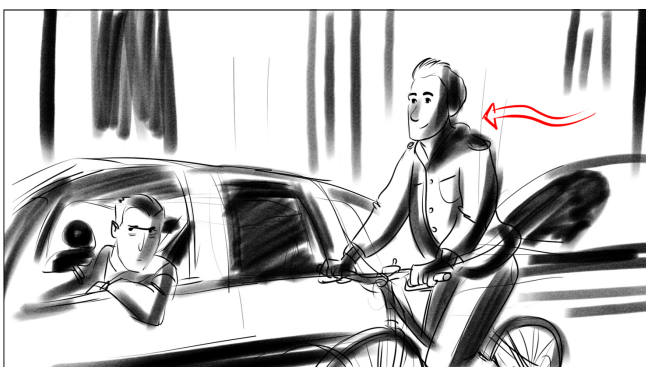
Scene 12.C



Scene 13



Scene 14



Action: He shows up from behind a car and turns toward the camera.

We can add a succession of close up showing the speed and the freedom he can feel.

Music Suggestion:
Metallica - Hero of the day
 For the mood (not the lyrics)
Pearl Jam - Alive

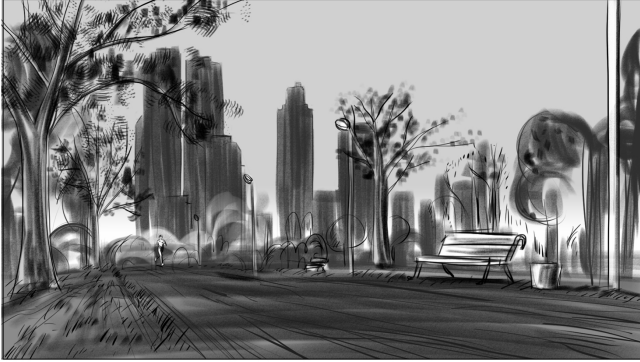
Action: He weaves his way through the cars.

Sound: Horns.

Action: Camera makes a panoramic and follows him. We can notice some bored and angry drivers while he is smiling sincerely.

This scene shows the contrast between the slow traffic jam and him faster on his bike. He is going towards his objectives without any obstacles.

Scene 15



Scene 15.A



Scene 15.B



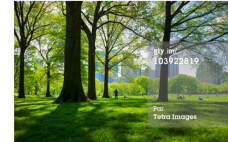
Action: The sun is rising.
We can see trees, bushes and pedestrians.

Sound: The traffic jam is still present but we can hardly hear it.

The atmosphere has changed. We are no longer with cars and horns, but in a nice calm parc with old trees and plants. There are joggers and people strolling.

Suggestion:
We could add a scene with a smily face of our hero of the day.

Ref:



Action: Slogan appears.

1-What is the main idea of your entry?

Having an idea and realizing an idea are two very different things. Sometimes we think about something that could break our daily habits in a positive way but finally, we don't do anything about it because of a lack of motivation. Someone or something can lift our mood up and push us to overcome ourselves to realize those ideas.

NESCAFÉ can represent this “something” or, better put, an impulse that gives us the motivation we need:

- 1) To realize things we want to do,
- 2) To follow our own intuition and not to follow the others;
- 3) To live the present moment and to realize things we want to live now.

2-How does your idea encourage people to do more with NESCAFÉ by their side?

The main point is that the potential drinkers of NESCAFÉ empathize with the main character and tell themselves: I can realize my own ideas.

3-What is the role of NESCAFÉ in your concept? How does it help?

NESCAFÉ brings the impulse, the “click” and the courage to realize our own ideas.

4-Why would your idea connect with the audience

Today, the majority of people uses their cars to commute to work. Most of them have already thought about using their bikes to avoid the traffic jam and to pass by a nice park full of flowers instead of a noisy and dusty road. However, they have never realized that idea because of their routine habits or a lack of motivation.

On the other hand, everybody is concerned about their health, well-being and self-confidence. That's why, a lot of people would like to do more physical exercise. Taking a bike to go to work is one of many ways how to fulfill these objectives and to improve your mood at the same time.

