

# Summer 2021

November 2021

New Zealand Government  
Te Kāwanatanga o Aotearoa



Unite  
against  
COVID-19

Next 3 pages withheld as not in scope

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## BANGER 2.0

Very rarely does a sequel live up to the hype of the first movie, or album.

And we know that the fastest way to get ignored by this audience is to look like the dad at the party.

Because of this, we've explored a bunch of other ways to connect with our key audience and promote our behaviours this summer.

We've kept the things we know worked - high-impact video, festival presence, quality content, but imagined them in new ways.

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# Summer 2021

December 2021

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## WHAT WE'LL SHARE TODAY

Priorities we've focused on :

1. Safety video

Not in scope

## AND NEXT UP

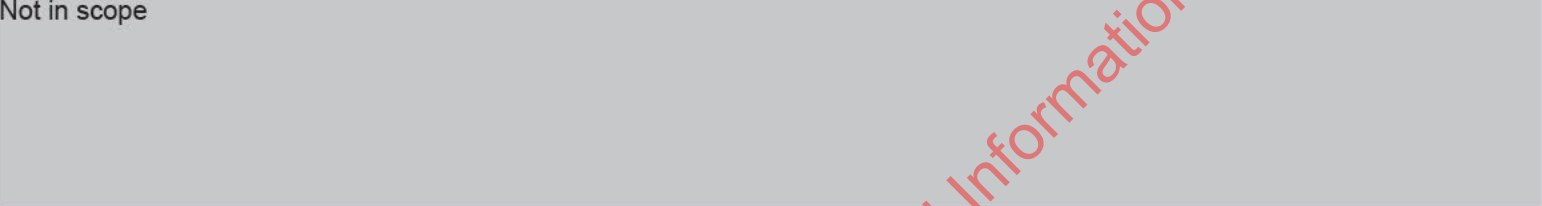
Continuing to work on in the background:

Not in scope

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## RECAPPING THE FEEDBACK:

Not in scope




### **Safety video**

Developed festival/event as channel and also being able to be cut down into short social pieces

Some development needed on what the crowd interaction would be - people get up and engage with in the moment

Discussion on visual style, and recommendation for illustration / animation

Not in scope



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# THE SUMMER SAFETY VIDEO

This summer life as we know will be different.

So to help keep new COVID protocols top of mind, we're going to create a weird and wonderful, airline inspired summer instructional video.

It will explore the how tos, whys, and the dos and don'ts of Mask, Scan, Pass in an engaging and fun way.

We could use Ashley to start of the content as a voice and character, linking it back to banger 1.0. This would give us the connection and brand attribution to UAC in the first couple of seconds – we would then continue Ashley as a character in the animated world along the other characters.



Voice and illustrated character of Ashley to connect to Banger 1.0

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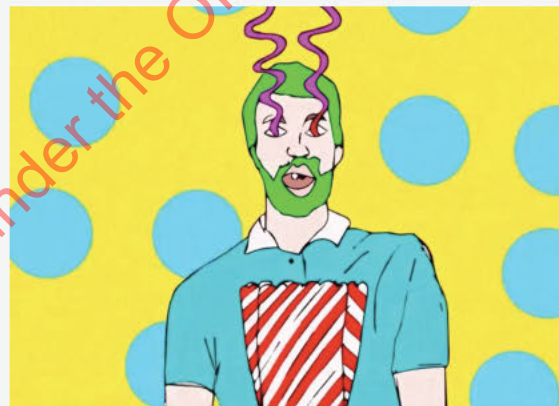
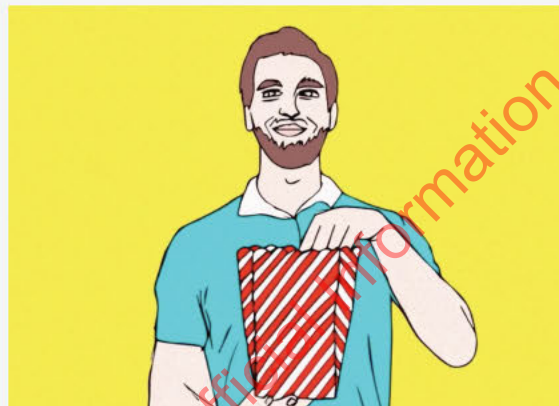


## THE LOOK & FEEL: WHY ILLUSTRATION

Using animated illustrations is integral to this idea.

Illustration allows us to:

- Not worry about casting and filming (which would be really difficult given our extremely tight deadlines)
- Easily include diversity.
- Give people permission to have fun, and escape from reality.
- Appeals to all ages and demographics by not using actors of a certain age.
- Ties into festival culture - where we often never see real people on screen.
- Not feel like an ad (often featuring real people in this context turns it into an ad)
- Allows us to add easter eggs in the background (e.g. Ashley Bloomfield, Chris Hipkins etc)
- Makes it feel like a music video.



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## THE LOOK & FEEL: STYLE

An airline safety video is a well trodden territory, so we'll need to ensure ours is a fresh new take on it.

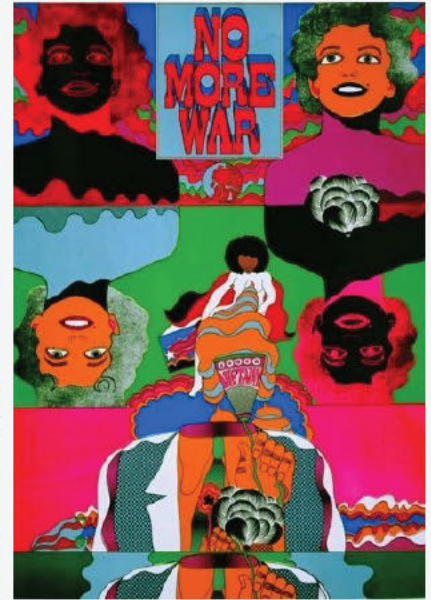
We'll do this by having a style that's a bit more haphazard and loose- juxtaposing the straight messaging we need to drive home.

This hand drawn, yet graphic style, touches on the retro style of airline safety illustrations, while still giving it a bit of an edge for our young festival goers.



## THE LOOK & FEEL: THE COLOUR PALETTE

To keep things fresh and engaging, we'd use a bright, psychedelic colour palette and really lean into the summer festival environment.



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## FESTIVAL SCRIPT - ORIGINAL

*We open on the top of a pamphlet the words say 'How to Summer'.*

*We pan down to the first square in pamphlet.*

GFX: **Step 1**  
VO: **Wear a mask**

*We see the feet of a man wearing mask slippers, his feet tap in time with the beat. We pan up to his groin area, he's wearing a mask bikini bottom. His hips move side to side with the music. Pan up to his face, he's wearing a mask, his head bobbing to the music and his eyebrows quickly raising up and down with the beat.*

*Camera moves swiftly down to Step 2. Scan QR Codes.*

GFX: **Step 2**  
VO: **Scan QR codes.**

*We see a woman stare at a QR code, she concentrates as she 'powers up' before unleashing her laser beam eyes on a series of QR codes that blows up into colourful flames.*

GFX: **Step 3**  
VO **Flash your vaccine pass**

*We see a person in a trenchcoat. They throw it open, revealing not a body but mobile phone with legs. On the screen is a big bright vaccine passport.*

*Pan down to Step 4, bluetooth on.*

GFX: **Step 4**  
VO: **Bluetooth on.**

*We see a person smiling weirdly at the camera, they're wearing a t-shirt with the bluetooth symbol on it. As they smile bigger they expose their huge blue teeth.*

GFX: **Step 5**  
VO: **Dance**

*Pan across to Step 5, Dance - as we hear the beat of the music drop.*

**Dance..**  
**Dance dance..**  
**Dance...**

VO: **Spread your legs. (Chris Hipkins voice clip)**

*Chris Hipkins falls in from top of frame, doing the splits. He's in a suit.*

**Dance...**  
**Dance...**  
**Dance, dance...**

*We see people dancing weirdly on a screen. One throws popcorn like confetti, another is swinging their mate around like a helicopter, one is doing the worm- up the wall. An Ashleigh Bloomfield character shimmys into the scene. They move like they have no bones, wild, free, fun.*

VO:  
**And dance.**

*We pan/cut to the final square which has a UAC logo in it.*

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## EVENT SCRIPT.

We open on the top of a pamphlet the words say 'How to Summer'.

We pan down to the first square in pamphlet.

GFX: Step 1  
VO: **Wear a mask**

We see the feet of a man wearing mask slippers, his feet tap in time with the beat. We pan up to his groin area, he's wearing a mask bikini bottom. His hips move side to side with the music. Pan up to his face, he's wearing a mask, his head bobbing to the music and his eyebrows quickly raising up and down with the beat.

Camera moves swiftly down to Step 2. Scan QR Codes.

GFX: Step 2  
VO: **Scan QR codes.**

We see a woman stare at a QR code, she concentrates as she 'powers up' before unleashing her laser beam eyes on a series of QR codes that blows up into colourful flames.

GFX: Step 3  
VO: **Flash your vaccine pass**

We see a person in a trenchcoat. They throw it open, revealing not a body but mobile phone with legs. On the screen is a big bright vaccine passport.

Pan down to Step 4, bluetooth on.

GFX: Step 4  
VO: **Bluetooth on.**

We see a person smiling weirdly at the camera, they're wearing a t-shirt with the bluetooth symbol on it. As they smile bigger they expose their huge blue teeth.

GFX: Step 5  
VO: **Make some noise**

We see a person doing a noot noot (like a pengo mouth) and generally making noise weirdly on a screen for a few seconds before cutting to endframe/black.

Noise  
Noise  
Noise  
Noise  
Noise

We pan/cut to the final square which has a UAC logo in it.

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## SOCIAL CUTDOWNS

### WEAR A MASK CUTDOWN

*We open on the top of a pamphlet the words say 'How to Summer'.*

*We pan down to a square below.*

**GFX: Step 1**

**VO: Wear a mask**

*We see the feet of a man wearing mask slippers, his feet tap in time with the beat. We pan up to his groin area, he's wearing a mask bikini bottom. His hips move side to side with the music. Pan up to his face, he's wearing a mask, his head bobbing to the music and his eyebrows quickly raising up and down with the beat.*

*We pan/cut to the final square which has a UAC logo in it.*

### SCAN QR CODES CUTDOWN

*We open on the top of a pamphlet the words say 'How to Summer'.*

*We pan down to a square below.*

**GFX: Step 2**

**VO: Scan QR codes.**

*We see a woman stare at a QR code, she concentrates as she 'powers up' before unleashing her laser beam eyes on a series of QR codes that blows up into colourful flames.*

*We pan/cut to the final square which has a UAC logo in it.*

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## SOCIAL CUTDOWNS

### FLASH YOUR PASS CUTDOWN

*We open on the top of a pamphlet the words say 'How to Summer'.*

*We pan down to a square below.*

**GFX: Step 3**

**VO Flash your vaccine pass**

*We see a person in a trenchcoat. They throw it open, revealing not a body but mobile phone with legs. On the screen is a big bright vaccine passport.*

*We pan/cut to the final square which has a UAC logo in it.*

### BLUETOOTH ON CUTDOWN

*We open on the top of a pamphlet the words say 'How to Summer'.*

*We pan down to a square below.*

**GFX: Step 4**

**VO: Bluetooth on.**

*We see a person smiling weirdly at the camera, they're wearing a t-shirt with the bluetooth symbol on it. As they smile bigger they expose their huge blue teeth.*

*We pan/cut to the final square which has a UAC logo in it.*

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## MUSIC REFERENCE

One of the reasons the banger was a hit, because it was just that, a banger.

And while this year we're leaning into safety, we're still going to get the crowd moving with a high BPM and an epic beat drop.

These tracks are examples of what we could use.

We'd ease into the film with a slower beat, allowing us to hero the instructions and behaviours, before the beat drops and we get everyone up and moving.

<https://www.premiumbeat.com/royalty-free-tracks/amalgamate>

<https://www.premiumbeat.com/royalty-free-tracks/ghost-party>

<https://www.premiumbeat.com/royalty-free-tracks/party-smasher>

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## NEXT STEPS

1st December - feedback received

7th December - second round creative (creative development 3 ideas)

8th December - feedback and move into production

w/c 6th December & 13th December - production

TBC - live date depending on route chosen

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Client: Ministry of Health  
 Product: Covid Summer Awareness - Film  
 Job No.: DPM0020  
 Outputs: 1 x 60" (landscape and portrait)

**COLENSO BBDO**

MON	TUES	WED	THURS	FRI
6-Dec	7-Dec	8-Dec	9-Dec	10-Dec
			Present new concepts to Client	Client approval of ballpark costs
			Client approval of concept	Editor briefing
13-Dec	14-Dec	15-Dec	16-Dec	17-Dec
				9am: Revised edit to client for final review
Timings and formal costs to client	10am: Consolidated client feedback	Editing continues	9am: Client approval of script	Composition continues
	Editing continues	Script feedback addressed	Editor briefed on changes	12pm: Consolidated client feedback on edit
4pm: Review of 'Rough' Edit		4pm: Client review of new script	Composition briefing	4pm: Final edit approved by client
			11am: Shoot with Ashley	GFX briefed to work over weekend (2 days)
20-Dec	21-Dec	22-Dec	23-Dec	24-Dec
Composition continues	Composition continues	Final Composition amends	Dispatch	
GFX continues	10am: Consolidated client feedback on music and GFX	Final GFX amends		
4pm: Review of final edit with GFX and music WIP		4pm: Final Client review and approval		

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