

CANADA CANNES INTERACTIVE COMPETITION 2006
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INTRODUCTION

Art Director:

Frederik Samuel

Copywriter:

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Company:



Client:



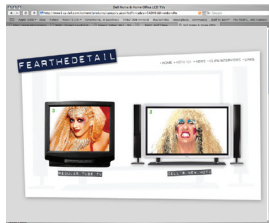
The Dell brand is synonymous with computers. Repositioning this brand as one that also manufactures great consumer electronics is no easy task. To do so, we need to show the real human value of owning these products by speaking to the superior detail of Dell HDTVs.

We began with a basic human truth: some people are insecure under close scrutiny. Our research revealed that in fact, Hollywood actors are concerned about the level of apparent detail in High Definition. We exaggerated this simple truth to accentuate the humour.

We created a world of actors running scared.

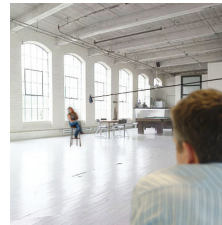
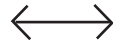
CONCEPT OVERVIEW

The following are three executions of what would be a broader campaign. It has a distinctly non-corporate flavour, feeding on word-of-mouth and viral tactics.



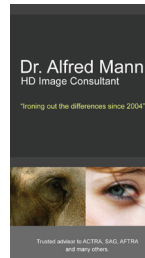
ONLINE

The MICROSITE feeds back to Dell.ca through implication. Contains a variety of articles, still images and fake interviews/clips, to shape a world of anxious celebrities.



ONLINE

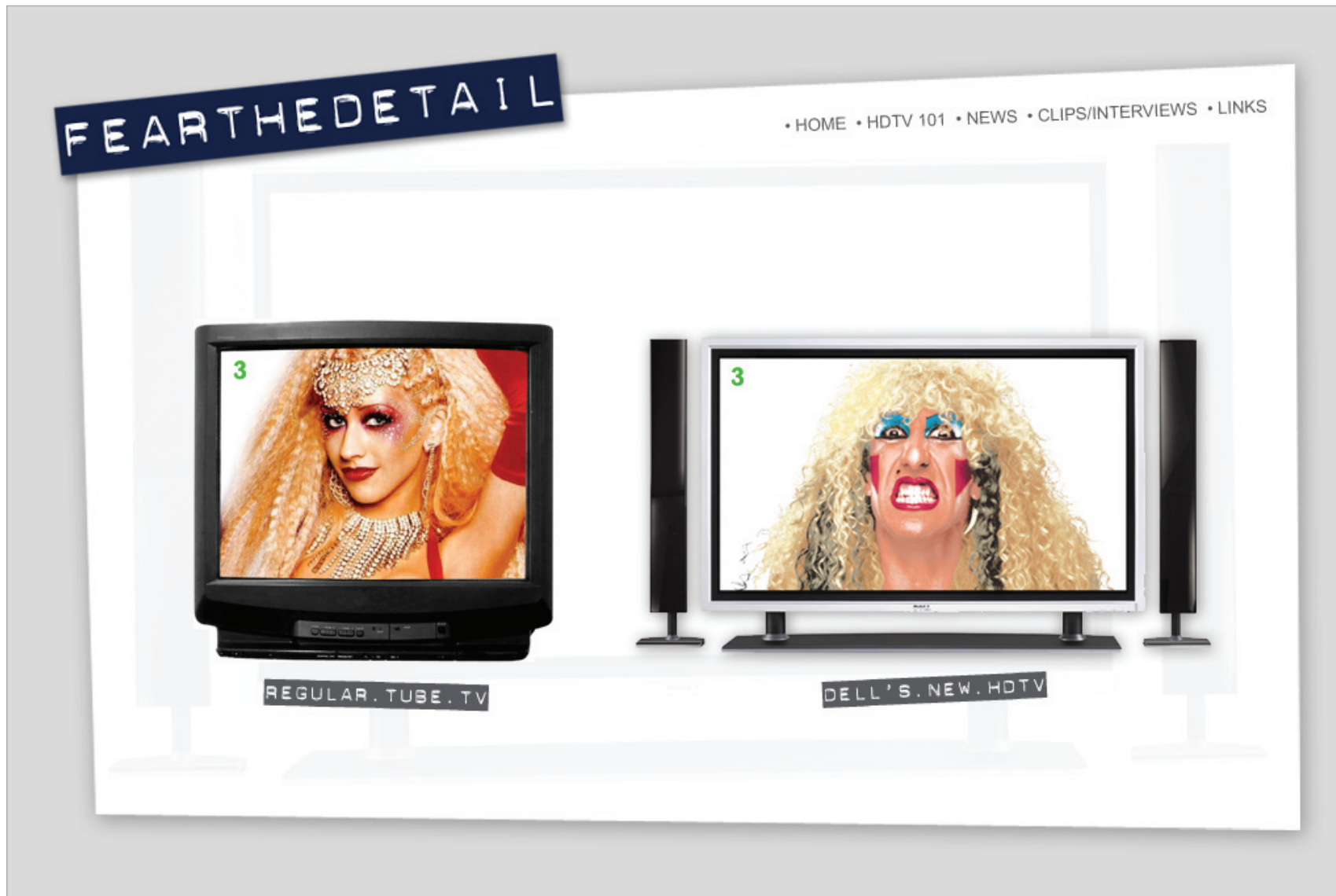
THE FAKE INTERVIEW would be an example of a clip you see on the microsite. These interviews could also be embedded on youtube.com, Kazaa/Limewire (and other P2P file-sharing venues), be provided as an iPod download, or be embedded on celebrity/fansites and blogs.



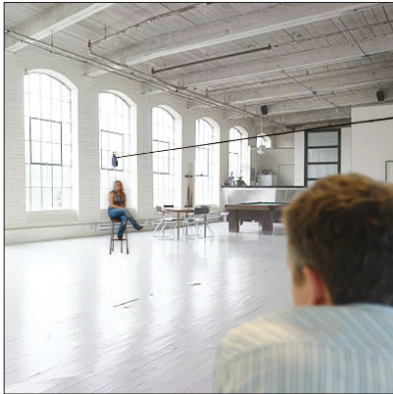
OFFLINE

The BROCHURE is an alternative angle to conveying our message. This could be seeded at film festivals, acting agencies,

EXECUTION CONCEPT #1



EXECUTION CONCEPT #2



IN A ROOM – ACTOR IS SITTING ON A STOOL, 40 ft AWAY FROM THE CAMERA. A COMICALLY LONG BOOM EXTENDS FROM THE INTERVIEWER TO THE ACTOR-SUBJECT.

Actor:
(normal voice) Sorry about the distance. I have a cold.

Interviewer:
Really? You sound ok.

Actor:
.... (forced nasal voice) I'b dot.

Interviewer:
...ok. Uhm.
Ok. So, let's get started. What is your personal reaction to the recent rumours? That actors are rejecting roles set to be broadcast in High Definition?

Actor:
(normal voice)
That's silly. Why would an actor fear being seen up close?

Interviewer:
...Even in the kind of detail you'd get on something like a Dell plasma or LCD tv?

Actor:
(leans forward for emphasis.) Let's look at it this way... (seems to hesitate, leans WAY back in the chair) ...my face is my living.

Interviewer:
Naturally.
...Uhm – come a bit closer? Our boom operator is mentioning that his arms are..

Actor:
(shakes head, hands fly to nose).

Interviewer:
Right. Sorry. Go on..

Actor:
A good actor is free of inhibitions. They are one with their character's thoughts, facial expressions...

Take a look at this:

"...that was the President. He needs my help": ... (The actress moves, but you can't see any facial expression because of the distance. Silence as she does this)

Interviewer:
Well, I..

Actor:
...Or this.: "there's something wrong with Old Yeller!".. (similar scene, pointing into the distance, total silence)

I mean – High Definition could only amplify the power of that.

Interviewer:
Oh. Absolutely.

(brief silence.)
...So, your professional perspective is – actors will accept High Definition because they...

(boom operator's arms fail him, boom swings into Actor's head. Loud bang, followed by an awkward silence)

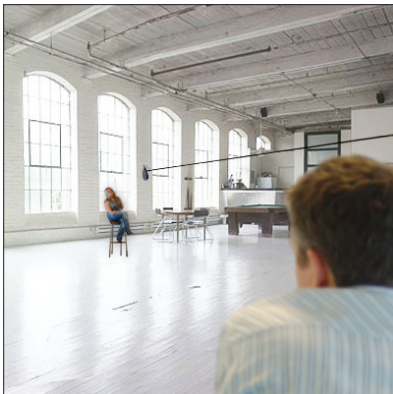
Interviewer:
Well... very insightful, thank you.
Before we go - do you mind if we do a zoom on you? My technician's telling me that..

Actor:
(cuts him off anxiously) I have a cold.

Interviewer:
Well, with zooms I..

Actor:
(shrieks, hands up over face) This interview is over.

INSTANT CUT TO COLOUR BARS/'OFF THE AIR' TONE.



EXECUTION CONCEPT #3

