

FATRINFILMS

Safaricom
Twaweza

AYLENE
GARDINER
AGENCY

SAFARICOM - "FREDDIE"

TREATMENT BY NICK JONES

Hello!

These films are most importantly about the transformative power that the internet can bring to the communities of the world. Through humour, heart and technology we can show the value that Safaricom brings to small business owners, towns and the people that we love.

Freddie is a plucky, loveable rogue that represents the future; using his education and his love of his home town he shows just how much the online world can change people's lives for the better.

These films will demonstrate the real ways in which Safaricom can help bring prosperity and connection to small towns and villages, by appealing to the heartstrings and humour.

THE APPROACH

Both of these films have a very strong narrative arc;

OPENING

In both Scripts we clearly establish with a shot that shows a mast with the Safaricom logo, and lead with our hero Freddie - the tech savvy modern thinker, bringing his internet know-how to his home town.

ACT II

Our plucky hero Freddie shows his knack for spotting ways in which he can help improve their lives and businesses using the internet. For his parents, he is able to research new ways of improving the farm's productivity, and for the local barber he demonstrates the power of social media to boost popularity and start trends. This leads to a visually striking montage of vignettes that show business growing at lightning speed with everyone benefitting.

ACT III

Both scripts end on a powerful comedy note - the take home visual that injects a last bit of humour and helps show the human side of the story - Freddie's parents comically attempting to take a selfie, and the barber's queue out the door of locals waiting for their fresh new mohawk cut.



‘MEET THE FOLKS’

We open on a drone shot of the Safaricom mast. Freddie visits his beloved parents on their farm. Fresh from university and filled with ideas, Freddie looks around the slightly haphazard farm and immediately sees all sorts of ways that he can improve productivity using Safaricom.

Using Safaricom’s super fast internet on his laptop and mobile, he shows his parents modern farming tips to help increase crops and efficiency.

We follow Freddie on a quick-cut montage journey around the farm seeing him fixing various odd-job problems - the wonky barn door and the tool shed in disarray - but that’s just the tip of the iceberg. Safaricom enables Freddie and his dad to research new farming techniques, and they install drip irrigation and other new features. Like lightning, the farm is revolutionized with better crops than ever before.

THE ‘TAKE AWAY’ MOMENT

We end on a hilarious vignette in which Freddie’s mum enters, ullulating - she has mistaken an instagram post for his son’s new wife. We freeze frame on an awkward selfie of the family, held in a comical moment of togetherness, and we super up the Safaricom logo. Its a perfect Safaricom moment.



'MEET THE FOLKS'

NOTES



The Key thing we will establish with this film is the power of Safaricom to better people's lives. We can do this by using Freddie's likable character as a catalyst - he's bringing back his city knowledge about technology to his parents, and the warmth we feel between them helps to bring an identification between the audience and the real life benefits of the internet.

By using super quick editing and keeping the dialogue choppy and well paced, we can create a dynamic in the scene that pushes the humour whilst maintaining the likeability of our characters, flowing in a snappy and coherent way.

MOODBOARD

FATRAIN FILMS



MEET THE FOLKS





‘MEET THE TOWN’

In ‘Meet the Town’ we open on a drone shot showing the town and the safaricom mast. As we establish the street, Freddie enters his local barber for a trim, and immediately spots a brilliant way that the internet can boost business.

Freddie shows the barber a slick mohawk cut, and demonstrates how using a group chat on whatsapp, he can show the whole town the freshest new styles available at the barber.

Overnight, the power of Safaricom’s internet transforms the little barber shop into a booming workshop - a flurry of energy and movement is shown in fast paced scenes, with queues going up the block of eager customers waiting for their turn.

THE ‘TAKE AWAY’ MOMENT

Our take away comedy moment for this script is the results of Freddie’s brilliant idea - We freeze frame on a bunch of guys taking a selfie with their funny mohawks - and super up the Safaricom logo. Its a classic Safaricom moment.

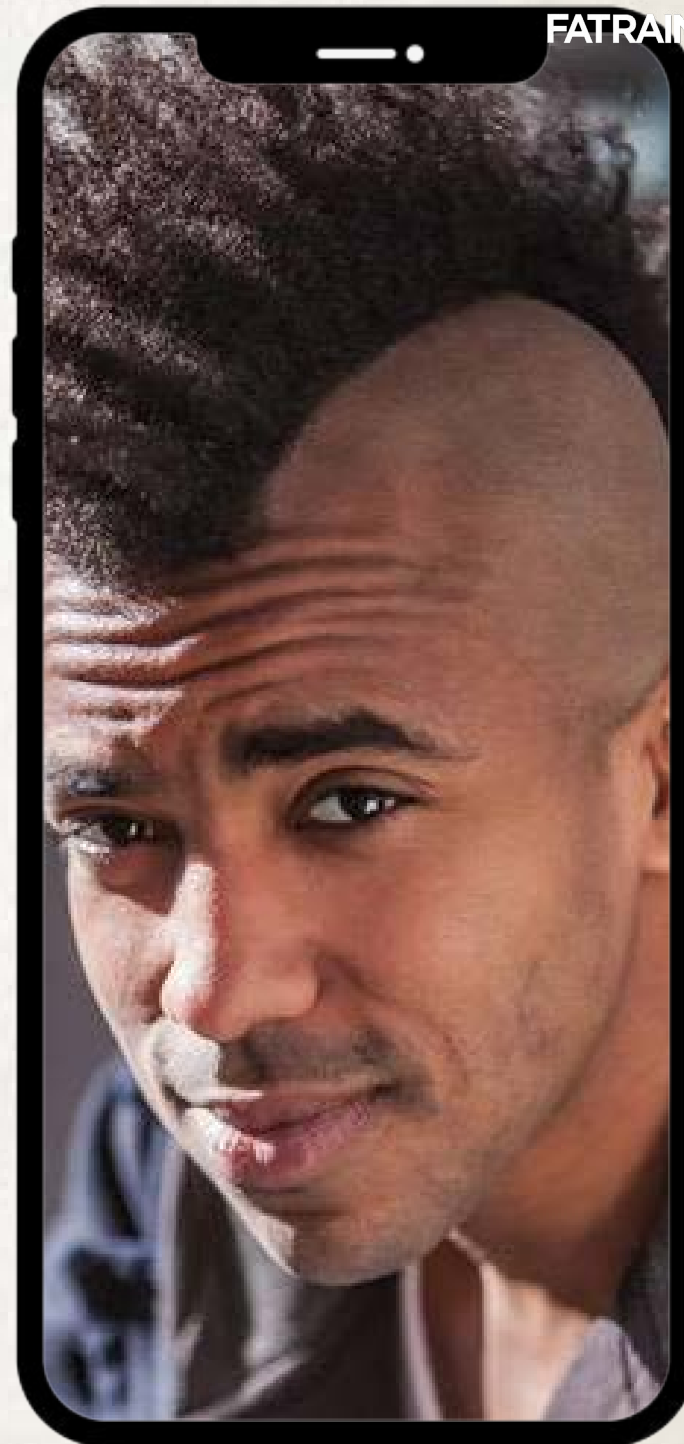


'MEET THE TOWN'

NOTES

In 'Meet the Town' we will illustrate how rapidly the change that Safaricom brings to local businesses takes hold - a simple suggestion from our knowledgeable hero and the whole town is going wild for the newest hair-do.

We'll be using well crafted art direction to show the energy of the surreal phenomenon of the mohawk scene, whilst the dry / deadpan tone of the actors will help balance the line between wacky and identifiable.



MOODBOARD

FATRAINFILMS



MEET THE TOWN







THE CHARACTERS

FREDDIE

Meet Freddie - he's a loveable rogue, a university educated go-getter and self confessed tecchie. He's on a mission to bring his parents (and their farm) into the 21st century.

Freddie is a family boy at heart and would do anything for his parents, so (with the help of Safaricom) he's using his internet-savvy brain to help make their lives easier.

For Freddie we should cast someone 'aspirationally' handsome - attractive, with a playful glint in their eye, but not a model.

Freddie is the boy who lives down the road who always opens the door for you, he's the guy who chases you down the street to give you back the spare change you dropped - the audience need to feel that likeability.



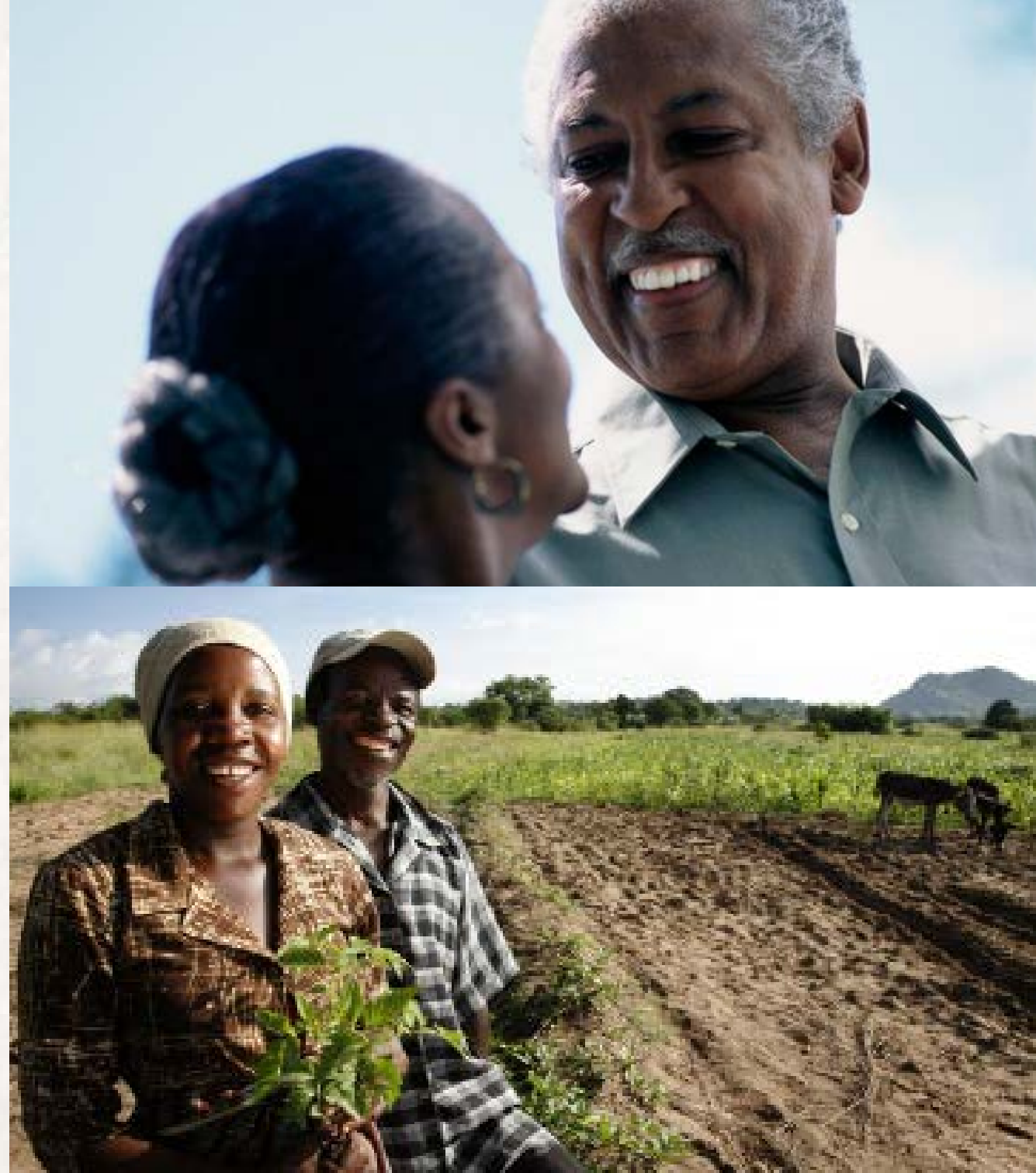
THE CHARACTERS

FREDDIE'S PARENTS

Freddie's parents are two peas in a pod - united by their love of Freddie, but also by their cluelessness when it comes to technology.

They're hard working people who don't have time to figure out what an instagram is, or where to find Ariana Grande on a map. But Freddie's parents have heart, and a willingness to learn from their son that they adore.

For the casting of these two its important that we get the warmth and sweetness of these characters to come across - a couple that feel comfortable and natural with each other, that the audience can immediately identify with as the classic mum and dad.





THE CHARACTERS

THE BARBER

The Barber is another archetype - he's a kindly old man that's been cutting your hair since you were 10.

It's important that we get the balance right of familiarity but without being a caricature - the barber is also a go-getter in his own way, and he's searching for the next fresh cut that's going to improve his business.

For the comedy beats of the script to land well, we'll want to make sure that while this character is unmistakably an experienced tradesman, he also has a real sense of fun and spontaneity.



STYLE & TONE

the way that we storyboard and compose each scene is really important - each character in the frame needs to further / deliver the comedy of the script. Background artist's facial expressions, props, movement - all of these subtle notes will be integral to making sure that we get the instantaneously upbeat tone. I'll work with everyone in the scene to make sure they have a really clear, visually funny direction throughout, so that we have tonnes of super clear visual gags that fill the scene with energy.

The overall tone should be uplifting whilst showing off the power of Safaricom - we will blend cinematic realism with modern, deadpan comedy - always landing on a final note that illustrates a magical 'before and after' story of metamorphosis from old to new.

A COMBINATION OF STORYTELLING, COMEDY VIGNETTES AND WARMTH THAT TESTIFY TO THE INCREDIBLE EFFECTS OF SAFARICOM ON SMALL COMMUNITIES.



ART DIRECTION

FATRANFILMS



The art direction for these films will incorporate a blend of charm, colour and familiarity. The mis-en-scene will be tasteful, whilst feeling like it belongs firmly within the world of Freddie's home town. It's important that everything has a certain aesthetic and commercial feel without seeming out of place in the space they inhabit. We'll ensure we track down props and locations that deliver a beautiful atmosphere whilst being authentic.



REFERENCES

'MEET THE FOLKS'



BOOKING.COM



DIRECT LINE

These two films are great examples of some quick cutting montage scenes, nicely art directed and well performed by a a quirky cast. This is how I see the scenes in the farmyard film playing.

(CLICK STILL TO VIEW)

REFERENCES

'MEET THE TOWN'



APPLE



CARLSBERG

These are great references for the barbershop film, some quirky casting, a cool idea and some art directed filmmaking. This is how I see the barbershop film looking

(CLICK STILL TO VIEW)

Thanks!

NICK JONES