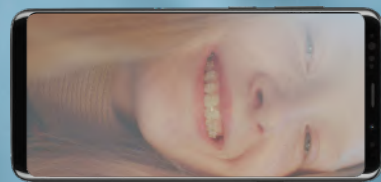


**BEST
BUY**

Gen Z

Treatment
by
Oliver & Eva





Hi!

Gone are days of waiting for a delayed flight with nothing but a flip-phone to entertain you. Unraveling tinny headphones that not only make music sound sad, but fail to block out the noise around you. Or having to decide whether to buy a laptop or a tablet and never dreaming that they could someday become the same thing.

Gen Z'ers are lucky. They have more tools than ever at their fingertips to master their interests, hone their skills, and harness their talent. And thanks to Best Buy, they can find all the tech they need to succeed in one place at an affordable price.

Thanks for sending through these scripts and getting our take! We're super excited to have the opportunity to build on the great work of the previous campaign with these character-driven stories that continue to push the envelope with a visual language and style that speaks to our Gen Z audience.

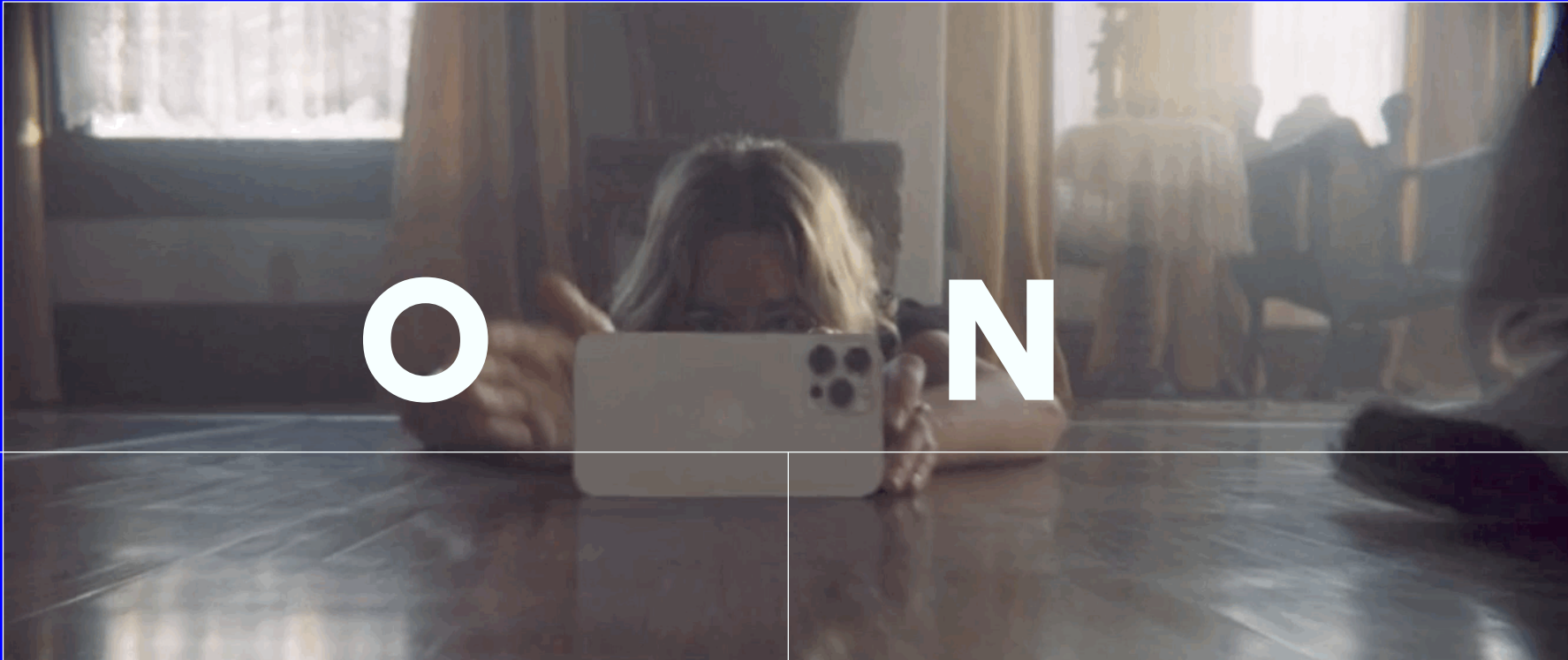


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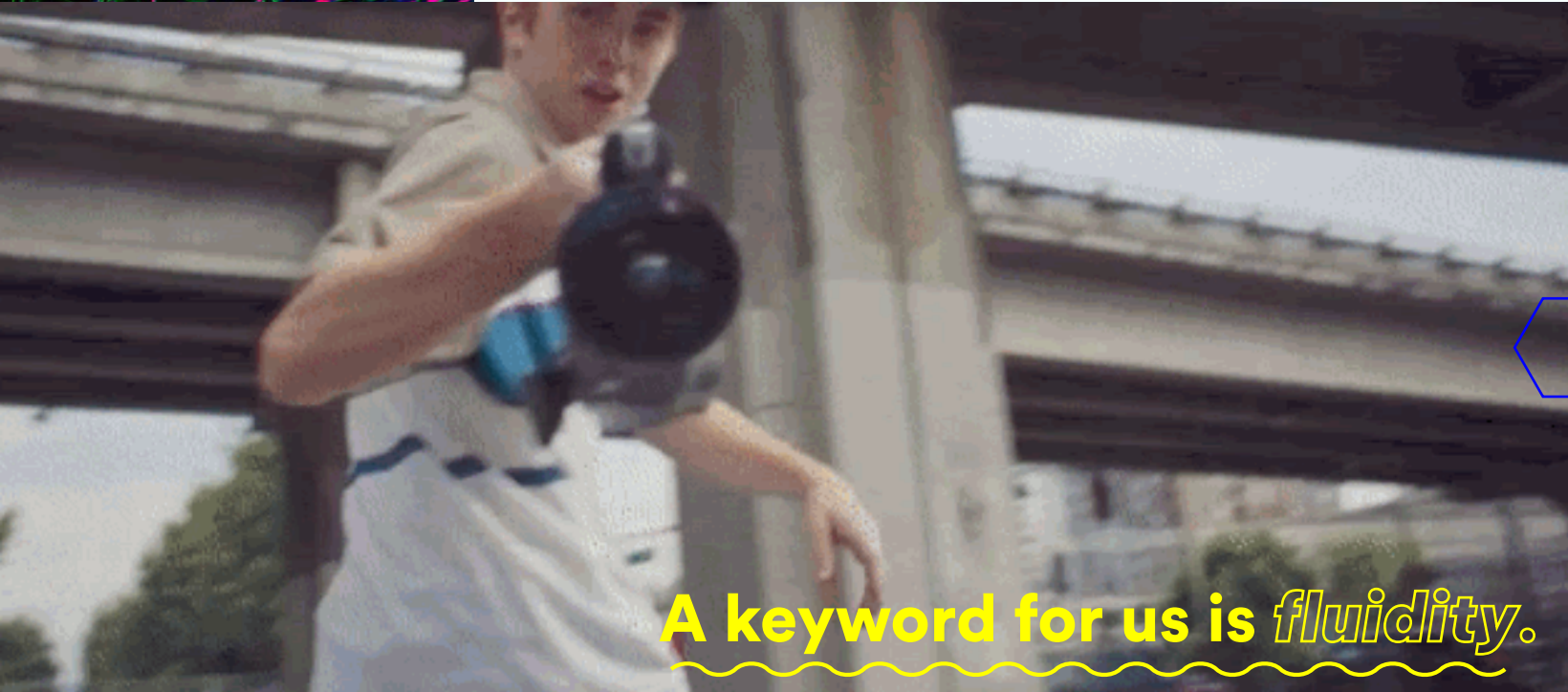
O

N

E



These stories strike a balance between the relatability of TikTok and the elevated visual storytelling of Last Night in Soho, with our products naturally woven into the fabric, serving our characters in the same way that technology serves us.



A keyword for us is *fluidity*.

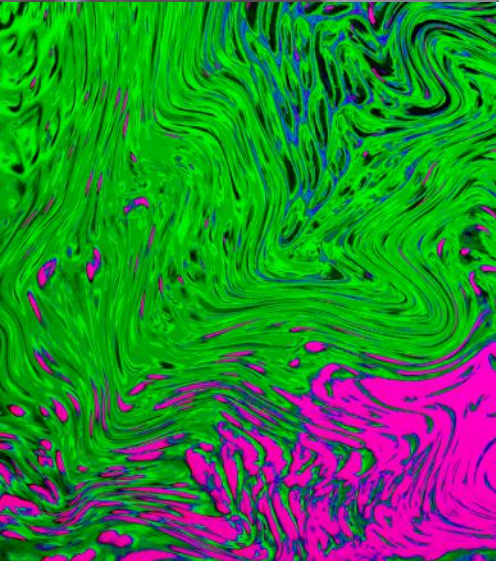
Gen-Z

doesn't distinguish between the physical and digital realms. They simultaneously co-exist in both. So these scripts will play with the concept of reality, bending the laws of physics and perception... The characters are empowered and they shift seamlessly between working, living, and learning. us.



So we'll whisk our audience between different versions of reality - some more heightened than others - and play with the concept of time. Whether jumping from a house to an airport, traveling across a campus in seconds, or diving into a computer OS, we should see and feel the shift between these modes, in the same way that tech shifts to the user's needs.

We're finding fun in the everyday, excitement in the unexpected, and telling each of these stories on a cinematic scale.





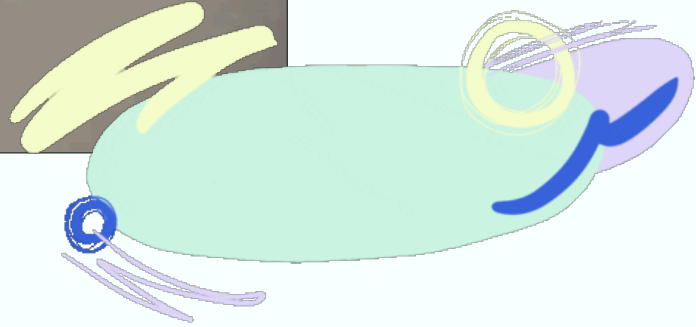
APPROACH

This concept of fluidity goes right to the heart of how we see this campaign, guiding our audience between the real and digital world with clever, unexpected, and slick transitions and techniques that leave our audience asking,

— *“how did they do that?”*

But it won't just be visual trickery for the sake of it. Our dynamic camera moves will always be motivated by the characters in each scene, letting their wants, needs, and actions dictate the story. Marrying their humanity with the tech in a way that resonates with our audience.

Like Gen-Z, we need to push the boundaries, and show how the ever-evolving tech props us up. Helps us to achieve our goals. And expands our imagination into new realms of discovery. It helps us build a more open and inclusive society by taking inspiration from the ordinary physical world to create extraordinary digital spaces, and Best Buy facilitates those possibilities.





VISUAL VIBES

For this campaign to land, we need to elevate the visual language so it feels standout, showstopping, and completely fresh. The look should hook our audience. Every scene, every moment should pulse with energy, movement, and momentum as we switch seamlessly between the intimate and the epic, injecting the aesthetic with a wow factor.

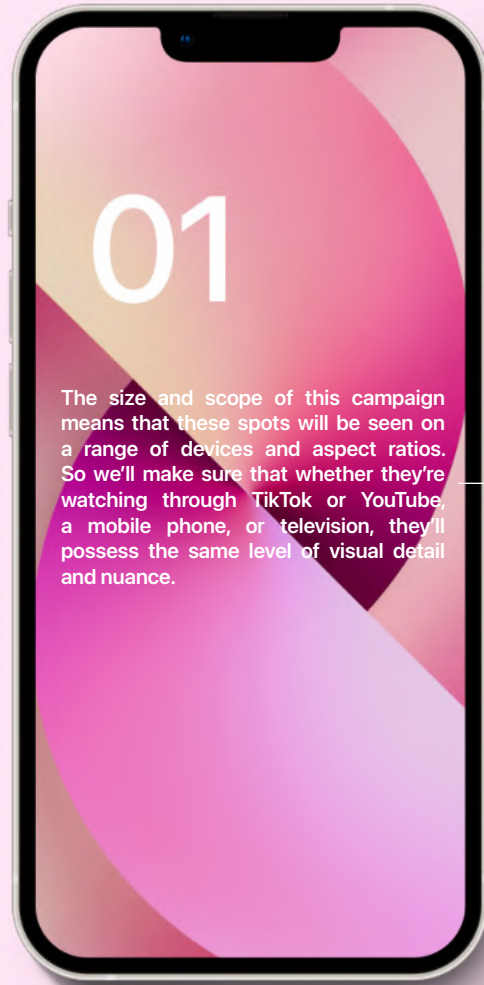
Best buy — Oliver & Eva — P7



Once we've got their attention, we'll deliver our message in a way that feels friendly and off the cuff, rather than preachy and forced. And our bold visual approach will be anchored by authentic performances and interactions between our characters with dialogue that sounds as if it's been ripped straight from the mouths of Gen Z'rs. These stories and the feelings behind them need to feel relatable if we're going to capture their hearts.



Part of this relatability will be achieved with a naturalistic, but *extra* approach to lighting. Cinematography is light, airy, fresh... sunlit, backlit, and never fake. Ultimately, we want to craft images that unfold with the same ease with which our audience creates and consumes their own content.



The size and scope of this campaign means that these spots will be seen on a range of devices and aspect ratios. So we'll make sure that whether they're watching through TikTok or YouTube, a mobile phone, or television, they'll possess the same level of visual detail and nuance.

Let's also deploy our supers in a way that matches the camera movement – tracked into each scene and leaving the frame as our camera moves. This detail will connect each script with another layer of visual flair.

Given that each of these spots is distinctive from the other, it makes sense to tackle each with a unique approach. What follows is our vision for each script:

B R A N D A N T H E M

// Anywhere



What separates this spot from the others is that it focuses on four different products and a non-linear vignette-like structure that jumps through time. This allows us to convey the scope of our character's life, her sense of individuality - including her eclectic wardrobe, hairstyles, and maybe even piercings - and how technology helps her to achieve what she wants when she wants.

The camera will feel like it's glued to our protagonist, placing her and her humanity at the center of the frame and the story. We'll draw in the eye of the audience and keep them engaged with in-camera transitions that are reminiscent of TikTok. But we'll go beyond the classic hand to lens technique in search of more ambitious, seemingly impossible, transitions that elevate the aesthetic but keep the story flowing.



// **Delayed**

This spot triggers that memory of being stuck at the airport, feeling like you're in limbo and you're never going to get out. We've all been there. We just wish we'd had the Lenovo Yoga to stop us from gouging our eyes out. It's a surreal little movie that uses camera movement to mimic the flexing-folding-rotating motion of the Yoga, showcasing its maneuvers as our user tries to keep their cool during this stressful situation. We love how it flies in the face of your typical laptop ad and takes it into the realm of the unknown. The audience can't predict what will happen next and that's what keeps them locked in for the entire journey.

The spot really gets going when our student drops through the floor of Best Buy, so let's keep upping the ante once he's in the airport and make things even weirder while still keeping it relatable. Some of that strangeness can be achieved through the setting - time shooting forward while dragging on, shadows crossing the floor, or perhaps a clock going backward in time. Little details that tell the audience we're in a new world with its own rules.



CHROME BOOK // House

As I write this in a Google Doc, an Anonymous Blobfish watches my every move... 🐟👁️

The main problem to solve in this script is how to approach the animation and Google doc elements. After discussing it, we love the idea of a tailored original animation design based on our actual cast – think Memojis.

Once we have our cast, we'll use tech that's familiar to the average viewer and film the actors performing simple actions. Our animation/design team will then animate nuanced movements, so when our character first jumps into the video game he'll appear as a cute avatar resembling his real-life self. And when his friend jumps into the Google Doc – a vast white space – they'll remain in their avatar form. This way we'll ensure that our audience can follow every beat in both the physical and digital worlds.

We'll also take a similar approach with animating the Aardvark. Taking the 2-D character we've seen hovering above and enhancing it into its essential 3-D form with an animated interpretation.

But what we really love about this script is the ending and how it allows us to have some fun with both casting and character reveals. Showing the roommates, who have been unseen except for Greg, in their real human form, so we can play with that dissonance of a person's avatar and who they really are.

REMINDER 🔔

📅 09:30 - 10:15 📱

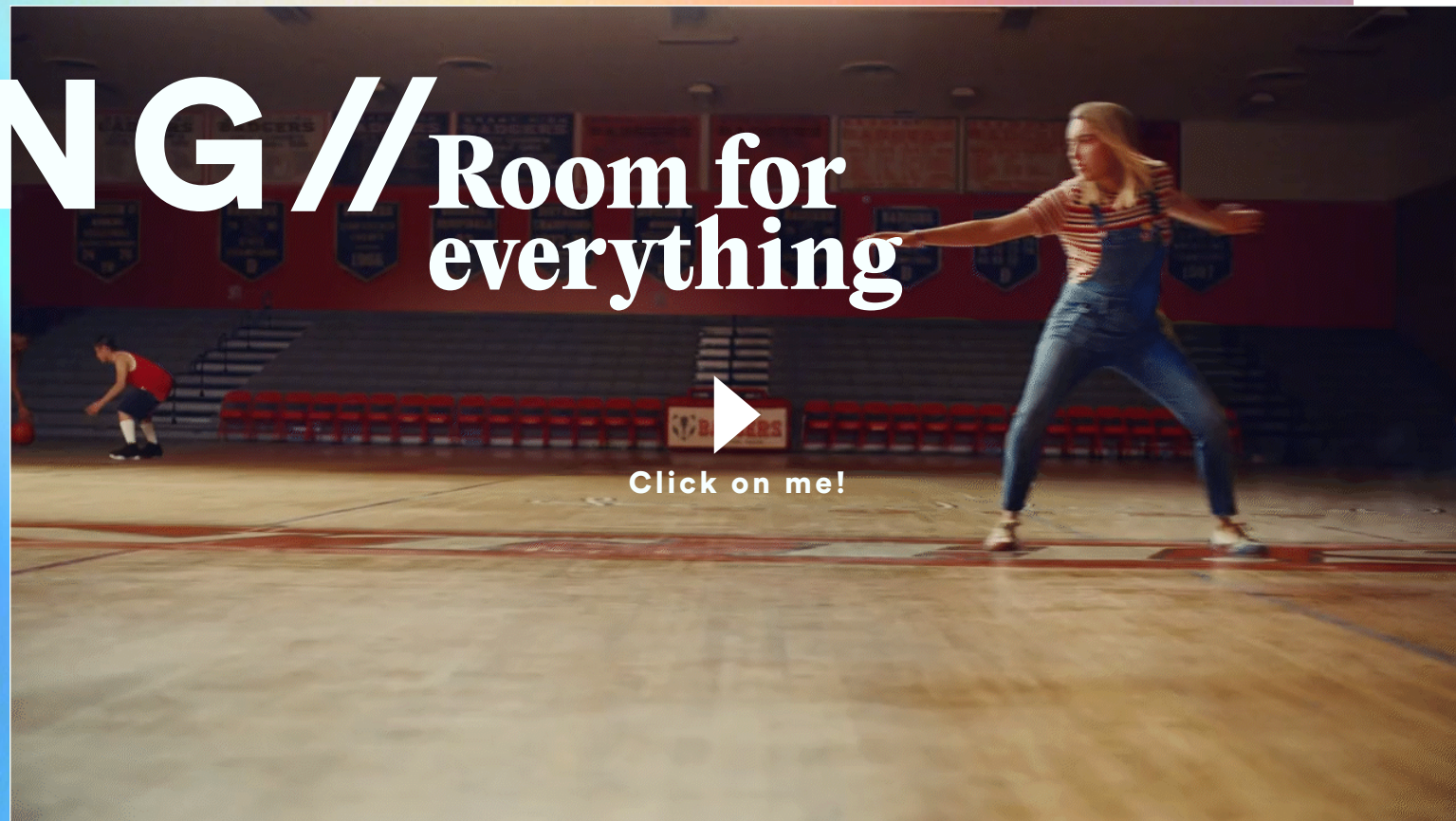
09:30 - History class

SAMSUNG // Room for everything

This spot really resonated with us. The absence of dialogue makes it that much more cinematic, so we'll use a range of visual storytelling techniques and shoot with an awareness that we'll be switching between different aspect ratios.

The camera will move throughout the entire spot in what looks and feels like a single shot as we see our hero in different places and at different times using his device.

This movement will be motivated by the subtle actions of our central characters - a glance here, a gesture there - placing them at the center of the story and capturing the depth and humanity of their performance..



MICROSOFT SURFACE PRO

This is a deceptively simple spot that is less narrativized and more visually engaging, showing the product in three different ways. It helps our hero find her people, empowers her to socialize, and achieve greatness within her chosen community.

We'll use wipes and a triptych split-screen to capture our heroine in a range of different settings, ensuring the transitions are streamlined and the viewing experience is as simple as possible. And like the previous spot, we'll use character actions to motivate camera movement so our eyes always remain on the character using the product, as well as the product itself.



Dance to your
own drum spot

product





The goal of this campaign is to showcase the versatility of these laptops. To communicate the message that they can do anything and take you anywhere.

We learned a lot from shooting the previous campaign, particularly when it comes to capturing the products. This experience means we understand the importance of composing shots that feature our products in an innovative way but that also satisfy our vendors expectations.

Let's aim for a subtle, yet ever-present approach when it comes to our products. Seamlessly integrating them into the narrative structure and visual style so they feel like part of a cohesive vision, rather than an afterthought on the day. Positioning the products as the central driver in every scene of our character's exciting, energetic, action-filled journeys while using bold, dynamic visuals and transitions to carry us from one moment to the next.

The way our hero characters interact with the product is just another opportunity to push the visual language forward, enhancing traditionally product-focused moments by lensing them in a completely unique way. One example of this is the probe lens we loved using on the last campaign and will do so again. This avoids the boring, traditional 50mm lens-on-a-laptop look and instead elevates the laptops to exciting monoliths with wider lensing that integrates perfectly with the overall style of the campaign. We'll also use macro POV shots to capture each product's sleek design and unique details.