



HUAWEI

P A L A U

TREATMENT BY JULIEN AYRAULT

INTRO

It is always a great pleasure to work with you hand in hand in developing stunning imagery for Huawei campaigns. We know each other very well from previous work, and I believe that our shared history can make the magic happen again.

We like the brand, we appreciate your ideas, and we love to work with you. Of course, we know this is a function video, two actually, so the main goal is to understand the features and convey the message in the Huawei way, simple, shocking and memorable. So it's about the know-how, this exciting balance between new cool functions, but showing them in a way that the audience not only understands them but get entertained about them. So they enjoy them and want to use them.

I define myself as a visual creator, and I believe that these function videos need to be visually impressive. We need to capture the potential buyer's attention from the first frame and sound. Then, we will create a unique rhythm, a visual journey so powerful that the audience recognizes it instantly and say, "Ah! The Huawei Palau... I love it!" Cool, easy-to-use functions plus unforgettable images, a whole potent story that resonates in the viewer's memory.

We have proof that the team we make, Radical Media and I, is a strong tandem that delivers nice messages and powerful visuals. Along with your terrific ideas...



A satellite is visible in the upper left quadrant of the image, appearing as a bright streak with a small satellite body. The background is the dark void of space, with the curved horizon of the Earth dominating the lower and right portions of the frame. The Earth's surface is covered in a dense layer of white clouds, and the atmosphere is visible as a thin blue layer along the horizon.

**IT IS TIME TO BE
CREATIVE**

ONEMORETIME

NO MAN'S LAND

Our character is in the middle of nowhere. No sign of civilization. The scenery is breathtaking. There is no network, and with this new function, he connects with the satellite and sends a message.

This story is the one that excites me. The script is compelling because it is simple, and a good film is often based on a simple, strong idea. The critical element of the success of this film is obviously the location and the no man's land we are going to go. The intelligent people in the agency has done their job, and their proposals are insuperable. We have a few options here in China that are visually stunning, and the viewers will realize how powerful this function is. Xinjiang, I believe, is an incredible option. The location is essential because it will do two things: it will make the visual absolutely stunning, and it will make the story happen. It is a must, and I appreciate that the agency thinks the same way.



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Another crucial point for me, and of course, this is something we can discuss on the proposal, is knowing who is the postproduction house in charge of the satellite shot.

We want to feel this is a Hollywood movie, so the level should be at the height. The quality of the image and the casting of our talent should be absolutely cinematic. He needs to be adventurer, but not too much; elegant but genuine. He is a good looking guy, passionate about what he does in every moment, and the tool of Huawei allows him to squeeze every instant and fully live his life. They go together. We love this value about Huawei, and we know our target group is very receptive to this kind of positive message.



It is a very simple creative mechanical that works to perfection. Someone in the middle of nowhere wants to share the moment; the phone has no network; the solution is a Huawei with this new fantastic function that allows connecting to the satellite. It feels that maybe we need to justify the connection with the satellite. If we want to humanize the story, he could send the message for the birth of his daughter, for example. If we desire to bring some touchable moment along with the story, to bring a bit more humanity inside it, we can justify our character's need to send the message. It could be something from work or family. Easy to implement. It is a possibility and something to discuss to finish polishing a story that I love.





LAB

STORIES

Here comes the most functional part, but there is no reason not to show it off in a striking visual style. We want to be sleek, modern and minimalistic. So we follow the simplicity, with minimalistic visuals to give power to the message.

We will develop an intriguing intro to the Lab. First, the lights, one by one turning on, are reinforced with sound design. Then, the silhouette of a robot; a human shadow; a hand; a flare that discovers our Huawei device about to fall...

We will develop the intro and outro to bring drama to our lab stories.



THE

FALL FALL FALL

I see a big empty environment, elegant, with this tool in the middle, this robotic arm that leaves the device fell down to the ground. The more realistic, the more interesting. It is an actual drop, an accurate measure to show how solid is the phone.

We accentuate the effect and play with the viewer's expectation by altering the shooting speed. Never fails.



THE SCREEN

The screen load is a very mechanical and precise procedure; that's why I want to shoot it with a motion control camera. So we can follow the robot's gestures perfectly, showing the pinpoint accuracy of the test. We will program it to follow the exact path of the testing machine bringing a nifty trick in terms of cinematography, elevating the level of the visuals and providing the audience with a nice experience. We will also change perspectives and use some unusual angles to captivate the attention and make it very attractive. We'll create a specific camera language for these parts, something different and appealing.

THE FOLD



I see a choreography, a dance. Using multiple phones, folding and unfolding, playing with repetitions and its sound, creating something on the beat. We will use duplications of elements, bringing life to the phones. Almost a musical. Playing in the edition will be exciting and entertaining.

A close-up, high-contrast portrait of a man's face, focusing on his eyes and nose. The lighting is dramatic, with deep shadows and bright highlights, creating a moody and intense atmosphere. The man's eyes are looking slightly to the right of the frame.

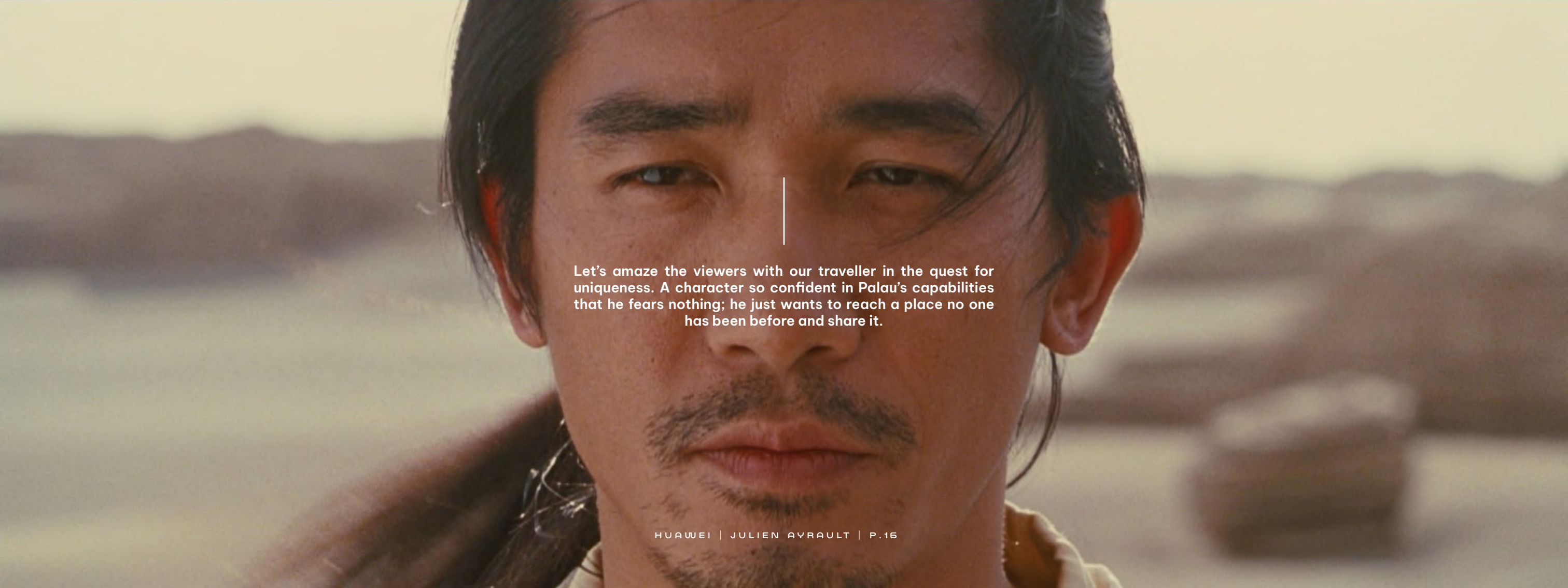
THE

TALENT



Needless to say, the main character is the Huawei Palau. We will focus on the flattest screen accentuating the device's astonishing design and all its features in terms of durability, endurance, and power. We will show its beauty in splendour and take care of the storytelling.

Let's transform the laboratory test into something different and appealing, with an arty touch and drama. Let's show the device's capacities in a way the audience understands and enjoys, highlighting Huawei's achievement that enhances the technological aspect without neglecting the design.



Let's amaze the viewers with our traveller in the quest for uniqueness. A character so confident in Palau's capabilities that he fears nothing; he just wants to reach a place no one has been before and share it.



MUSIC &

Music is a fundamental part of my DNA. I grew up focusing on music and the endless possibilities of sound, and I believe it is as important as visuals. We can create a whole atmosphere just with a sound surrounding an image and provide it with personality and veracity.

We need to create the sound of loneliness for the scene in no man's land; the effect for the signal going up to the satellite and then down to Earth; the dance of the screens opening and closing; the intriguing beginning in the laboratory, the robot in full operating...

This project needs a profound development of sound and music to complement and enhance the powerful images to involve the audience in our stories.

SOUND DESIGN



THANKS!

I'm super enthusiastic about this project. The function video is far from boring; it is already interesting on the paper; I think there are many ways to have fun with it. Also what I find very exciting is having two different films; one that takes place indoors, very technological but with a wide range of possibilities. The other one allows us to go on location (an incredible one) to shoot something visually stunning. I would love to see the film in a theatre.

Simple and powerful ideas lead us to tell unforgettable stories.

Thanks for reading.

JULIEN AYRAULT