

Havaianas Comfort in Every Color Video Project

Client's objective

The goal of this project is to present new, refreshing, surprising ways to showcase Havaianas as premium, very comfortable flip-flops, available in hundreds of styles.

Key Marketing Messages:

Havaianas are made of high quality, durable rubber with a comfortable design in hundreds of different styles, colours, and patterns.

Draft 1

SCENE 1

INT. ROOM. DAY.

The TV shows the map of the UK with extremely high temperatures everywhere.

The bride, who is watching the news, can hardly breathe. Her make up is dripping. Her hair looks as if she has just left the shower.

Her bridesmaids are running around trying to make her look fresh while everything else is falling apart.

SCENE 2

EXT. OUTSIDE OF THE CHURCH. DAY.

The flower girls are standing outside the church. The flowers in their baskets are dry. It's so hot that the girls don't even feel like playing.

One of the girls takes a sip of water. She looks to the left and sees a bunch of flowers in need of water. She shares her water with the flowers. In that instant we see her wearing Havaianas.

The other girls notice that too and approach her instantly.

SCENE 3

INT. ROOM. DAY.

The priest is getting dressed. He takes off his Havaianas to put black shoes on. Sweat is falling down his temple.

SCENE 4

INT. CHURCH. DAY.

The guests are sitting in the rows, sweating and waiting impatiently, looking nervously at their watches.

The groom is waiting patiently wiping sweat from his forehead.

The clock is ticking slowly.

Finally, the flower girls arrive. People stand up and turn to face the flower girls however instead of the flowers the girls are holding baskets full of Havaianas.

After the initial shock and realisation that all the flower girls are wearing all the guests happily accept

Finally, the bride arrives. From underneath her wedding dress, Havaianas are showing.

By the time the bride reaches her groom, he is also wearing Havaianas.

A thunderstorm can be heard in the distance.

SCENE 5

EXT. OUTSIDE THE CHURCH. AFTERNOON.

The bride & groom come out of the church, followed by their guests. They all are thrilled regardless of the rain.

The groom & bride start dancing, and the rest of the party joins them in an instant. Everyone is still wearing their Havaianas.

The End.

Discover Your Atlantico Video Project

Key Marketing Messages:

- **Atlantico is hand-crafted, not mass produced.**
- **Atlantico is for people who appreciate quality but like to let loose.**
- **Atlantico is made in the Dominican Republic and values its Latin roots.**

Target Audience:

Discerning beverage consumers 21-50 who appreciate the good things in life, including having a seriously good time.

DRAFT 1

SCENE 1

INT. HOTEL ROOM. MORNING.

A cleaning lady is dusting the furniture. Suddenly she notices the Atlantic Ocean bottle. She touches the bottle gently as if it was a treasure and places it on a table in front of the other alcohol bottles next to the window.

SCENE 2

INT. HOTEL ROOM. DAY.

A group of young people enters the room.

They all run towards the balcony door to admire the stunning view of the ocean.

One of the guys notices the Atlantic Ocean. He walks over to the bar with the bottle in his hand and starts fixing a drink for himself.

When the rest see that he is enjoying the Atlantic Ocean (we don't see him drinking, but we will see the movement when he takes the glass away from his mouth) they all approach him, laughing and grabbing glasses and ice.

SCENE 3

EXT. SWIMMING POOL. DAY.

The ladies are relaxing on the sun loungers while the men are throwing a ball in the pool.

A bottle of Atlantic Ocean "is proudly standing" under an umbrella in the shade.

One of the girls walks in with a bucket of ice. She places the bucket next to the Atlantic Ocean and starts making drinks for everyone passing it along to all the girls while the boys start getting out of the pool.

SCENE 4

INT. ROOM. EVENING.

The girls are getting ready to go out. The evening breeze is coming through the window. The silk curtain lands on a bottle of Atlantic Ocean, stroking it gently.

SCENE 5

EXT. BEACH. EVENING.

The big bonfire is surrounded by dancing, giggling people.

Our heroes are amongst other hotel guests mingling, talking, kissing and having a good time.

Waiters with the Atlantic Ocean on the rocks are passing through the crowds.

THE END

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