

ASIAN PAINTS Beautiful Homes Service

This is a service that designs the interiors of your home for you.

the brief:

**Get homeowners to opt for a unique home that is their own,
as compared to templatised homes that their competitors offer.**

GAMES

Film 1: Living room. (Hopscotch)

The film opens in a living room, the bookshelves are filled to the brim, so the extra books lie outside the shelf in neat stacks. The toys that are too large to fit inside cupboard are kept outside it, the large marshal speakers are too large for the shelves, so they too are kept outside, properly. Through that we see a family; a mother, father and son doing hopscotch to reach the sofa, the mother jumps over the book stacks, the father over the speakers and the son over the toys to reach the sofa. As they reach the sofa, they celebrate their victory.

Suddenly we see a super and hear the
MVO:Templetised living room ne life ko game bana diya?

The couple nod very enthusiastically.

Cut to, we see the BHS Designer in the home giving the couple real-time design solutions while their living room transforms, and a custom TV unit is being installed to accommodate all the plug points.

VO: Asian Paints Beautiful Homes Service.
Uniquely designed homes.

Cut to, we see the couple in the beautifully designed living room.

Film 2: Bedroom (treasure hunt)

Film opens inside a bedroom where a man is standing in front of his cupboard, holding a red sock. There's a sticky note on it.

Sticky note: Look in the cupboard.

He opens it. Another sticky note reads: Look at Drawer 1

He opens a drawer to ties and socks all jumbled up and he sees another sticky note.

Sticky note: No luck? Check drawer 2.

He opens the second drawer to look through it, but he only finds another note.

Sticky note: Not here either? Check your pants.

He frantically checks his pant pockets and takes out the other red sock.

He exclaims with joy.

Suddenly we see a super and hear the MVO: **Templetised bedroom ne life ko game bana di?**

He nods his head very excitedly.

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Cut to, the Beautiful Homes Supervisor is here. The room gets transformed into a stunning bedroom and the wardrobe is getting customised as per the man's requirement. We see the beautiful bedroom with the organisational wardrobe, that has all the socks stored in it impeccably

Film 3: Kitchen (Jenga)

The film opens inside a kitchen. At the corner of a counter we see Tupperware containers stacked one on top of the other. A woman is carefully taking out the middle one. She pulls it out quickly and all the remaining containers stay intact. She is happy about her victory.

Suddenly we see a super and hear the MVO:
Templetised bedroom ne life ko game bana diya?

She nods her head very excitedly.

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Cut to, the Beautiful Homes Supervisor is here. The room gets transformed into a stunning kitchen and the counters are getting customised as per the woman's requirement.

Cut to, the kitchen is done and the woman touches the cupboard and it slides down, bringing her the the right box.