



O2

Director's Treatment

## HELLO.

Man, what I wouldn't give for a new phone from O2 right now. I would also not be averse to having Bubl hand it to me. Because I'm on a plane. And the look of sheer wonder on the attendant's face when Bubl suddenly appeared from under the beverage cart would be worth the price of this ticket. And that's undoubtedly much of the charm of this campaign – our little guy. He's loyal, affable and every time he shows up - gives you a shiny new phone. I'll go out on a limb and guess he's super easy to work with. Which is great because, for me, so much of the charm and funny is in the relationship between him and our heroine (let's call her Zoey for now). We also dig her, which makes for a really great comedic pairing. But with heart. Along with some layered, nuanced performances, we'll have our camera be unforced and natural. Like we're right there, watching Bubl pop out from some guy's hedge. With another new phone. I think you wrote this wonderfully, and in a way that allows us to not push (too hard) at the comedy. Let's just stay one step ahead of the audience, stand back, and watch Bubl crash an otherwise perfectly fine gender reveal. New O2 upgrade in his ever-loyal hand.

## OVERVIEW

Besides being funny and smart, this spot needs to communicate that when you get a plan with O2, you'll also have a little blue dude follow you around. No, you won't. But you will be able to switch phones whenever and pretty much wherever you want. Even during a Jiu-Jitsu class, while putting someone in a triangle hold. What says "brand commitment" more than that?

And we want to keep escalating the slightly absurd, always surprising situations in which he appears. But – there's also this cool, fun interplay between them. Because with every appearance and new phone, Zoey's getting into it. Like when you stumble into an internet game you didn't know you liked. And suddenly can't stop playing. I love that vibe between the two of them. Like with the freezer, it's cool if she doesn't expect it. And we frame it in this epic, cinematic way which creates a cool juxtaposition.

But with each new moment, we see her getting into it a little bit more - testing the limits. But it's never competitive, and she's never opportunistic. And he's always right there, cool new O2 gear in hand. At the ultrasound. Well, technically *in* the ultrasound. Let's use ambient (the neighbor's hedge trimmer *BRRRRRRZZZZ...*) + music (the muzak in her office) to give the settings a real sense of time and place. Make them real. And use clever little cues (more on that below) to showcase the arrival of another new phone.

## TONE

I'm torn between saying something like, "Bubl's adorable and our heroine's loveably troublesome, and even though these moments are absurd, they charm you up with clever, comedic touches conveyed through nuanced, crafted performances". I also want to say, "This strikes a justified chord in the heart of increasingly rebellious consumers held prisoner by unfair, ironclad contracts while myriad cracks on our home screens appear daily with little hope of

replacing our phone for another year". Both of those. I want all the charm of their playful connection in these crazy little encounters – and - the great message that yes, you can have a new phone before the year 2025. Just hit up O2.

### **CAST + PERFORMANCE**

Zoey has to be eminently likable and completely relatable. She possesses a trustable everywoman's lack of pretension. I imagine her as outwardly modest – but also plucky with a little bit of a devil-may-care attitude. And she's a doctor so, of course, she's caring and well-mannered. But she also just put someone in a triangle choke hold in her Jiu-Jitsu class. As the story and situations progress, we start to see this slightly mischievous side emerge. But her mischievous quality is playful and well-meaning. And a little bit unexpected. Like the disarming modesty of Lily, the AT&T girl. With the sparkle in her eye (and full-on mischief potential, of Amélie).

And once she gets the hang of it and starts asking "How about now?" (everywhere), we can't help but get on board with her. We're all in, "Okay, let's see where she asks, next...!". But again, it feels earnest from her. She's not being opportunistic or privileged in any way. She has an almost innocent quality but is also a little naughty. Like, "Huh, I wonder if he'll show up...here?". As the scenes unfold, we see this fun, infectious audacity in her you don't quite expect. She's got some moxie. But we don't start with moxie - we build to it.

Because she has this innocent quality to her, we can build the characters around here with a bit more verve and boldness. Make them just a touch more outsized, which will create a lot of wonderful comedic interplay.

Which means I want to keep the performances smart and a little bit restrained. This isn't big LOL visual comedy. It's character-driven really. So much of the comic subtlety has to do with their relationship – and the other people in the moments. I'm not after big reactions from other people. They're surprised/irritated that their event/big moment was interrupted. They're a little aggravated at first - but then kind of charmed by how adorable Bubl is. And how cool it is to be able to switch these phones whenever you want.

Bubl's this wonderful combination of the loyalty and steadfastness of Wall-E, and the innocent, "Do anything for the right reasons", risk-taking of E.T. And like Prince Harry, he's everywhere. And his presence is never not welcome (maybe not like Harry then). Except maybe by the puffer fish hedge neighbor. But even he warms up. Bubl's not wayward and invasive. He's dedicated and loyal.

I think they develop a bit of a friendship. Even though they don't know each other. Bubl always proves he can deliver on this promise – no matter where. And she's testing O2's offer, which tests Bubl. But they're both slightly modest characters - not quite antiheroes, maybe a little bit like underdogs. So, there's a character and story arc they make together. Could be a small, impressed, or appreciative look from her, "Oh wow, in the ultrasound, good one..." vibe. Or just the fact that she keeps testing the offer and he keeps showing up – a silent kind of trust is forged between them. We should see and, feel that. Otherwise, it's just another phone ad.

### **LOOK**

I want the look to be clean, simple, and cinematic. Visually it should be punchy and cinematically playful. The technique's there to serve the characters, the moments. It's never

intrusive, calling attention to itself. I'd like the camera to be in the action, so it feels more immediate – less locked down and stiff. Simple sharp framing. Good color saturation and contrast. And each setup should be lit, framed, and then shot in a controlled, cinematic, but natural way. Some sunlight so the colors are rich. Sometimes we'll build some foreground into the shots, so they feel observed. At other times we'll use a slow push-in to heighten the absurdity. Like a Coen Brothers movie. Not the one with the guy with the hydraulic bolt gun though. The one with Brad Pitt. Always changing perspective from wide to tighter. Never letting it feel too locked down and corporate-soulless.

### **STYLING/WARDROBE**

Zoey goes through a few wardrobe changes we'll keep an eye on – a martial arts Gi, scrubs, probably the perfunctory white coat, stethoscope draped around her neck. She's probably in a cute dress with a bit of a neckline, hair up with a few playful wisps cascading, for the gender reveal. In the opening scene maybe she's in some cute (slightly dorky) pajamas - we instantly trust anyone who's cute and has questionable taste in pajamas. Maybe in the queue, we say she's got a little bit of a bohemian almost art student style. Jeans and flats, but maybe a funky thrifted, sweater.

### **ART DIRECTION**

Feels like this all goes down in a slightly hyper-real/pushed world. No one's phased by a magic little blue robot. So it's not quite the "world as it actually is". Let's make it a slightly brighter, better, funnier one. Then Bubl, automated little chappie that he is, doesn't look overtly "futuristic" in a bland, mundane world. The colors, styling everything has a bit of pop to it so he fits in, aesthetically. Even though he just thumped his way through a Dojo wall – but, with another excellent offering from O2.

### **SCALE**

Let's give this some scale – have the scenes play out in a wide range of locations from urban to rural. From a subway to a spaceship. And craft wide shots that give us context and graphic remove. And tighter, more intimate shots that let us see the micro expressions on Zoey's face and the bystanders'. Like the guy in line behind her who sees the hand come out of some rocker's hair. I like the locations and settings in your deck. Let's use them to gradually escalate the scale. We start in a freezer. End on a huge outdoor gender reveal party. Scale gives the frames and story room to grow and evolve. It also says there's nowhere you can go where O2 and Bubl won't deliver you a new phone.

### **THE STORY**

I've seen enough briefs to recognize really taut, smart writing when I see it. I'll add a few thoughts/ideas on how I see ways each scene could play - nothing in concrete here, simply adding a bit of color in the spirit of collaboration

### **LIKE NOW?**

In the open when she's on the phone I like if she's a little distracted. She's kind of listening and it's like "OK that's a cool offer", but she has no idea what's about to happen when she opens the freezer.

ZOEY: Wait, what? I can get a new phone whenever I want with O2 Switch Up, like now?

She opens the freezer then – boop. His little hand extends out, holding a phone. She's not shocked, but it's definitely a moment that has her attention. I love if we add some SFX like Bubl's little hand pushing past a package of frozen peas and we hear the SCRAAAPE or CRUNCH of ice.

And let's see Bubl's head and illuminated eyes in there, peeking out from behind a little icy mist. Just past the package of frozen chips. Let's get this initial shot of his whole body so we establish him.

Her hand reaches out to touch it and yes, it's the perfect Michelangelo moment. A little cloud of icy mist billows, then dissipates around the phone - framing and revealing it. Glorious.

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Cut to our hero standing in a queue outside a food truck.

ZOEY: or now?

Maybe just as she says this, she's trying to peek around this guy's giant hairdo wondering when she'll get to the front of the truck for her order and then...boop.

From inside his massive, follicle'd mane, Bubl's hand, with a phone. Zoey gives a little look right and left. Reaches for the phone...

Turns out Zoey is a doctor, that's how awesome she is. Caring too, because her patient, Belinda is right about the first trimester and doing her first ultrasound.

ZOEY: How about... now?

Belinda smiles thinking Zoey's speaking to her, she's not. We see Bubl on the monitor, phone in hand.

Great example of how we can push the comedy with some layered performance. We've got her working and a bit focused. And then in very throw away almost muttered way says "How about now" – Belinda looks a bit confused. Justifiably so. Especially when she sees there's a small, automated guy in her tummy. With a new phone.

Understandably she's a bit stunned. But then she's like, "Huh, that's a cool phone". Zoey nods, impressed. Not by the relative health of the baby, who by the way is doing great. But by the fact so far there's nowhere this O2 offer doesn't extend.

Cut to our hero in a garden.

We have to see by this neighbor's compartment he's just a drag. Not a lot of joy in this guy's life, which is why he puts whatever passion he has left into the precision carving of his hedges into various fish species heads.

Maybe Zoey's just leaving her place or walking down the driveway and she looks over, sees him buzzing away with his hedge trimmer - has an idea:

ZOEY: Now?

I'm not sure if it's just his hand or maybe his whole body comes through the fish head in a little spray of leaves. The neighbor put his hands up like, "Wait what?". Bubl gives the phone a little shake as Zoey smiles, and skips over...

...Zoey's at Jiu-Jitsu class, grappling with another student. She begins to secure a nifty little triangle hold, looks up, and says:

ZOEY: Annd now?

And then we hear this little *thump thump thumping* from somewhere inside the bamboo wall, and everybody kind of stops. The instructors are looking around, what is that?

Boop. Bubl's arm pops through the wall, holding yet another new phone. Zoey's grappling partner is distracted by the cool phone, which is when Zoey puts them in a full triangle choke. Sweet move. Nice phone.

We cut to Zoey at a gender reveal party.

Zoey's friend Katie, her bestie since H.S., they were theater nerds together. Which explains but doesn't really justify the massive decorations that are completely covering the backyard.

Of course, there's a DJ. Its catered.

There's a helium balloon waiting to reveal this little earth Angel's gender.

ZOEY: (whispers) Even now?

DJ cuts the music, Katie and Evan are trying to hide their excitement, but they just can't. Everybody's on pins and needles...and...then...

Boop.

Bubl explodes through the balloon in a shower of confetti. Holding a gorgeous new O2 phone. Katie's pissed. Evan's frantically giving the "Cut IT!" sign to the DJ who's blasting CELEBRATE GOOD TIMES C'MON...

Zoey shakes her head, impressed. Applauds. People turn, stare. Evan can't take his eyes off that new phone. Nice.

VO: Switch Up to a new phone whenever you want. Only with O2.

TITLE & V/O: We're better, connected

### **ALT IDEAS**

1. Zoey's on a golf course. With a friend. Looking out of place, not in correct golfing attire, and having too much fun. "Now?" Bubl's hand appears from inside a golf hole, just as a very serious golfer in all the gear, white gloves and spats and everything, is putting. Donk. The ball hits Bubl's arm and bounces away from the hole. The golfer is livid. She's doubly impressed, at the phone, and at popping his self-serious bubble.

2. Zoey's hiking. She's got into this game now and she's decided to really test the offer. Out of breath, at the top of the peak, she's almost crawling... totally out of breath..."huh... and... huh... now?". A small blue arm appears from behind the rock she's leaning on. Her reaction is almost one of acceptance rather than amazement, like, "Okay, you win".
3. In an Uber. "Now?" Bubl's driving, seated on a makeshift booster seat, he nonchalantly passes the phone over his shoulder.
4. On a Zoom. "Now?". The little blue arm appears in the window top right. Forcing her colleague Jeff to lean away in disgruntled surprise as a phone is wiggled (plenty of scope here for different reactions from the other windows). A bored looking teammate suddenly has their attention grabbed... "Cool phone." The Zoom host is annoyed at the interruption to their (previously) well-managed meeting.
5. "Now?", in the hairdresser's chair. Bubl's arm with a new phone appears from the drawer in the hairdresser's station. "BVVVVMMMP" The stunned hairdresser in the next chair has just taken a horrifying lump of hair out of their customer's beautiful locks. Who hasn't noticed, they're just staring at Bubl / the phone.
6. \*whispered\* - "Now?" in the library. Bubl's arm extends from the shelf in front, knocking books onto the floor with a bang. A cross-looking Librarian, a loud "**SHUSH**"... Zoey tries to avoid blame, steps away from the mess of books...
7. In the gym changing room, a too-perfect in perfect gym kit with a full face of makeup - a gym hero is getting ready next to her, Zoey's questioning her decision to do this class... "Now?" From the gym hero's bag an arm emerges, a sports bra draped over the phone.
8. Zoey's in a spacesuit, floating poetically in deep space. "Now...?". The silent void of space. We see Bubl's little hand slowly come into frame as he floats towards her...
9. At a theater performance (while she's clapping, she shouts loudly like a cheer), "How about now". The person next to her turns and stares at this breach of theatre protocol. A blue arm pops out from a set piece on stage. The audience applauds, Bubl waves the phone.
10. Yoga class. Everyone's in Sun Salutation pose - it's Zen quiet. "Now...?". The instructor, other students look at Zoey. A hand holding a gorgeous O2 phone appears from inside a Tibetan Singing bowl on a stand next to the instructor.

## SOUND

Maybe the music's diegetic, kind of whatever might be in the environment. Also, ambient sounds to herald (in a lo-fi way) Bubl's appearance, and our heroine getting a new phone. Basically, use either a little natural cue from the music or ambient sound to make a little bit of pop and herald Bubl's arrival:

1. Open on a young woman, she's at home: *whatever music she listens to...*  
But also: SFX: maybe Bubl's hand punches through a bit of ice, too. Or maybe we hear her cat MEOW in surprise.
2. Cut to our hero standing in a queue – *whatever muzak feels germane to the scene*. If it's a rocker's hair, maybe there's a cheesy rock cover playing as muzak, and when Bubl appears is when the guitar solo happens to come on.
3. She's a doctor doing an ultrasound on a pregnant woman: *doc's office muzak playing*. Like, Yacht Rock stuff (think, Christopher Cross - Sailing Away...). And maybe now that the woman's kind of into it – saying, "...now?", when she says it, she emphasizes it by pushing on the ultrasound wand a bit on the woman's tummy. Woman looks at her like, "Um, I've a baby in there, you know...oh, nice phone".

4. A grumpy neighbor is trimming a giant puffer fish-shaped bush with clinical precision: the sound of the trimmers, *BRRRRRMMMMINNNNN*. Bubl's hand appears out of the fish's mouth, with a new phone. I think the neighbor's aggravated by this. Not surprised. "Took me 4 hours to carve this puffer fish" kinda vibe.
5. Lastly, we cut to our hero at a gender reveal party: maybe there's music, but someone quickly turns it down, to set the stage for the reveal...so it's a pregnant pause moment...

### **EDITING**

Be great to start this a bit locked off and let the shots play out a bit. Especially the Michael Angelo moment. But as things get going, we can really get some pace on the edit to build momentum in the rhythm. So, it escalates the absurd. The "What happens next" anticipation amplifies while each situation and comes to us a bit quicker each time. A bit like how Edgar Wright moves through scenes rapidly. We can steal a couple of devices from him. Point being, we can skip some expository and just cut to hand coming out of nowhere.

### **CONCLUSION**

Great stuff guys. I want to do this. I feel like we can do something great here, I also feel like we can stay at a nice hotel in Cape Town.

Thanks for sending,