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Qatar Tourism **‘Feel Summer In Qatar’**

Concept & TVC
By David Mills



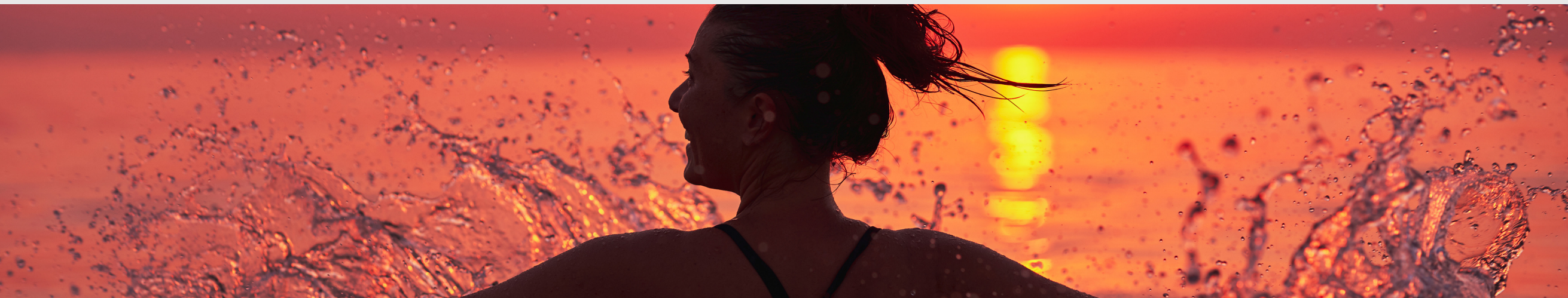
Campaign Concept 'CAN YOU FEEL IT?'



Insight

People love to discover new places and experiences when they travel - particularly places that they feel are 'undiscovered' by the wider public - whether for relaxation, cultural stimulation or pure fun and enjoyment.

This campaign demonstrates that, whoever you are and whatever you're looking for, you can find something you love amongst all the treasures Qatar has to offer.





Idea

This campaign revolves around the emotive idea of Qatar being a wondrous place of endless discoveries and treasures for everyone, a place where joy is waiting to be discovered and deeply felt.

This is expressed through various different characters having their imaginations sparked by the possibilities of what's on offer in Qatar, and being transported into that perfect moment that we all seek when we go traveling: the moment where we find our own personal experience of pure joy.

Headline

The body of the film is comprised of various characters being inspired by what Qatar has to offer, and then being transported into their ultimate moment of holiday bliss in Qatar.

They express the incredible thrill of these moments with an excited 'I can feel it!', which is turned into a call to action for the audience at the end of the film as 'Can you feel it?'

In this context 'it' translates as 'joy', 'excitement', 'happiness' or 'contentedness'; and relates not only to the individual activities the characters are experiencing, but also to spending summer in Qatar itself, with its wealth of options and possibilities.

Our invitation to the audience is the concept that only in Qatar will they find the kind of joy and contentedness on their summer vacation that they've witnessed our characters experiencing throughout the film. This is expressed with an air of anticipation and possibility in our final lock-up **'Can You Feel It? Feel Summer In Qatar'**.



Audience

We always say that you can't make a film - or even write one - until you know who you're making it *for*.

The type of audience you're aiming for will always dictate the style and content of any piece, so we wanted to get a clear sense of who this campaign is aimed at, before we created our concept and script.

Our audience comprises of three distinct categories:

- ▶ Families from the GCC states - particularly KSA Eastern region
- ▶ European families vacationing in the Middle East
- ▶ Young people/businesspeople travelling further afield with stopovers in Qatar.

For this reason, we have structured the TVC script and Key Visual with primary focus on Saudi Families enjoying family-orientated activities, but have also included moments aimed at activities/relaxation for adults/businesspeople, and have included one European family (perhaps Mediterranean in origin).

In this way, we include each aspect of our audience demographic in a naturalistic way, creating a film that will be enticing to a broad range of viewers, while keeping the focus on the GCC/KSA audiences.

Additionally, the ratio of Saudi to European and/or family to businesspeople can easily be adapted and adjusted as needed.



Key Concept Visual

A mock-up of how our Key Visual might look, tying in thematically and stylistically with the accompanying TVC.



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Campaign Concept Visuals

‘Magic’



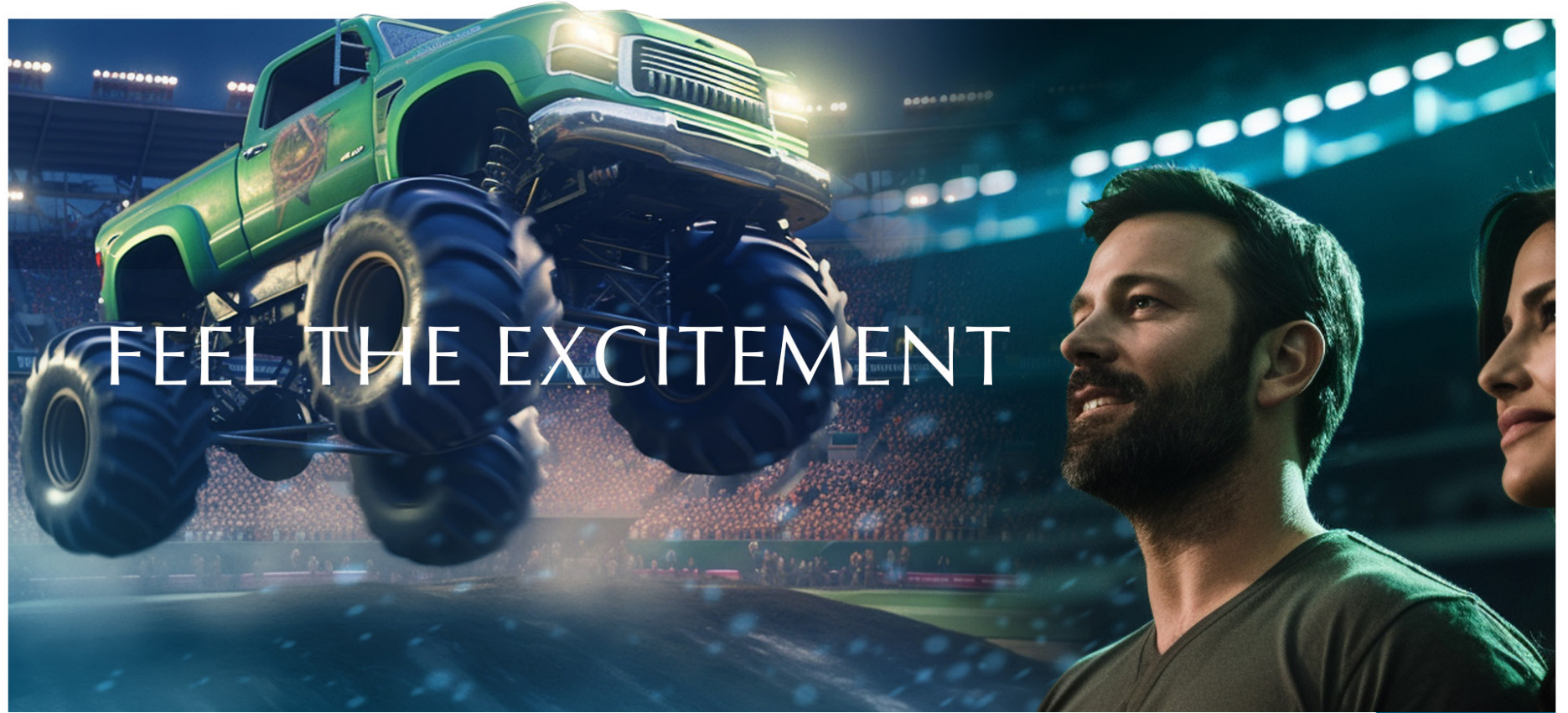
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Campaign Concept Visuals

‘Excitement’



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Campaign Concept Visuals

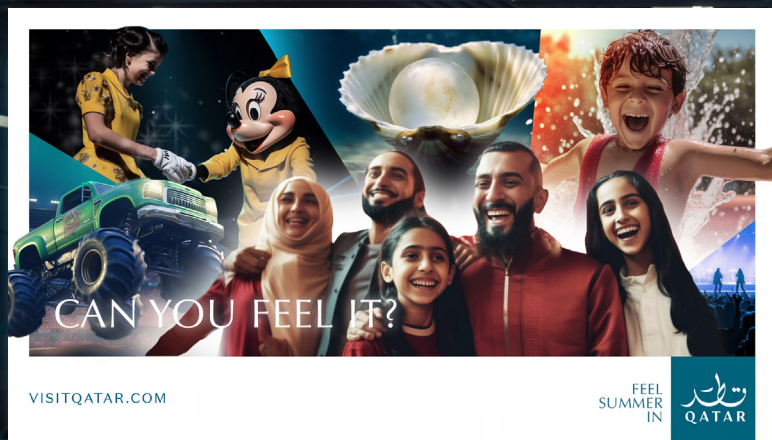
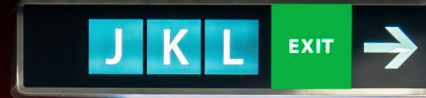
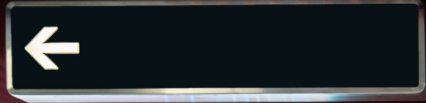
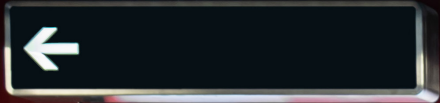
‘Energy’



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OOH Concept

The background of the entire page is a deep-sea underwater scene. It features a vibrant coral reef with various types of coral, including large, flat, greenish-yellow table corals in the foreground and more complex, branching corals further back. Sunlight rays (crepuscular rays) penetrate the dark blue water from the top, creating a dramatic and ethereal atmosphere. The overall color palette is dominated by deep blues, greens, and browns.

Notes On The Script

On the following pages is a suggestion of how the 30" TVC could play out on screen. The script is designed with a modular approach, so that alternate scenes/scenarios could be substituted if required for alternate/future edits.

If existing stock footage of Disney On Ice or the MonstaJam is available, this could be incorporated into the film as needed/required, to expand the visual and sensory impact of these sequences. We would shoot our footage to visually complement and cut seamlessly with the stock footage, using the grade to ensure the finished sequences have a visual coherence.

Our film is created using a dynamic editing approach, at times allowing important moments to resonate for audience recognition, and at other moments moving with a fast, compelling pace that propels us through the action, mirroring the excitement and anticipation felt by our characters.

For production, we would suggest a blend of live action, on-set shooting and utilising a virtual studio, which would produce photorealistic results and be cost-effective when capturing some of the more complex scenarios/set-ups, such as those involving large events/crowds.

TVC Script/Synopsis

00.00"- 00.06"

On the morning streets of Doha, a vacationing Saudi family take in the sights. The father smiles at his two young children.

SAUDI DAD: So.... Can you feel it?

SAUDI SON & DAUGHTER: Feel what?

Just then the daughter sees a poster advertising Disney On Ice.

With a sprinkle of magic dust, we transition into the girl's imagination, as she skates expertly across the large indoor ice rink alongside the Minnie Mouse ice performer, amongst a full light show and music.

SUPER: Feel the magic...

Cut back to reality, as the girl beams with excitement.

SAUDI DAUGHTER: I can feel it!





00.06"-00.11"

Cut to a top shot above a Saudi boy lying in a rubber ring in the middle of a quiet pool.

He playfully smacks his hand into the water, and as the splash he creates fills the frame, we transition into his imagination, where we see him racing down a flume ride on the rubber ring at the Qetaifan water park, with a big smile on his face.

SUPER: Feel the fun ...

As he splashes in the landing pool, we transition back to reality, as the boy throws his arms in the air and shouts —

SAUDI BOY: I can feel it!

— before tipping himself off of the rubber ring, into the water.



00:11"-00:16"

Cut to a formidable-looking monster truck entering a huge arena to wild applause. It stops, revs its engine.

Cut to a 30-something Saudi man in the crowd, watching with his wife.

As the truck spins its wheels and kicks up a cloud of dust, we transition into the man's imagination, and now we see him behind the wheel of the monster truck, driving confidently.

Cut to a shot of the monster truck driving around the arena.

SUPER: Feel the excitement...

We cut back to reality, to the crowd where the man turns excitedly to his wife.

SAUDI MAN: I can feel it!

00:16"-00:21"

Cut to a European couple in their 30s, exploring the shops in the stunning Place Vendome. The woman stops at a beautiful pearl necklace on display.

As she touches the pearls, the light catches them, and in the flare of light we transition into her imagination, where we see a pearl sparkling underwater, on the seabed.

The woman and some others are on a pearl dive in full diving gear. The woman swims down to the seabed, where she sees the pearl and picks it up.

SUPER: Feel the culture...





Cut to her emerging on the surface, holding up the pearl. The sunlight flares on the shiny pearl as we transition back to reality, where the woman looks at the necklace with excitement.

EUROPEAN WOMAN: I can feel it!

00:21"-00:24"

Cut to a series of shots showing the many different activities on offer during the summer in Qatar.

These include continuations of moments we have seen, plus attractions we have not yet seen. The frame divides into 9 equal frames, creating a graphic presentation of the various events, featuring:

- * Two Businessmen playing golf on a lush green course with glimpses of desert in background. One of them takes a shot...
- * A boy plays soccer at the Paris St. Germain Summer Camp
- * Kids and parents enjoy the 'Back To School'-themed shopping festival
- * A mother and daughter ride camels in the sunset...
- * An aerial shot of The Pearl island complex...
- * Kids and parents enjoy the Toy Festival at Qatar Live...
- * A family enjoy a gondola ride at the Place Vendome...

A graphic of the Qatar logo in Arabic is overlaid on the full screen, shrinking into a static position at the centre of the frame.



00:24"-00:30"

Finally we return to full screen with a wide shot of all our families enjoying a concert at Qatar Live.

One young Saudi boy watches, his eyes aglow.

As the stage lights dazzle us, we transition into his imagination, where the boy appears on the stage, playing the electric guitar before his family and the excited crowd.

SUPER: Feel the energy...

The stage lights engulf us as the crowd cheers, and we transition back to reality, to the boy in the audience, watching the show.

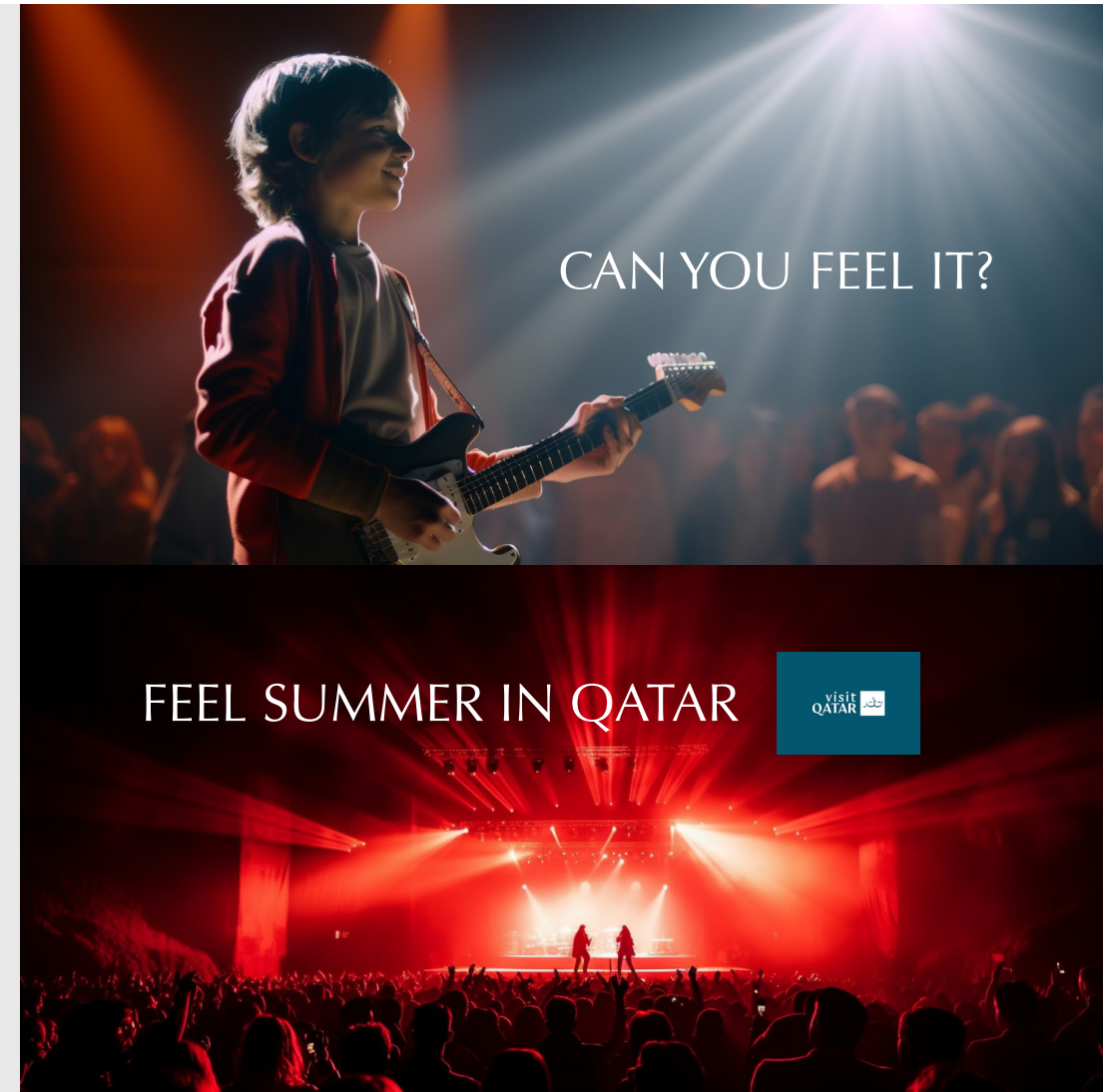
SAUDI BOY: (shouts) I can feel it!

The camera pulls back over the crowd as they go wild with excitement at the music and light show that fills the space.

SUPER: Can you feel it?

SUPER/LOCK-UP: Feel Summer In Qatar.

END.



Social Media Cutdowns

For our social media pieces, 10" cutdowns can be made from the 30" TVC. These would each feature one 5-6 second narrative thread from the main film, followed by the graphic/split-screen montage of further attractions and activities - utilised as four split frames, to allow for clear viewing on mobile devices - on which we would overlay the super 'Can You Feel It?', before the final lock-up 'Feel Summer In Qatar'.

To facilitate this, when shooting the main film, we would ensure that everything we shoot is framed safely for social formats as well as for the TVC.

We would also plan our shoot carefully, to ensure that we capture any additional shots that might be unique to the 10" versions of each scenario, including any unique/additional endframes/lockups that might be required.





Music

Our music is modern in attitude, with a memorable and uplifting theme, expressing the sense of joy, adventure and exploration that the film embodies, as we discover all the various attractions along with our characters.

We would have a piece composed specifically for the film, with a compelling, rhythmic beat, that propels the film through its narrative scenarios and creates a sense of excitement and exhilaration.

Musically, our score would incorporate both modern electronic sounds - giving it a very contemporary feel - and elements of traditional Saudi instrumentation, to bring a cultural cohesiveness to the soundtrack and the film overall.



Thank You!