



2019 PREMIER AGENCY AWARDS

E V E N T C O N C E P T P R E S E N T A T I O N



THE TASK

The Premier Agency Awards is a venue where Philam Life recognizes the company's TOP performers of the past year across all Agency Level.

Event is **EXCLUSIVE** and Philam Life's **GRANDEST** Agency event.



THE OBJECTIVE

Create something OUT-OF-THE-BOX, cutting edge with element of surprise.

Something BLARING, BOOMING, DEAFENING AND ROARING.

Fiery, Burning STRONGLY and BOLD.



THE INSPIRATIONS



+





THE CHALLENGE

BOLD **GRAND**
BURNING **ELEGANT**
STRONG **LOUD** + **ROYAL** **INNOVATIVE**
FIERY **AVANT-GARDE**

**HOW CAN WE MAKE HAWAII, FIRE, AND POWER RELEVANT TO
PHILAM'S AWARDING EVENT?**



Hawaii – known for its magnificent islands, culture, and people – is a land built and strengthened by a **fusion of fire and power.**





THE LEGEND

According to Polynesian legends, Hawaii is ruled by its mighty creator: Pele, goddess of fire and volcanoes.

Driven by fiery passion, Pele created volcanoes in her likeness. These volcanoes erupted and released a powerful substance: Lava.

This is what made Hawaii the greatness it is today.



VOLCANOES AND ITS LAVA FORM THE ISLAND'S WONDROUS CREATIONS MARVELED BY THE REST OF THE WORLD.



Legends are ignited by a **burning passion** to blaze their trail, an **unstoppable** rush to overcome challenges and a **roaring determination** to take on everything in its path.





Our concept is Inspired by Hawaiians honoring their origins. Let's celebrate our real-life fiery legends for igniting and powering Philam Life.



REIGN

2019 PREMIER AGENCY AWARDS NIGHT



Our Key visual is a dramatization of destruction to creation.

As seen on the background of burst of fire pushing outward a low-polygon treatment of earth and rocks.

Surrounded by a stylish footer of fauna, highlighted by streaks of fire.



REIGN

2019 PREMIER AGENCY AWARDS NIGHT



Title Studies

Design Inspirations

IGNITE
ON FIRE
SPARK **ABLAZE**
FLARE

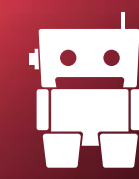
REIGN

While the literal word associations for "Fire" sounds good, but none encapsulates our story best, and descriptive of what our awardees.

"To exercise POWER, to rule as king or queen"

This 2019, The People of Philam Life are made to REIGN.





TOYCOMM DESIGN PRINCIPLE



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+



The Fiery Fauna

Low Poly Volcanoes

Laser Fire Streaks

MATERIALS

DESIGNED BY TOYCOMM



STUDY1: The Acrylic volcano on lava rock.

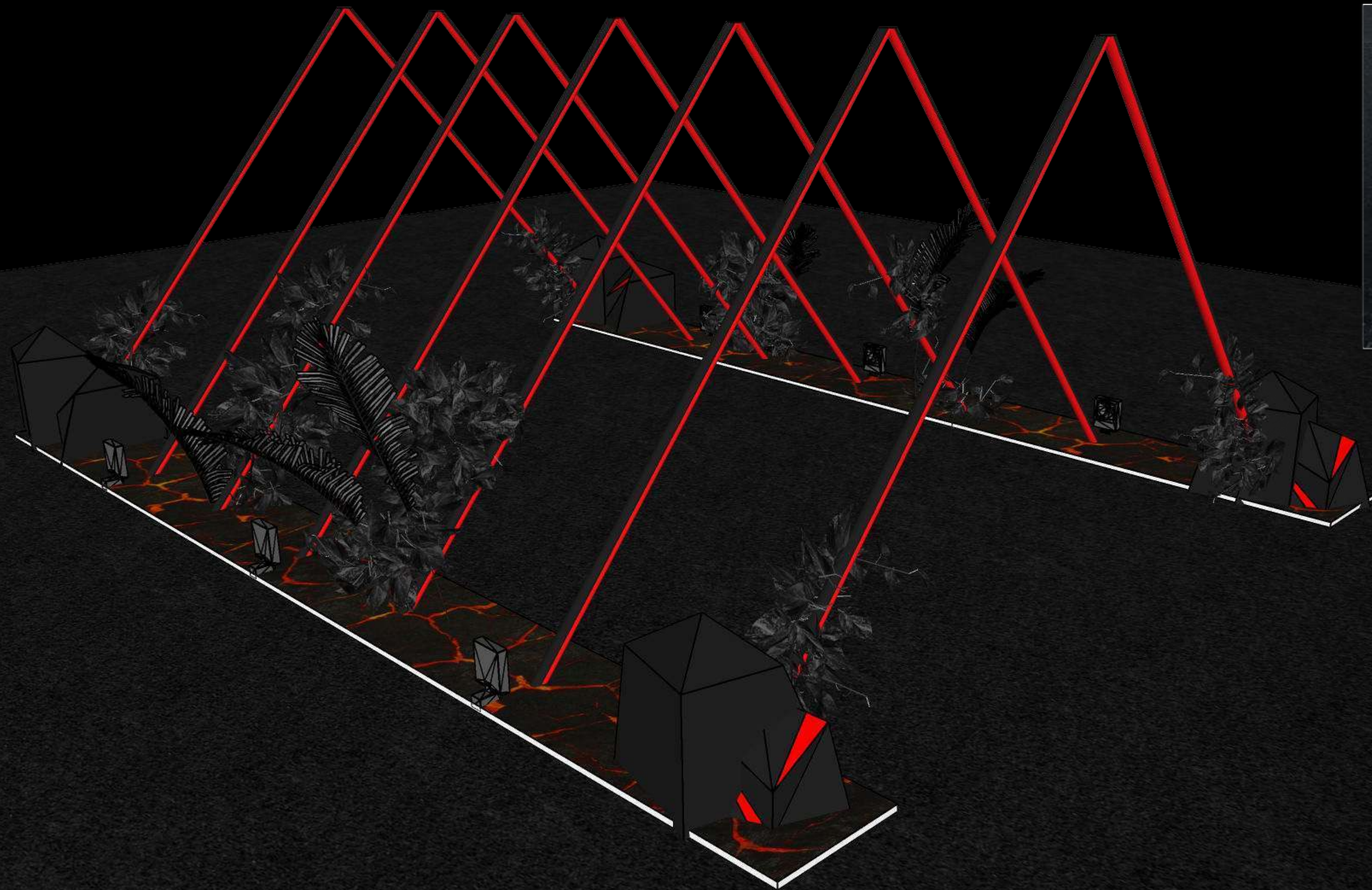
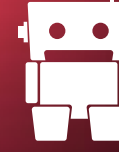
STUDY2: The "firely" jar.



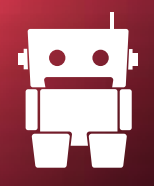
Since the invitation was highlighted during the briefing that we need something as memorable as what we had the year before, we're presenting 3 studies.

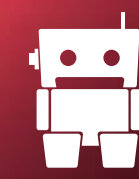


STUDY3: "Break me brick"



Design Inspirations





Design Inspirations



Design Development



STAGE REVEAL



Our reco idea for stage reveal is something called as “kabuki drop.”

Or vision is a quick, dynamic reveal of the stage.

But our costs aren't updated including this.



Click [HERE](#) to watch the video.

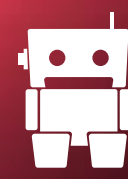


PHIL-AM LIFE

REIGN

2019 PREMIER AGENCY AWARDS NIGHT

[Click HERE to watch the video.](#)



STAGE DESIGN



In the absence of the kabuki drop, we were thinking of doing the reveal in a more traditional manner - curtain glides revealing the stage.

This is our "3-phase" stage design.

1. Covered with only center LEDs are visible.



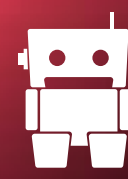


STAGE DESIGN



2. Stage revealed as main LEDs move to side frames, another larger and modular LED is revealed on the second, higher level of the stage that will be used for special awards entrances.





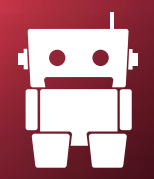
STAGE DESIGN



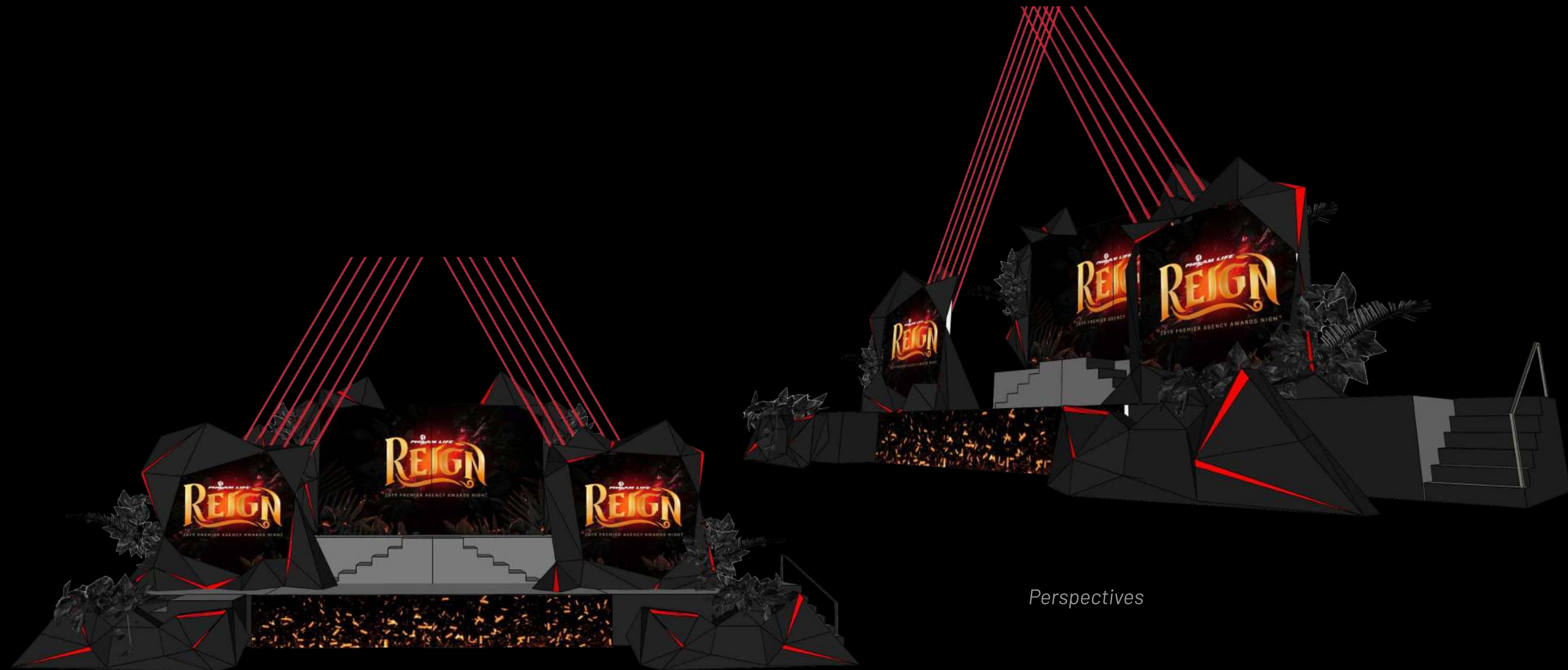
“

3. 3 Layers of LED, the footer, the wings and the revealer. The third preset is complete with fog blasts.

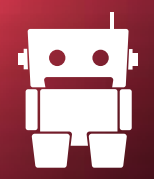
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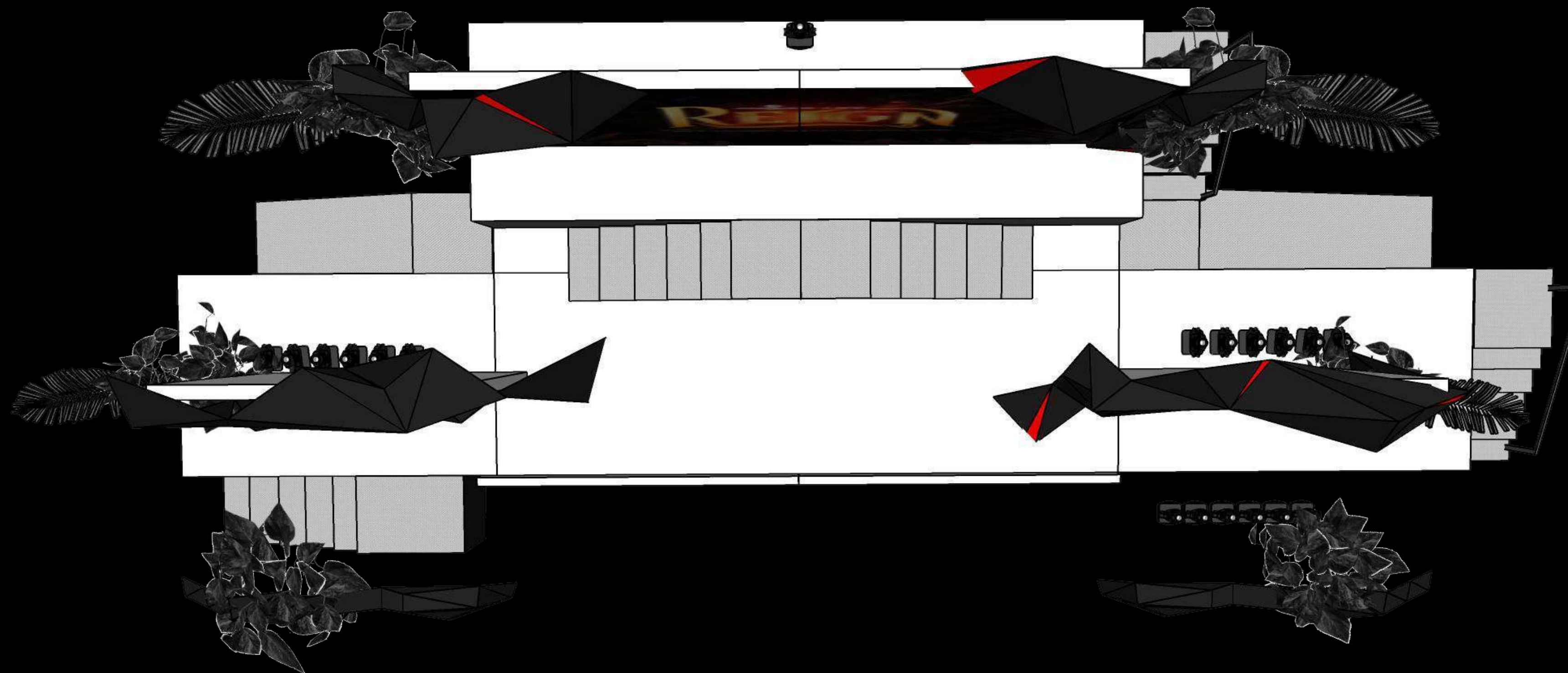
STAGE DESIGN



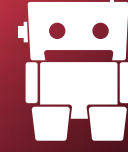
Perspectives



STAGE DESIGN



Top View





ASSOCIATE OF THE YEAR
AWARDING UNIT
CATEGORY



JUANA DELA TORRE
Philam Employee



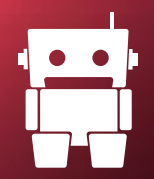
JOHN DOE
Philam Employee

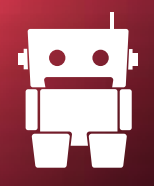


JUAN DELA CRUZ
Philam Employee



MICHAEL SANTOS
Philam Employee





Juana Dela Torre



Friends



Following



Message



More



Works at **Philam Life**

About

Photos

Friends

EVENT ELEMENTS



These are our inspirations for the theme setter videos. Takeaways are the clever use of geometric elements, the 3D micro shots of the organic elements, and the stature of the profile shots of our awardees.





TREATMENT SAMPLE



Close-Up of 3D sparks and lava flow.



Profile Shots of Philam Awardees with floating embers

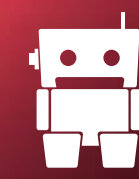


Animation of abstract rock formations with Copy supers.



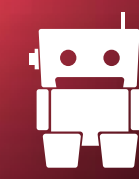
Logo Animation.





LAVANT-GARDE

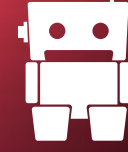




Actual Sample



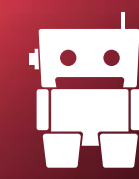
Bullet Time



Actual Sample



360 Selfie

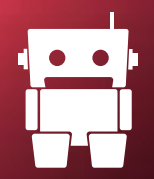


Actual Sample



Glam Shot





Actual Sample



Holo Foto



PRE-EVENT (or post awarding) ENTERTAINERS

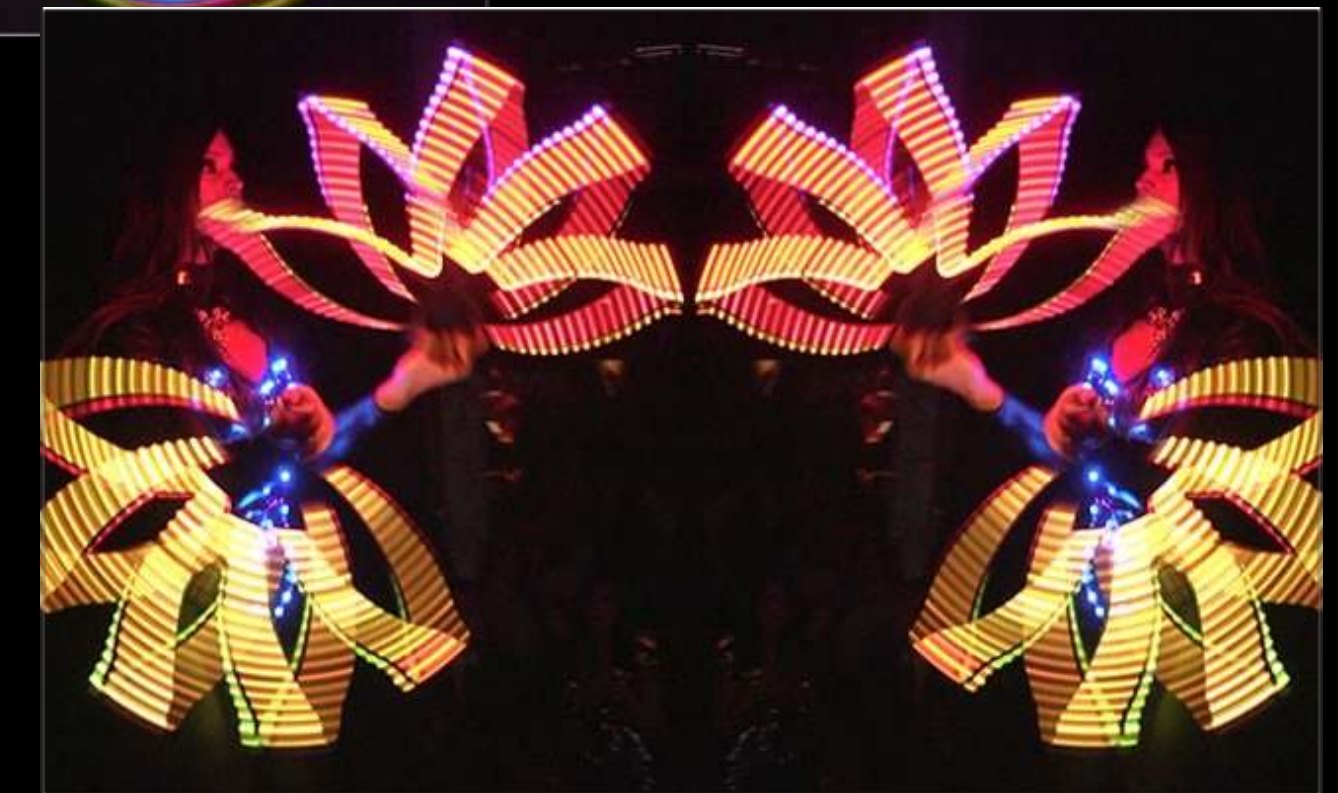


Guests will be entertained by our underground magicians 1 hour before the event.

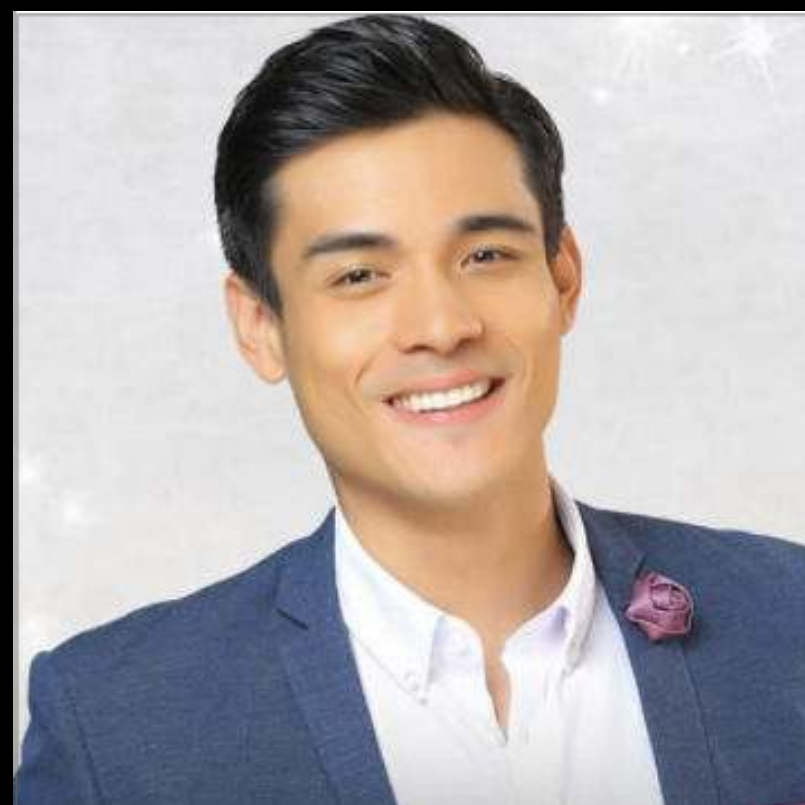
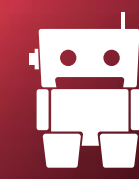
Trick and Card Magicians

They can also do quick tricks to random tables all throughout the event to serve as icebreakers.

LED poi dancers emitting only reds, yellows and oranges are randomly placed on the guests area for photo opt.



LED Poi dancers (Costs pending)



XIAN LIM



MARC NELSON



MARCO GUMABAO



ANDRE PARAS



KRISTINE CABALLERO



JOEY MEAD KING



KC CONCEPCION



ISABEL DAZA

EVENT TREATMENT



Segment	Details
Registration	<i>For Discussion</i>
Pre-event Activities	Photobooth: 360 photo booth Glamshot Trick and Card Magicians
Philippine National Anthem	
Theme setter Video	REIGN Mood Setter Video On- Main LED





Segment	Details
Opening Number	
Welcome remarks	<ul style="list-style-type: none"> -Name Bumper on-screen -Static Logo on screen or key note presentation if there's any.
Special Message	<ul style="list-style-type: none"> -Name Bumper on-screen -Static Logo on screen or key note presentation if there's any.
Host Spiel to awarding Ceremony	<ul style="list-style-type: none"> -Hosts Intro with Video Supplements <i>Text Graphics video showing what awards will be given that night (oscar-like or myx nomination video)</i> -Ambassador of Good well -Real Life Hero Recognition -Group Awarding of Pami -Zone of the year awarding -Recognition of Gama Awardees -Recognition of MDRTs only -Recognition of 1st time life & Qualifying Members and etc..



All the segments with spiels and messages will be treated the same way - with strategic placement of ambient music and visual supplements on the LEDs.





OPENING NUMBER



The stage is set and a single drummer, decorated with a Polynesian avant garde wear - takes on center stage. He beats his Water illuminated drum to signal an eruption.

A "modern version" Hula Kane Dancer joins him and displays a dance discipline that pays homage to Pele, the Hawaiian Goddess of Fire.



The stage ignites as the beats of the drums roar louder as we reveal more drummers, as well as our special group of dancers coming from the World Of Dance Philippines Finalists.



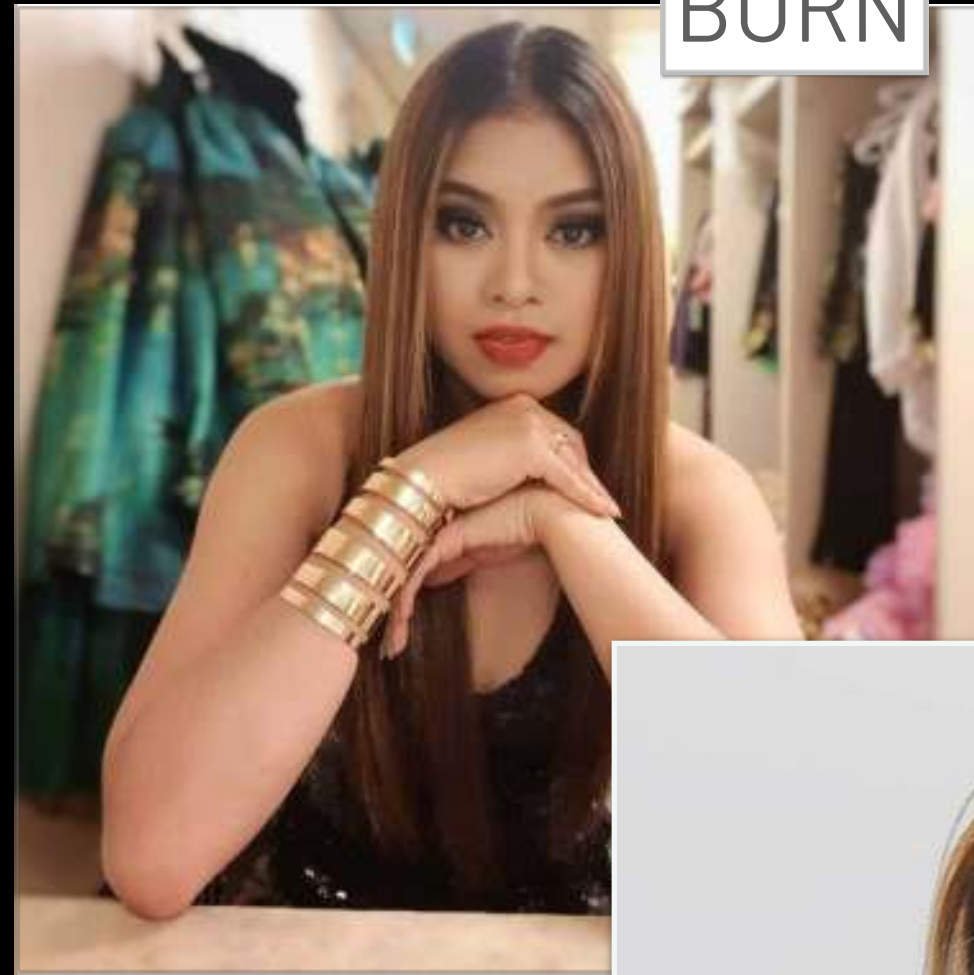


THE FIRE MEDLEY

SHANE ANJA

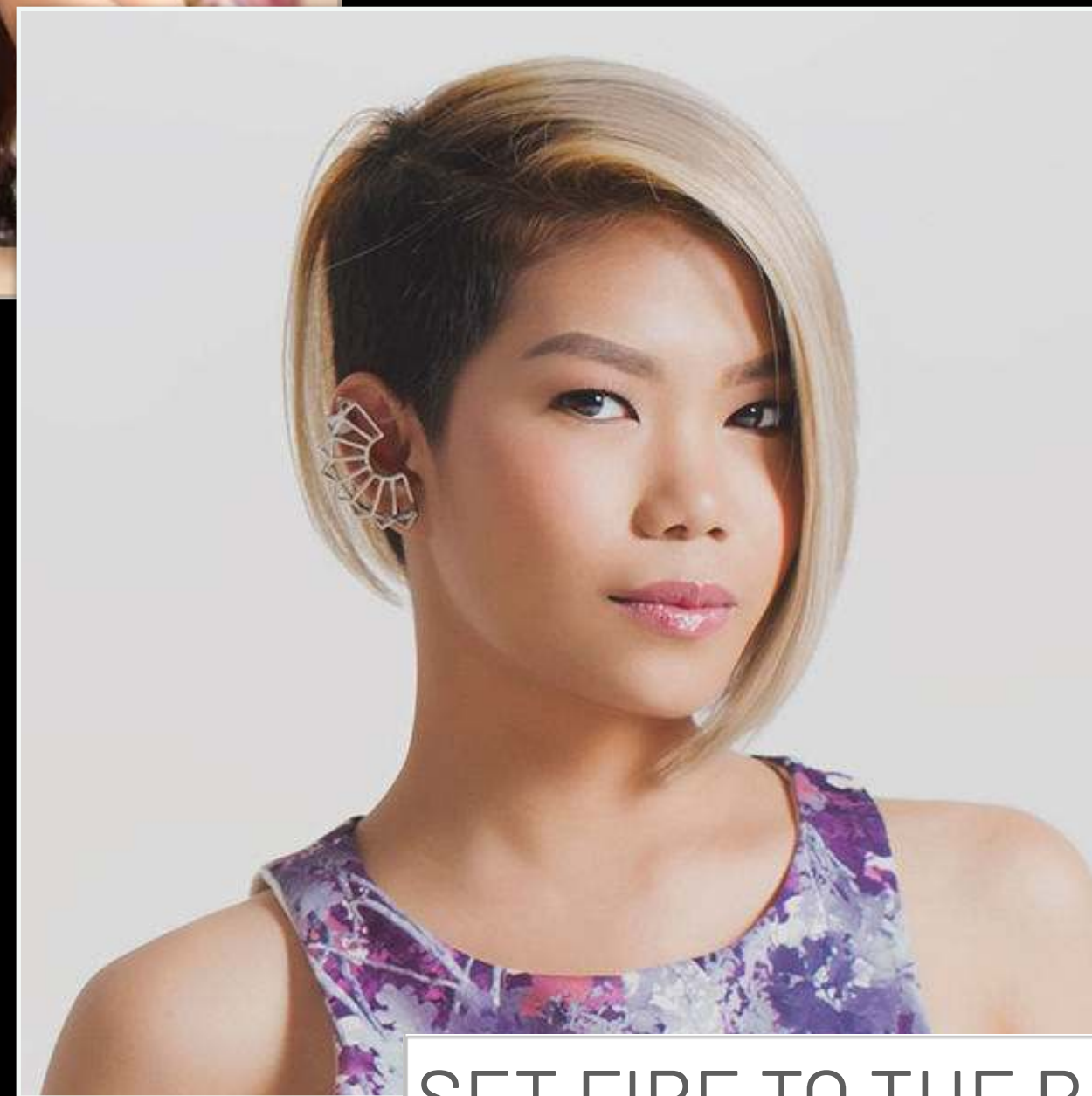


GIRL ON FIRE



MONIQUE LUALHATI

BURN



SET FIRE TO THE RAIN

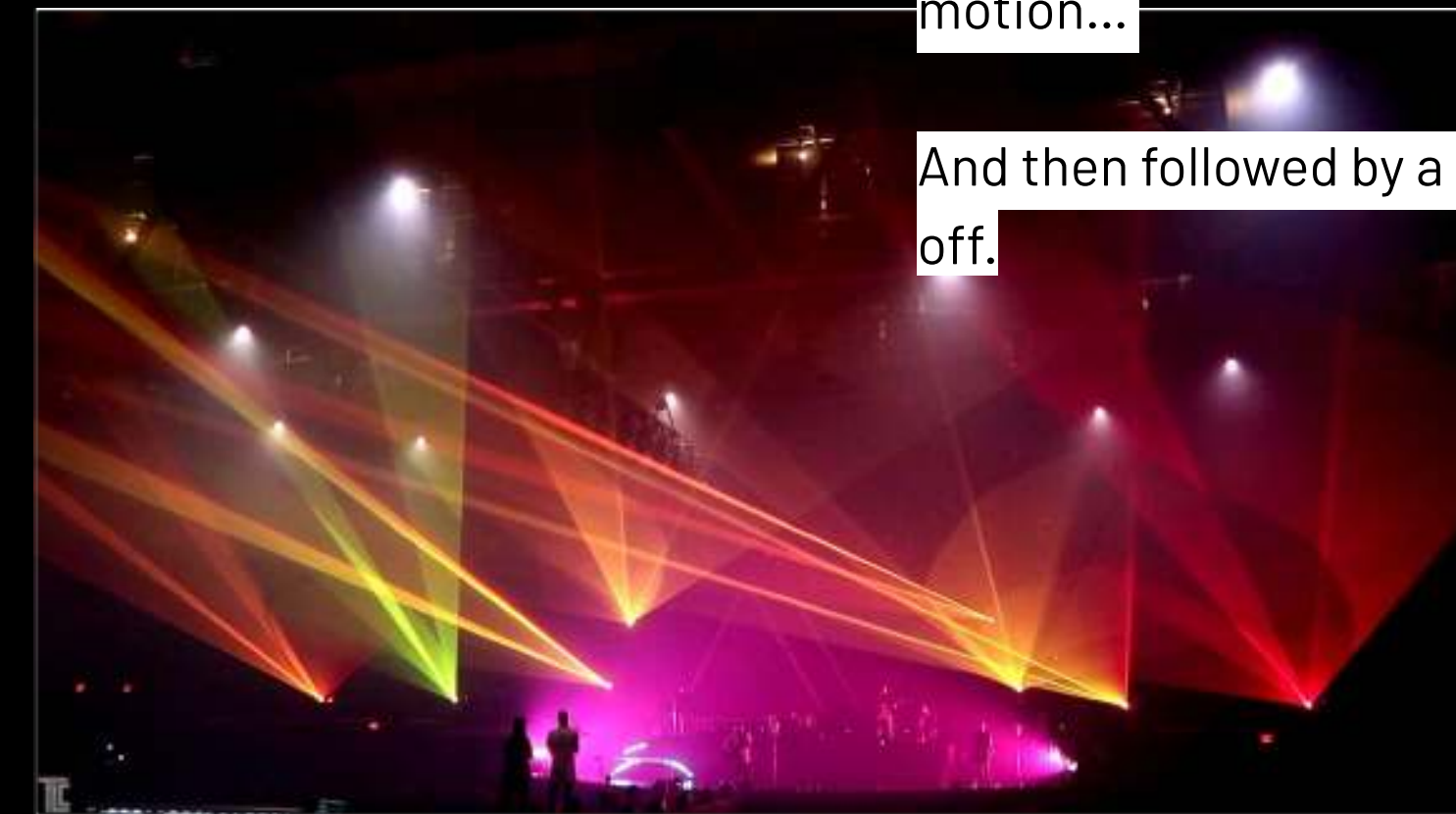
KAT VELARDE

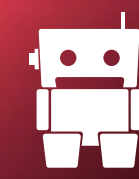


The whole performances goes to a halt and we reveal our first beautiful muse to sing.

Our dancers and drummers participate leading to the final tableau, with all laser lights on, and moving heads do the "searching" motion...

And then followed by a sudden lights off.





“

Our lights slowly focus on a single man on-stage acting as a drummer, will do a little drumming gesture, and as the lights go full blast, our welcome speaker is revealed.

”





Segment	Details
Ambassador of Good Well	Name Bumper on-screen Photo-op
Real Life Hero recognition	Thaina Hernandez's Name on-screen
Group Awarding of Pami	Name Bumper on-screen Photo-op
<ul style="list-style-type: none">- Zone of the year awarding-Recognition of Gama Awardees-Recognition of MDRTs only-Recognition of 1st time life & Qualifying Members-Special Message	Name Bumper on-screen Photo-op
Awarding Premier Icon Advisor	Name Bumper on-screen Photo-op



Segment

Details



Award Name Video Card

Name Dumper on screen

Photo

Awa

Na

Pho

Awa

Na

Pho

Awa

Name Dumper on screen

Photo



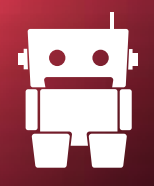
Associate of the Year Awarding Unit Category



Segment	Details
Awarding Premier Icon Agency	Award Name Video Card Name Bumper on-screen Photo-op
Awarding Premier Icon District	Award Name Video Card Name Bumper on-screen Photo-op
Associate of the Year Awarding Advisor Category	Award Name Video Card Name Bumper on-screen Photo-op
Awarding Premier Circle Advisor	Award Name Video Card Name Bumper on-screen Photo-op
Associate of the Year Awarding Unit Category	Award Name Video Card Name Bumper on-screen Photo-op



Segment	Details
Dinner	SDE Video
Reopening of Pre-Event Activities	Photobooth: 360 photo booth Glamshot
Entertainment/Socials	Band



Ben&Ben



The show ends with a performance from Ben&Ben.

Parokya ni Edgar



Callalily



UDD (TF Pending)

Other band Performer options.