

A hand holds a light blue Samsung Galaxy A smartphone vertically. The phone's back features a camera module with four lenses and a flash. The word "SAMSUNG" is visible near the bottom of the phone. The background is a blurred scene of people, with a person in a blue shirt on the left and a person in a grey shirt on the right.

Galaxy A

DIRECTORS NOTE // BHAVESH KARKERA

BREATHLESS FILMS

E C STUDIOS



DIRECTOR'S NOTE

It's always fun to witness a blossoming relationship and the sheer Euphoria that comes with new beginnings. A "boy meets girl" type of romance where love finds you in the most unexpected ways. I see this campaign as a start to end journey of an endearing relationship. An instant connection and an equally evident chemistry that gets the audience rooting for them to be together. With this campaign I aim to get the audience invested in our character's lives, as they witness the unfolding of their love story. The phone plays a crucial role in the story. Almost like a character in itself and its features are the driving point of the films.

I envision these films as a smooth blend of human emotion and technology, which fosters their relationship. In terms of the characters, the guy might come across as shy or reticent at first but he is confident. The very fact that he has the Samsung Galaxy A in his pocket, tells you that he's good at his life choices. The girl is free-spirited, charming and has a bit of a glam vibe but still very good at conveying emotions. She appreciates finer things in life and applauds the "AWESOME"

The overall approach of these films will be cinematic. The lighting and photography will be realistic, sophisticated and modern. The look, apart from the light and the camera, will be greatly influenced by the casting and the locations. We will work on diverse spaces, both interior and exterior, very varied from each other. Spaces that, with an impeccable and well-directed art direction will help us achieve the desired look and feel without moving away from the realistic and new age approach that we aspire to lend to this campaign.

A man and a woman are taking a selfie in a nightclub. The man is on the right, holding the camera, and the woman is on the left, posing. They both have surprised expressions. The background is filled with colorful, pixelated light patterns in shades of blue, purple, and pink. Other people are visible in the background, including a man in a white shirt on the left.

FILM: CAMERA



The film opens in a contemporary world, that taps on rock numbers and vibes in languages beyond comprehension. With its dimmed lights, static frames, and muted colours, it reflects our protagonist, who is simple both in his attire and his body-language. He hasn't found anyone worthy enough to unveil his awesome side to. Until he sets eyes on his girl. For her, he would turn this world around. And he knows the right way to do just that.

Enter Samsung A series.

The minute he sets his hand on the phone, colours turn brighter; lights shine right through, and she knows, as do we, that this is no ordinary man.

He is AWESOME!

The music gets groovier, the camera moves as if suddenly infused with life, and the phone takes centre stage, as if doing the talking for him. He uses it to make the first conversation with her, even if in gestures alone. And by the time he finishes 'making' the photos with her; its clear that the world doesn't stand a chance of coming in their way.

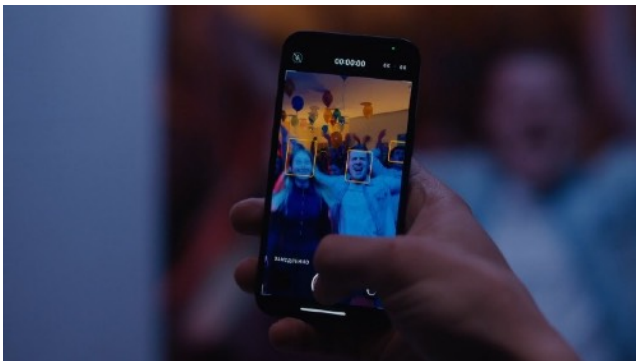
Here are the highlights for this spot

CHEMISTRY

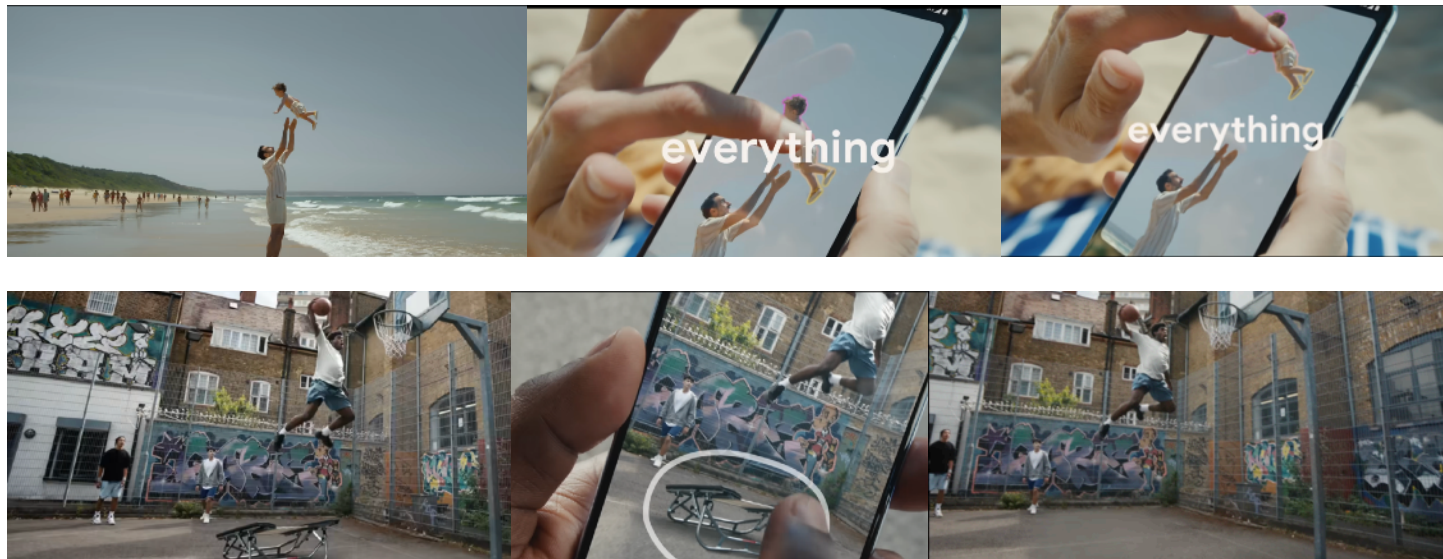
The central emotion of this film is the chemistry between the boy and the girl, which starts right at the onset. From the way their eyes meet, to the way the characters spark together; the film underlines their unsaid expressions. So when the boy takes his phone from his pocket, maybe the girl instantly breaks into a funny pose. They laugh. Now that the ice is broken, she calls him for a selfie. Whether it is the girl posing for the guy when he pulls out his phone, or the guy showing off the swag of his prized possession, the initial excitement that sizzles the starting of a romance forms the core of taking this story to screen. Their reactions and expression are amusing. The scene sets the stage for events to follow.



PHONE INTEGRATION



(Click image above to play video)



Integration of the edit feature on the Samsung Galaxy A series becomes a dynamic element, seamlessly blending technology into the storytelling process. The phone's heroics are captured up and close, with the camera emphasizing its sleek design and intuitive features. Our lenses shall focus on artfully showcasing the phone's sophisticated editing feature, as the young man swiftly refines and enhances shared moments in just a few taps. The idea is to create a sense with the edit and sharp communicative images the ease and speed of using the feature. Like everything happened so pronto, and helped our guy save a sweet moment.

PICTURE



The talking point around is the selfie. The friends have photobombed it. Everybody sees a funny side except the girl who seems to be visibly disappointed on the missed opportunity. The guy senses it and that exactly when the “Awesome” enters. The phone’s features comes to the rescue to help him smoothly edit the side characters out of the frame.



THE BEGINNING

The end of the film is literally the beginning of their relationship. The girl is smitten by the boy’s effort to forge a bond with her. What started with a harmless attempt to flirt comes a full-circle with the guy’s stride to add emotion and meaning to the few moments they shared together.



CHARACTER INTERACTION REFERENCE

The girl, free-spirited and flamboyant starts the conversation through expressive glances, setting a whimsical tone for the evening. The confident young man, matching her energy, reciprocates her unspoken feelings with equal vigour. Through shared laughter and meaningful gazes, a magnetic chemistry emerges, creating an enthralling dynamic that transcends words, soon to transition into a foundation of their growing connection.

(Click image above to play video)





LOOK & FEEL



FILM: KNOX



As the story moves forward, we see our couple in another fun-filled adventure, touching the sky on a ferris-wheel. The initial distance has now turned into an awkward sense of proximity, where the two are next to each other, but hardly at ease. Humour of the situation and its crazy tickles the audience and the girl alike.

The girl takes a step further, filling the silence with a discussion about their photos from last night; and Samsung A series, and its Awesome features come to his rescue yet again.

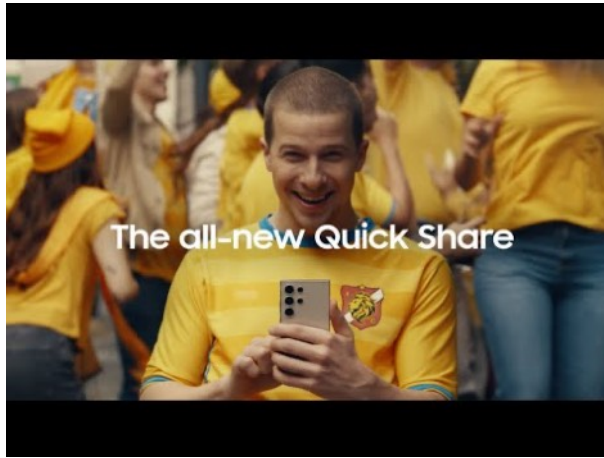
By showcasing its amazing Knox feature he not only wins the girl yet again, but also communicates to her that the moments they shared are special enough to be private.





The film captures the growing familiarity between the two characters, as they get to know each other better. What starts as a funny awkward interaction, grows to become a cute, intimate moment by the end of the film.





(Click image above to play video)

As the relationship of the couple progresses, we see the role of the phone evolving. Not just as a technological feat but as an emotional anchor in the heart of our film.

In quick taps, and the guy activates the Knox vault on his phone to open a stream of memories from the party they first met. We cut from the phone in their hand to the expressions on their faces, in quick cuts, employing perhaps a split-screen. The zeal and excitement of the photos travel up to the girl, her expressions loudly confessing the pride she feels for the man.



LOOK & FEEL





FILM: TAP & PAY





The scene opens towards the end of a dinner at an upscale restaurant, amidst the clinking of cutlery and animated chatter. The young man senses the weight of making a lasting impression, in the final few moments of the meeting. The waiter enters with the bill receipt, about to put a final seal on the evening, when our hero enters frame.

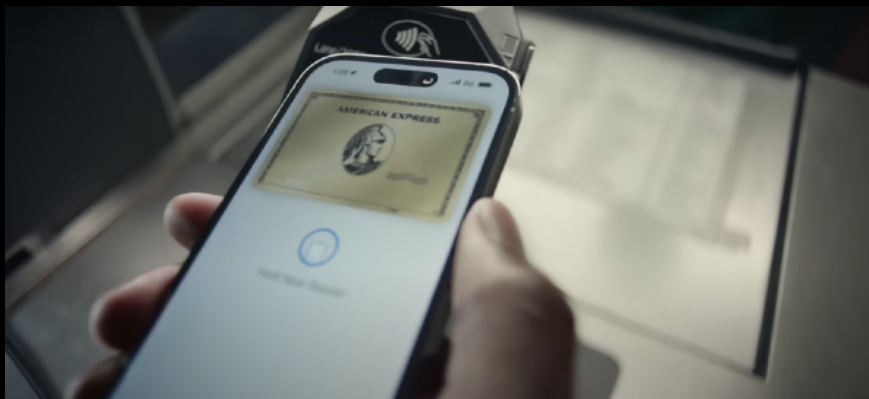
The Samsung A series phone.

As the girl's uncle fumbles with cash and the father grapples with a credit card, attempting traditional payment methods, our protagonist smoothly handles the bill using the tap and pay feature on his phone.

This seamless blend of tech and charm becomes the focal point, prompting a quiet admiration that ripples through the table, fostering an atmosphere of approval and connection; voiced only by endearing grandma. Off the swag of his prized possession, the initial excitement that sizzles the starting of a romance forms the core of taking this story to screen.



The setting and the ambience play a key role in the film. A post dinner set up. The group is seen more relaxed than formal. We see people of all age groups. The uncles chatting away separately, the youngsters chill in a bunch, the kids with their grandparents etc. Just as the waiter walks in with the bill, there's commotion. We focus on the family trying hard to get the bill. While everyone is attempting to settle the bill, the camera focuses on the guy as he swiftly puts his hand across the table. And DING! Everybody stops at the sound realising the payment has been done. Surprising everybody with his smooth move, I think it would be pretty cool to see the grandmother's approval when she says, "Awesome!"



(Click image above to play video)

The spot highlights the efficiency and ease of paying. It emphasises how technology can make payment options seamless and swift.



LOOK & FEEL





MUSIC

The background score can benefit from the ambient sounds in all films, be it the house music in the house party, the piercing silence on the top of the ferris wheel, or the casual chatter in the restaurant.

We envision a soundtrack that mirrors the narrative's dynamic blend of romance, technology, and lighthearted moments. A mix of contemporary and nostalgic tunes will complement the evolving relationship, syncing with the characters' emotional journey.



(Click image above to play video)