A hand holding a dark blue Samsung F15 smartphone in the foreground, with a blurred person in the background. The phone's camera module is visible. The background shows a person wearing a blue headscarf and a yellow safety vest, looking towards the camera.

SAMSUNG F15

Director's Treatment by Ishwar Singh

India *karega fun!*

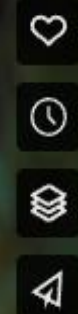
Picture a world where everyday situations transform into lively canvases, featuring characters much like ourselves navigating through the amusing maze of life. Be it the guy stuck in a never-ending day at a typical railway station, the group of friends conjuring up excuses for being in a movie theatre despite glaring background noises telling on them, or the not-so-innocent student using filmy maneuvers to escape classroom boredom – each film in our lifestyle anthology is a microcosm of the Indian experience.

Through simple, life-like storytelling that draws its nuance from F15's enduring battery, distinguishable voice-focus mode, and powerful AMOLED display, I aim to infuse a touch of classic into this campaign. The characters are funky and full of zeal, with the camera quietly placed between them, capturing their vibrance, without any layers whatsoever. The lighting is soft and realistic, juxtaposing Samsung's vivid personality with the spunk of the country's youth, precisely creating a mood for India to have 'vibrant' moments with every click and touch.

India's next *fun-fuelled* Sensation.

Told through endearing
performances, vibrant visuals,
& breezy camera movements

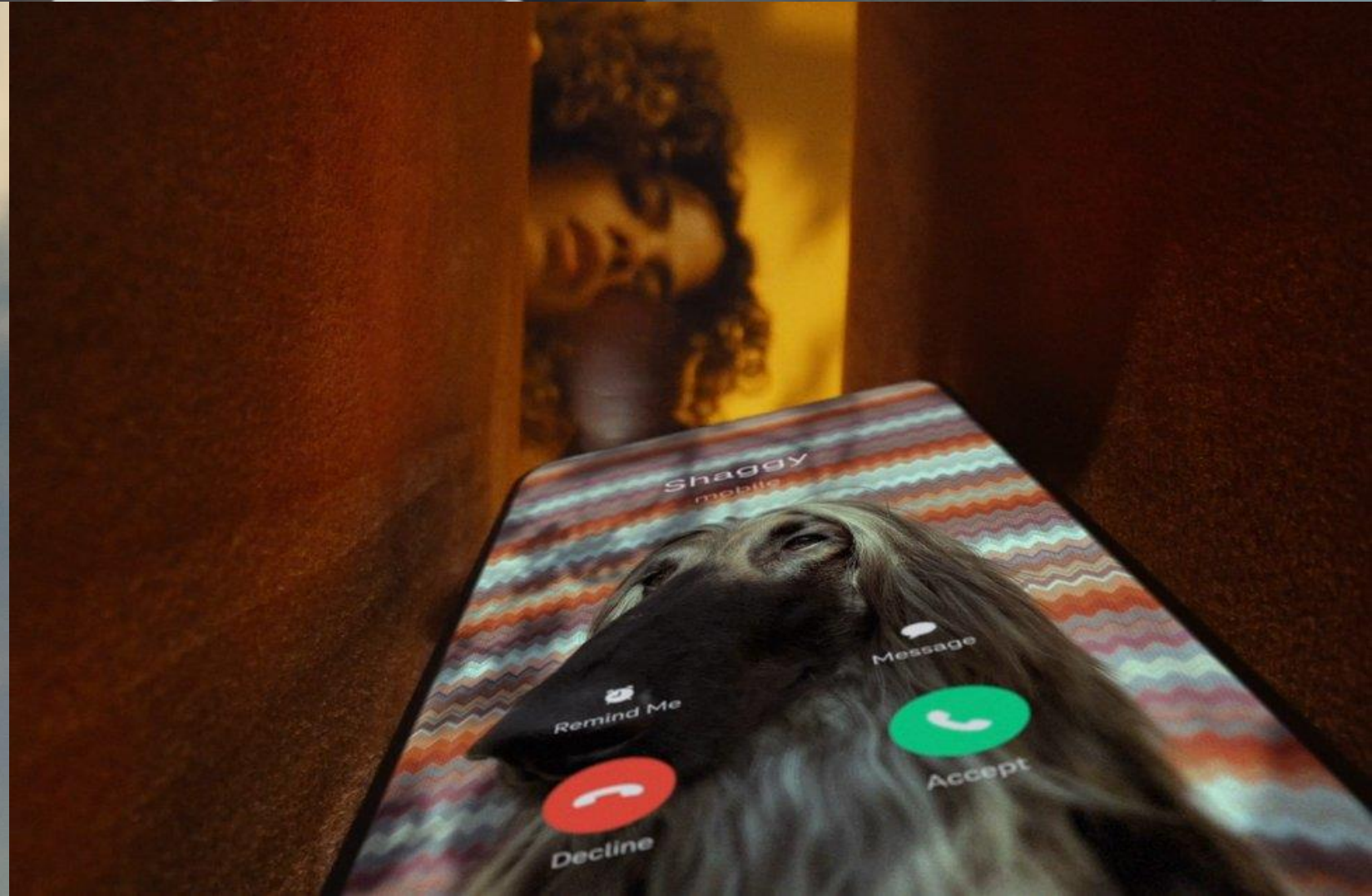
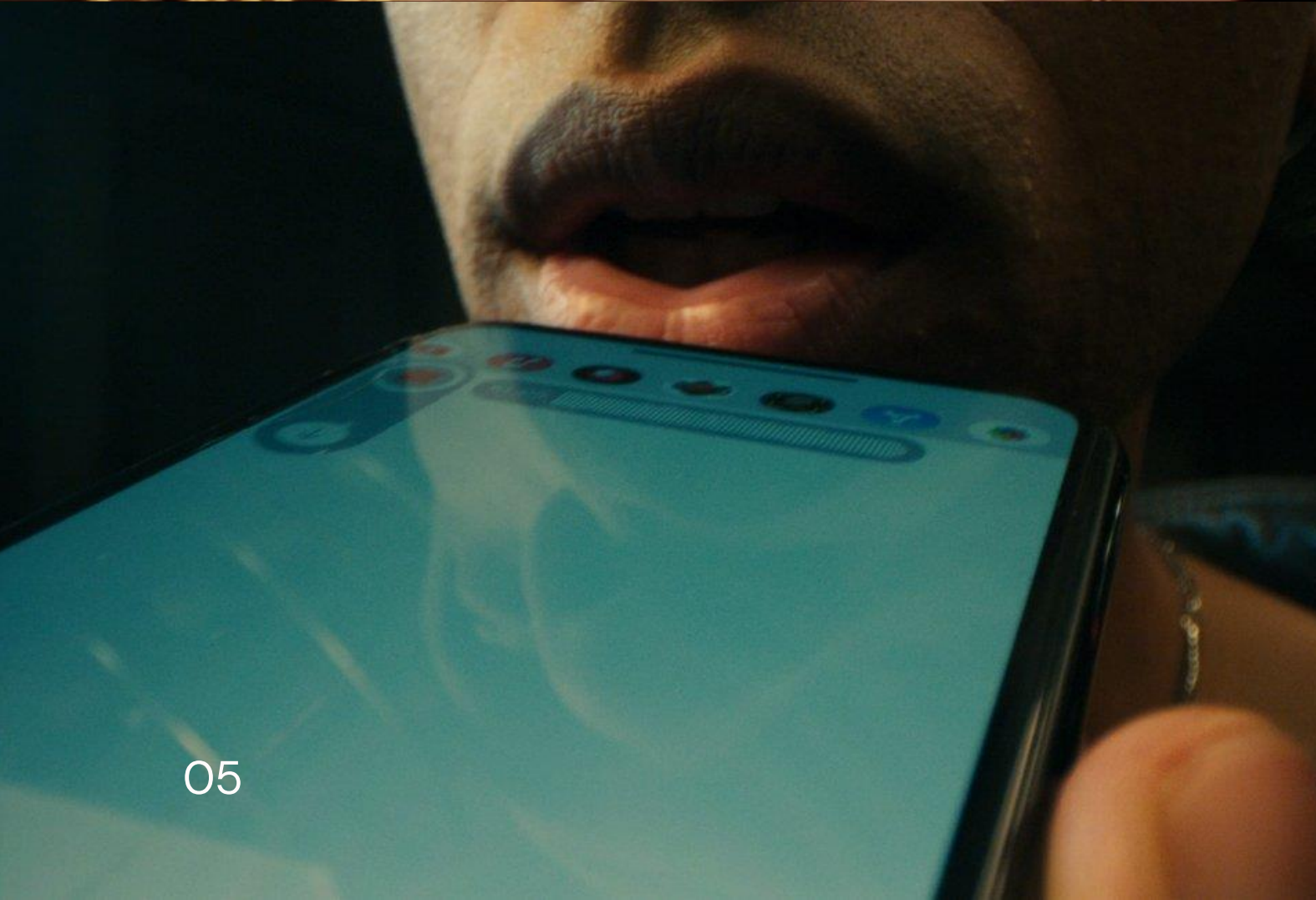
SAMSUNG F15



The setting

The backdrop of the film is designed to be familiar and true-to-life, so you can easily get into the story and feel like you're right there, in those situations. Samsung's F15 adds the extraordinary to this mundane. Rather than big, dramatic scenes, we center the films around the characters and their in-the-moment realities, underlining how true they seem to themselves; whilst highlighting the 'cool' that the phone brings into their lives. The simplicity of these stories is complemented by warm palettes, soft textures, and a cute-but-quirky vibe.

SAMSUNG F15

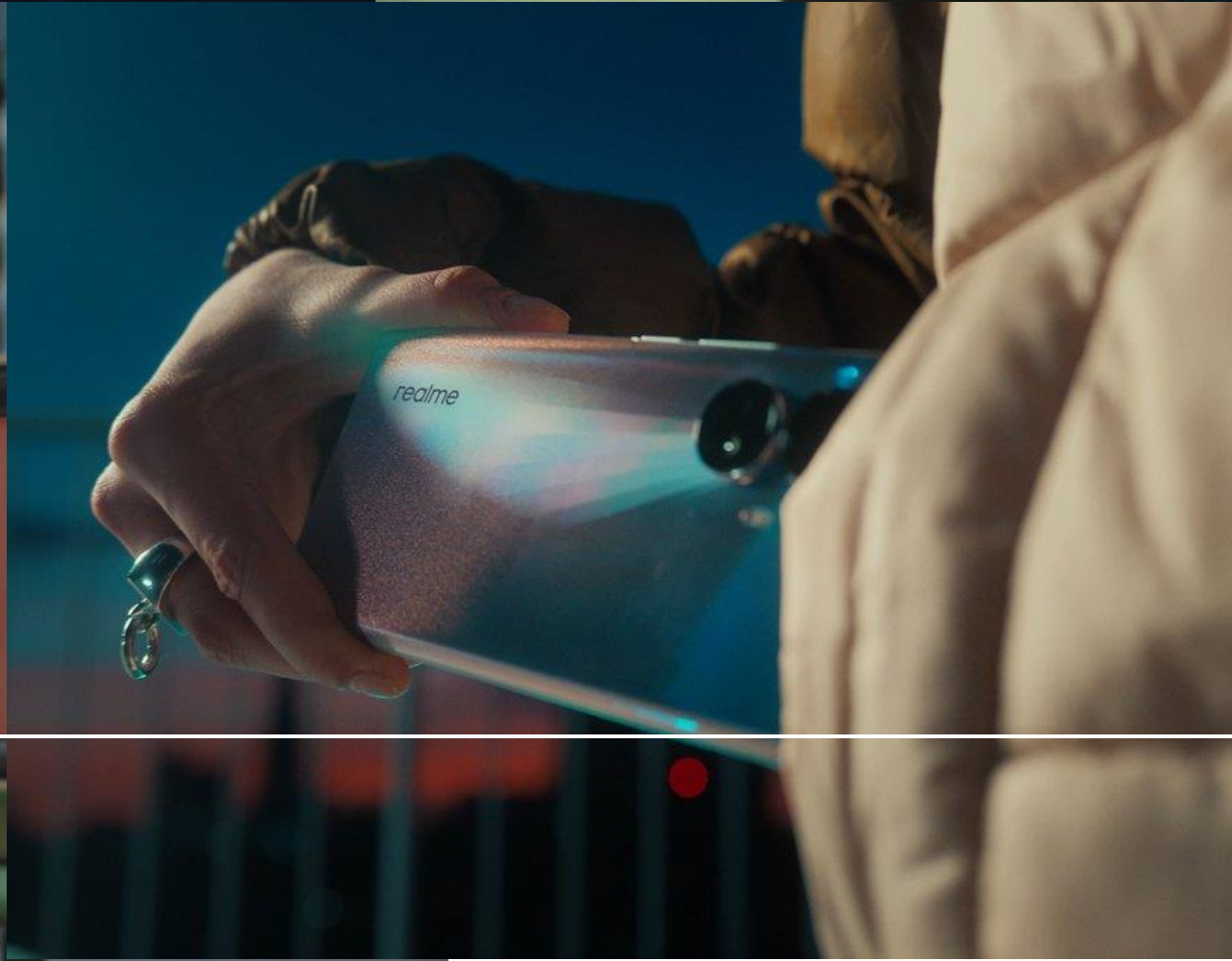
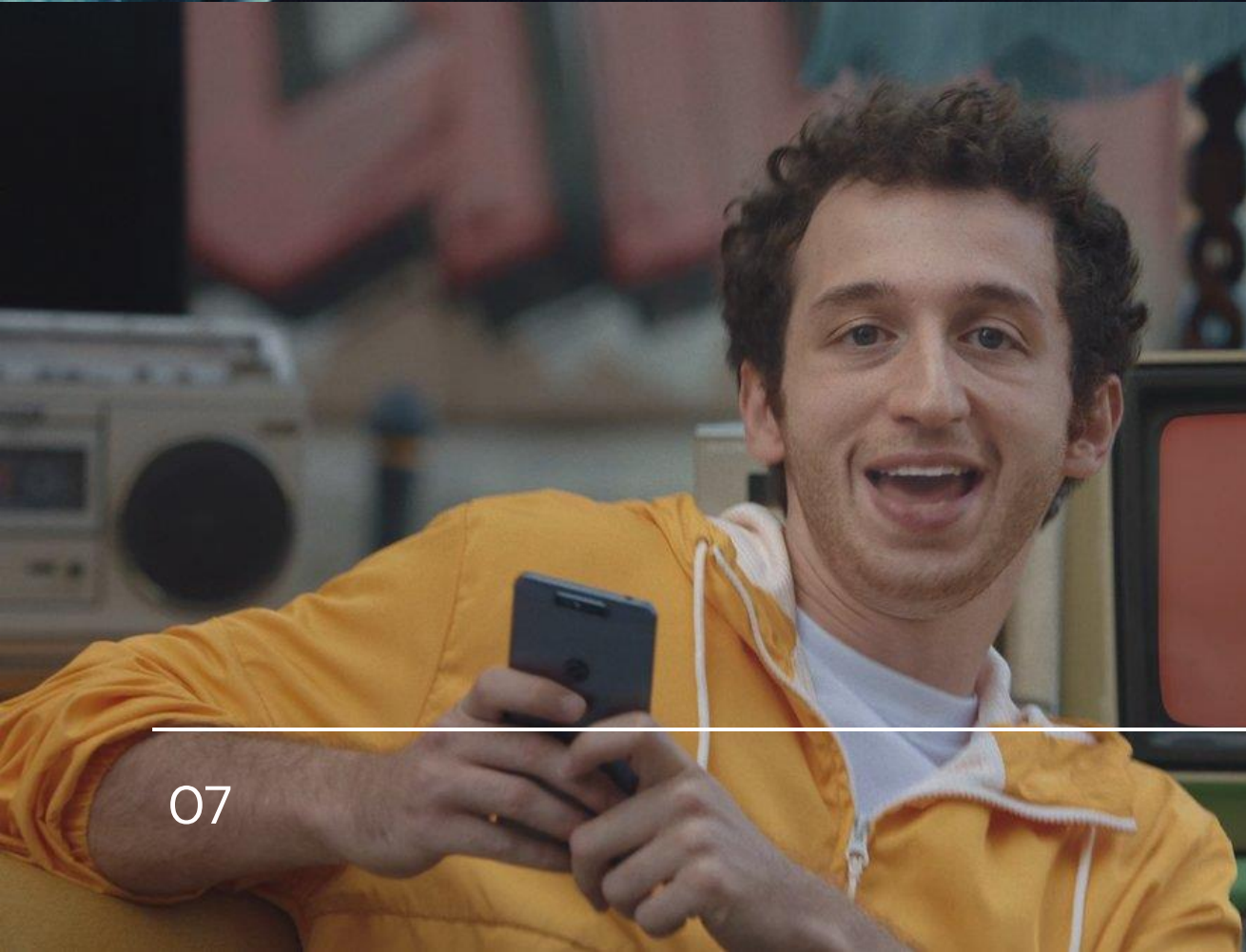
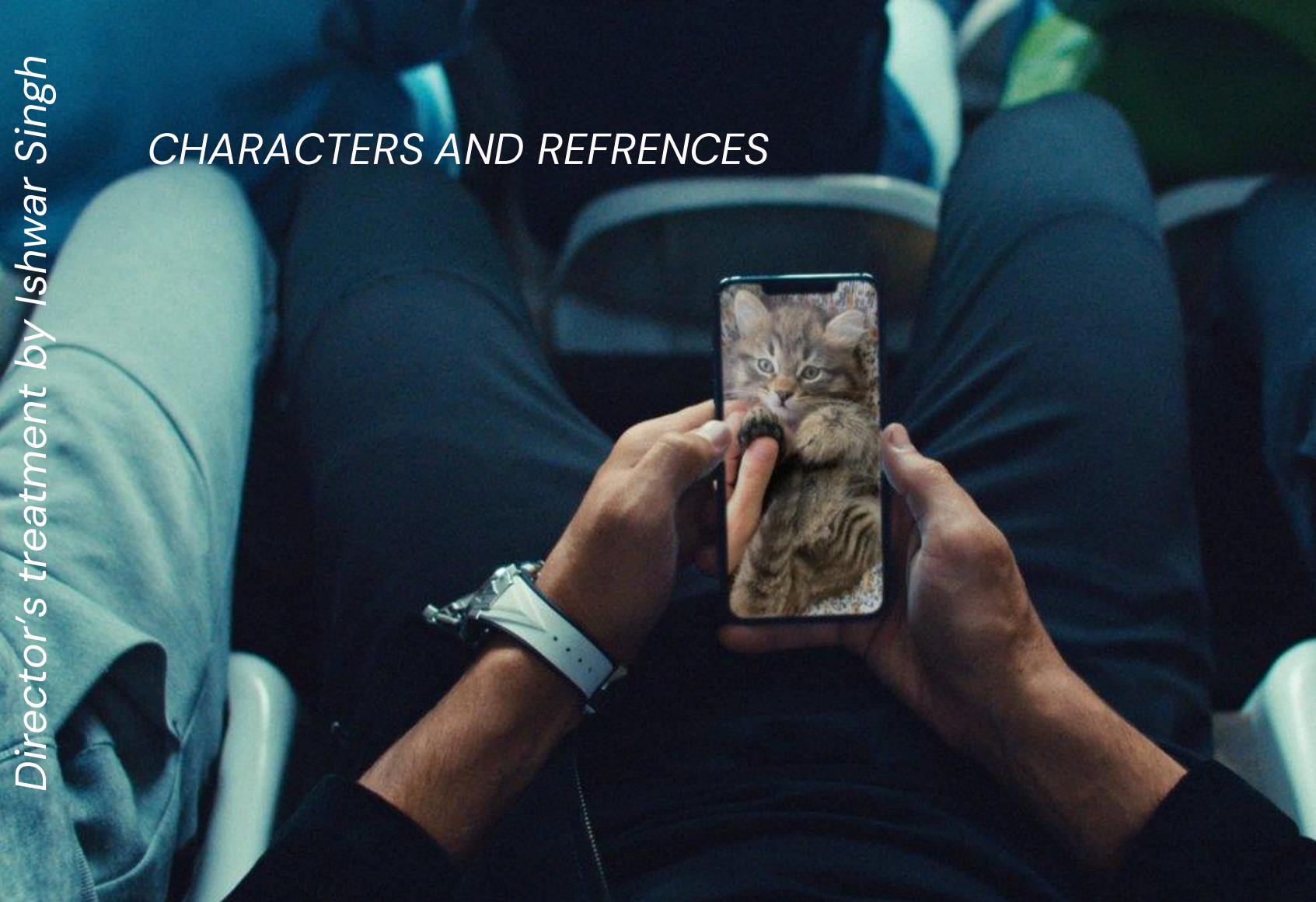


The beginning of our lifestyle anthology is a roller-coaster of emotions. What starts as deep disappointment at the unforeseen delay of our protagonist's train, sparks out as frustration when a power cut leaves him in the dark, literally and figuratively. Our camera positions itself around our character, observing expectantly, what he might do next.

Enter our saviour, the guy on the platform, bringing with himself the hero, the new Galaxy F15, that ready to take up any and every challenge. It is his confidence that the film is centred on, for he seems sure that even in this darkness, his phone won't give up on.

It is this confidence that evokes the trust of our viewers in the undefeatable battery life of the F15, and the role it can play in helping complete strangers, start a bond of endearing friendship!

Film 1: *Waiting Room*



07

SAMSUNG F15

CHARACTERS AND REFERENCES

Director's treatment by Ishwar Singh

SAMSUNG F15

LOCATIONS

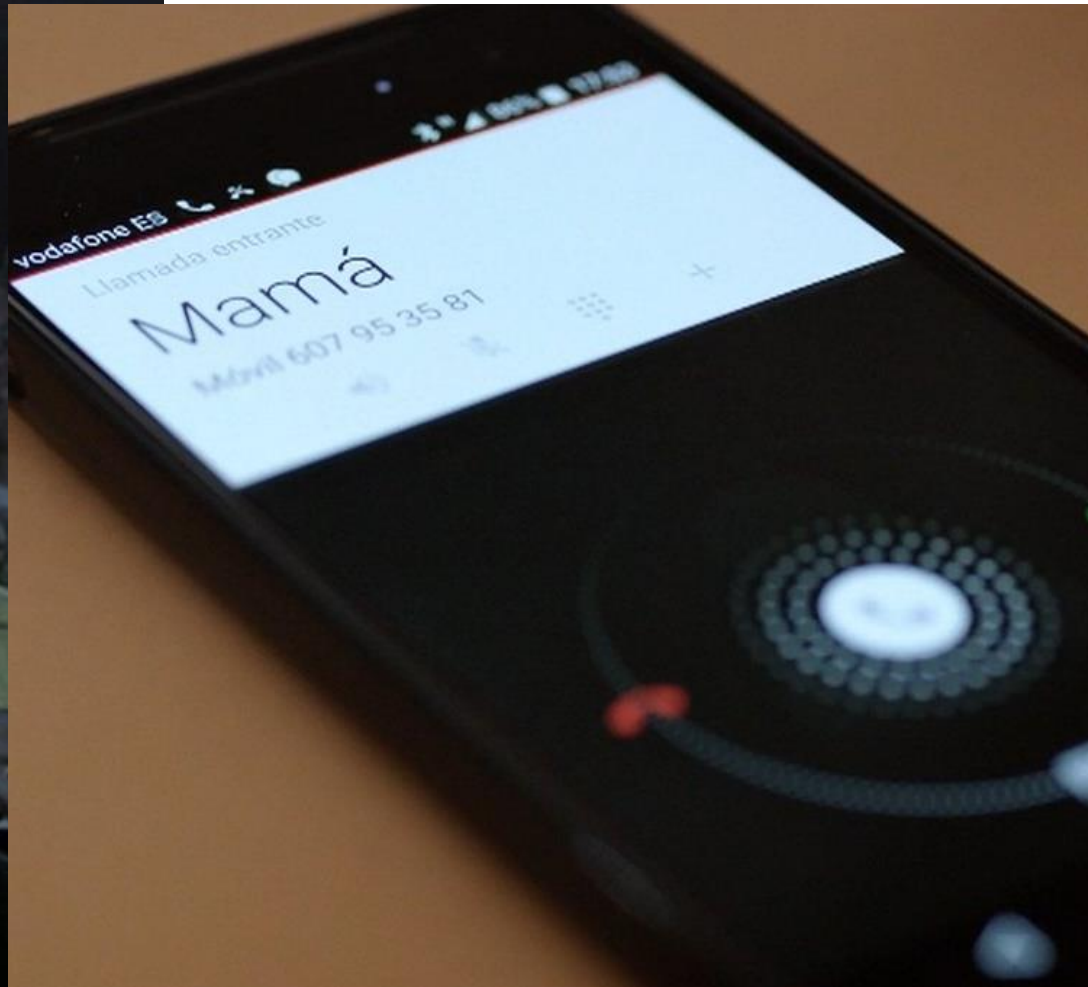


Film 2: *Sick Dadi*

The film adeptly navigates a spectrum of emotions, from the gripping engagement in an action movie to nuanced reactions during crucial phone calls. The camera seamlessly shall transition from expansive theatre shots to intimate close-ups featuring the Galaxy F15 as the central element.

The Voice Focus mode, a standout feature, is deftly incorporated, showcasing the phone's adaptability. Here, sound design becomes pivotal. By playing with a loud background score during the action movie scenes, which is sharply contrasted by complete silence during phone calls, we could underscore the transformative power of the Voice Focus feature.

The approach that we take to this film shall be nuanced, meant to soak in all possible dimensions of our characters, in a way that lets the audience drive as much thrill from their adventure as they themselves are!



CHARACTERS AND REFERENCES



SAMSUNG F15

LOCATIONS



The film explores themes of innovation, adaptability, and the unexpected joy that technology brings to ordinary moments, creating a visually engaging narrative. The camera glides seamlessly between intense dialogues and surprising twists, employing dynamic tracking shots and close-ups to capture the emotional nuances.

The stern scolding by the teacher sets a serious tone, balanced by the young guy's apologetic response. The unexpected turn in the open field introduces a blend of amusement and curiosity, shaping the characters beyond their initial impressions.

The Galaxy F15, in the hands of the young student serves as the anchor in turning the situation around, keeping up with the promise of 'India *karega* fun' that we started with in the first place.

Film 3: *Obedient Student*

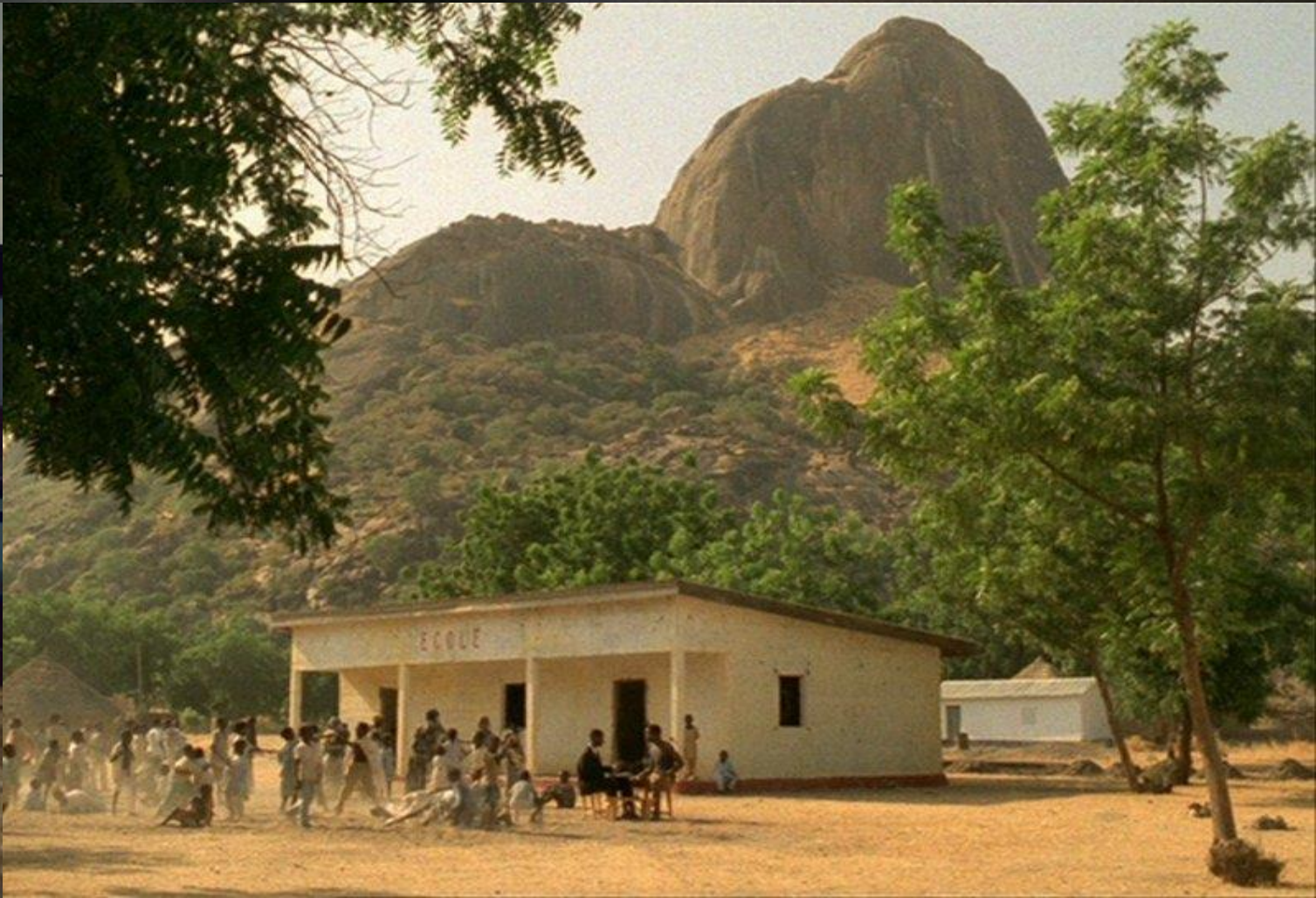
CHARACTERS AND REFERENCES



SAMSUNG F15

SAMSUNG F15

LOCATIONS



The *Cinematography*

Using smooth movements to evoke emotions, our dynamic cinematography seamlessly tracks the storyline without interruptions. The camera is an engaged observer, seizing every detail of the distinct interactions within the group. The camera is an active observer, capturing every nuance of the distinctive interactions within the group. To enhance this, we'll use a handheld camera, adding a touch of raw authenticity. Minimizing static shots, we maintain a continuous flow, incorporating wide shots to establish their unique world and tighter shots to delve deep into the personalities of each character.

SAMSUNG F15

The *Phone*

In each film, the F15 isn't merely a focal point; it's the vivacious companion that adds a touch of 'fun' to every narrative. It acts a cheerful friend during an otherwise boring overlay at the railway station, a sneaky fourth witnessing all the excuses the boy gang makes, and the ultimate partner-in-crime, adding excitement and vibrancy to their adventures of skipping class. It is no wonder that as we cover the lives of these interesting characters, their permanent plus one, gets its due!



Sound Design

The audio composition for this film, shall be crafted meticulously to enhance the storytelling experience, whilst enhancing the inherent comedy in each situation. From the ambient sounds of a bustling railway station to the playful rhythms of a movie theater and the mischievous tones of a classroom, each auditory element shall be thoughtfully integrated to evoke a sense of 'fun' in the audience.

The sound design serves not just as background but as a dynamic storytelling tool, enriching each scene with authenticity, emotion, and a touch of humor. Alternatively, we could also play with classic Bollywood tunes to immerse the audience right from the get go!



Instrumental



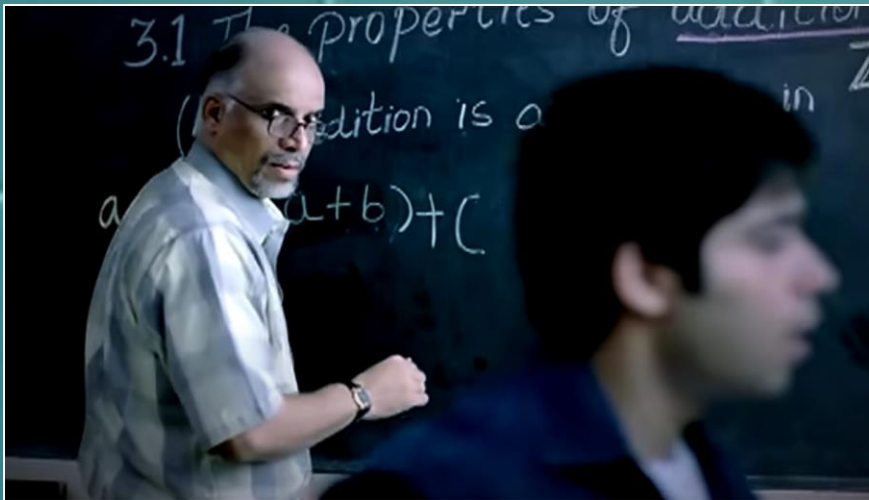
Voice-focus mode.



Bollywood mix

SAMSUNG F15

Video References



Video References





Thank you!

SAMSUNG F15