

ADOBE MARKETING CLOUD – BABY

Treatment by Danielle Murat

“Marketing is too important to be left to the marketing department.”

David Packard

OVERVIEW

Adobe is known for its creative software and has helped revolutionize creativity across the globe. But now, they’ve taken it a step further with Adobe Marketing Cloud. Adobe’s new program helps you track your web activity with social analytics, and provides data to maximize media optimization for the ultimate web experience management. Visually the piece will show the interconnectedness of the World, and show us the journey of a simple click, as it trickles across the Globe.

CINEMATOGRAPHY/LOOK & TONE

The shots need to be reflective of the various settings, highlighting the differences between the lackluster office we open the spot on, to the bustling energy of the factory and commodities market, the natural and quiet setting of the forest, to the transient energy of the trucks and ships that transport the packages.

Each scene needs to represent its place on the globe and lend itself to highlighting the steps that occur in each location. Through a series of close ups and fast cuts that lend themselves to a handing off of sorts, we’ll capture the step by step process of getting this urgent and mysterious order filled, before the reveal of the banner at the end.

The look and tone starts off muted and stale in the office, but increases in color and vibrancy as the spot progresses and we move to locations outside the office and factory, onto the ocean and into the Canadian forest, eventually ending on the modern day family, that is privy to today’s technology.

THE STORY

We open in a Midwestern office building. A mid level Employee sits at a desk, tapping a pen out of boredom, watching the time go by. The office is slightly dated and drab. The energy is sparse and it’s clear that not much work actually happens here. Suddenly, a beep. An alert pops up on his computer. The Employee looks at the screen and does a double take.

EMPLOYEE: Hey Peter, take a look at this.

Peter rolls into frame on an office chair and looks at the screen. His jaw drops.

PETER: We gotta run this down to Daniels.

We follow their feet as they rush down the hall. We hear the sound of the conference doors bursting open. Daniels looks up from his newspaper and coffee. Close up on Peter slamming a piece of paper on the table. We follow Daniels as he picks it up, its contents hidden from us, his shocked expression hovering above it. We close in on his face.

DANIELS: Are you sure about this?

PETER: Clicks are off the charts.

We cut to a close up of Daniels yelling into the phone, a sense of urgency in his voice.

DANIELS: Double – no triple – production!

Over in China...

A Chinese Manager yells at a bunch of factory workers as they crank up huge, antiquated industrial machinery.

CHINESE MANAGER: Let's go! Let's go! Let's go!

We close in on the machines. The sound of gears turning creates a rhythm and pace. Another Chinese Manager yells into a phone.

CHINESE MANAGER #2: I need more trucking!

We see trucks loaded with boxes pulling out of the factory, as empty trucks roll in.

CHINESE MANAGER #2: I need more shipping!

We see a super freighter in the vast ocean, the propellers churning in the water, maintaining the rhythm of the machines. We cut back to the factory. The workers are frantically trying to push through this massive order. We close in on Chinese Manager #2's face as he comes to a realization.

CHINESE MANAGER #2: And I need more trees!!

We cut to a large Canadian forest full of tall overbearing trees. Two Lumberjacks, clad in plaid, push and pull a large hand saw back and forth, back and forth, maintaining the rhythm. The sound of a large tree snapping and falling, as branches sway across the screen.

Two traders watch prices on a computer screen in a commodities market. The room is updated and digital, a far cry from the factory and office from before. Trader #1 notices something on the screen. They look confused.

TRADER #1: Have you seen what's going on with wood pulp?

TRADER #2: Whoa.

Behind them hundreds of Traders on the floor frantically scream "BUY! BUY! BUY!" Back at the factory, forklifts are loading trucks, the beeps, engines, and shouts from workers all create a rhythm, maintaining the pace. Trucks filled with boxes pull into a shipyard. Back on the ocean a super freighter carrying boxes ships in one direction, while another carrying logs ships in the other.

We cut to a quite living room inside a suburban house. A cute little baby, holding an iPad, giggles as it's tiny finger taps on a banner that reads "ENCYCLOPEDIAS – JUST \$19.99. BUY NOW!" He taps it again and again and again and again, giggling each time the banner changes color. Over on the couch his Mom and Dad fold laundry. The Mom turns to the Dad.

MOM: He really loves that thing huh?

We cut to the baby tapping the iPad.

A title comes across the screen.

TITLE: Do you know what your marketing is doing?

The baby giggles.

TITLE: We can help.

ADOBE LOGO: TARGETING WEB EXPERIENCE MANAGEMENT

CASTING & PERFORMANCES

We need a cast that authentically reflects the diversity of the different locations, in a fun, yet natural and non-stereotypical way. For the opening scene, the characters should appear slightly dated and detached, as hard copy encyclopedias are in this day and age. Something in the vein of Gary Cole from "Office Space" for Daniels, Jenna Fisher from "The Office" for the Employee (which would ensure gender diversity as well), and Craig Robinson of "The Office" or Aziz Ansari of "Parks & Recreation" for the character of Peter (depending on desired diversity).

For the Chinese factory scenes the characters need to reflect real Chinese workers, with an authentic understanding and capability of speaking the Chinese language. The Canadian lumberjacks need to appear natural, rustic, and physically capable of tackling the task of chopping down large trees.

The Traders are your typical Wall Street type men and women, clad in suits, and focused on numbers and profit. The suburban family is your basic, average young couple with a newborn, enjoying each other's company while doing household chores.

LAST THOUGHTS

This spot is all about interconnectedness, and energy – the make up of today's technological advancements and Adobe Marketing Cloud. By maintaining a fast pace, with brief interludes for comedic value, and utilizing sound to create an enticing rhythm, the spot should succeed in conveying the power of a "click", and the necessity of monitoring one's targeted audience. Trimming some of the dialogue (ex: Lumberjack) may serve to maintain the pace and the existing "telephone" style of the piece as written. The spot as a whole has the feel of a rhythmic performance, with the punch line of a baby as the unknown audience.

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