**Young Cannes Lions**

**Film 2020**

**Team “Huslevesszin”**

**BRAGGING FILM**

Short explanation of the concept (max. 300 words)

When someone goes vegan, plant-based or plastic free (just to mention a few), that’s usually newsworthy: you’ll most likely be - at least - informed. That’s normal. Even cool. Those people have their reasons, that is mainly being the caring attitude towards our environment and out-dated social practices. And they know that by joining such movements, doing whatever we can, together we can build a better future. Whether it is a bamboo toothbrush or installing solar panels, their pride infused happiness shows the way towards tomorrow.

Short description of the film (max. 150 words)

To dramatize the concept, we’ve created an over-the-top persona: Sára, the proud owner of her new solar panel system. The short film gives insights to her recent life in various situations where she boasts about her new favorite topic. We wanted to create a quirky testimony through her story, which carries the lighthearted attitude of going solar, because E.ON’s expertise in providing electricity - even in a sustainable way - allows everyone to fully enjoy and experience this milestone.

Brief cultural/contextual overview (max 150 words)

Since it wasn’t supposed to be an awareness spot, rather a case for the choice of E.ON amongst those who already know the basics of renewable and solar energy, or even thinking about installing one, we wanted to hammer home the message: why us. And why? Because with our solid background in the field you are free to enjoy your solar panels any way you want.

[Youtube link](https://youtu.be/fctM9bS-kpM)

[Wetransfer link](https://we.tl/t-MiLCPCcYyq)