

ABOUT THE COMMERCIAL

Our movie was propped, shot and edited by us in the past 2 days. We wanted our material to be 100% made by our team, but our friends worked and we couldn't find a parent and a teenage children, so we use Shutterstock footage in the last seconds of the commercial.

Our story is happening on a monitor. We chose this type of storytelling, because it is easier to the audience to connect with the storyline. It is not a screen recording, we built everything from scratch, because this way we can play with the rhythm of the commercial.

Our task was to draw attention on conscious internet usage among teenagers with the help of their parents. The generation of nowadays parents was also children once. They got some very good advices from their parents. "Don't accept candies from strangers. Don't believe everything what they say." This was meant to be the time before the internet, but it also works nowadays.

We use a Hungarian voice and English subtitle in the commercial, because we wanted to hear these proverbs as we heard it when we were children.

SHORT SUMMARY

Someone logs into the laptop and opens Facebook. Our hero gets a friends request, but ignores it; then he gets a Candy Crush Saga candy, but ignores it also, because he hears his mothers voice in his head: "Don't accept candies from strangers." He starts to scroll, when he sees an article and opens it. His mother's voice also sounds in his head: "Don't believe everything what they say.", because it's a HOAX. He closes the website, but got a message from his friend. "Check this out, we should try it!" - says his friend. He opens the link and it is a challenge video. His mother's voice talks again: "If someone jumps to the river will you follow him?"

CUT. We see a father behind the laptop. He was our hero all along. His son enters the room and sits down next to him on the couch.

Tagline and jingle.

https://www.youtube.com/watch?v=P_v8GgrnKSc&feature=youtu.be&fbclid=IwAR3Hrm_9vdSdus8ac_p319q-zqAj7PCmykNGNrqr767cgs2jjTAU6AGMB6Y