

# YOUNG CANNES LIONS 2023

## FILM CATEGORY

### CONCEPT: A WHOLE NEW PERSPECTIVE

### TEAM: ALBÍNÓ

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#### **INSIGHT** (rövid kulturális/kontextus információ)

Deep down, there's a simple truth about us: when we find something really good, we don't want to stop. And here's the cool part: when we gather up the courage to try new things, we open ourselves up to a whole bunch of exciting and eye-opening perspectives.

#### **FILM IDEA** (rövid írásos magyarázat a filmről)

##### **The concept**

Let's redefine people's perception of vacuuming and showcase the easy, effortless, and limitless world of the Philips 8000 Aqua Plus. With this online content, we highlight how an innovative device can transform vacuuming into a never-ending 360 joyride, leaving no place unreachable.

**Philips 8000 Aqua Plus with a 360° nozzle. A whole new perspective on vacuuming.**

##### **The solution**

We use a 360° camera to showcase the product's exceptional 360° feature. Visually, the entire film revolves around the captivating perspectives. This point-of-view seamlessly combines the product's benefits with the creative message, resulting in an exciting and visually engaging content that captivates viewers.

##### **The platform**

Our vertical format, the funny visual style, and stunning music make our video perfectly suited for platforms like TikTok, Instagram Reels, or YouTube Shorts. It can work great as an organic content for Philips, a paid advertisement, or even as influencer content. Any of these options have the full potential to make it go viral.

## **SYNOPSIS** (rövid összegzés, hogy mi történik a filmben)

Our film starts at home, where our hero spontaneously begins vacuuming after her cat knocks over a plant. The pleasure of vacuuming becomes irresistible, extending beyond the boundaries of the apartment.

She takes her Philips 8000 Aqua Plus to the streets, cleaning the entire city and discovering new perspectives on vacuuming. The 360° nozzle effortlessly tackles even the most challenging spaces, including under cars, in the subway, on the running track, and in the park, as she embraces the joy of cleaning.

In the closing scene, we see our hero reunited with her mischievous cat, awaiting its next plant-action and another thrilling joyride of vacuuming.

'See you later.'

## **WATCH IT AGAIN**

Tiktok: <https://vm.tiktok.com/ZGJHtvc3C/>

High-quality: <https://we.tl/t-mSsObaiyQN>