

# Capture your life

The scripted digital footprint



A large group of young people, mostly Millennials, are shown from the chest up, all wearing white t-shirts and looking down at their smartphones. The scene is dimly lit with a greenish tint, suggesting an indoor setting at night or in low light. The people are densely packed, and their focus is entirely on their devices.

# Problem

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Millennials spend too much time using their phones without purpose.

# Live Your Life Like It's A Movie.

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Well, this is a well-known cliché, well known to millennials.

But the lives of millennials are very different.

Because they are lack of real social relationships and experiences.

That is why millennials' aimless use of tools is just a symptom.

# Insight



Thanks to our digital footprint, big tech companies know more about us than we know about ourselves.

Actually, they know our story.

# Idea



Let's make the digital footprint visible and audible, and encourage millennials to look for experiences instead of just surfing the web!

## HOW?

Turn the data the millenials collect through the phone into film and music!

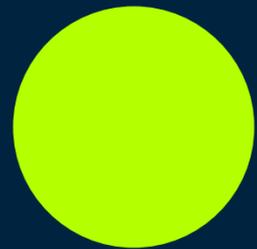


# Introduction

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The millennials

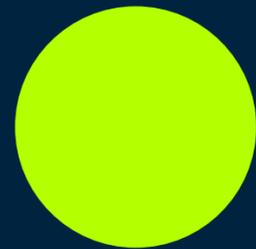
The first coming-of-age movie which  
is written by digital footprint.

# Mechanism



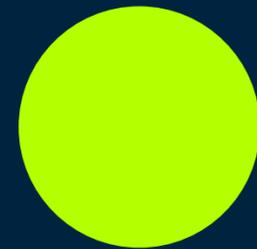
## **ACTIVATE**

We're launching a challenge asking users to live their lives for the next 2 weeks in a way that, if it's made into a film, will be worth watching.



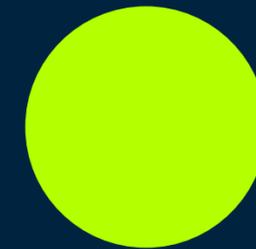
## **COLLECT DATA FOR THE SCRIPT**

The data collected during these 2 weeks about users by Google Maps, Spotify, Google Search etc. will be sent to the directors and musicians after processing.



## **MAKING THE FILM**

The directors and musicians choose the 10 most exciting story and make a sketch film.



## **FILM FESTIVAL**

To raise awareness of the problem of millennials and screentime, the sketch film will be presented at the Friss Hús film festival and in rural cinemas.

# ONLINE TOUCHPOINTS



SPOTIFY

Films need soundtracks. The digital footprint is used to write songs by acclaimed musicians. These songs will be used to create a playlist on Spotify.

TIKTOK / INSTAGRAM / FACEBOOK

SHARE IT AS AN ONLINE VIDEO!

The funnier parts of the films will be posted on Instagram and TikTok before the showing.