

Easy Big Deal

Be out-going without going out

Social Media - BWS Delivery

Insight:

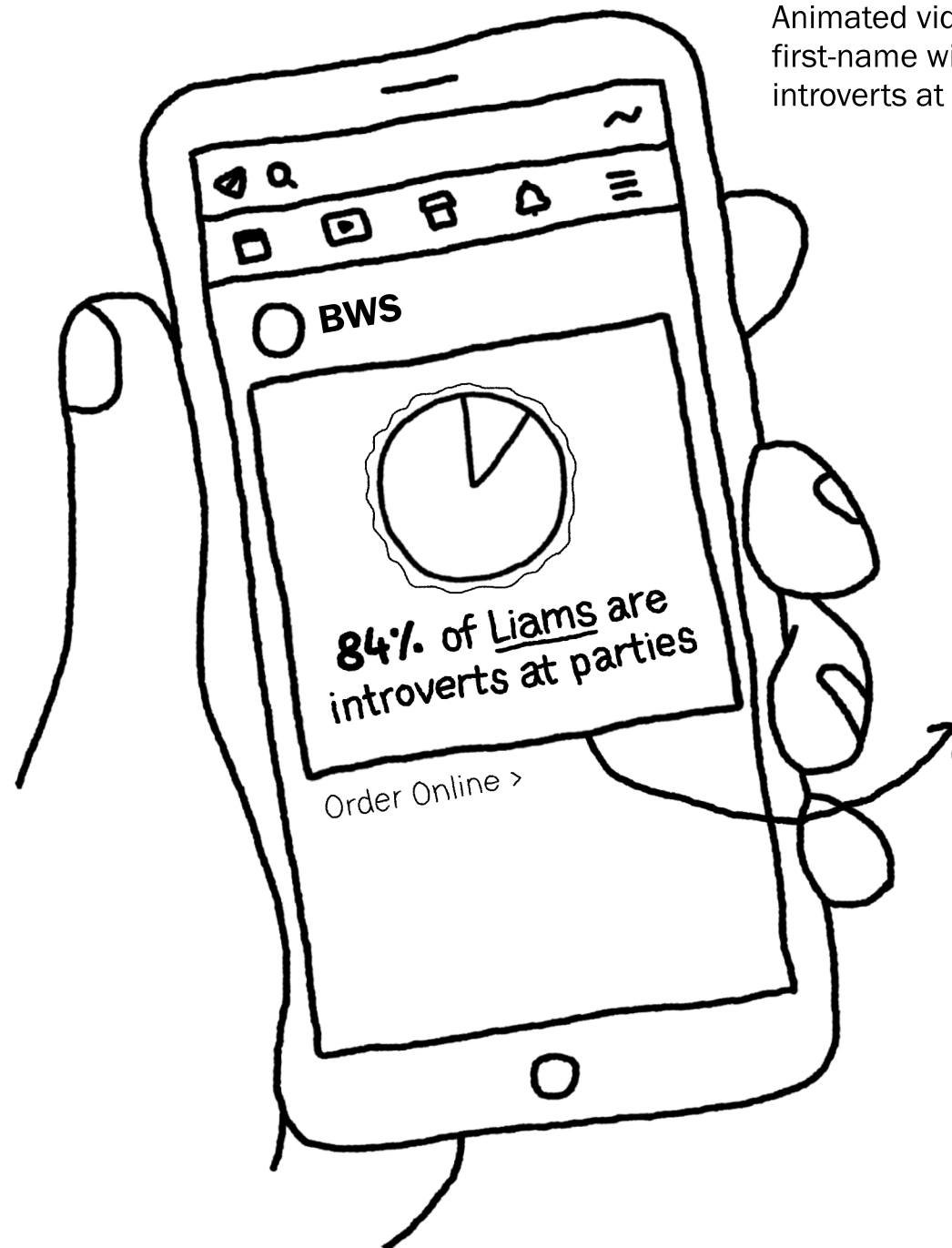
People want to be the “cool guy” at the party but it can be difficult for them, as it often requires the person being extremely extroverted and out-going.

Ideas:

Target individual first-names on Facebook with statistics on how likely they are to be introverted at social events, based on their name. Then show them how easy it is to be the “big deal” at the party with BWS.

Execution:

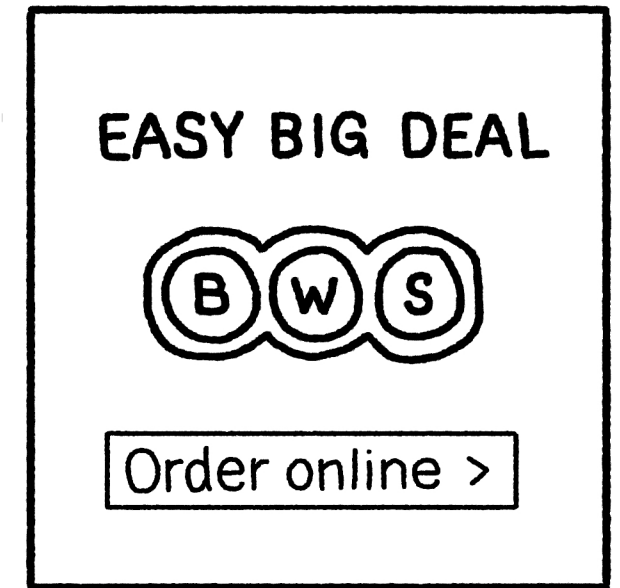
Animated video begins with a pie-chart of the user’s first-name with a statistic on how many of them are introverts at parties. This will be different for every name.



2: Animated pie-chart tilts to show it was a bottle-cap. Camera zooms-out to show it is on a beer-bottle. Text appears.



3: Camera zooms-out to show the bottle is being delivered to a party. Guests are intrigued and impressed.



4: Cuts to “EASY BIG DEAL” and BWS logo. “Order Online” button takes user to bws.com.au