Rehab

VIDEO CONCEPTS - FIREFOX

JUNE 13, 2011

IDEA 1 THE DESKTOP

DESKTOP:

This video tells the “Firefox 5 speed story” from the POV of a group that’s seen a lot of browsers up close: the items on a typical desk.

Using stop-motion animation, we show a conversation between a stapler, a tape dispenser, and a post-it pad. They’ve just seen Firefox 5 in action, and they can’t believe how well it works.

WE LIKE THE “JERKY - CHATTER” - MOVEMENT OF THESE:

SAMPLE SCRIPT:

OPEN ON a desk. We see a large computer monitor, with a Firefox 5 browser window open on the screen. In the foreground, pointed toward the monitor, are a stapler, a tape dispenser, a post-it pad, and a mouse.

This is stop-motion animation, so we can show the articles “talking”. For instance – by moving the stapler arm up and down.

STAPLER: **(To the MOUSE). Hey! Mouse. Bring up a page. Something load-intense, like Vimeo…**

The MOUSE clicks a “Vimeo” bookmark in the bookmark bar. The page loads immediately.

ALL: **Whooooooooaaaaa!**

NOTEPAD: **That’s fast.**

TAPE: **That is so fast!**

STAPLER: **Firefox 5, baby. Boo-ya!**

NOTEPAD: **Let’s do another.**

STAPLER: **Hey! Let’s bring up a lot of tabs. Can you do that? Tabs?**

The MOUSE right-clicks open a bunch of tabs, and they all load instantly.

ALL: **Whooooooaaaaaa!!!**

NOTEPAD: **That is so good.**

TAPE: **I wonder how the old browser felt when it found out it was getting replaced…**

NOTEPAD: **Dude, that’s…don’t go there. That’s depressing.**

STAPLER: **Browsers don’t feel anything. They’re inanimate.**

TAPE: **So basically, this new Firefox, it’s faster and gives you more control, right? That’s the main deal?**

STAPLER: **Yeah, it just connects you to your life. You don’t have to overthink it.**

THREE-HOLE PUNCH: **Bring up some music. I wanna hear music.**

All the other desktop implements turn to face the three-hole punch. Beat.

ALL: **Ohmygod, a talking three-hole punch!**

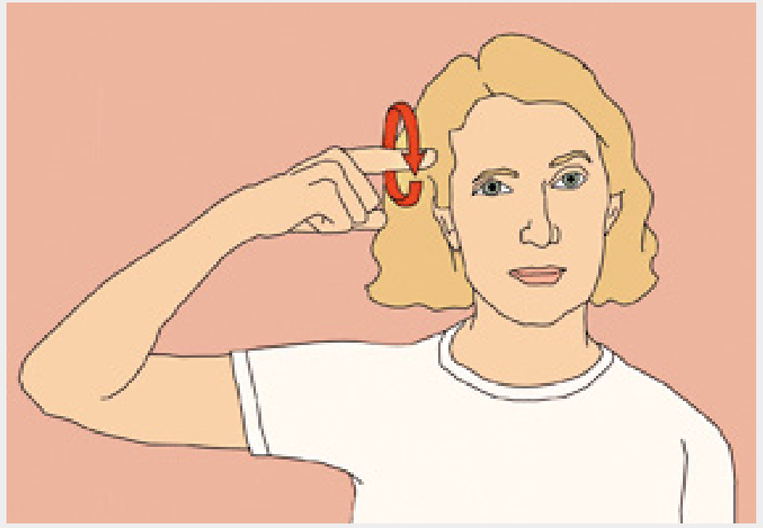
NOTEPAD: **I am totally freaking out.**

SUPER: **Firefox 5. The fastest firefox yet.**

IDEA 2 FAST/FASTER

FAST / FASTER

This idea utilizes simple line art (instructo-art or similar style) to convey FireFox 5's enhanced speed. While users may have fast browsers already, these illustrate the point, that a little more speed is a good thing. And, because the animations will depict speed through humorous stories outside the context of technology and browsers, we don't draw a literal comparison to our competitors.



ROUGH IDEAS:

FAST: KID BLOWS OUT BIRTHDAY CANDLES
FASTER: MEAN KID WITH FIRE EXTINGUISHER BLOWS THEM OUT BEFORE HE CAN.

FAST: GUY ON A SEGUEWAY PASSING PEDESTRIANS
FASTER: GUY ON A SEGUEWAY GETS SCOOPED UP BY DEMON BULLDOZER BELCHING FLAMES FROM ITS PIPES

FAST: KITTY CHASING A LASER POINTER THAT A LITTLE GIRL'S PLAYING WITH
FASTER: OLDER BROTHER INCINERATES KITTY WITH LARGER LASER POINTER

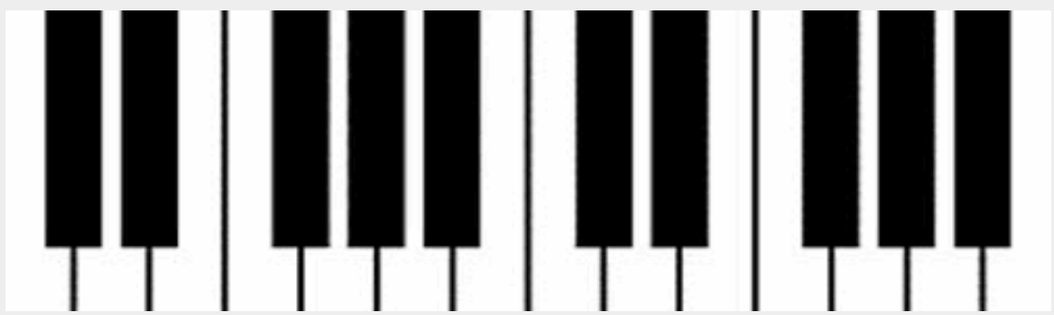
FAST: BEEKEEPER BEING CHASED BY HORDE OF BEES
FASTER: BEEKEEPER BEING CHASED BY HORDE OF BEES BEING CHASED BY BEAR

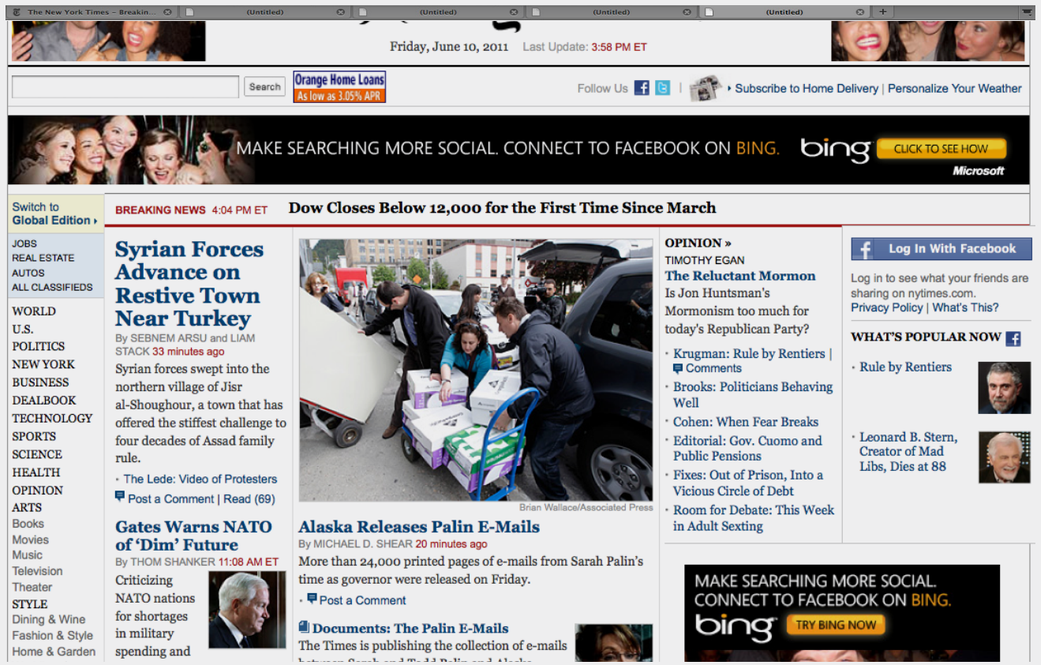
FAST: FRUMPY HIPSTER ON MOPED DRIVING DOWN THE STREET
FASTER: PULL OUT WIDER TO SHOW HE'S FOLLOWING A PABST TRUCK (OR CAR LOAD OF HIPSTER CHICKS) AND HE ACCELERATES TO CATCH UP

FAST: RABBIT ON MOPED DRIVING DOWN THE STREET
FASTER: RABBIT ON MOPED, PULL OUT TO REVEAL HE'S FOLLOWING CARROT TRUCK, ACCELERATES TO CATCH IT

FAST: SHOT OF INSTANT PUDDING BOX
FASTER: SHOT OF KID POURING PUDDING MIX AND MILK INTO MOUTH

IDEA 3 TABS





TABS:

The story in this spot is simple and human: over the course of one minute, a browser window offers an overview of a person's entire online life – a rich landscape of social connections, favorite videos, photo galleries and cooliris walls, Wikipedia entries, news, email.

The connection to Firefox 5 lies in how we tell the story: using tabs to reveal the individual frames that tell the story. As we close tabs and reveal the next window underneath, the story advances frame by frame, or scene by scene.

The music track would be "Chopsticks" – simple and childlike, and gaining speed and force every time we repeat the theme.

SUPER:

Firefox 5. A faster window onto your online life.