

# BOUNCE ANIMATION CONCEPTS

**OBJECTIVE : A 30 SECOND ANIMATION VIDEO**

**TONE : FUN AND LIGHT HEARTED**

**TARGET AUDIENCE : 15-35 YEAR OLD URBAN DEMOGRAPHIC**

**FOCUS POINTS : THIRST, DEHYDRATION,  
HEALTH IN A FUN.NON-PREACHY WAY**



# CONCEPT 1 : NEON FROG



**A GROUP OF FOUR FROGS IN A JEEP ENTER A DESERTED JUNCTION DURING MID DAY.  
THE SUN IS AT ITS PEAK AN THERE IS ONLY ONE SOFT DRINK DISPENSER.**

**THE LEAD FROG WALKS TOWARDS THE DISPENSER FOR A DRINK.  
HE LOOKS AT ALL THE DRINKS AVAILABLE FOR PURCHASE**



# CONCEPT 1 : NEON FROG



AS OUR LEAD FROG SCANS THROUGH THE BOTTLES.  
TEXT AND ANIMATIONS APPEAR OVER HIS HEAD LIKE IN A SUPER HERO COMICS.

1. SOFT DRINK : DRINK TURNS TRANSPARENT AND REVEALS WHAT IS IN IT.  
30% SUGAR,30 % WATER AND REST IS GAS.

A FAT AND UGLY PICTURE OF OUR LEAD FROG APPEARS AND IT BURPS AFTER DRINKING THE SOFT DRINK.



# CONCEPT 1 : NEON FROG



**2. ENERGY DRINK(PACKAGING APPEARS LIKE REDBULL)**

**HE DRINKS AND IMAGINES WINGS BUT FALLS FLAT TO THE SURFACE.**

**THE FROG LOOKS AT THE PRICE AND LOTS OF DOLLAR SYMBOLS POP UP ABOVE HIS HEAD.**

**HE LOOKS BACK TO THE JEEP AND ALL HIS FRIENDS ARE SMILING AND WAITING FOR HIM TO GET THE DRINK.**

**HE ALSO NOTICES TOO MUCH CAFFEINE AND PRESERVATIVES. HE THROWS THE BOTTLE IN DISGUST.**



# CONCEPT 1 : NEON FROG



FRUSTRATED FROG GETS ANGRY AND IS ALMOST ABOUT TO GO BACK.  
BUT FINDS A BOTTLE GLOWING LIKE THE ONE IN BOUNCE CREATIVES.  
THE SUN IS SCORCHING HEAT AT THIS POINT.

HE TAKES IT AND DRINKS IT. ANGRY FROG REENERGISES AND THERE IS A THIN LAYER OF NEON COLOR AROUND ITS BODY.



# CONCEPT 1 : NEON FROG

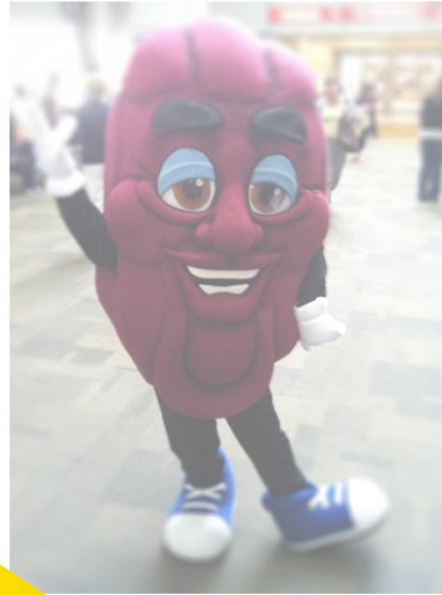


FROG HIS FRIENDS JOIN HIM AND PICK HIM UP.

FAST CUTS OF FROG AND HIS FRIENDS COVERED WITH DIFFERENT BOUNCE DRINKS AND NEON LIGHTS.



# CONCEPT 2 : DON'T BE A RAISIN



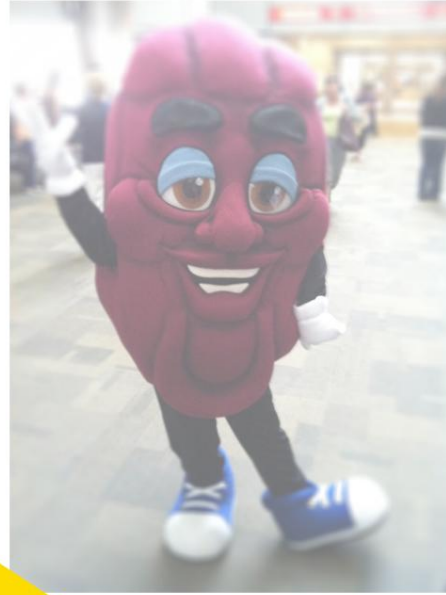
A YOUNG 24 YEAR OLD ASKS A GIRL OUT EARLY IN THE MORNING. HE IS WAITING, WAITING.  
THE GIRLS IS TAKING TIME TO REPLY. STILL TYPING.....

HE POPS A GRAPE OUT AND CATCHES WITH HIS MOUTH.

THE GIRLS AGREES TO MEET IN THE EVENING.



# CONCEPT 2 : DON'T BE A RAISIN



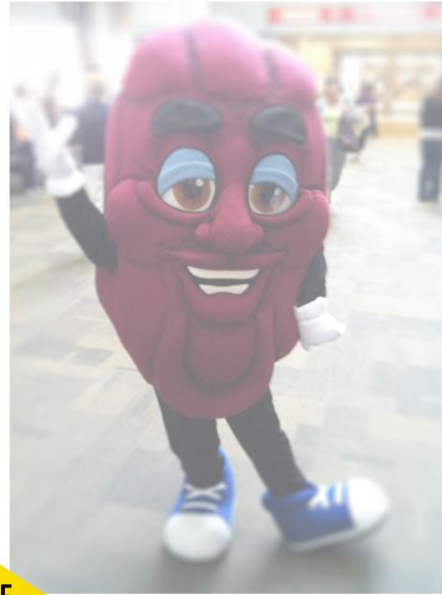
THE HAPPY FELLOW FORGETS TO HYDRATE HIMSELF AND GOES OUT.

HAPPY VISUALS OF HIM AT VARIOUS PLACES IN THE CITY. SUN IS SCORCHING HOT NOW.





# CONCEPT 2 : DON'T BE A RAISIN

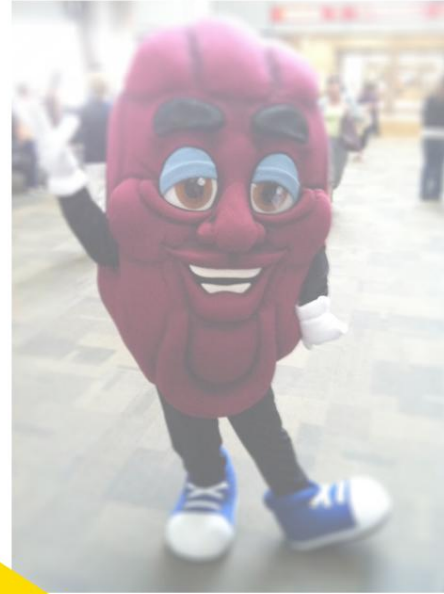


HE IS A LITTLE TIRED NOW. TRIES TO GET SOMETHING TO DRINK AND THERE IS A LONG QUEUE.

THE GIRLS TEXTS THAT SHE IS WAITING FOR HIM WITH A WINK EMOJI. GUY STARTS AGAIN.



# CONCEPT 2 : DON'T BE A RAISIN



GUY WAITS OUTSIDE THE DOOR AND HONKS THE BELL. GUY THINKS AGAIN IF HE IS GOING TO GET LUCKY TODAY (IMAGINES DANCING WITH HER).

HIS BATTERY IS DROPPING FAST. TAKES A GRAPE OUT, IT IS TURNED INTO A RAISIN.

THE GUY TRIES TO CATCH IT BUT FALTERS DOWN. THE GIRLS OPENS TO FIND HIM KNOCKED OUT.



# CONCEPT 2 : DON'T BE A RAISIN

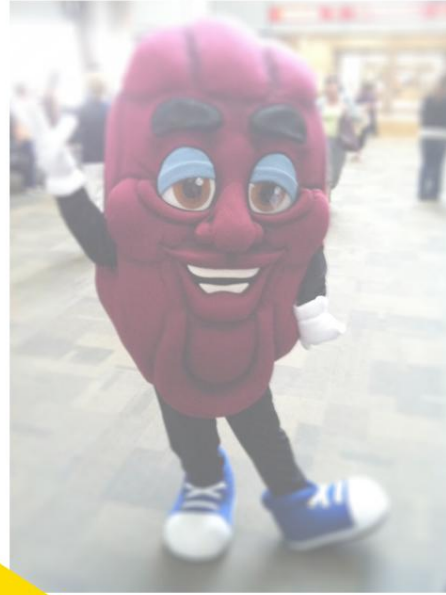


DEHYDRATION IS FOR RAISINS.

THIRSTY. GRAB A NAB



# CONCEPT 2 : DON'T BE A RAISIN



VISUALS OF GUY DRINKING VARIOUS BOUNCE DRINKS AT PREVIOUS LOCATIONS.

