



Global Blue

Idea 1

In the style of David Airey, (Spielberg's "Catch Me If You Can intro,") a blue, arty silhouette of a man, travels along a blue conveyor belt at speed (colours of Global Blue). The silhouette, on his journey, travelling in all directions, passes lines of multi-coloured, but still dull silhouettes queuing in the background. Every new screen, the silhouette flies onto a new shopping bag and accessories fall into his hands and different well known, international locations animate in the background. In one screen a dull coloured silhouette is busily filling out a form at a shopping counter. The blue man flies passed him scattering all the papers. One sheet of paper, as it is falling, changes into a Global Blue card and swipes itself through a card machine. Keeping the card the centre of focus it changes again into the platform of the conveyor belt and we re-join the blue man. Names of famous shop brands float towards the screen and fade out as the blue man carries on his journey. Towards the end of the advert, the conveyor belt slows down and stops. Aeroplanes are flying around in the background. The blue man jumps off and walks up to a counter where there is a grey man with a security hat on waiting. The blue man hands over his Global Blue card and with minimal fuss the security man hands over some money. As the blue man walks off screen another blue person, walking the other way jumps onto the conveyor belt and zooms off in the other direction.

Variations

- Throughout the advert the focus could change from one blue person to a few blue people traveling in different directions. The “camera” follows one blue person and then quickly changes to another one zooming the other way.
- A mixture of men and woman can be used depicting the types of shops and shopping experiences the demographic suggests.
- Could include a variety of member activities that come with their exclusive promotions. (Access to restaurants, lounges, theatre tickets, etc...)
- Locations can artfully construct in the background as the blue people pass by.

Mood Board





Video Reference

- Mad Men: <https://www.youtube.com/watch?v=Jg87wqGpX1o>
- Catch Me If You Can: https://www.youtube.com/watch?v=gaLDyrn_Cc
- North by Northwest: <https://www.youtube.com/watch?v=jllqatMQSgl>
- Barclays Bank: <https://www.youtube.com/watch?v=1WIRcXIO5ik>