



*Marketing
Video Ideas*

Romantic Idea

Pen-pals are writing letters to each other but in their own language. As the advert progresses they seem to understand each other's letters more clearly and romance blossoms. Drawing parallels with the system of learning a new language they start writing to each other in the form of love-letters, they progress to talking on the telephone and finally, they meet and fall in love. This idea can easily cut between examples of the product and its ease of use. Could end with the slogan "Fall in love with a new language."



Development Idea

This idea focuses on the growth of an infant boy through to adulthood. We see a baby learning their fundamental skills such as walking, and his first words. The video quickly progresses through childhood and we see all these new skills the young boy learns (building something with his father, studying a globe and learning about different countries.) After only a short time we see the now young adult learning a new skill, a new language. Cutting to examples of how the product works we see how easy and versatile the program is. The man is enjoying his new skills. The video ends with him teaching his children what he has learnt.



Subtitle Idea

Two people are conversing with each other with a generic white background. No words can be heard even though they are talking to each other. Subtitles appear at the bottom of the screen but are in different languages. As they continue to chat they appear to be getting more frustrated because they can't understand each other. Cut to the “how the program works”, including all the benefits from learning a new language and how easy it is to use. Cut back to the two and they are enjoying a very satisfying conversation in the same language. This could be shown with actual words or using subtitles.



Animated Idea

This is similar to the Subtitle Idea, a white generic background with a group of animated figures all with different flag coloured skin communicating with each other. Speech bubbles are popping out of each figure with their conversation, in their native language, written inside. We hear a loud, constant murmur of different conversations drowning out each other. A slight grinding sound fades in. They all seem to appear slightly frustrated and as the grinding gets louder, adds to their frustrations. Cut to the product information and “how it works” video using non-animated video. Cut back to the figures and they all seem to be enjoying their conversations, and their speech bubbles now have are in a different language to their flag colour. A pleasant hum slowly fades in to create a more relaxing environment.



Comical Idea

Shot in black and white, and with a clichéd 1940's private eye, foreign, film noir look, a detective is examining a crime scene and interrogating a female suspect. As he and asks her a question in a foreign language, subtitles appear at the bottom of the screen but read something completely out of place to the situation. She looks confusingly at him and responds with “excuse me?!!” (subtitled). The detective tries again to communicate and this time the subtitles read something even more out of place. A voice over says “Ever thought about learning a new language?”.

Cut to the product, “how it works” video. Cuts back to a wide shot of detective getting really frustrated and shouting at the woman who is looking more confused than ever. The subtitles at the bottom continue to read something completely unrelated.



Growing Old Idea

An elderly couple from Spain (can be any country) are at home drinking tea from mugs that both have a picture of The Queen on the front. As we see around their house it is filled with royal memorabilia, from decorative plates hanging on the wall to cushions on the chairs, all with The Queen's face on them. We then see them both in front of the computer screen using the language software and they seem to be really enjoying themselves together. They take it in turns using the mouse which moves across their royal mouse mat. Cut to the "how it works video", explaining the benefits of learning a new language.

Cut back to the elderly couple both wearing royal souvenir t-shirts standing in front of Buckingham Palace with big smiles on their faces. They ask a passerby if they would mind taking a picture of them in English. The passerby obliges.

