

The Choice

Viral video concept for IdeaPad S1w

The framing device



Click on the thumbnail to watch the video.

The plot and the characters

Synopsis : In the viral video, there will be two characters, Neo & Morpheus. A conversation in a similar tone and the same framework will be video-captured and circulated via YouTube.

Who's Neo?

Neo is our intelligent and informed consumer who's however a little confused. He is exposed to a million ads and meets brand-loyal gadget freaks. Even though he loves technology, he can't get rid of this feeling that technology has become more of fashion and less of function. He goes to Morpheus to solve his dilemma.

Who's Morpheus?

Morpheus is a technologist and an advertiser. He cannot tell Neo what's good and what's bad but he can offer him a choice.

Orange tablet or the white tablet?

Skeleton of the script.

MORPHEUS Welcome, Neo. As you no doubt have guessed, I am Morpheus.

NEO It's an honor.

MORPHEUS Please. Come. Sit.

MORPHEUS Thank you, Trinity.

MORPHEUS I imagine, right now, you must be feeling a bit like Alice, a consumer running the market race.

NEO You could say that.

MORPHEUS I can see it in your eyes. You have the look of a consumer who buys whatever he sees in the ads.

MORPHEUS Can you tell me, Neo, why are you here?

NEO You're Morpheus, you're a legend. Most consumers would die to meet you.

MORPHEUS Yes. Thank you. But I think we both know there's more to it than that. Do you believe in technology, Neo?

NEO Not anymore.

MORPHEUS Why not?

NEO Because I don't like the idea that technology has become just a fashion statement. All beauty, no brains.

MORPHEUS I know exactly what you mean.

MORPHEUS We are trained in this world to accept only what is selling in the market.

MORPHEUS As consumers, we don't separate what looks good from what actually works. But a consumer like you can be trusted with more.

NEO More of what?

MORPHEUS More of technology, like the internet.

The script – contd...

MORPHEUS The internet is everywhere, it's all around us, here even in this room. You can see it out of your window, or on your television. You feel it when you go to work, or go to church or pay your taxes. It's only bad broadband connection that blinds you from the internet.

MORPHEUS Unfortunately, to experience true technology, you've to make a choice.

NEO What choice?

MORPHEUS Hold out your hands.

In Neo's right hand, Morpheus drops an orange tablet.

In his left, a white tablet.

MORPHEUS You take the white tablet and the story ends. You wake up in your bed and believe in what you want to believe.

MORPHEUS You take the orange tablet and you chat with friends online, use the cool apps and experience technology that works really-really well.

MORPHEUS Remember that all I am offering is a tablet. Nothing more.

Neo opens his mouth and swallows the orange tablet. The Cheshire smile returns.

MORPHEUS Find out what happens to Neo and the mystery of the orange tablet at www.theorangetablet.com

LENOVO

FOR THOSE WHO DO.

www.theorangetablet.com

A product launch micro-site explaining the benefits, advantages and reasons to believe in the new IdeaPad S1w. The micro-site will tie-back to the video via design and content.

Proof of concept



Lenovo's Windows tablet is one of the best.



IdeaPad S1 has a pen and a pressure-sensitive touch screen that makes the product an electronic replacement for the traditional paper.

Click on the thumbnails to watch the video.

A comparison between the best selling and *the best windows tablet*



Click on the thumbnail to watch the video.

Thank you.