

# COMMERCIALPOLIS

## STORYTELLING

### LISBON

March 20-24, 2017



#### Assignment

***„We want to develop a new campaign for city-trips in Europe“***

***„We want to promote Lisbon in a commercial video-clip which contains of a series of six episodes. One of each neighbourhood/city-area of Lisbon“***

***„Each episode tells a story of one of the six city-areas:***

*Alfama/Castelo, Graça, Bairro Alto/Príncipe Real, Belém, Mouraria/Martim Moniz, Baixa Pombalina/Chiado“*

**The clip must give an impression of the city-area.**

**The clip must be of high quality (1080p / 720p).**

**The clip must tell a good story.**

**The length of the clip is not more than 60 seconds.**

**This pilot clip must be representative for the whole series.**

**The clip must be unique.**

**The clip must be surprising.**

**The clip must reflect the specific area.**

**The clip must be technically correct.**

**Get information about the city-areas.**

**Get inspired of the keynotes and professionals.**

**Produce exciting footage.**

**Produce a „making of“.**

**Cut it in a new way.**

**Present it to win.**

Tell a story about a space you do not know. Between doors and windows, walls and people, new and unknown, light and color, imagine something that transports you to the imaginary of an unknown world. Let the unknown be knowledge. Look for the movement, find the difference. Between light and shadow, sounds and glances, you find something to tell, to speak. The city is made of the pleasure of each one, is a set of synonyms, visions, sensations and experiences, an open laboratory. You must think of the future, create new forms and thoughts, create a message, tell a timeless story, create a concept.

