



Video Brief

“The Language of Busy Moms”

GLOBAL CREATIVE STUDIO

THE LANGUAGE OF BUSY MOMS

Overview, Creative Treatment & Storyboards

(see separate document for scripts)

Overview

1. DESCRIPTION

We are looking for an amazing production support partner to work with in the creation of eye-catching video content to be used in pre-roll advertising on the YouTube platform.

2. KEY OBJECTIVE

The first 5 seconds of the video are the most critical to hook a viewer in and lead them to watch the whole way through. Our main objective is to get a viewer past these first few moments.

3. SUCCESS METRIC

Skip Rate

As defined by YouTube averages.

We need this video to make it past the “Skip Ad” button and we need viewers to watch all the way to the end.

Additional Metrics:

- View-through Rate (benchmark: 30%)
- Brand consideration (benchmark 44%)
- Favorability (benchmark 34%)
- Purchase Intent (benchmark 37%)
- Completion Rate

4. OUR GOALS

- Fantastically creative ideas
- High production value
- Impeccably well cast talent
- Spot-on comedic performances
- Excellent timing and editing

THE CREATIVE SPARK

Life is frenetic. Expectations are high, burdens are many, vacations are few. Everyone is expected to be the best parent.

The best employee. The best friend. And don't forget to look your best.

When we do have time to connect, **we're just telling each other how busy we are.**

HomeAway speaks your language. We know that when you're saying "*I'm busy*" over and over, you really mean "*I need a break.*" Instead of making vacation one more thing on your plate, **we make it easy to book the perfect house for the perfect getaway.**

HomeAway
speaks your
language

Treatment

THE LANGUAGE OF
Busy Moms

THE FRAMEWORK

HOOK

Ear-catching dialog embedded into a strange scene that makes a viewer want to see how the story will unfold.

AUDIENCE

Busy moms and the people who love them.

PROBLEM

It's hard to pull them out of the busy mom world in which they live.

ISSUE

Booking travel can feel like a chore. We need to be so easy and appealing so busy moms feel like they can step out of their busy mom world and engage with us.

SOLUTION

Booking a vacation rental has never been easier. HomeAway is the perfect solution for busy moms.

We speak
“busy mom.”

THE ORGANIZING PRINCIPLE

**SHE WEARS THE DAY'S
CHAOS ON HER LIKE
A BADGE OF HONOR.
CARRYING HERSELF LIKE
THE TOTAL BOSS SHE IS.**

We are asking viewers to suspend disbelief and step into a slightly altered reality. To step into the world of busy moms and for a moment experience their language and see their world.

CHARACTER ATTRIBUTES

LIVELY & REAL

She is not...

A push over. Meek. An airhead or a flake. Out of it.
Beaten down. Depressed. Disjointed. Disengaged.

She is...

Busy of course. She balances life with precision.
Her kids, her partner, her work and her friends.
They all demand her attention and she would be
beside herself if she felt she neglected any of them.
So, she balances. Because the everyday of her
each new week is a challenge in and of itself. She
wears the day's chaos on her like a badge of honor.
Carrying herself like the total boss she is.





HER APPEARANCE

CURIOUS & EXTREME

Using visual appearance as a vehicle to bring to life what being a busy mom really feels like. At first glance it might seem crazy, but it's so much more.

Her hair is bent and curled, pulled in different directions. Not simply tangled or frazzled, but instead sculpted. The shape deliberate and the creation intentional. Big and audacious and completely out of the norm.

STORYBOARD — Coffeeshop (:15 Video)



A coffee shop interior.
CLOSE ON: A Busy Mom hairdo dominates the screen, as a Child (age 3) struggles to see over the top of it, finally pushing apart her hair down the middle to see through.
BACKPACK MOM (O.C.) as the child cranes around her hair: Busy, busy mom, busy mom.



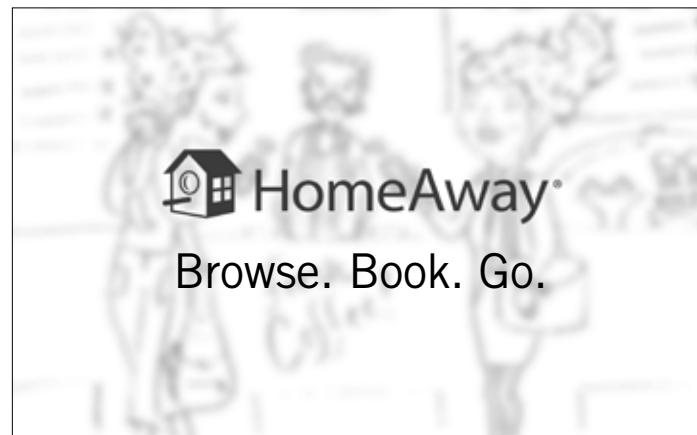
Wider shot: We see two Busy Moms with distinctive hairdos standing together at the counter talking excitedly. Office Mom (40s) is dressed in formal office attire. Backpack Mom (40s) has the Child in a large child carrier on her back. Office Mom is showing Backpack Mom her mobile phone. A Barista works in the background preparing their drinks.
OFFICE MOM: Busy, busy mom, busy mom?
IMAGE: An amazing HomeAway property housed in a Facebook post pops up.
JEN: Let's book a HomeAway for the weekend!
 Backpack Mom deftly flicks a cheerio off her shoulder as she shakes her head no.
BACKPACK MOM: Busy mom.



Office Mom begins to type on her mobile phone, just as the barista pushes a coffee cup towards screen with the handwritten name on "Busy Mom".
BARISTA: Double espresso for Busy Mom?
 Both moms reach for the cup at the same time.
 Scene freezes as VO comes in.
VO: Being busy shouldn't keep you from reconnecting.



VO: HomeAway has over one million instantly bookable properties, so it's easy to find the perfect vacation rental.
PHONE SCREEN: We see HomeAway.com or the HomeAway mobile app.



VO: Just browse, book, and go.
TITLE: HomeAway logo
 Browse. Book. Go.

POST-PRODUCTION — Animation Notes

STORYBOARD: MOBILE DEVICE SCENE

What HomeAway would create:

In this scene we see a mobile device with HomeAway.com on the screen. We could shoot this scene in situation. Or, HomeAway can create the animation that happens on the screen of the mobile device.

What the Production team would create:

We would need the production company to capture someone holding a mobile device with a green screen so we can drop our animation of the website. And, to integrate this back into the final edit.

MOBILE DEVICE SCENE



VO: HomeAway has over one million instantly bookable properties, so it's easy to find the perfect vacation rental.

PHONE SCREEN: We see HomeAway.com or the HomeAway mobile app.

STORYBOARD: ENDING SCENE

What HomeAway would create:

In this scene we see the HomeAway logo and a title over the last scene from frame #3. We have a few ways that this ending scene can unfold, but consider this frame as one that HomeAway could create the animation. So, the logo and animation work to bring in a title does not need to be created by the production team.

What the Production team would create:

We would need the production team to integrate this back into the final edit.

ENDING SCENE



VO: Just browse, book, and go.

TITLE: HomeAway logo
Browse. Book. Go.

“FIN”