

Creative Platform

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what are we up
against?



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2015 - AWARENESS

Evolution

*“the species that thrives best is the one able
to adapt to the changing environment”*

— Charles Darwin

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Creative Rationale

JUUL is the kind of transformation that only a tech company can bring about.

One look at it tells you that. One drag on it screams that, in a way that no pretender to the throne can.

Short of trying one, the best way to point out the dramatic difference that the technology in JUUL can bestow, and the dated idiocy of analog cigarettes and existing vapor products, is by illustrating the other intelligent evolutions that smarter thinking and technology have provided mankind. And that's childishly easy—in the last few decades, thanks to innovation, almost every waking moment of our lives has taken giant leaps forward.

There was a time you had to go to the library to find out about things, you had to go to a record store to buy music that was scratched into a vinyl disc, and you had to sit down in front of a cathode ray tube at a certain time, to watch your favourite show. All of those basic things, and countless others, have evolved through the intelligent application of technology.

They form the perfect metaphorical landscape within which to compare cigarettes, and their wannabes, with JUUL.

In the rear view mirror, the originals are ludicrous, entertaining—laughably outdated...



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Video

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Script

There is an energetic, anthemic music track with a driving beat.

We watch a woman sitting in a chair in an apartment's living room.

Everything about the room, from the way she's dressed, to the furniture, to the decor, to the TV, to the phone, tells us we are in the sixties.

In time with the music, everything in the room evolves through decades.

The couch transforms from a wood and paisley thing, to a bean bag, to a leather number, to a futuristic plastic thing, to see-through perspex, to something utterly contemporary. So too does the TV, from an old 15-inch cathode ray tube in a wooden cabinet, through to a sleek 80-inch flatscreen. The deep shag carpet progresses to hardwood, the wallpaper constantly changes for the better, as does the coffee table. The woman's fashion contemporises along with her surroundings, going from flared jeans and tie-dyed shirt, through to an entirely modern outfit.

In fact, only one thing in this evolving tableau remains unchanged. The one thing in life that has stubbornly refused to change through all those decades remains the one constant throughout. Any guesses?

The ashtray, the lighter and the cigarette pack on the ever-changing coffee table is always the same, as is the cigarette in her hand—until the last part of the spot as the room gets its final makeover. Magically, all that smoking paraphernalia vanishes. And suddenly, she's holding a JUUL. The last few frames see her placing it on the charger in the USB port of the MacBook Air that has also materialized on the table in front of her.

EVERYTHING CHANGES EVENTUALLY ♦ JUUL: THE EVOLUTION OF SMOKING



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Radio

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Everything Changes.

FAST, TAKE-NO-PRISONERS, YOUNG-DENNIS-LEARY-TYPE READ:

Not so long ago, if you wanted to find someone's number you'd have to use a giant book made of a thousand paper cuts and half a rainforest. You had to play music with something that looked like a microwave. Don't even start me on TV, if you wanted to watch your favourite show, you had to plant your ass on the couch at exactly the right time, every week.

And if you wanted some instant, delicious, relaxing satisfaction, you'd have to sneak outside like an outcast, stick a tube of dead leaves in your mouth, and set fire to it.

That's right, I'm talking about smoking. Well, that one part of life that got stuck in the 17th century? It's finally evolved, into JUUL. JUUL's so advanced, it doesn't even look like a cigarette. So much better in every way, they've put their money where your mouth is, with a complete satisfaction guarantee. *HE DRAGS AND EXHALES. And you will be satisfied.*

It's time to evolve from burning leaves and sucking on empty vapor promises, to something that doesn't suck. Everything changes, eventually. JUUL. The evolution of smoking.

Print

Everything
changes,
eventually.



JUUL

The evolution of smoking
Finally, a truly satisfying alternative.

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Everything
changes,
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JUUL
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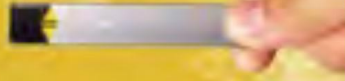
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JUUL
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Finally, a truly satisfying alternative.



Outdoor

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Everything changes, eventually.



JUUL

The evolution of smoking

Finally, a truly satisfying alternative.



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Everything
changes,
eventually.



JUUL

The evolution of smoking
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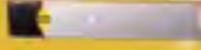
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Everything changes, eventually.



JUUL

The evolution of smoking
Finally, a truly satisfying alternative.



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Digital

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Everything changes, eventually.



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The evolution of smoking
Finally, a truly satisfying alternative.

In the trillions: Much water needed



LATEST NEWS

Motorcyclist dies in police pursuit on Treasure Island 6:48 PM

Warriors' 15-game win streak ends in
Memphis 7:58 PM

Dozens voice police complaints at Berkeley council meeting **1:33 PM**

Bay Area man grimly recalls encounter with Sydney hostage-taker *A-24 PM*

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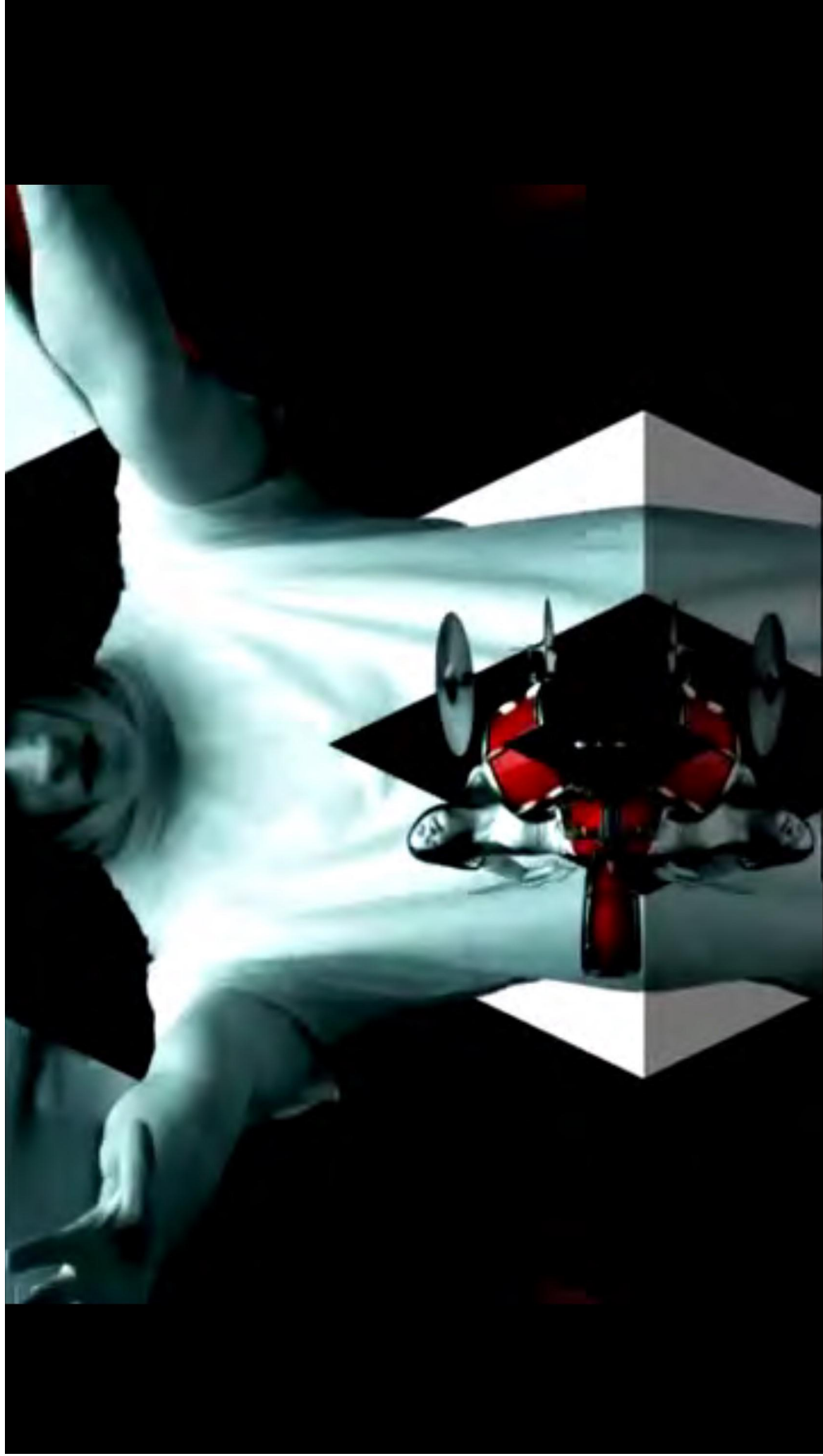
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Or put another way...

Video

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Script

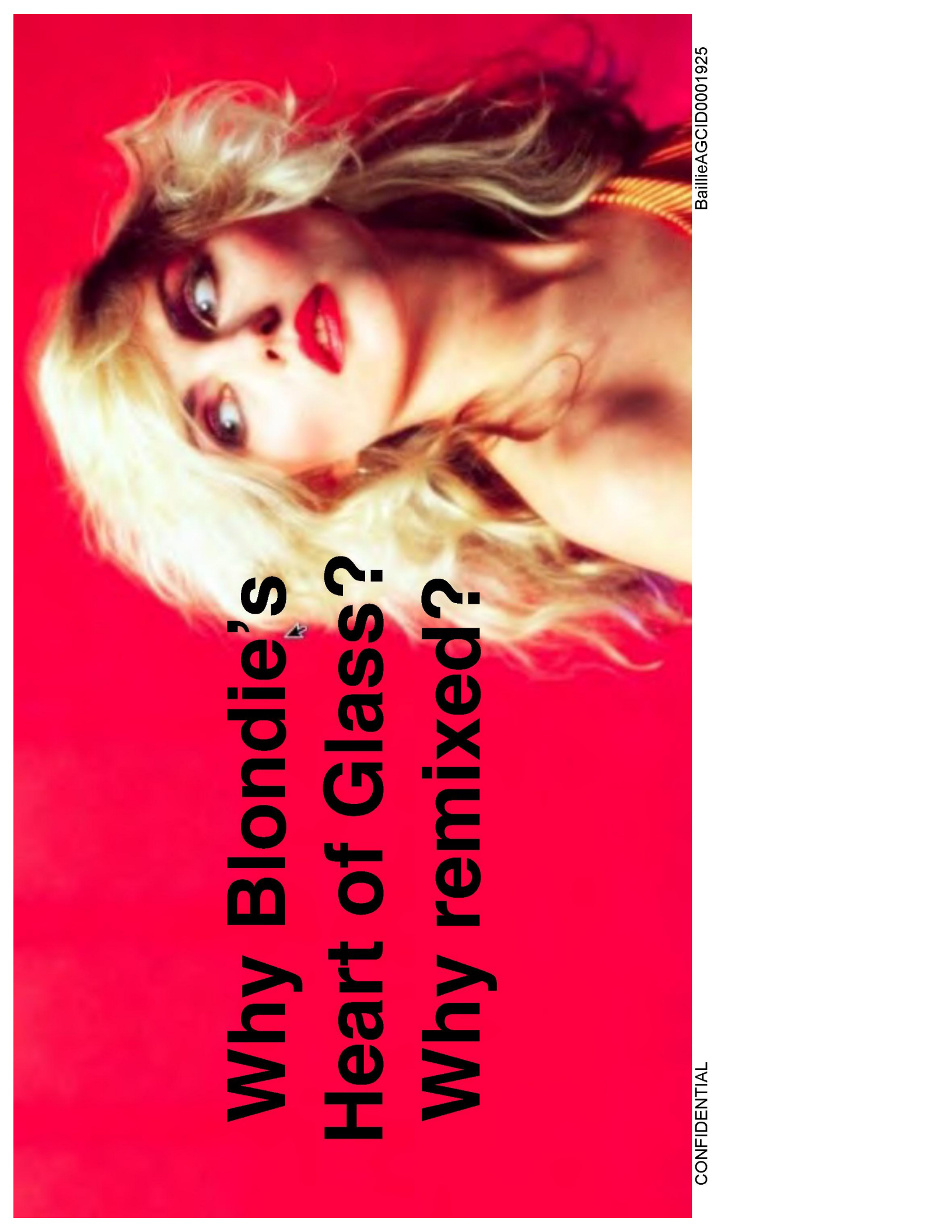
We hear Heart of Glass by Blondie, remixed by Edison, 2013.

We see silhouettes of much loved, but clearly outdated objects, from the past.
Gramophones, Atari Joysticks, Boom Boxes, A Pipe, Record decks, TV's, Old car phones.
A constant flow towards camera.

Occasionally we use one to interact with the music - for example the gramophone could pause - it's ancient looking speaker funnel pumps out a chunky base - a mix of the new making an old, outdated technology, better.

On screen graphics: EVERYTHING CHANGES / EVENTUALLY / JUUL: THE EVOLUTION OF
SMOKING

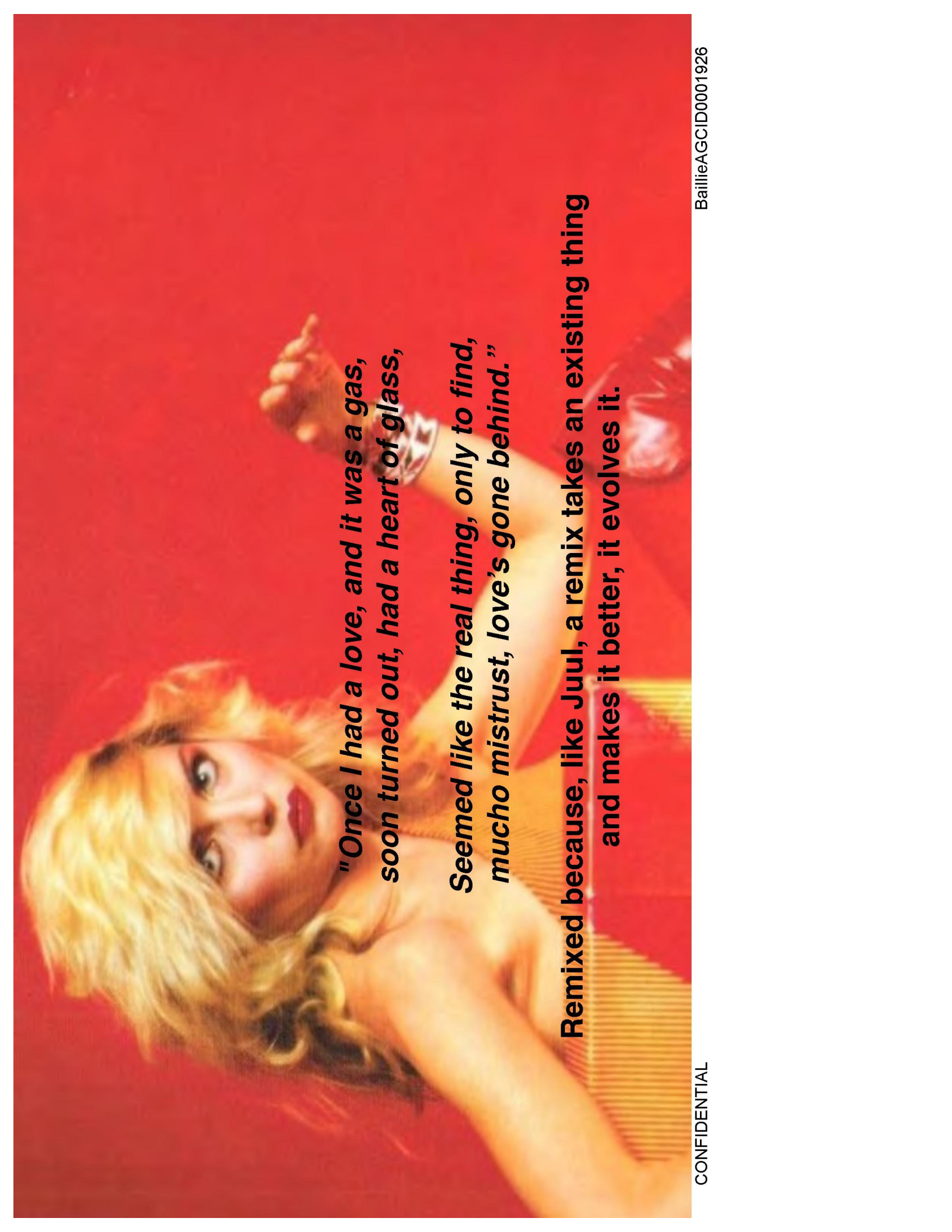
A cigarette outline morphs into an actual picture of the JUUL product.

A portrait of the band Blondie, featuring Debbie Harry with her signature blonde hair and red lipstick, looking directly at the camera. The background is a solid red color.

Why Blondie's Heart of Glass? Why remixed?

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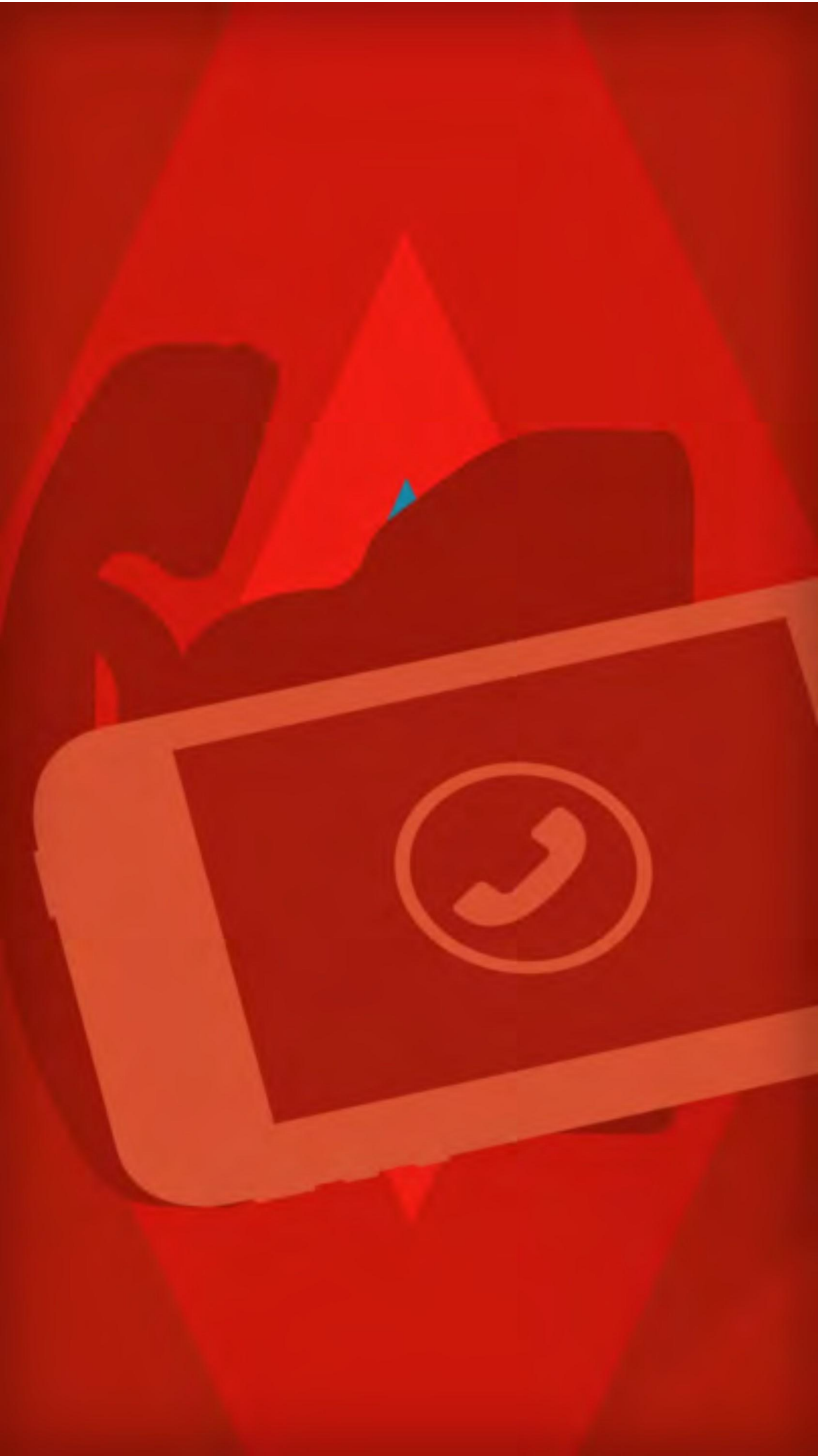
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A full-page photograph of Madonna with blonde hair, wearing a red dress, looking directly at the camera with a serious expression. Her right arm is raised, and she is wearing a silver bracelet.

***"Once I had a love, and it was a gas,
soon turned out, had a heart of glass,***

***Seemed like the real thing, only to find,
mucho mistrust, love's gone behind."***

**Remixed because, like Juul, a remix takes an existing thing
and makes it better, it evolves it.**



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Print



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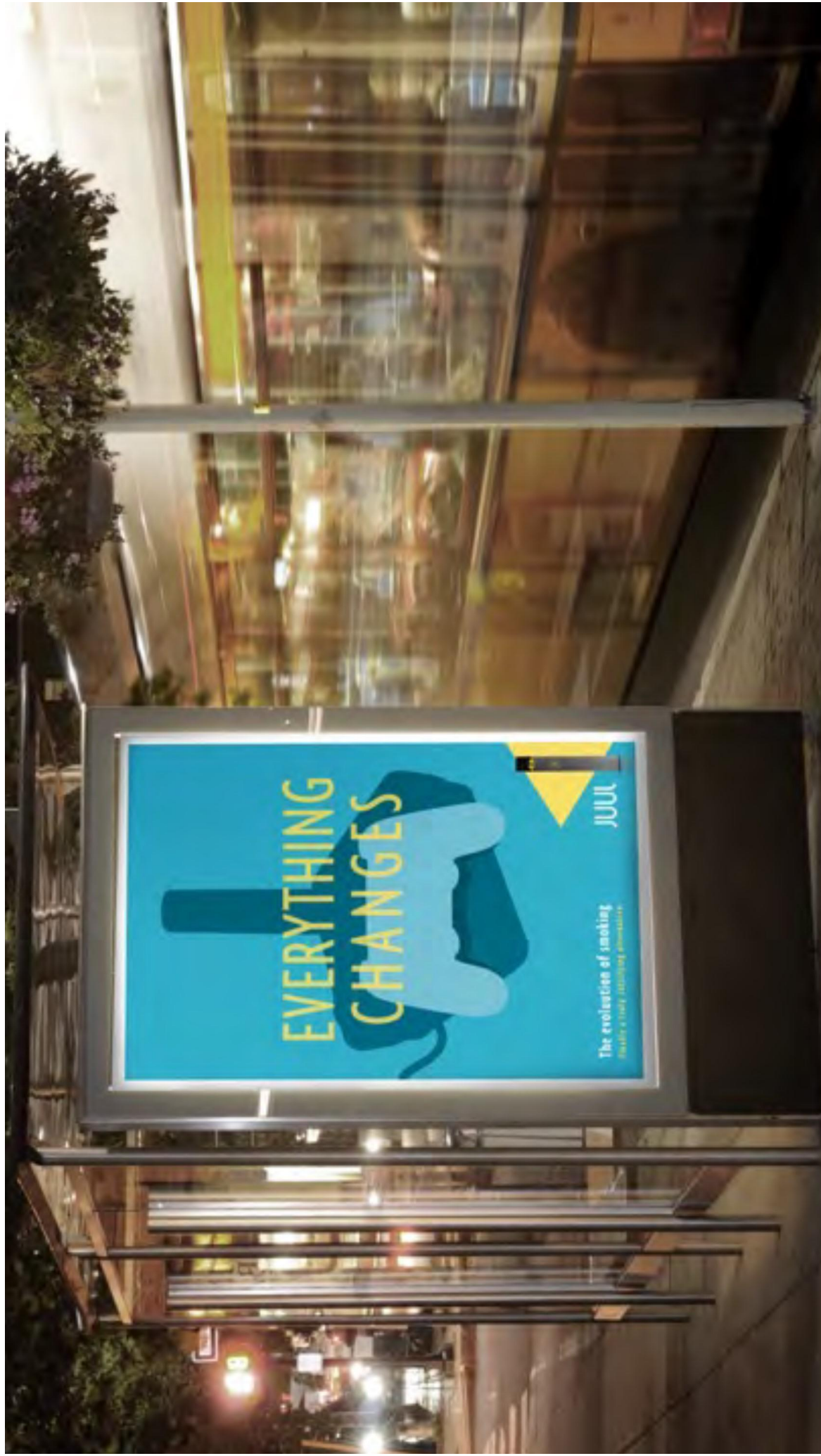
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Outdoor

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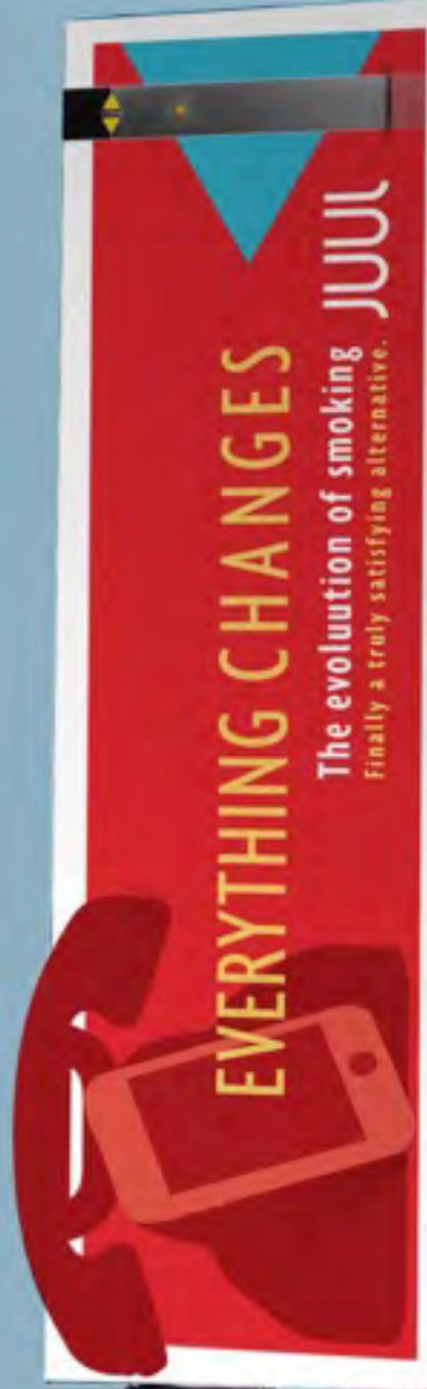
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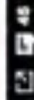




EVERYTHING CHANGES

The evolution of smoking
Finally a truly satisfying alternative.

JUL



In the trillions: Much water needed



LATEST NEWS

Motorcyclist dies in police pursuit on Treasure Island **5:08 PM**

Warriors' 16-game win streak ends in Memphis **7:58 PM**

Dozens voice police complaints at Berkeley council meeting **7:22 PM**

Bay Area man grimly recalls encounter with Sydney hostage-taker **8:31 PM**



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