

SLIK

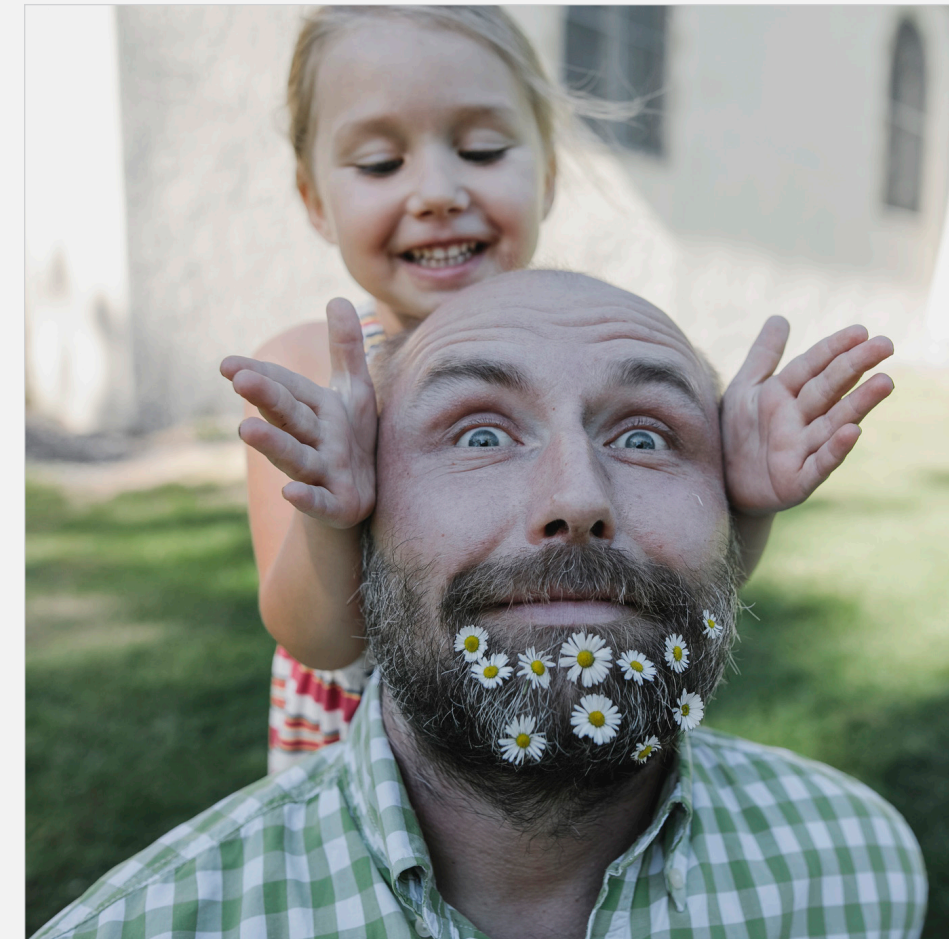
# AFTERPAY DADVICE

16/07/2019



# Hero Dad





# Casting

We'll use one man to portray all of our Dad personas. He should be middle-aged and relatable as a father figure. This means keeping his imperfections and avoiding the typical stock-dad image to find a guy who embraces the 'Dad bod' and has loveable, friendly characteristics about him. He won't need to talk in the videos, so humour will benefit from a 'Dad' who can be expressive instead.

Persona 1:

# Masterchef Dad



# Script

We open on a kitchen where Dad can be seen in an apron standing over a workbench covered with colourful ingredients and kitchen utensils.

We freezeframe on his face as a super introduces him as “Masterchef Dad”

We watch as he’s grabbing knives and spatulas, food’s flying, a blender whirs in the background.

We see Dad’s face scrunched up in concentration as he adds the finishing touches to something unseen on the bench with all the care and craft of a true artist at work.

After this fast-paced montage, we see him step back with a look of pure pride.

The camera cuts to a slice of bread and a single burnt sausage smoking away on a plate with a smiley face drawn in ketchup.



# Outfit

In this scene, the talent would be wearing:

- An apron
- Plain coloured, plaid or white shirt
- Jeans



# Set & Props

Set in the kitchen, the props required in the scene would be mainly consist of kitchen utensils and appliances which can be purchased from relevant Afterpay partners (i.e. Myer, David Jones, Home).

Props include:

- Chopping board and knife
- Pots and pans
- Fruit and vegetables
- Blender
- Sausage sandwich
- Condiments

Persona 2:

# Gadget Dad





# Script

We open on a close-up of Dad wearing a VR headset.

We freezeframe on his face as a super introduces him as “Gadget Dad”

We watch in slow motion as he spins, gracefully waving his arms as he holds two controllers.

His expressions are steady and focused, every movement is elegant and considered.

A master of Thai Chi, immersed in a virtual world.

We quick cut out of the slow-motion to a wide shot of a living room that looks like a bombs hit it.

Dad’s in the middle wildly flailing his arms and blissfully unaware of the carnage he’s causing.

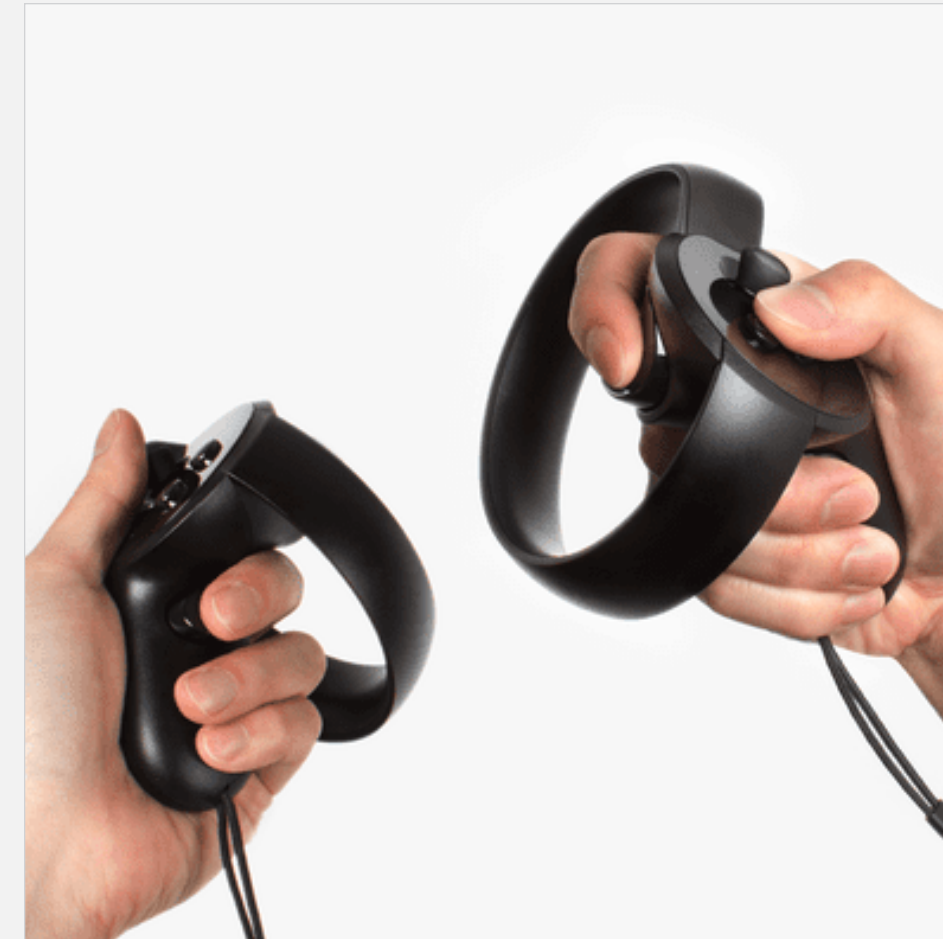
We cut to endframe and introduce Afterpay Dadvice chatbot, finding the perfect gift for every dad.



# Outfit

In this scene, the talent would be wearing casual clothing such as:

- A coloured tee
- Casual pants
- Comfortable sneakers



# Set & Props

Set in the living room, the props required in the scene would be coming from retailers such as Myers, Officeworks and EB Games.

Props include:

- VR headset
- VR controller
- Television
- Cluttered living room

Persona 3:

# DIY Dad



# Script

We open on a Dad looking at a lightbulb and flicking a switch. The lightbulb is not working.

We freezeframe on his face as a super introduces him as "DIY Dad"

In an Edgar Wright style quick-cut we watch a montage of a toolbox slamming down, Dad unscrewing the light casing, getting his goggles on, crossing some wires, crying a bit, grabbing more tools etc.

After some sweat, tears and obvious hard work, we see Dad beaming with pride as he flicks the light switch on and off and the light bulb blinks in sync.

In true fashion, it's not that simple, what Dad can't see is that he's somehow connected the switch to the plumbing.

Every time he flicks the switch, the tap in the background starts pouring with water.

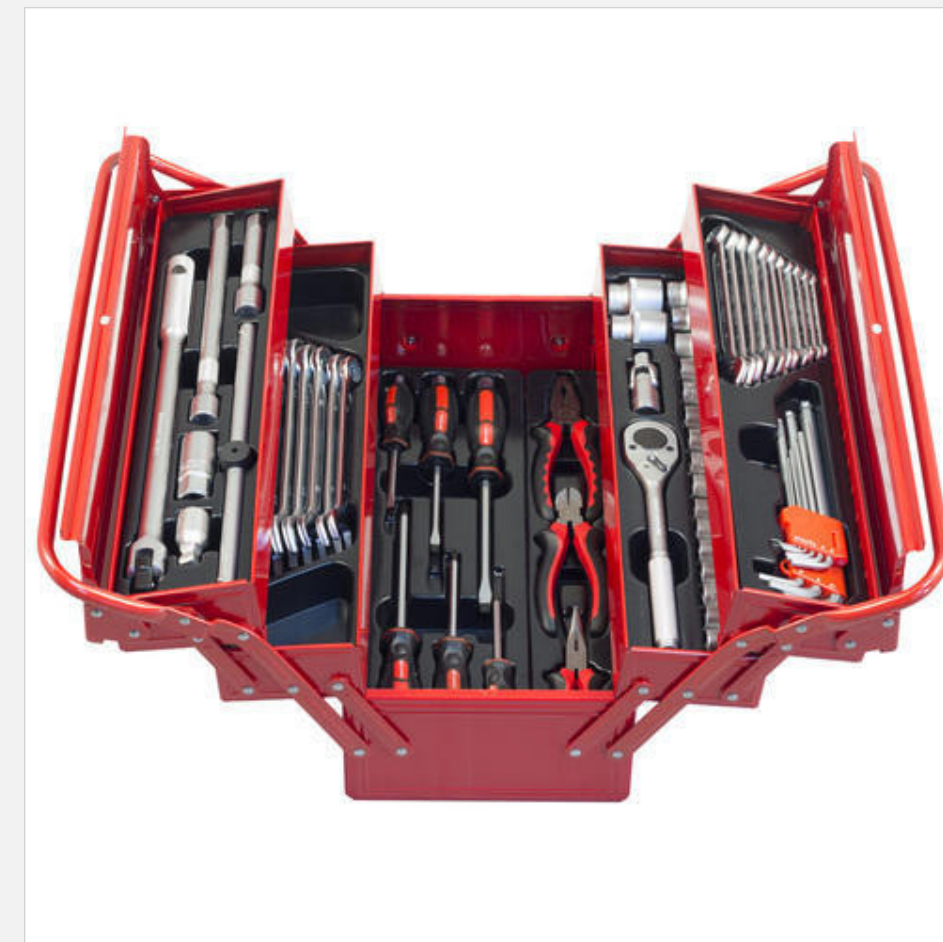
We cut to endframe and introduce Afterpay Dadvice chatbot, finding the perfect gift for every dad.



# Outfit

In this scene, the talent would be wearing:

- Worn-out jeans
- Old tee or plaid shirt
- Construction boots



# Set & Props

Set in a room that could be the dining or living room where the kitchen sink is visible in the background. Retailers that would relate to this scene include Supercheap Auto and Mitre 10.

Props include:

- Light Bulb
- Toolbox
- Tool belt
- Tap
- Light switch

Persona 4:

# Adventure Dad





# Script

We open on a Dad emptying a box of camping equipment onto the bed.

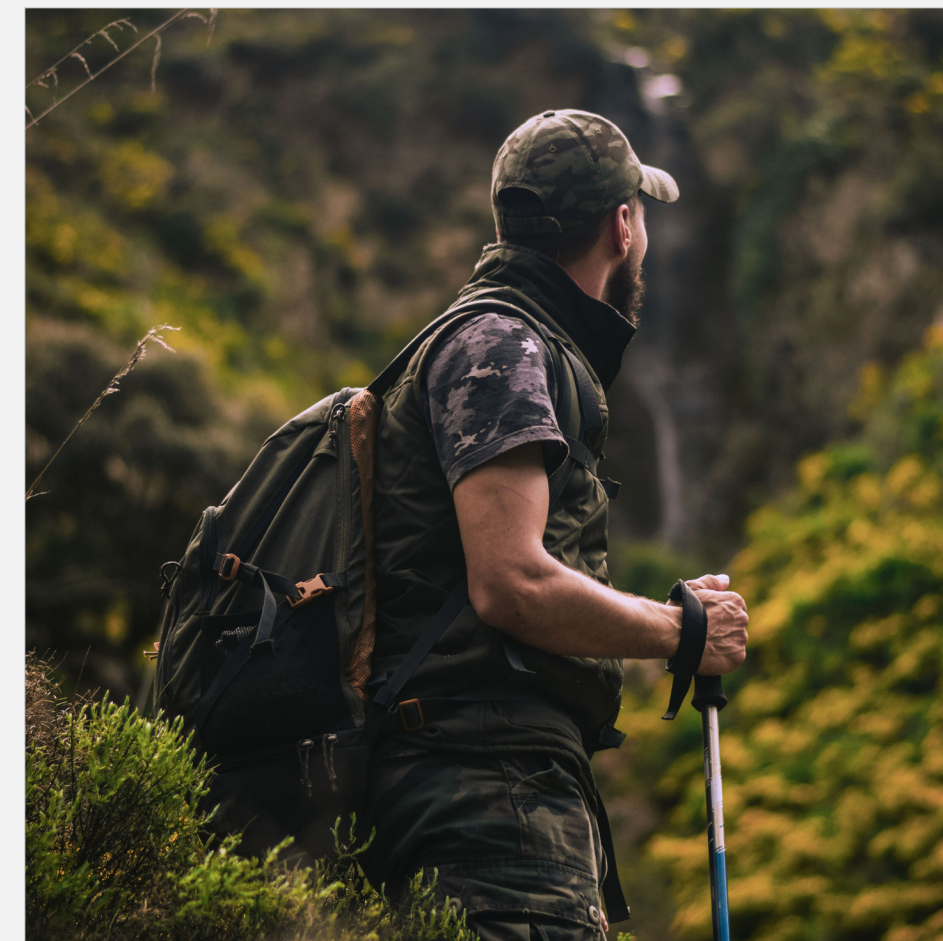
We freezeframe on his face as a super introduces him as "Adventure Dad"

We see him gathering carabiners, unsheathing a huge Bowie knife, testing out a pair of night vision goggles and wrestling a tent into a rucksack.

We quickly cut to a nighttime scene. We're outside and Dad is huddled in a crouch position rubbing 2 sticks together in a desperate bid to create fire in his battle against the elements.

We zoom out and see he's actually just camped in the garden behind his house.

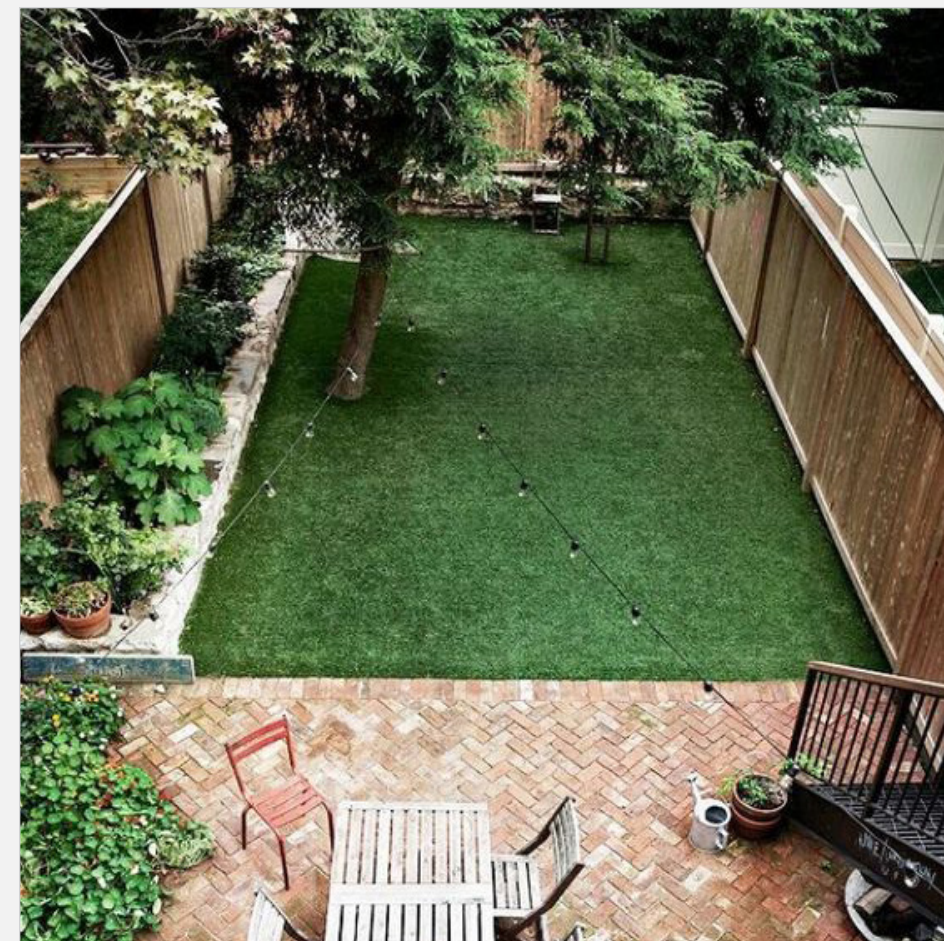
We cut to endframe and introduce Afterpay Dadvice chatbot, finding the perfect gift for every dad



# Outfit

In this scene, the talent would be wearing clothing that would relate to outdoor activities:

- Winter jacket
- Hiking pants and boots
- Beanie or dad hat
- Camping backpack



# Set & Props

Initially set in the bedroom, the scene later transitions to the backyard. Props required can be purchased from BCF and relate to activities listed on Red Balloon.

Props include:

- Tent
- Camping equipment
- Torch
- Sleeping bag

Persona 5:

# Fashionista Dad



# Script

We open on Dad posing and throwing up finger guns in front of the mirror.

We freezeframe on his face as a super introduces him as “Fashionista Dad”

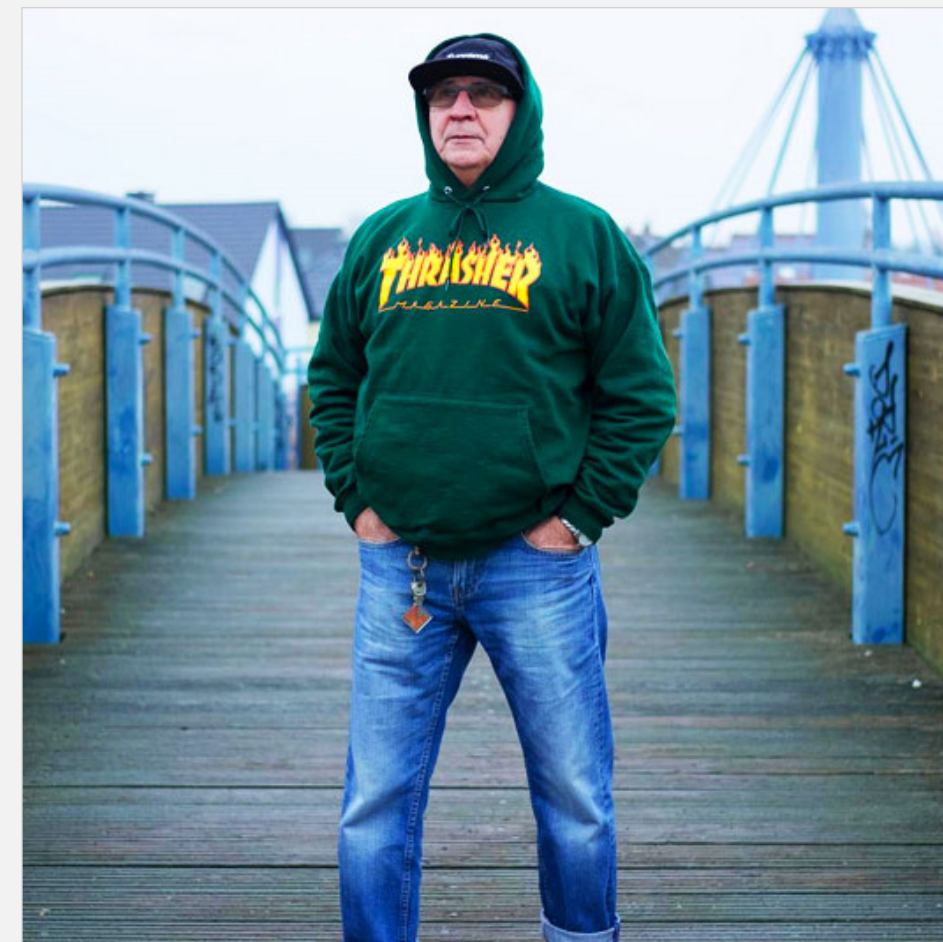
We watch as he carefully snips a hole in the knee of his jeans, he gives it a little tug to make it bigger.

We focus on his face as we see him snip and rip and snip and rip continuously.

Eventually, we see him looking in the mirror turning his body to check out how he looks.

We zoom out and see that he’s ripped most of the denim off his jeans and is showing an unholy amount of leg.

We cut to endframe and introduce Afterpay Dadvice chatbot, finding the perfect gift for every dad.



# Outfit

In this scene, the talent would be wearing:

- Jeans
- Hype sneakers
- Hoodie with graphic print
- Snapback



# Set & Props

Set in a walk-in wardrobe with a mirror, the scene would focus on clothing that can be purchased from The Iconic, Vans, Nike, MJ Bale etc.

Props include:

- Scissors
- Mirror
- Mens accessories and clothing

Persona 6:

# Sports Dad





# Script

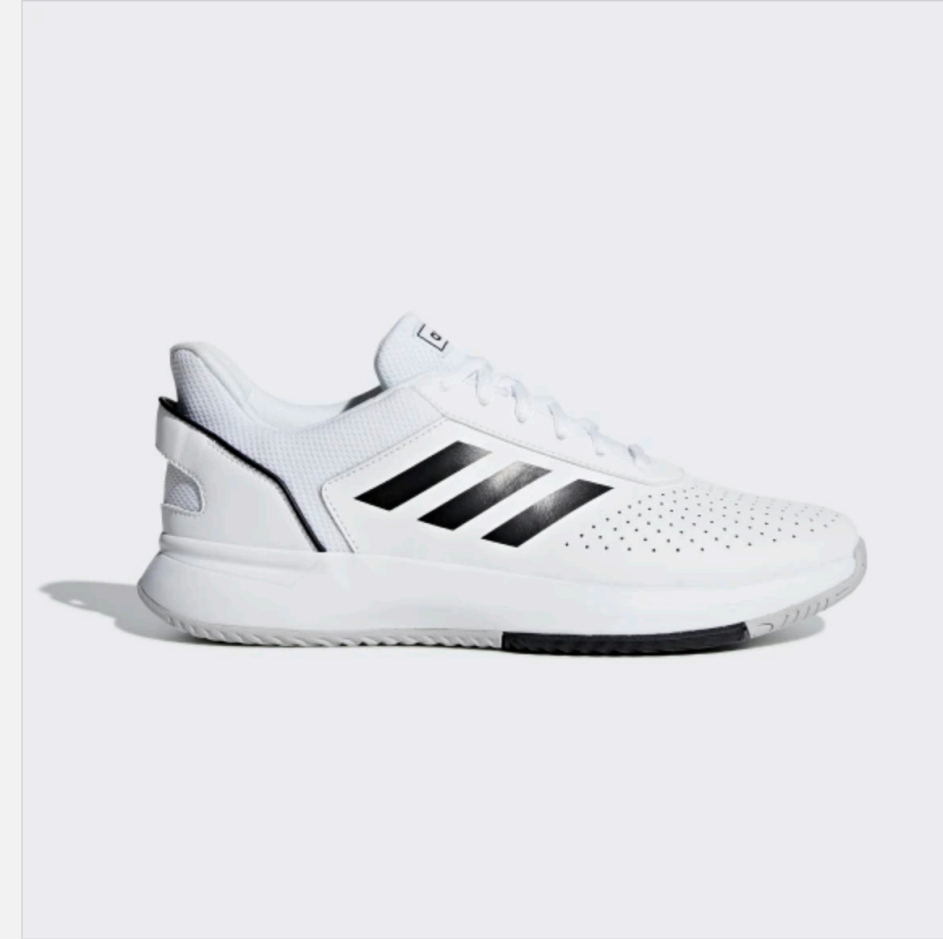
We open on a shot of Dad admiring his old sports trophies and pictures with a fond look on his face.

We freezeframe on his face as a super introduces him as "Sports Dad."

We watch in a mixture of fascination and horror as we see a slow montage of Dad squeezing into his old sports shorts, pinging on some elastic sweatbands and dipping into some deeply unsettling stretches.

The montage ends with a quick pop of a bag of chips and a cut to Dad slumping onto the couch in full gear to watch the tennis.

We cut to endframe and introduce Afterpay Dadvice chatbot, finding the perfect gift for every dad.



# Outfit

In this scene, the talent would be wearing:

- Workout clothes
- Sweatband
- Tennis shoes
- Hat



# Set & Props

Initially set in the bedroom, the talent can be seen leaving the room with the next cut being the living room. Retailers related to this scene are Nike, Under Armour, Fila etc.

Props include:

- Sports bag
- Chips
- Remote

**THANK YOU**

