

BOSSA

TARGET CANADA



TARGET IN YOUR NEIGHBORHOOD

KBS+P TORONTO

02 / 04 / 13



NyC



HELLO, NEIGHBOUR!

Moving to a new neighborhood is exciting, a little scary, but most of all a time of unlimited possibilities.

To celebrate the arrival of Target in Canada, we will create an unprecedented live event where fiction and reality blend together through interactive projection mapping, music and performance. Combining cutting-edge technology and very human storytelling, we will transform downtown Vancouver into a playground; inviting people to discover, to play and to celebrate their neighborhood.

Inspired by Target's beautiful new print campaign, we will create an animated short-film about Ella, an optimistic young woman moving to her first apartment in Vancouver. We'll follow a series of unexpected encounters in her new neighborhood, with the help of some new friends and a little bit of magic. Along the way, her new beginning leads her on the path of destiny towards a new love. In the process, she'll experience the style and charm that only Target could bring to life.

Animated projections and real-world performance will intermix seamlessly as we follow Ella settling into her new neighborhood. Throughout our story, fictional characters and scenarios will interplay with the buildings, the audience and the actors. All of which will culminate in a huge celebration for our characters and the audience in the public square, with special performances by live DJs and musicians.

Put simply, this is not just a store launch. It's a block party for a new generation.

OUR APPROACH

STORYTELLING AND INTERACTIVE EXPERIENCE

It's incredibly exciting to be able to utilize projection-mapping technology to tell this magical story. And in mixing real-world performance with the projections, we have great opportunities to create a wondrous experience for our audience.

As a technique, projection-mapping is still brimming with untapped potential, and we're excited to advance it a step further by making it part of a new form of mixed-media storytelling. Not only the buildings, but the park, the trees, the benches, and the surrounding area will become our canvas for beautiful interactive projection-mapping. Using state-of-the-art projection technology, we can create a fully immersive experience that takes full advantage of the environment around the square.

We'd also use every chance we could to seamlessly blend live performance with our projected animation, creating interactions and transitions that continually play with the audience's expectations. Our goal throughout will be to involve the audience in the story, as participants, observers, and even narrators!

While the animation will retain the playful charm of the Marcos Chin illustrations, we'll use a number of exciting techniques to bring the narrative to life.

In order to establish a consistent narrative throughout the entire experience, balancing interactivity and storytelling, we will divide the event into three parts:

- Discover the Neighborhood (prologue): An Interactive Playground
- Welcome to the Neighborhood: The Story of Ella
- Celebrate with Target: A party in the park.

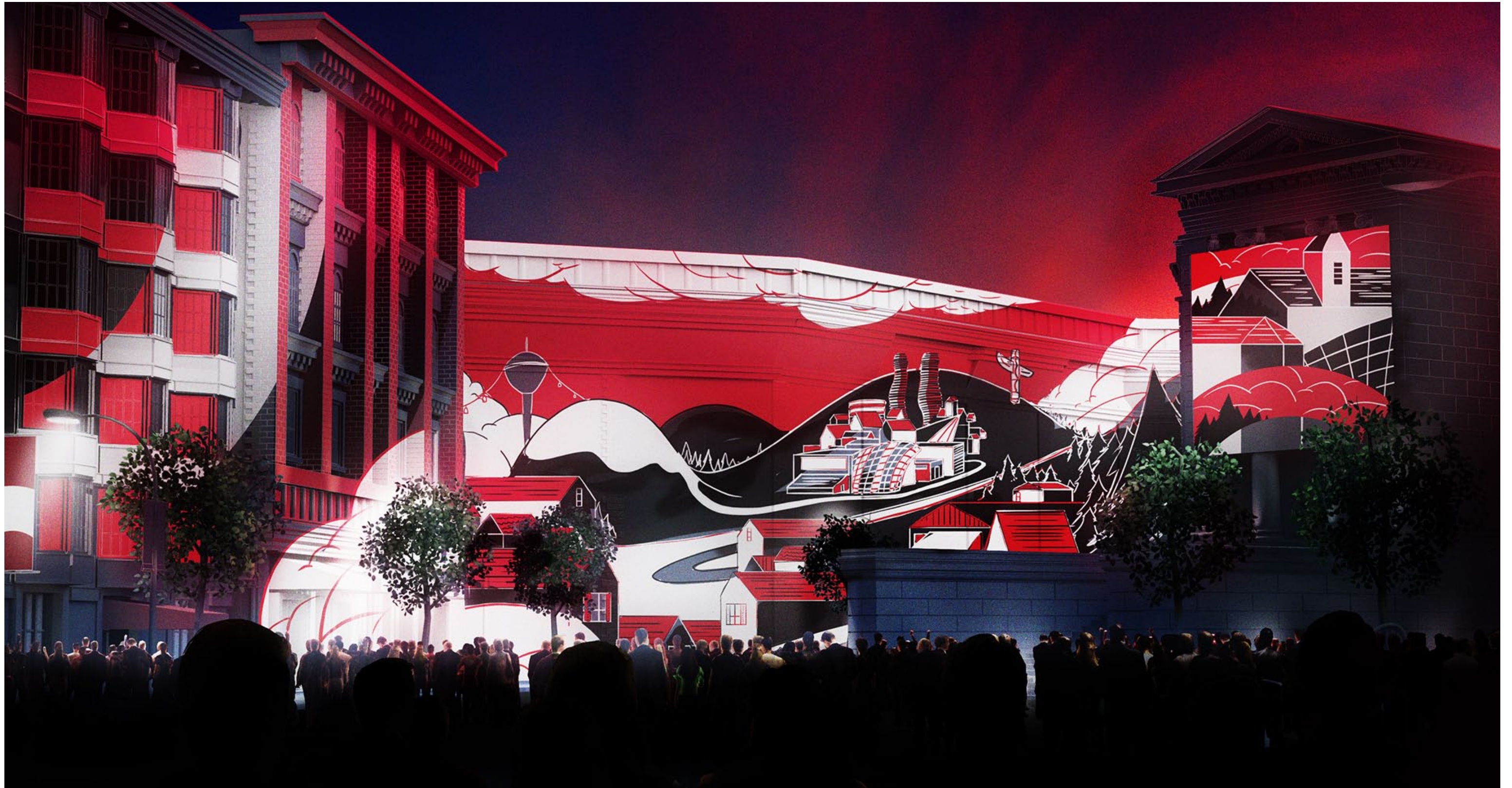


DISCOVER THE NEIGHBORHOOD



PART 01 INTERACTIVE PLAYGROUND





TARGET'S ILLUSTRATED MURAL PROJECTED INTO THE BUILDINGS

DISCOVER THE NEIGHBORHOOD

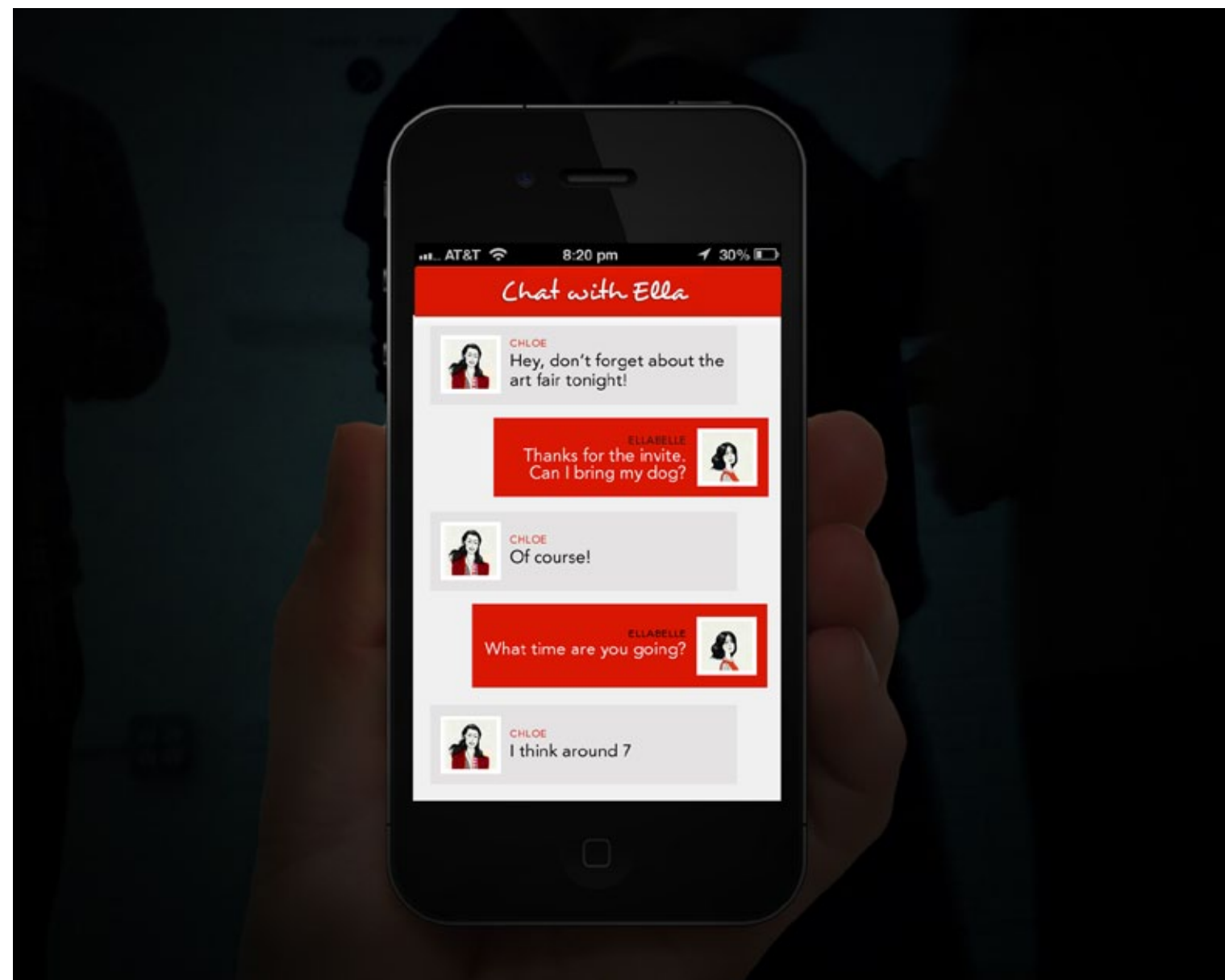
INTERACTIVE PLAYGROUND

The first part of the event will set the scene, both as a prologue for the short-film and as an interactive playground for the audience.

Prior to the story's beginning, we'll establish the neighborhood, some of our primary characters, and the overall fun of the interactive experience. By spreading projections and animated characters around the park, we'll encourage the audience to take part in interacting with these scenes as they occur. As characters and animated environments react to their movements, we'll suggest the magical world that exists all around our viewers.

We would use a specially-designed combination of Kinect motion sensors to create this interactive interface between the audience and the animations. Not only will this engage the audience physically, it will separate the wall between reality and fiction, creating a truly personal connection the world.

In the next pages we would like to share some of our initial ideas for the prologue, script and interactive mechanics.



INTERACTIVE MECHANICS

By combining our pre-rendered animated sequences with Kinect motion sensors located in the square, we will create reactive animations that bring a “live” immediacy to the technique. Particularly before and after our story, the audience will have the ability to interact with animated characters in new and surprising ways.

And with mobile technology, our audience will not only get to be spectators, but participants in this one-of-a-kind experience. Both before, after, and throughout the narrative, we would have a websocket connection that enables the audience to log in on their mobile devices and participate in an ongoing second-screen experience that adds to, comments on, and enhances the story as it takes place.

Throughout, we will be able to connect the audience to the story with social tools, extra animated elements, and additional conversations between characters in our world. The second screen will in fact become part of the story, and will encourage active engagement. In our Script below, we note several possible moments to bring in this additional layer of narrative.



PROLOGUE

We begin by setting up the lively, bustling neighborhood of downtown Vancouver as animations projected on buildings around the central square. These animations reflect the Marcos Chin murals that have been on display all around the city, and bring them to vibrant life.

We see people going about their daily lives -- an old man steps out to pick up the local paper. A coffeeshop owner opens his cafe for the day. People wake up and get dressed in building windows. A businessman rushes out the door to work. A young mother pushes her baby in a stroller down the street, crossing paths with a teenage skater kid. We get brief glimpses of characters we'll soon meet. Around them, flowers bloom on trees. Clouds dance across the sky. The sun appears to rise and set across the various buildings.

In the process, we could transform the park with our projections to become a living, breathing part of the experience. For example, a girl (actress) might sit on a bench displaying a projection of a little bird. She plays with the bird and then leaves, inviting the audience to sit on the bench and interact with the bird in new ways.

Characters in the midst of their routine might stop and wave hi, suddenly becoming aware of the audience, and responding to the Kinect sensor-movements of our crowd. Actors can interact with both live and animated characters. For example, an ice cream vendor might stand next to one of the projections, selling ice cream to the audience but also to the characters, while another girl plays with an animated dog. These are just a few ways we could establish the seamless boundary between animation and reality.

The animations will play in a continuous loop until the second part of the event, when Ella's story begins.

→ SECOND-SCREEN IDEAS:

In our prologue, we will introduce some of the primary characters who become Ella's friends in our story. As the characters pass through the neighborhood, we can trigger a fake FB page with each character's profile. People can learn more about their lives and background.

In addition to the interactive scenes, we will also want to engage our Target community by creating a live Check-in counter, combining data from Facebook and Foursquare. In this same vein, we would aggregate comments from Twitter and photos from Instagram to create a live feed from the show.

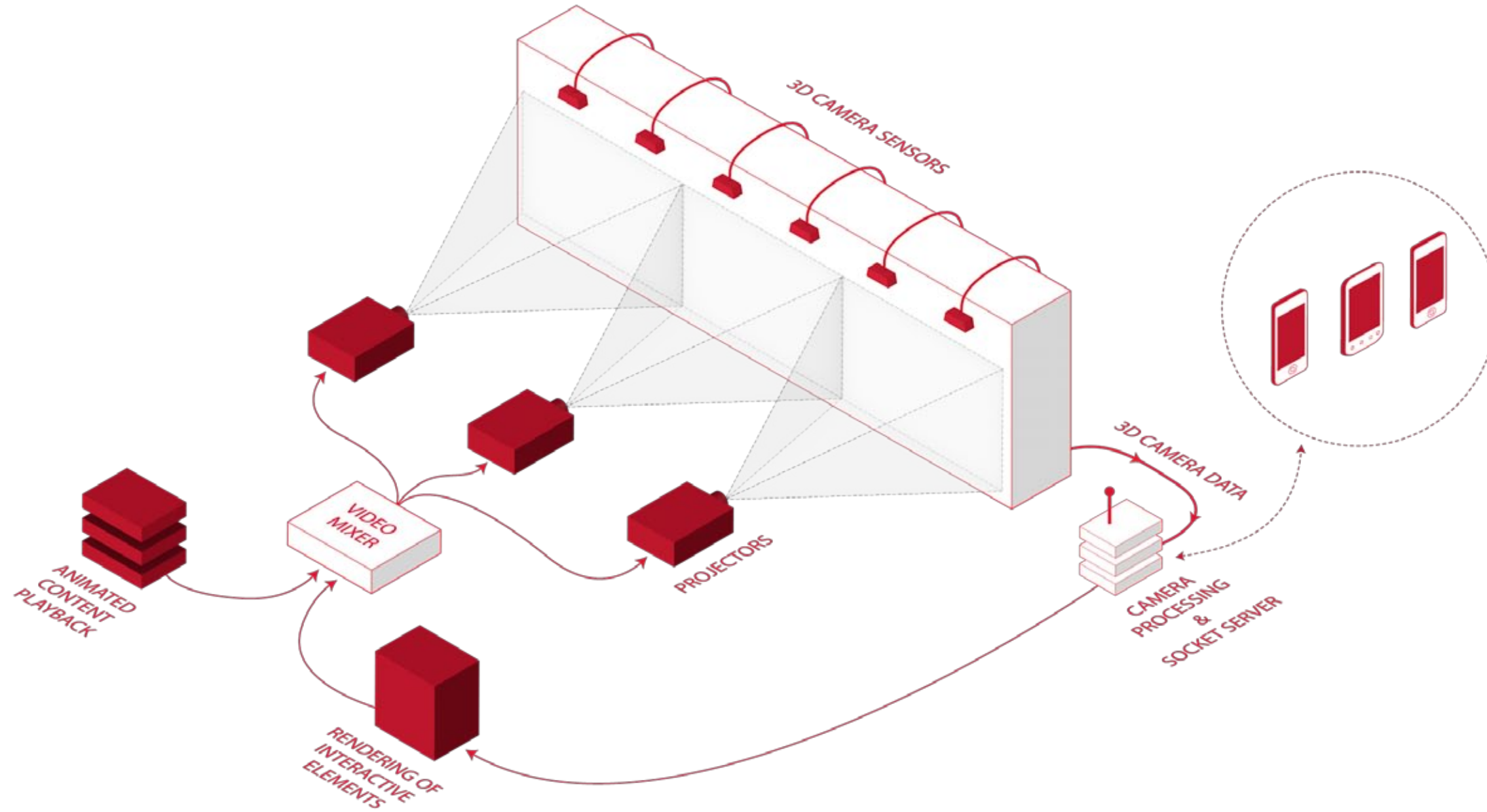


REAL ACTOR PLAYING WITH ANIMATED DOG.

→ DEMO 01 - INTERACTIVE PROJECTION

→ DEMO 02 - DYNAMIC CHARACTER REACTIONS

→ DEMO 03 - RESPONSIVE OBJECTS



INTERACTIVE PROJECTION MAPPING PIPELINE

We will use a combination of cameras, motion and depth sensors connected to dedicated computers. The computers will be connected to the high beam projector, and will do the processing of the tracking and detection of the audience and actors. Additionally, these machines will be connected to a websocket, connecting the audience's mobile device to the animations to create a second screen experience of the story.

WELCOME TO THE NEIGHBORHOOD



PART 02
THE STORY OF ELLA





Now the real show begins. In this next segment, all the different elements of the show will come together, from projection mapping to live performance and interactive animations. All of which will tell the enchanting story of Ella, an ordinary girl in an extraordinary neighborhood.

Unlike in the prologue, all the scenes and actions will connect to our main storyline and the actors will now control the interactive scenes instead of the audience.

Nonetheless, the audience will still be connected to the animations and performance through their mobile device. Using our websocket connection, we can trigger real-time animations and content into the audience's device that will be related to specific moments in the story. This might mean extra information about the scenes and characters, a shoppable or promotional link, or simply a way to make the whole experience even more magical. Throughout our script, we have noted opportunities to enhance the experience in these and other ways.

CHARACTERS:

ELLA - Our heroine, 24 and moving to Vancouver on her own for the first time. She loves music, dance, and new experiences. But she's also a little nervous to be on her own in a new city.

BEN - The manager of the local coffeeshop, creatively inclined, and part of the hub of the neighborhood. He finds himself drawn to Ella's free spirit, and the two of them become love interests as the story progresses. He will remain animated until our finale.

CHARLIE AND KIRA - A musical duo and couple who play fun, indie folk-style music. She sings, he plays guitar and sings backup. We could cast these with a real-life modern folk duo, such as She and Him or The Lumineers, who would be unveiled at our finale.

KEVIN - A visual artist whose work is poppy, upbeat, and inspiring, like Marcos Chin. He is a fun, lively personality who loves a good time.

CHLOE - An aspiring fashion designer who makes her own clothes and is building her own line specially for Target. She becomes an instant friend with Ella.

TRAVIS - A sports fan and basketball player who owns a small sporting-goods store in the neighborhood.

JENNY - A grad student in biology who works on her thesis at the local coffeeshop.

Along with these characters, there will be many other minor characters who live in the apartment building, work in the neighborhood, or interact with Ella on the streets.



SCENE 1 - MOVING DAY

Following the prologue, our story proper begins. On one building, we see the projection of ELLA talking on a Skype video chat with her parents about how excited she is to move into her new apartment in Vancouver. If our location allows, we could use a building opposite this one to project who she's talking to, creating the appearance of a conversation between the two buildings.

After she finishes her conversation with her family on Skype, the chat window closes (or another window pops up) to reveal a Google-like map of her journey from Calgary to Vancouver, animated in Indiana Jones red-line style. As the marker for the moving truck gets closer to Vancouver, we zoom in to a Street View-like perspective. The truck turns a corner and disappears from sight, and the "computer" shuts off, turning off the projection screen.

In seamless continuity, the real white moving van with stylized Target branding elements now drives into the center of the square, the action continuing as the real-life Ella drives the van over to her new apartment building.

Real-Ella gets out of the van and goes into the trunk to unload her boxes. Using the side of the truck as a projection screen, we see an "x-ray image" of the interior of the truck, as we see animated-Ella picking up a box, turning around and stepping out of the truck - to once again become real-Ella.

Ella gets out of the van, a cardboard box in her hands. New neighbour JENNY comes down the stairs, introducing herself and offering to help her carry boxes up. Athletic neighbour TRAVIS is coming back from a jog, and offers to help as well. He looks admiringly at Ella, momentarily seeing animated doves take flight around her, but she doesn't catch his glance as she goes inside.

From here, we transition fluidly back to animation as Ella climbs up the stairs to her new apartment. Jenny and Travis also become animated as they enter the building.

At the very same moment that Ella goes into the door, the window three stories above the front stoop opens. Animated BEN pops his head out to water the plants. The water "trickles" down the building and appears to make flowers on the ground level bloom with Target-circle flowers. While Ben and Ella don't yet know it, they're on their way towards a magical connection. And the neighborhood around them will encourage their meeting any way it can.





→ DEMO 04 - INTERPLAY BETWEEN REAL ACTORS AND ANIMATED CHARACTERS



SCENE 2 - MEET THE NEIGHBORS

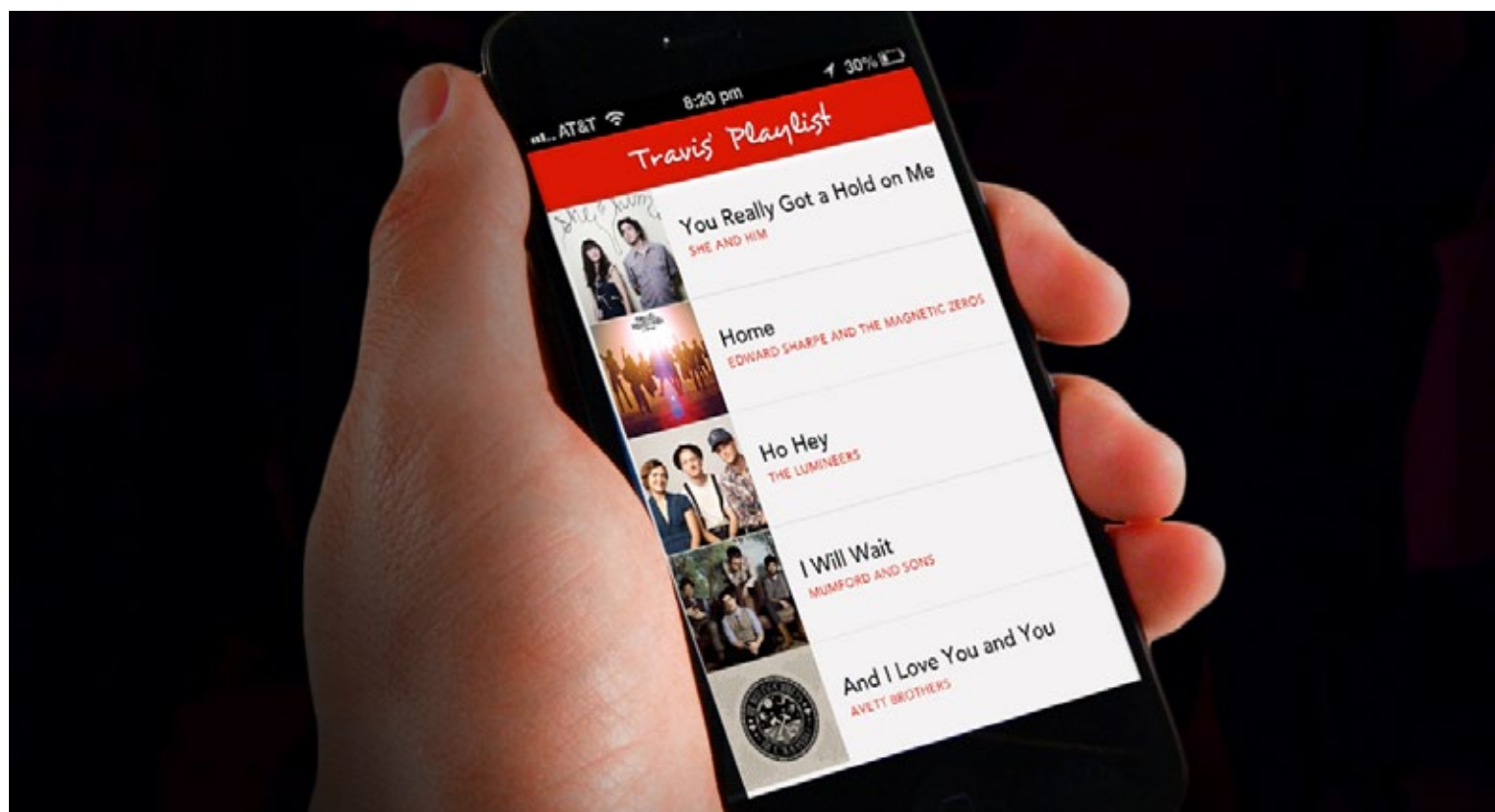
Now alone, Ella gets settled in her new apartment with her dog SPOT. Opening boxes. Setting up furniture. Her apartment starts white, but quickly fills with color and life as she moves around it - red stools sprout up like mushrooms to meet the kitchen island, boxes stack themselves into tables and chairs, representing various Target furnishings. She hangs up a painting, and the colors and patterns of the art magically spread across her wall. Spot runs around and finds a comfy spot in the corner. A red circular rug flows out around his body to form a cushy new home.

→ **MOBILE SECOND SCREEN 01:** As she sets up her furniture, mobile devices will simultaneously display the real furniture from Target's online store with shoppable interactivity.

At the same time, we follow a trail of light across the building, where Ben sits in his apartment. He's looking around his place, feeling the need to redecorate. He starts moving things around, listening to the same song as Ella is. They mirror each other without even realizing it.

→ **MOBILE SECOND SCREEN 02:** We'd create a Target playlist with all the songs from the story for people to download. This playlist would pop up with each new song in our narrative.

There's a knock at Ella's door. She opens it to find her neighbours CHARLIE and KIRA, a couple in a playful local indie-folk band. They introduce themselves and bring her a plate of cookies. As they leave, the sun goes down across the buildings and the moon starts to rise. Ella goes to sleep on her new bed, and stars dance across the sky.





GRAPHIC PANELS

We will use a combination of cameras, motion and depth sensors connected to dedicated computers. The computers will be connected to the high beam projector, and will do the processing of the tracking and detection of the audience and actors. Additionally, these machines will be connected to a websocket, connecting the audience's mobile device to the animations to create a second screen experience of the story.



SCENE 3 - ON THE STREET

As the sun comes up again, Ella goes out walking with Spot to explore her new neighborhood, with its vibrant mix of stores and restaurants. At this point, she leaves the animated world and reappears on the street as Real-Ella. The characters she interacts with will be a mix of live-action and animated.

→ **MOBILE SECOND SCREEN:** As she passes by each location, we can display fake Yelp reviews about each store - all positive of course!

A large red maple leaf follows her as she goes, then flies past her and leads her into the local cafe. She follows it inside...

→ **INTERACTIVE:** The red maple leaf can follow the Real-Ella actress using our Kinect sensors, creating a playful dance.



SCENE 4 - ROMANCE IS BREWING

We return to the animated-Ella as she enters the cafe.

We move into a close-up panel, as she orders a coffee from animated Ben, who just happens to be the manager of the cafe! They lock eyes, but as he gives her the coffee--

She's signaled over by Charlie and Kira, who are setting up on the little stage. They're about to perform a song, and wave for her to sit down with their friends. Ben has to get back to business, but the steam from the coffee cup rises up and forms the shape of a heart for a moment as Ella takes the cup.

→ **INTERACTIVE:** At this moment, we can spread heart-shaped projections throughout the park and across the trees, using lighting to heighten our emotional investment.

She joins neighbours Travis, visual artist Kevin, and fashion designer CHLOE. Across from them, grad student Jenny works on her paper - or tries to. As Charlie and Kira perform a song, everyone gets up and dances to their music - even the other attendees in the cafe. Music notes fly through the air and rise up the building like bubbles. The music paints the entire cafe in a vivid, joyful psychedelic pattern.

From the counter, Ben watches Ella dance, mesmerized. As the music continues, day turns to night. The lights of the cafe go out and are re-illuminated as candles.

SCENE 5 - DINNER PARTY

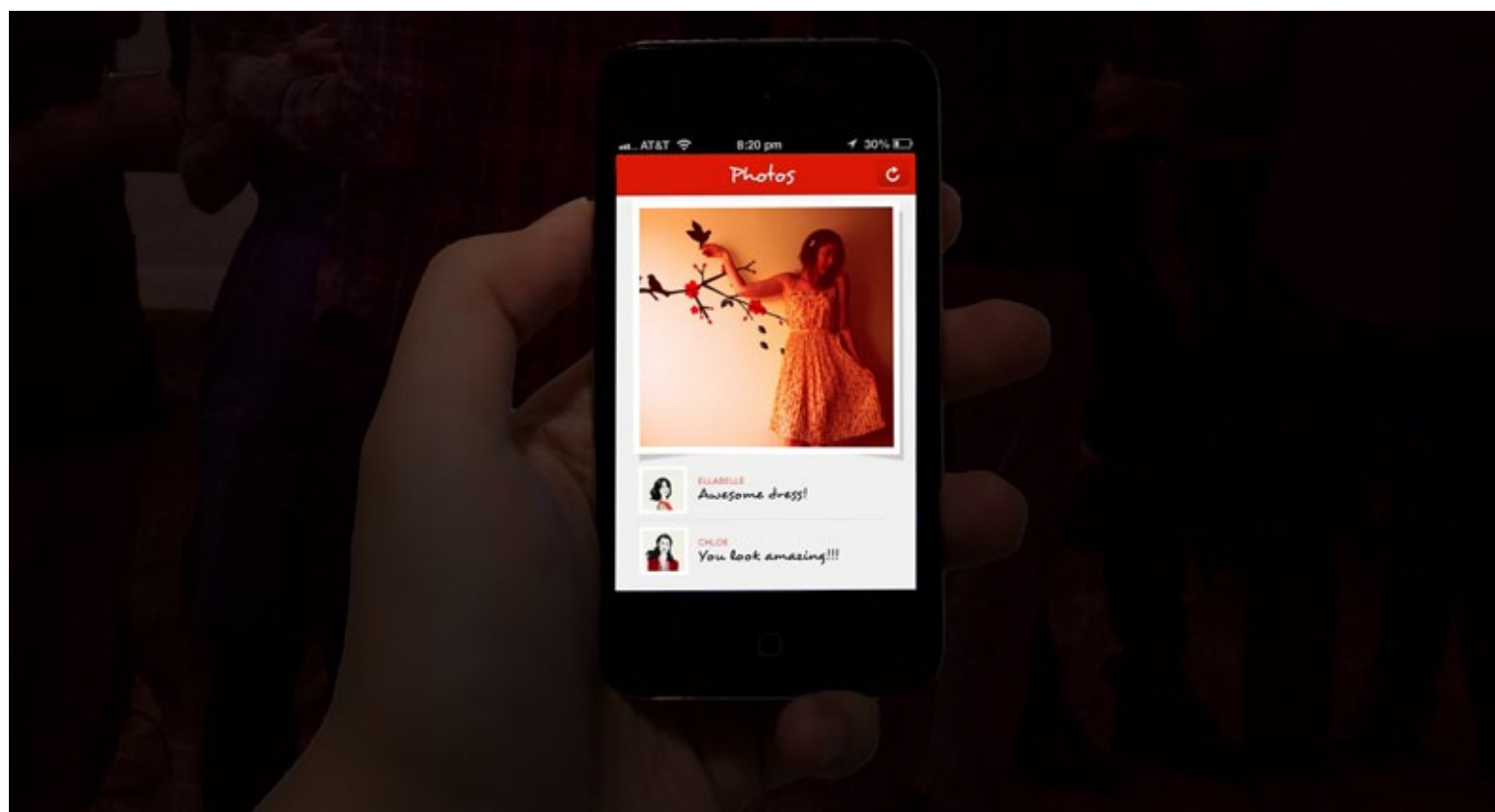
Ella arrives at the candlelit dinner party at Jenny's apartment, which is full of food, color, and music.

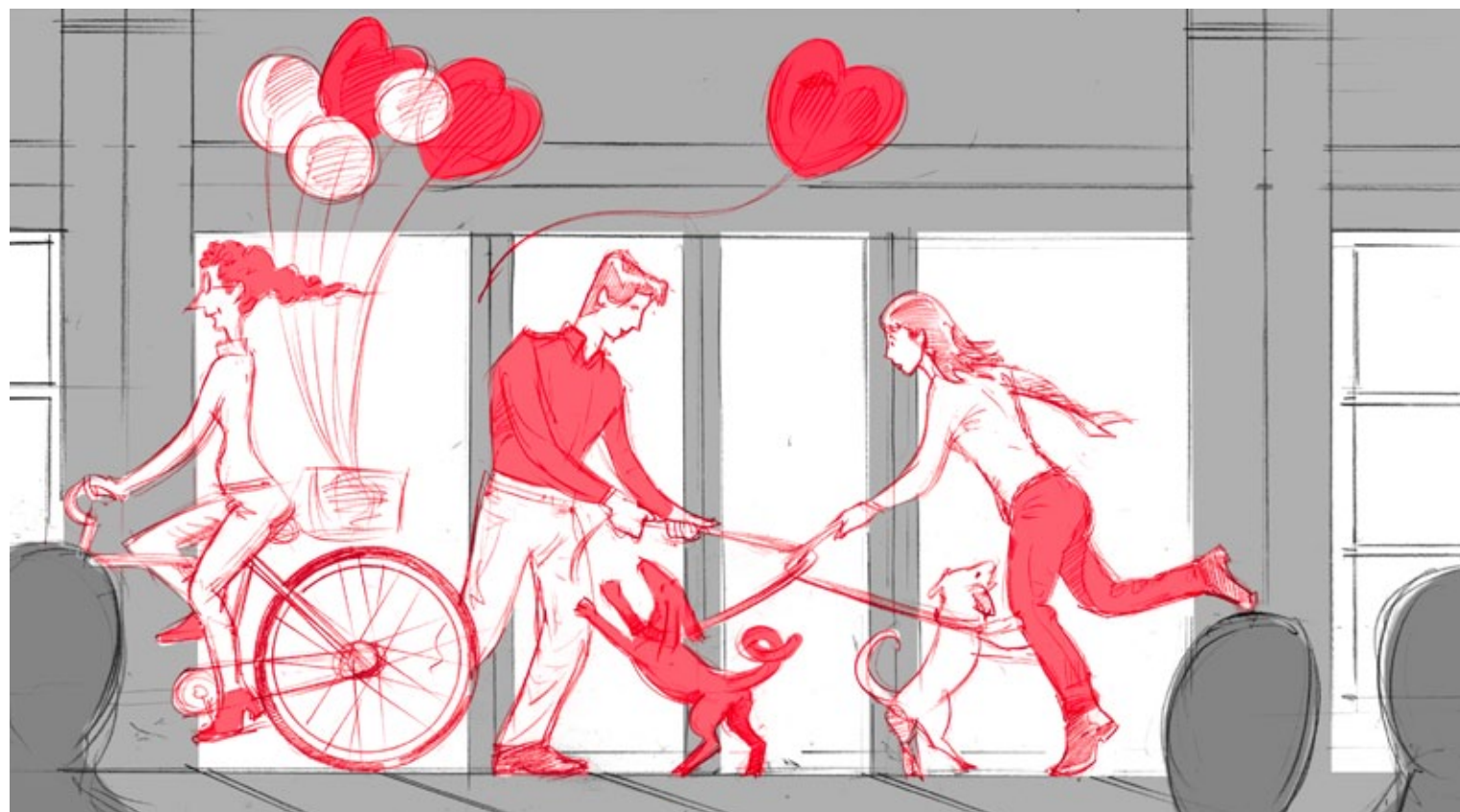
Real-life Chloe rushes into the building, wearing a new dress she's designed for Target. As she gets into the party, the animated Chloe spins around, modeling it for the group. Ella loves it, taking photos on her phone.

→ **MOBILE SECOND SCREEN:** With each snap of the camera, Ella posts photos on a Instagram profile that show up simultaneously on the audience's phones.

Then a circular Target dinner table folds out of the wall, perfectly set, and everyone sits down to eat. Candlelight instantaneously flickers across the windows of the buildings. In sync, lampposts illuminate in the square to create an intimate mood around the gathered audience.

The music fades and night turns to day again...





SCENE 6 - STREET FAIR

Animated-Ella brings Spot along with her to a neighborhood street fair, projected onto the buildings around the square. We fill this fair with magical details that elevate the familiar scene into something truly special. To bring this fair to life in the real world, red lights and red balloons appear around the square. Street performers and mimes entertain the audience in the park to create the festive atmosphere of the fair. Everything is subtly branded in Target colors and patterns.

Ella stops to look at some local art, and sees Kevin, the artist from the cafe. She stops to buy one of his playful, colorfully detailed paintings.

Meanwhile, Chloe stands at another art stand beside Ben, there with his own dog BRUNO. She sees Ben glance over at Ella, who's oblivious. Then she has a thought. She leans down to pet Bruno - and releases him from his leash. Bruno goes running...

As Spot sees the other dog, he excitedly jerks the leash out of Ella's hands and goes running. Ella has to leave Kevin's painting behind and chase after him.

The two dogs find each other and quickly make friends, their leashes getting entangled. Ella, embarrassed, pulls Spot away and looks apologetically at Ben, as he rushes up to retrieve Bruno. Once again, there's an undeniable spark between them.

A real bicyclist rides by with a heart-shaped balloon that flies up in the air between them. It's as if everything conspired to bring them to this moment –

→ **INTERACTIVE:** The action of the real bicyclist passing by can trigger the balloon projections with the Kinect Sensor.

But Ben is suddenly distracted by friends waving him over, and Bruno pulls on his leash and drags him away. Ben gives Ella a flyer before he's whisked away, for a party in the city square the next night. He looks back at her apologetically as he's dragged off.

The flyer might fly towards us, in 3-D style, so that it fills up part of the building and we can read it - a live performance by SHE AND HIM in the square! It's decorated with a folksy drawing by Kevin. The flyer creates a wipe to our next scene.

→ **INTERACTIVE:** At this point, real flyers might be passed out by people strategically placed in the audience. The flyer invites everyone to the party, which is about to happen in 3 minutes!

The sounds of the street fair transition into thunder and lightning...



SCENE 7 - RAINY DAY BLUES

It's the night of the party - and it's pouring rain! Uh oh! Animated water pours down the buildings, as thunder and lightning crackle.

→ **INTERACTIVE:** We can have extras passing by with red umbrellas. The animated rain will react to the umbrellas as they open up.

In a first-floor apartment panel, we see Jenny, Travis, Chloe, Charlie, and Kira all getting ready for the party. They pull on their coats and hats. Jenny looks at her watch, concerned. She looks up, and we follow a "light trail of thought bubbles" across the building over to Ella's apartment...

Where Ella lies in bed, looking at old photos of friends and family from Calgary. She half-heartedly picks up her flyer for the party. We see that it's about to start (8:29pm).

Below, the group of friends all stands by the door to their apartment, waiting to leave. Chloe makes a phone call, but there's no answer. She looks up one more time, then they all decide to leave without Ella. The apartment light goes dark.

We're left in Ella's apartment, the only light in the building, as she stands up and looks wistfully out the window at the rain in her pajamas, and at the audience below. Poor girl.

Then there's a KNOCK at her door.

Ella looks up with a start, and opens the door. Revealing BEN, standing there with a bouquet of flowers. Ella melts as she takes them. Magically, the raindrops flowing down the building transform into flower petals, in a beautiful explosion of petals that spreads across the windows.

→ **INTERACTIVE:** Here we can bring the audience into the romantic moment, by suddenly showering real rose petals over the crowd as well.

Ben takes her hand and the two of them go downstairs together. As they leave the building, Ben and Ella both become real. She's now stylishly dressed in a Target summer dress, and they make an adorable couple. Outside, the rain has come to a stop. The moon rises brightly across the buildings, and vivid colored lights shine around the park square. We move seamlessly into the big party!



RAIN REACTING TO REAL ACTORS AND THEIR UMBRELLAS.



CELEBRATE WITH TARGET



PART 03
A PARTY IN THE PARK





From here, we turn the event into a full-blown party, with live musical performances, DJ sets, and interactive visuals that break the fourth wall.

While the animated neighborhood takes part in unison, the party now fills the square, with real red balloons flying into the sky, a stage for the real-life Charlie and Kira [for example, SHE AND HIM aka Zooey Deschanel and M. Ward] to perform their music, and dozens of supporting characters coming out to dance. The audience is invited to participate and get swept away in the excitement.

In the center of this festivity, the real-life Ben and Ella move together into the square, and break into a joyful, celebratory dance to the music. All of their friends dance together around

them, but they only have eyes for each other. As Ben romantically dips Ella, they lean in for a magical, transcendent kiss.

The building behind them lights up like a video to display a grand, magnificent close-up of the young kissing couple in all their joy. In projections all around them and all around us, red fireworks burst in the sky, and trees bloom with hundreds of circular red flowers... one of the circles growing large enough to fill the screen as the Target logo.

As our story ends, the live music continues, and we conclude with a living Marcos Chin mural, connecting us back to the neighborhood loop we began on and once more the audience can interact with.

CASTING

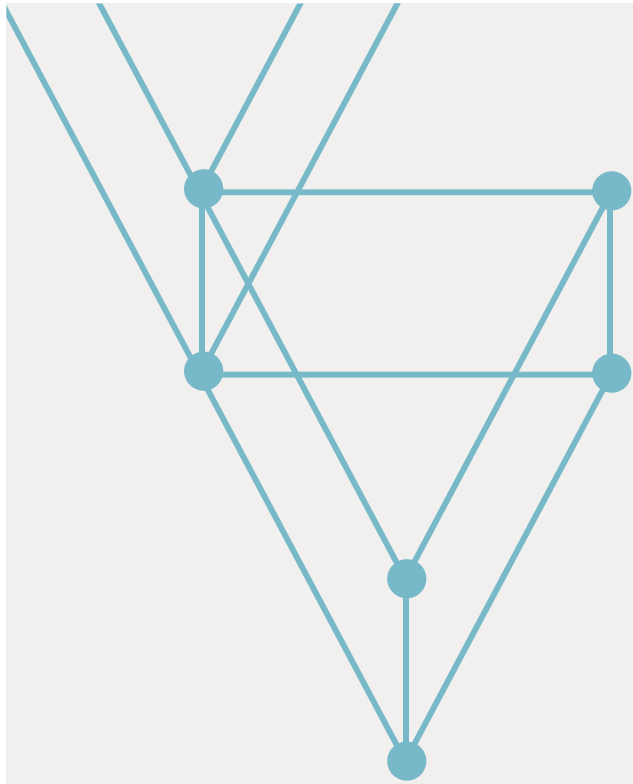
While this is far from a typical live-action production, it will be crucial to cast actors who reflect both our animated characters and the energetic spirit of the Target brand. These actors will literally bring the story, and the brand, to life, and we would approach the live event much as we would a theatrical production.

For that reason, we should consider theater actors used to live performance in large spaces. Most of the “scenes” will be seen by a large crowd and from a certain distance so physical expression and emotion is of paramount importance. It’s also important to consider that actors may interact with the audience at certain points, and we want actors who are comfortable and skilled with this kind of interaction. Overall, we will look for ebullient physical and emotive performers.

MUSIC

As we’ve mentioned above, music will play a great role in shaping the narrative, from the songs featured in our story to the live performance event.

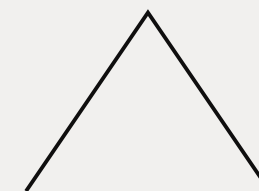
It would be a great addition to the event if we had a real, young Canadian band to play the part of the musicians in the event. The best match to the spirit of our story would be an indie folk-rock band in the style of Arcade Fire, She & Him, Lumineers, Belle and Sebastian, Iron and Wine etc. We would want to start reaching out to artists as early as possible so as to involve them in the evolution of our characters and animation, as well as to create a special one-of-a-kind performance for this Target launch.



JOIN THE NEIGHBORHOOD



PRE-EVENT PROMOTION
INITIAL THOUGHTS



In addition to the treatment for the live show we also would like to share some brief ideas to tease and promote the event.

SOCIAL MEDIA

To bring people together for the event, we will start a social media campaign in advance of May 28, connecting Vancouver residents and their neighborhoods. Our goal is to create a social feed aggregator where people can share recommendations about their favorite spots and places in their neighborhood, and also share some of their memorable moments and stories. Call it the Target Neighborhood.

The Target Neighborhood community will be able to share, communicate, and search for recommendations through an aggregated live from Facebook, Twitter, Foursquare and Instagram. For that we will leverage these well-known social networks, tapping into their APIs and combining them to create the Target Neighborhood network. This network will be the starting point that then leads the audience to the big event.

INTERACTIVE POSTERS

We could also create interactive posters with characters and elements from the story's animations and spread them around the city, as if they were themselves part of the neighborhood. Using QR codes or Google Goggles, people could then trigger augmented-reality content or bring the characters to life. All of which would tease Ella's story, and the main event on May 28. In the process, we could introduce some of our characters, as well as the amazing technology to be on display.

The interactive posters can be used as a narrative element that gives continuity to the main story. They can also allow us to create personalized content for different neighborhoods, extending the campaign to a broader audience and building up the mystery and curiosity around the live event. Our message will be clear: this is an event not to be missed!

THANK YOU!

We are very excited to be invited to share our ideas for such an amazing project. We are would like to thank you for this opportunity and we hope we can collaborate with you on making it happen.

APPENDIX





GUILHERME MARCONDE

ABOUT THE DIRECTOR

Guilherme Marcondes is a director represented by Hornet Inc, Bossa's sister company. He has collaborated with Creative Director Andrezza Valentin in a few other projects including Bossa's own website and Hyundai Elantra "Driveway Decision Maker". He is known for his unique blend of animation and live action seen in projects like the opening for the feature film "Bunraku", which won the Best Opening Titles Award at SXSW. His work navigate effortlessly between different techniques of animation, from 2D to puppeteering to 3D, normally combined with live performance and in-camera effects.

Guilherme has worked in renowned companies like Motion Theory in LA, MTV Networks in London and Lobo in Brazil. He has directed spots for clients as such as Hyundai, Google, Coke, British Gas, Virgin Comics, Diesel, McDonald's and Panasonic.

He is current in production of his next short-film. "The Master's Voice" is an ambitious combination of live action, 2D and 3D animation and VFX. Shot in São Paulo at the end of the last year, the 10 minutes long film is a co-production between USA, Brazil and France.

→ [VISIT PORTFOLIO](#)

PRODUCTION OUTLINE (12-14 WEEKS)

ANIMATION PRODUCTION (10-12 WEEKS)

Script development
Character development
Environment design
Storyboard development (one per scene)
Animation of scenes
Compositing for delivery

INTERACTIVE PRODUCTION (10-12 WEEKS)

Interactive architecture design
Coding of interactive elements
Technical direction
Mobile interaction development
Hosting setup

LIVE PERFORMANCE (2 WEEKS)

Live performance choreography
Costume/props production

EVENT EXECUTION (2 WEEKS)

Location scouting and mapping
Virtual set rendering
Equipment setup and testing
Coordination of projection mapping/performance/animation/
interactive
Sound test/Live performance rehearsal
Live day: Interactive neighborhood, live show, grand finale with
musical performance

BOSSA

EXECUTIVE PRODUCER
HANS WEISS

116 W. Houston Street, 6th Floor
New York, New York 10012
T. 1 6467385415 X 36