



101 Abu Dhabi Do's

When I go on vacation, I'm always on the lookout for authentic, immersive experiences that make me feel like I'm part of the action, rather than just observing it. And as a new parent with an energetic toddler, it really needs to be hassle-free.

So I'm super excited (and super grateful) that you've sent me this deck and shown me the endless possibilities that Abu Dhabi has to offer, whether that's curated cultural experiences, a variety of activities for kids, or the opportunity to do some shopping.

As you can probably tell, I'm just about ready to pack my bags, but before I do let me share my vision for this incredible campaign.

Immersive Experiences (Live action)

Authentic, Unforgettable, and Insta-Worthy

I love the concept at the heart of this story: Liu Yifei returning to the unique, charming Abu Dhabi, a place where she made memories, friends, and built genuine connections during her captivating winter campaign.

For her second visit, Liu Yifei is reuniting with her friend, Sara, as the two of them dive even deeper into a range of unforgettable cultural experiences and take us on this exciting, immersive journey with them.

Talent

Stylish Star Quality

An influencer. An icon. A star. Whatever you want to call her, Liu Yifei is a timeless, cinematic beauty. Along with the sheer magnitude of her fame and popularity, we'll capture her femininity, elegance, and bad-ass, can-do fearlessness with dynamic action sequences as she has fun while excitedly exploring.

By her side will be Sara, a grounded natural beauty who knows herself and also has a great sense of style.

Instead of two characters sharing the same screen, we want their friendship to feel genuine with an innate, unspoken connection that is conveyed through subtle looks, nuanced gestures, and relaxed, friendly dialogue.

Cinematography

Cinematic and Beautifully Lit

Given that Liu Yifei is a star, let's shoot her like one. Using cinematic framing and artistic lighting that looks and feels reminiscent of a Hollywood shoot.

In terms of framing, we'll also make sure that each shot looks good in vertical and square format when used on social media.

Styling

Beautiful and Elegant

When it comes to clothing, Liu Yifei seems to have the Midas touch. So if she is wearing it, then everyone watching is going to want to buy it.

For that reason, Liu's styling will be the secret sauce of our campaign. Everything she wears and everything she touches will be carefully curated to ensure that it stands out with beauty and elegance.

Abu Dhabi Map (Animation)

Effortless Transitions

Dynamic match cuts will take us from our live-action world to the animated one. They'll look and feel as cool and effortless as our talent who are immersed in our 3D animated map.

Immersive Map experience

At times, 3D elements will animate within our live-action world and amplify some of the experiences that Liu Yifei and Sara are enjoying.

On other occasions, the map will unfold in front of Liu who will point at an attraction she is interested in, leading them and us into the next experience.

She'll also pinch with her two fingers (like you would on your phone) to zoom in on a location or scale up the map and immerse both Sara and herself into each experience, then seamlessly transition back into the live-action world.

Animation

Our animation style is all about excitement! A hybrid between 2D and 3D. We'll merge the anime-style world with smooth 3D surfaces and use dynamic angles, lenses, and wides that make our world feel big, energetic, and exciting.

Our map will be another living, breathing character! As Liu Yifei and Sara's characters move from one experience to the other and land on each attraction, the environment will animate and come to life with swaying trees, flowers blooming, gates opening, Ferris wheels rotating, cars moving along roller coaster tracks, and more.

Edit

Snappy, fun, and cool

There may be endless possibilities in Abu Dhabi, but when it comes to our edit we need to fit this vast array of exciting experiences into a "60 film. So we'll move at speed, without going too fast, and use clever, creative traditions to move from one scene to another in a way that feels snappy and fun.

Story

Specific to Liu Yifei, but Emotionally Universal

Liu Yifei is the protagonist of our story, so let's craft the narrative in a way that feels specific to her personality but emotionally universal. What follows are my initial thoughts about how to build on the great work that you've done so far, but I look forward to collaborating with you and the talent to make this as great as it can be.

THE PLANS :60

The camera arcs around Liu Yifei as we seamlessly transition to her walking toward her Emirati friend, Sara. They reunite with a warm hug. Smiles all round. Sara hands over a map with the 101 Abu Dhabi Do's marked on it.

Sara: (Excited) "So, we've got 101 experiences. Where do you want to start?"

SUPER: ABU DHABI PRESENTS: THE 101 ABU DHABI DO'S

Sara looks over at Liu who studies the map. She responds with a confident smile and uses her two fingers to zoom into the map. Suddenly, the map scales up into 3D form and we seamlessly transition to Liu Yifei and Sara as animated characters landing in front of the Yas Mall. Liu Yifei grabs Sara's hand and they run inside the Yas Mall. We then match cut back to live action and find the two friends stepping inside a traditional luxury perfume shop.

Yas Mall Perfumery

Liu Yifei and Sara take a moment to admire the beautiful, luxurious traditional decor and inhale the different scents - all intermingling within the same space. A perfumer presents them with a collection of unique fragrances.

SUPER: #27 SHOPPING AT YAS MALL

Liu Yifei picks up and smells a sample fragrance. Her eyes light up as she is struck by the desert scents.

Liu Yifei: "What's this called?"

Sara: "Oud, I think."

Liu Yifei sprays some on her wrist, then rubs it in and smells it.

Liu Yifei: "Actually, I think it's Taif Rose, my favorite."

The perfumer smiles and nods in confirmation.

Suddenly, hundreds of beautiful Taif roses animate and bloom all around Liu Yifei as she enjoys the scent.

The camera pulls back and we seamlessly transition into the animated map where they are now walking through the artfully crafted floral entrance of an exclusive Emirati restaurant.

Emirati Restaurant

SUPER: #43 AUTHENTIC EMIRATI MACHBOOS

Match-cut back to the live action as Liu Yifei and Sara walk along the mirrored corridor of the restaurant, now wearing (and loving) their different outfits as they take a quick selfie before entering the dining area.

As Liu Yifei and Sara take their seats at an exclusive Emirati restaurant, they are amazed at the authentic, yet refined surroundings and decorations. A waitress comes over to take their order.

Liu Yifei and Sara: (in unison) "Machboos please!"

Liu Yifei and Sara turn to each other in surprise and share a moment of laughter. Meanwhile, on the table, the map magically unfolds and Liu Yifei can't help herself and taps on the Louvre Abu Dhabi.

Louvre Abu Dhabi

SUPER: #09 THE LOUVRE ABU DHABI GALLERIES

Match cut to Liu Yifei and Sara exploring a gallery in the Louvre. Blown away by the collection, Yifei rushes toward a piece...The Fountain of Light.

Liu: "Ohhh I love this piece. It's from a Chinese artist! Woooow."

Liu and Sara study the installation with excited wonder. Suddenly, we see light particles bursting all around her. They can't help but smile at each other as they twirl around the particle lights, fully immersed in the magical beauty of the installation.

Warner Bros. World, Abu Dhabi.

SUPER: #19 THE RIDDLER REVOLUTION RIDE

The light particles suddenly become streaks of light and we transition into our animated world to find Liu and Sara with their hands up in the air as they go up and down, spinning round and round on the Riddler Revolution Ride.

We seamlessly transition to live action and reveal the ride now materialized on the map poster in the middle of the Warner Bros. world park. We see an awestruck Liu Yifei and Sara exit the Riddler Revolution ride. A little kid runs past them shouting back at his family trailing behind Liu Yifei and Sara.

Little Kid: "Come on! We have to hit the Fast and Furry-ous!"

Liu Yifei turns to Sara, with the same childlike excitement.

Liu Yifei: "Is that on the list?"

Sara: "It is now. Let's go!"

Liu excited for the ride turns around and we match cut to the animated Liu Yifei and Sara running to the next location, #30...

House of Artisans

SUPER: #30 AL SADU WEAVING AT HOUSE OF ARTISANS

Liu's character reaches for the door and we seamlessly match cut back to live action as she and Sara walk inside the House of Artisans. They both watch with fascination as an Al Sadu artisan's skilled hands meticulously weave a stunning bracelet.

The artisan gives Sara two bracelets and she hands one to Liu Yifei as a symbol of their friendship.

Sara: "So, what's next?"

Liu Yifei enthusiastically withdraws the map.

Liu Yifei: "Still so many! I can't believe the trip's almost over. #44 Qasr Al Watan, #34 Emirates Palace, #12 SeaWorld Abu Dhabi..."

Sara turns to Liu Yifei, smiling.

Sara: "Well, my friend, I guess you'll have to come visit me again."

SUPER: ONE SUMMER ISN'T ENOUGH

Music

Let's compose a track that makes us feel good, jump out of our seats, and want to make you out and discover the world. Something upbeat and inspiring that injects energy and momentum into our hero's journey.

Director's Cheat Sheet

101 Abu Dhabi Do's

Authentic, immersive experiences that capture the endless possibilities that Abu Dhabi has to offer.

Immersive Experiences (Live action)

Unforgettable, Insta-Worthy locations and cultural experiences that make Liu Yifei, Sara, and the audience feel like part of the action.

Talent

Influencer, icon, and star, Liu Yifei is a timeless, elegant cinematic beauty with bad-ass, can-do fearlessness. Her friend Sara is also a stylish natural beauty and their subtle looks, nuanced gestures, and relaxed, friendly dialogue will convey their genuine connection.

Cinematography

Cinematic framing and artistic lighting that looks and feels reminiscent of a Hollywood shoot, as well as shots that look good in vertical and square format on social media.

Styling

Clothing will be the secret sauce of our campaign and will be carefully curated to ensure that it stands out with beauty and elegance.

Abu Dhabi Map (Animation)

Cool, effortless, seamless transitions that take us between live action and immersive 3D animation where Liu Yifei can play with her character and the map.

Music

Upbeat and inspiring, injecting energy and momentum into our hero's journey.

Edit

Using clever, creative transitions to create a snappy, fun, and cool vibe.

Thank You

Thanks again for sending through this fun, refreshing creative and taking the time to consider my take. As always, the ideas that I've suggested here are just that. This is the beginning of a creative conversation that I can't wait to continue as we embark on this journey together.