



## **THE SPARK**

The slightest spark can inspire change in someone's life. And when enough sparks come together, they can inspire change across an entire community.

This film uses a spark as an illuminating visual metaphor to powerfully communicate the life-changing help Barclays has given to a range of people wanting to improve their skills, build their careers, and grow their businesses by focusing on three very different individuals and the community they live in.

## **A BEAMING COMMUNITY**

It's this sense of community that goes to the very heart of Barclays' mission and unifies our diverse group of characters who differ in age, identity, and ambition.

This includes a student discovering their vocation, a mother following her dream, and a grandparent reconnecting with the modern world. We'll explore the lives of these characters with an authentic documentary-style approach.

This starts with casting a group of actors with a diversity of gender, race, and body type. These characters also need to look and feel like more than mere archetypes, so let's opt for relatable actors with interesting faces and idiosyncratic behaviours who have a distinct energy and way of moving through the world.

Actors who can portray their characters authentically and deliver grounded, realistic performances with subtle, nuanced, and often unspoken looks and glances.

## **A GUIDING LIGHT**

Our spark isn't a solid object that flutters like a fragile Tinkerbell. Instead, it's an elusive blueish-white entity that echoes the Barclays brand, with subtle secondary colours that give it a comforting warmth.

It's a regenerating force that energises itself from within, constantly evolving and instigating change as it leads us from one scenario to the next and takes us on a journey of curious discovery.

Unbound by the forces of nature, this spritely, hopeful spark moves with a playful curiosity and abandon at times and with drive and momentum at others, disappearing and reappearing at will and entering and exiting each room by unexpected ways and means. Under doors. Down air vents. Through windows, glass doors, and even water. Illuminating everything and everyone around it.

## **UNRESTRICTED MOVEMENT**

Like the spark, our camera won't be bound by physical limits. It will seek out those unexpected, interesting angles and corners, and move with a curiosity reminiscent of the spark itself.

We'll achieve this through a combination of controlled, rather than frenetic or chaotic Steadicam and handheld movements that feel free from the constraints of a physical camera.

That sense of movement shouldn't just be restricted to our camera and lighting. It should also be present in our characters and their actions, whether an excitable class of students sitting at desks or a woman designing a website in a co-working office.

And rather than opt for an overly-stylised, pretentious, and potentially sterile aesthetic that feels consciously observational, let's complement that documentary-like look with anamorphic lenses that allow us to get up close and intimate with our characters, bringing Barclays and our audience into their world.

## **AN INTERCONNECTED TAPESTRY**

Our shots will be carefully woven together to create the illusion of continuity with subtle transitions that make our film feel natural rather than overly produced. Starting gentle and playful, we'll undercut the conventionally chaotic crescendo our linear structure might suggest, capturing how our spark affects its environment, then use those reflections and refractions to take us from one scene to the next.

## **A SOUND IDENTITY**

I want the spark to have a unique and distinct sound that illustrates its personality. We'll experiment with static-sounding electricity made up of the compressed sounds, memories, and experiences of the thousands of people whose lives it has changed, growing louder and more apparent as it draws closer to the camera and the characters.

These elements will work in symbiosis with a composed piece of music that follows the

arc of our story. Starting slow and gradually building, then swelling to a climax that doesn't feel too grandiose but conveys our overriding emotion of hope.

## **AN EMOTIVE JOURNEY**

I see this story as a linear day in the life of a community and think the scenarios in the current script perfectly capture that. The changes I've made below seek to build on the good work you've done so far, balancing narrative simplicity with emotional complexity and a sense of humanity and playfulness with the power of change at the core.

## **'SPARKING OPPORTUNITY' TVC SCRIPT :30**

We open moving forward through the inconsistently lit corridor of a typical comprehensive college.

Our wide anamorphic frame is set high against the ceiling as groups of students enter their classrooms below, leaving the hallway empty except for a straggler or two.

Strange shapes of dancing colour seep into our world from behind the lens, casting light patterns across the space and pushing away the shifting shadows.

Following immediately from behind, a bright spark of light - shifting in texture and intensity like a spirited apparition - flickers past the lens and drops down towards a door. Our camera follows, dropping down from the sky and pursuing the spark as it swoops towards the door and illuminates a sign that reads: 'Life Skills'.

The spark shoots through the window in the door, diffusing light and colour as it passes through the glass into a classroom as a teacher weaves between groups of students crowded around desks that have been pushed together to create a bustling, creative, and collaborative workshop environment.

As we cut inside the classroom, a gap appears between students excitedly gesticulating as they exchange ideas to reveal a student with curious, intelligent eyes but lacking the confidence to speak up and participate.

We cut to a close-up of the student and see the light right in front of them. Its organic textures shift and move across their face, illuminating the bright green irises of their eyes as it examines them with curiosity and intent.

They don't see it and continue to listen intently, even as the brightness intensifies around them into a white and blue tapestry of light and glare.

When the light fades again, our camera pulls away to reveal our student no longer in the classroom but standing behind the counter in their small bike shop, confidently updating the financial spreadsheet on the screen of the computer as they interact with a customer.

They offer out the card reader to the customer and our camera follows the direction of their hand as the spark flies upwards. We follow it, shooting out of frame.

Our camera pans up to reveal a small dining room table where an elderly person is seated in a cosy, kitsch living room, struggling to use a tablet computer to talk to their grandchildren.

Behind the elderly person, a spark of light appears outside the window facing the street.

As it moves closer, shafts of colour and light illuminate their collection of glass animals and crystal figurines proudly displayed behind the glass door of an antique cabinet, reflecting a spectrum of light and colour throughout the room.

Then it illuminates their textured face and swings past their head to switch on their tablet and have the young smiling faces of their grandchildren appear on the screen.

We cut wider and see the elderly person audibly exclaiming their delight at seeing their faces. Around them, the apartment returns to normal as the spark exits through the gap below the front door.

We cut to the interior of a small but well-organised office, as a BUSINESS OWNER sits at a desk with files, folders, and books about starting your own business while they design the website for 'Olio'.

A light appears behind them, dancing as it grows brighter and illuminates the space. It turns into a larger business office with the Olio logo and sales charts on the walls, computers lining the desks, and employees sitting behind them.

The business owner looks out at this thriving hive of activity, taking a moment to appreciate what she has achieved as the spark pinballs around the office and then out the doorway. We cut to a wide aerial shot as the spark emerges from the business offices and joins dozens of others moving over schools, homes, and passing cars as they touch every part of the community.

**TITLE: Sparking opportunities in your community.**

**VO: *'Barclays are sparking opportunities by helping people into work, teaching digital skills and giving businesses the tools to grow. Visit [home.barclays](http://home.barclays.com) communities to find out more.'***

## **A STRONG PARTNERSHIP**

My sensibilities and creative instincts have always drawn me toward the marginalised, the poor, and the powerless. My goal as a filmmaker is to empower these people through honest, emotive, visual storytelling. Not to gloss over their reality but to embrace it by finding beauty in the broken. Wonder in the everyday. And hope in the hardest of situations.

Because I relate to these struggles and what Barclays is doing, I feel energised and inspired by this film, and can't wait to realise its potential.

Thank you for your consideration.