



Intro

Fun, Fresh and Insta-worthy

Lego and Disney...it's a match made in heaven, right?

But the truth is this generation of young creative girls isn't interested in polished branded content. They want loosely scripted reality that feels natural and authentic but not random.

What I love about this campaign is that you've reframed two brands we all know and love for an audience of young girls by taking inspiration from something they know and love: social media.

Whether it's the chance for them to recreate their favorite Disney sets in the Sparking Wonder Episode, be inspired to make their own Lego creations in the Sparking Wonder DIY craft videos, or bring their Lego world to life Disney-style with fun filters, camera moves, and creative transitions, this campaign has a fresh playfulness that will spark joy and inspire fans the world over.

There will be a crossover in the visual language and production methods we use for both the commercial and social content, but the commercial will feel more like tricky eye candy and the social content will be geared more towards entertainment as we engage with talent and influencers.

Commercial

Vibes

Seamless, POV

We establish that young social media savviness right from the start, with the little girl flipping the phone from vertical to horizontal for the best framing. What follows are a series of fun camera moves and creative transitions as the phone is passed around and a SPARK turns their their Lego creations into a 2D Disney animated character that is seamlessly integrated with the live action.

I love the idea of shooting this all in POV, but it can often be a hard technique to track so at times it might make sense to establish the context from a third-person perspective.

Given that the :15s have different endings from the :30, this is going to be a puzzle, but one that I'm looking forward to solving by shooting the extra content we need using the same setups.

Talent

Diverse, enthusiastic, characterful

Lego and Disney are global brands with a diverse range of young female fans. I would love for this diversity to be reflected in the cast, with enthusiastic, characterful talent that has a variety of nationalities, skin tones, and body shapes.

The Spark

Photo-real yet magical

This is our bridge from the real world of Lego to the magical world of Disney, so I want to merge the best of both.

The spark itself will be made up of magical particles but with a photo-real look that belongs to the same world as our talent and their surroundings, yet possesses a fantastical element that pushes reality just a little bit further.

Art Direction

Varied and Vibrant

Each of our different worlds will be inspired by the color palette of the specific Disney movie, with the Lilo & Stitch sequence having a Hawaii sunset vibe, Encanto embracing its Mexican heritage with colorful pinks and golds, and Frozen represented with cool, icy tones such as blue and white.

‘The Spark’ TVC Script :30

With a handheld shot:

The scene opens with a vertical shot of a little girl's room adorned with Lilo & Stitch-inspired decorations. The hand of an 8-year-old girl enters the frame, turning the camera horizontally as if someone were setting up a phone to record something.

The little girl brings a friend holding a LEGO Stitch into the shot. She shows a LEGO flower to the camera and then places it on the Alien's head.

Suddenly, with a SPARK made up of magical particles, the LEGO Stitch transforms into a 2D Disney-style animated character (made of LEGO bricks). With one of his weird sounds, Stitch unleashes an explosion of graphic elements related to the movie, giving the moment a magical feel (Hawaiian patterns, surfboards, guitars, etc.)

The mischievous Stitch (made of LEGO bricks) jumps on top of the girl's head, throws the ice cream to the screen, and then dashes away. One of the girls grabs the camera to follow the Alien, but all we see is a trace of the SPARK.

Following the camera's journey, we are taken into a different room painted pink and gold, where another girl finishes the Encanto casita. She presents the creation to the camera, bowing, and then adds the magical candle at the top of the house.

With the help of the SPARK, hundreds of 2D LEGO animated butterflies fly out of the doors and windows of the house. The camera surrounds the girl while other animals at real-life scale and graphic elements related to the movie appear (flowers, accordions, clay vases, wooden toys, etc.)

We push into the cloud of butterflies and find ourselves in the new white and blue room with two girls building the Frozen castle. The camera is stationary while a girl enters the frame from the side.

We zoom in on Elsa's mini-figure as one of the girls puts the winter wand in her little hand. At that moment, with a SPARK, a winterish explosion rapidly transforms the whole space. Snowflakes fall, crystals appear, and elements in the room freeze.

One of the girls takes the camera and turns it into selfie mode. The three girls let themselves fall onto the floor, completely covered in LEGO snow, and make snow angels.

We cut to reveal a product shot of the three main SKU boxes with the girls out of focus in the background. No magic is present in the room, revealing to us that it was all a product of the girl's imagination as they played with the sets.

‘Stich Spark’ TVC Script :15

With a handheld shot:

The scene unfolds in a room adorned with Lilo & Stitch-inspired decor while an 8-year-old girl holds an almost-complete LEGO Stitch.

Another girl of a similar age playfully adds a LEGO flower to the alien's head. With a SPARK made up of magical particles, the alien comes to life.

The mischievous Stitch promptly makes a run for it. The camera and the girls hurry after him and we hear a crash off-screen, suggesting that Stitch has hit a wall.

When the camera arrives at the source of the sound, we find a bunch of scattered LEGO bricks on the floor, forming a Stitch silhouette.

In a swift motion, the camera pans to the left, seamlessly transitioning to a product shot of the LEGO Stitch set.

‘Encanto Spark’ TVC Script :15

With a handheld shot:

We open on a room adorned with Colombian-inspired decor. A girl proudly presents an almost-complete LEGO Encanto casita to the camera.

With a final magical move, she adds the last piece to the top, activating a SPARK made up of magical particles that make the entire house shine.

Excitement builds as the girl opens the door, releasing a swarm of LEGO yellow butterflies from inside the casita.

The camera tries to follow the situation, as the girl and her friend joyfully chase the fluttering butterflies trying to catch them.

A quick swipe to the side takes us to a product shot of the Encanto SKU, with the girls running in the background.

‘Frozen Spark’ TVC Script :15

We begin in a room where two girls are finishing building a LEGO Frozen castle.

As one of the girls places the winter wand in Elsa’s hand, a SPARK made up of magical particles makes the whole creation shine.

LEGO snowflakes start falling out of nowhere as the camera surrounds the girls and then zooms out.

When the camera takes us a step back to see the whole room, we see the space full of LEGO snow.

The girls, almost completely covered in the LEGO snow, laugh as a LEGO life-sized deer passes by.

Entertainment

Sparking Wonder - The Series and DIY

Vibes

Colaborative and Transformational

While the commercial is about unleashing the girl’s magic power, the entertainment content is all about collaboration, dialogue, and transformational reveals that prick the curiosity of girls watching at home who may not yet play with Lego and get them excited about what’s possible.

They’ll watch a young fan and adult Disney creator having fun turning a small idea into something awesome and unmissable with films that play out like scripted reality. Their social media-inspired exchanges will be super-friendly, as the young talent initially fangirls over the influencer she follows online, then teams up with her new bestie to create a super-cool chill-out space, fashion show, or party decorations.

For the DIY films, let’s opt for a simple but effective structure. This starts with our creator displaying the finished piece. Then we cut back to the beginning and show them going through the various stages of crafting it in a tight shot. Finally, we end on a medium shot of them holding it. I also like the idea of using things that we already have at home to make it feel like real crafting and send out a positive message about recycling.

Dialogue/Voiceover

Casual, Colloquial, and Accessible

Dialogue is just one way that our talent will express themselves, convey their personality, and engage with each other and the audience. However, given that this is a global campaign, we want to limit this as much as possible, and when they do speak to use casual, colloquial, and accessible language.

We can also use voiceover so that our creators can comment over the top of a time-lapse, explaining each stage involved in crafting the piece. Rather than something overly informative, let's inject some realism into the video by having them make mistakes and then explain how they're going to correct it.

Talent

Genuine and Engaging

When it comes to our little girls we're looking for genuine, enthusiastic Lego fans whose excitement is clear for all to see on their face.

We'll then pair them with a mentor who is a natural, engaging entertainer that can effortlessly lead us through the story and have fun along the way. Whoever we choose needs to have a natural chemistry with the little girl and a personality we can riff off to make the story feel personal.

'Stitch - Bedroom Transformation' Digital Video Treatment

We'll watch Lilo & Stitch obsessively transform their bedroom into a Hawaiian-themed oasis with the help of a Disney creator.

This starts with them painting the floral motif from the Stitch set on the wall as they talk about their favorite flowers. Then they'll build the skateboard hanger made of bricks and attach it to the same wall as they talk about their skateboard abilities and favorite tricks. After that, they'll make the selfie station followed by a brick-built gallery wall that inspires them to pull funny poses as they take photos of themselves having fun trying to ride a skateboard.

Alternatively, we could have them build a bedside table out of Lego and put a Lego lamp on it, which might appeal to a broader audience who may be less interested in flowers or skateboarding.

‘Encanto - Fashion Styling/Photoshoot’ Digital Video Treatment

In this film, our Encanto fan works with an accessory specialist to create accessories and props with ornate floral Lego pieces.

As they make brick-built and decorated props, they talk about the rich culture and vibrant visual language of the film. They fall in love with the idea of using this as inspiration to express that beauty off-screen, making hair accessories, such as a clip, and jewellery, in the form of a flower crown, out of Lego bricks. They end by customizing and embellishing the fan's existing clothes with some of these accessories as they talk about the importance of sustainable fashion creating something new from something old and preserving the environment.

‘Frozen - Party Decorating’ Digital Video Treatment

In the build-up to their ‘just because’ party, our fan seeks the help of a Disney DIY crafter to turn it into a fantastical frozen-inspired event with Lego bricks.

They start with Nordic patterns built with baseplates and tiles, printed onto tablecloths. The creator asks the fan what they know about the Nordic countries and then shares some facts.

They follow this with DIY minimill snow globe favours and talk about what they love to do when it's snowing, whether that's making snow angels, building a snowman, or sledding.

They end the transformation by attaching brick-built snowflakes to the ceiling, elevating that magical look.

This draws looks of wonder when the little girl brings her friends from the other two episodes into the room. We then cut between a montage of them playing and dancing to their favorite music. I also like the idea of making handmade paper decorations where you fold a piece of blue or painted blue paper, cut out a shape, and then unfold it to find a multiplied pattern.

Director Checklist

General Vibes

- Fun, Fresh, and Insta-worthy.
- Loosely scripted, social media-inspired reality that feels natural and authentic.
- A fresh playfulness that will spark joy and inspire the imaginations of fans the world over.
- A crossover in the visual and social media language and production methods.

Commercial

Vibes

- Fun camera moves and creative transitions.
- A 2D Disney-animated character that is seamlessly integrated with the live action.
- Mixing POV with the third person perspective.
- Shooting the extra content we need using the same setups.

Talent

- Diversity of fans reflected in the cast.

The Spark

- Our bridge from the real world of Lego to the magical world of Disney.
- Made up of magical particles with a photo-real look.

Art Direction

- Inspired by the color palette of the specific Disney movie.

Entertainment (Sparkling Wonder - The Series and DIY)

Vibes

- Collaboration, dialogue, and transformation.
- Turning a small idea into something awesome and unmissable.
- Super-friendly social media-inspired exchanges.
- A simple but effective structure for the DIY films.
- Using things that we already have at home to make it feel like real crafting and send out a positive message about recycling.

Dialogue/Voiceover

- Limit this as much as possible.
- Casual, colloquial, and accessible language.
- Voiceover to explain each stage involved in crafting the piece.
- Inject some realism into the video by having our creators make mistakes.

Talent

- Little girls who are genuine, enthusiastic Lego fans.
- Creators who are natural, engaging entertainers and have a unique personality.
- A natural chemistry between the little girl and the creator.