



‘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.

‘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 jewelry, 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.