



Intro

Imagine a life where you could nap in the afternoon sun. Have your belly rubbed whenever you wanted. Enjoy an impromptu laser pointer dance session. Knock random objects off tables just to watch them fall—because gravity is a toy too. And have your food served to you at least two or three times a day.

For cats, every day is a holiday. Every nap is a power move. And every meow is a royal decree!

What I love about this paw-some, hiss-terical (that's right, I'm going there) campaign is how it embraces that 'don't give a sh*t' cat-titude while showing our audience the perks of being a feline and feeding them Purina's Tasty Shreds.

Fortunately, we've got some help...

Robbie Williams

Robbie's an international pop star with a cheeky, curious feline nature. He's already worked with the Felix brand, understands its fun, playful tone, and is going to revel in the PERKS of being a cat.

We're going to get the very best out of Robbie, whether he's playing 'Robbie the Cartoon' with fun feline-like moves inspired by the lyrics he sings in our animation, 'Robbie the Prankster' in our realistic TikTok's, or 'Robbie the Superstar Performer' backstage at his concert, showing us just how good it feels to embrace the feline side of life.

2 Minute Film

Approach

What I find really exciting about this animated musical is that we're subverting our audience's expectations by having Robbie step into an animated world rather than an animated Felix appearing in the real one.

Robbie bringing Felix a sachet of Purina for dinner acts as the trigger for our story, but we'll also integrate the product in a fun, organic way into the rest of the narrative. The goal is to seamlessly blend the live/action intro and outro with the animated storyline. Using the same dynamic, fun and expressive camera movements, tone and acting so that it all feels like one connected journey.

The Song

This is a musical, so the choreography, the camera language, and the pace and style of the edit should work with the music. And each of these different elements should visually communicate the lyrics of our fun, upbeat song.

We want our animated world to look and feel surprising, spectacular, and Disney-esque. But rather than stray into actual magic, we'll push reality that bit further by using every tool and technique at our disposal to create WTF visuals.

Roger Rabbit's opening scene is the perfect example of how we'll use dynamic camera moves to create that heightened state of reality. Everything will be allowed and nothing will be off limits. Ambitious, unexpected shots like endless dollies, top shots, match cuts, or even Tik Tok formats will make our camera part of the choreography.

Live action and animation

I love the idea of using the front door as the portal through which Robbie enters this animated world, like in Dorothy in the Wizard of Oz, Michael Jordan in Space Jam, or the children in Bedknobs and Broomsticks.

We've already been working closely with Andy and the Incubus team to understand the technical details that will make our "transformation" feel unexpected and spectacular. In a single take the camera will spin around the real Robbie as he is transformed into his animated version. Capturing the entirety of the action so that we have wiggle room in the edit to decide when Robbie becomes the cartoon.

As for the ending, I feel we can make it shorter, linking it to the end of the musical which for me is the climax of the film. Borrowing a trope from Looney Tunes, *the iris of the camera closes* and we see a circle that grows around Robbie and Felix. In a cat-like gesture, animated Robbie jumps towards camera and as he crosses the circle comes back to his own self. It's fast, surprising and ends the film with a smile.

TikTok Campaign

If the 2-minute film is about immersing Robbie and our audience in the animated world of Felix, then the TikTok campaign is about weaving that same cat-inspired behaviour into the reality of Robbie's everyday life with the fun coming from the unexpected setups we find him in.

These should feel like authentic TikToks, rather than videos that have been overly planned or produced. They also need to be obvious cat-like behaviours as the only other identifiable branding will be the music.

The positioning of the camera will also play an important role in telling the story, introducing the other characters and giving us an idea of what came before, such as Robbie placing the camera in an unseen but steady spot before he scares the security guard.

These funny, surprising, realistic moments should grab the attention of our audience and get them laughing, so they feel inspired to repeat these pranks and create new, exciting viral content.

Backstage

Not only do we have TV and TikTok, but we're also applying this same concept to a massive real-life audience making this a truly 360-degree campaign.

This is a great opportunity to immerse and intrigue up to a 100,000 concertgoers in a real time moment between Robbie and Felix that leaves them wondering if this is really happening. Taking the whole concept of the campaign one step beyond.

I really like the idea of having this action happen backstage with Robbie surrounded by technicians, lights, and crew as he takes these final few moments to ready himself before stepping out on stage.

Not only will this be more controllable, but each stage at the different venues Robbie performs at will look different from the other, making it hard to find an aesthetic that works for every performance.

But given that pretty much all backstages look the same, we could capture these interactions behind the scenes and make it feel like the audience is getting a sneak peek of Robbie before his performance.

Karaoke

So we've done TV, TikTok, and live music. Now it's time for a uniquely interactive Karaoke experience as we encourage people to immerse themselves in the cat life and sing the GTBAC anthem in our very own cat-eoke booth.

This will be followed by Robbie whose cat-eoke booth performance will be captured on green screen, but we'll try to keep this simple as we don't want it to feel too staged or artificial.

The Last Billboard

And now it's the public's chance to experience cat life first-hand.

Rather than Robbie jumping into Felix's world, we're asking bystanders to instead. Then capturing a real Robbie reacting to an AI that reproduces them and mimics their behaviour.

In each film, the background will also change to reflect a different season of the year or a specific holiday such as Valentine's Day.

Production Approach

I've been lucky enough to shoot with A-list actors, massive music stars, and world-class athletes, and my approach is always the same. Keep everything light and fun on set. Create an environment where Robbie can be himself and have a good time.

Of course, that means preparing like crazy beforehand so that Robbie isn't waiting around when he arrives. This is the kind of shoot that calls for watertight planning, so we can maximise the time we have with our leading man and use it smartly. So here's our game plan:

We'll...

- Shoot everything in one multi-location and dress the backgrounds so they look completely different. A hotel in the city feels like the perfect fit, but we're open to other options as long as they're walking distance.
- Cover Robbie's actions with two cameras. Once we have the take we need we don't have to change angles and can move on.
- Pre-light each set so when Robbie's ready we are too.
- Have a REAL body double (matching height, look, haircut, etc) that we use for pre-lighting and to shoot the actions where we don't see Robbie's face.

Also, in these kinds of projects, I always like to put together an animatic. That way we can see and discuss what we need from the shoot beforehand, and ensure we arrive on set fully aligned.

Thank You

As you can probably tell, I've had a lot of fun getting under the fur of Felix and trying to come up with some claw-some (sorry, I couldn't help myself) ideas.

But this is just the beginning of a creative conversation and I look forward to working with you to refine these ideas as we move through the creative purr-ocess (again, sorry).

I'm really feline (last one, I promise) good about this one guys.

Thanks,