



**DISTRICT  
ADIDAS CREATORS VIDEO**

**SCENE 852 PRODUCTIONS**



## OUR MISSION

*"DISTRICT IS A GAMIFIED FITNESS IN THE CITY, POWERED  
BY TECHNOLOGY"*

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***Our mission with this project is to create a film that is engaging, motivating and activating. We want to portray DISTRICT in a way that would make audience want to be "part" of the revolutionary event that would change the way health and fitness works through the use of technology. It is not just another fitness event, it a game, a challenge, a new perspective for fitness, health and YOUR city.***

# KEYWORDS:

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**TECHNOLOGY:** Technology is a key part of the event, with technology in mind, we aim to subtly put technology into the video. This may be done by minimal technology graphics along with showing our characters using their phones to complete challenges.

**HEALTH & FITNESS:** Since the event is based on revolutionising health and fitness, the film will aim to be active, **bold**, daring and exciting. We want to create a film that makes fitness fun, as well as changing the perspective of how people can view fitness.

**URBAN CITYSCAPE:** The city is a huge theme to the video and the event. The setting of the film will be in the city. The video will visually portray a lot of city elements such as road signs, streets, crossings, urban landscapes, buildings, streets etc.

**EXPLORE:** Exploring the city is part of what District is about. We aim to portray our characters as urban explorers. This is not just a fitness event, it is an event that allows you to discover your city with a new perspective. It is supposed to look adventurous.

**DRIVE:** The video aims to give our audience a sense of drive and desire to be part of this revolutionary event. We aim to create a video that would motivate our viewers to take part.

**CREATE:** Most importantly, the video aims to show creation. Through District our participants get an event where they get to be the creators, they get to create their path, choose their challenges, and create their race.



**VIDEO: DISTRICT x ADIDAS CREATORS**

**FULL VIDEO: 2 MINUTES**

**SHORTER VIDEOS:**

**- 15/30 SECONDS FOLLOWING EACH**

**CHARACTER'S STORY**

**- 6 SECOND PROMO VIDEO**

## **CONCEPT**

***The story mainly follows 3-5 characters who are racing towards several checkpoints. As they overcome obstacles and challenges along their individual journey, we will see small glimpses of each character's backstory. Their stories tie in with District racer types and the overall District philosophy.***

***As they race through the city, the tempo of the video escalates. Some characters converge at certain checkpoints and have brief interaction with one another to show camaraderie and display of sportsmanship. We will also see moments of struggle in the video to show that District also allows you to challenge yourself.***

***The city is a huge theme to the video and the event. The setting of the film will be in the city. The video will visually portray a lot of city elements such as road signs, streets, crossings, urban landscape shot in interesting perspectives to enhance the theme.***



# STYLE STYLE STYLE **STYLE** STYLE STYLE STYLE

***Since this is a video that is integrating the District brand and Adidas brand in one video. We aim to create a video that will take elements of both branding and combine it into one. We have taken note of a lot of references from the District brand and recent Adidas commercials to create a style that shows this collaboration.***

***The whole video will have an urban style with a theme of “creating” your path and choices with DISTRICT. We aim to create a video that is engaging and exciting. The video will be action-filled and fast-paced, punchy, bold, raw, lo-fi and street-styled.***

***Location will play a huge role in the film. We aim to create a motivating video that allows our audience to imagine themselves being part of the “movement”. Through the use of graphics to portray the technological theme of the video, the idea is to show the gamified elements of District to allow our characters to choose and create their paths. It is their game, their creation, their exploration.***

***Along with the strong visuals, sound-mixing would play a huge role in the film to enhance the mood.***



# VIDEO REFERENCES:

## VIDEO #1 - DISTRICT PROMO



LINK TO WATCH: <https://youtu.be/T-Hqz16Mrms>

**INSPIRATION:** Branding reference & consistency of District

## VIDEO #2 - CALLING ALL CREATORS | ADIDAS



LINK TO WATCH: <https://youtu.be/9shYgnn67KU>

**INSPIRATION:** Editing style, rhythm, visuals and pacing

## VIDEO #3 - CREATIVITY | ADIDAS



LINK TO WATCH: <https://youtu.be/8foCW6zxIRc>

**INSPIRATION:** Editing style, rhythm, visuals, pacing, glitch, attitude

## VIDEO #4 - MAPS | ADIDAS ORIGINALS



LINK TO WATCH: <https://youtu.be/JjVY5ZllyNA>

**INSPIRATION:** Hi-Fi, glitch, VHR, editing, collage layering reference



# CINEMATOGRAPHY

## **CITYSCAPE**

The cinematography will rely heavily on using the city as the setting of the film. We will use the urban surrounding to place our characters to race and doing challenges and checkpoints within the urban surrounding.



## **SIGNAGE**

Throughout the film, we will intercut with different signs, directional signs and crossing lights as a metaphor of the sense of direction and geographical spacing within racing with District.



## **TECHNOLOGY & GLITCHES**

We will use some slight glitches and technology graphics on the footage to create the technological virtual space within the enhanced reality that is created within the race. It is there to allow our audience to visualise their city in a new perspective digitally.



## **LOW-FI VHR FOOTAGE**

We aim to create some Low-Fi/ VHR footage to intercut into the video, with these footage, we can even create it as a sense of "home-made" style as if it was self-documented. This will give the video a little bit of a punch and create a more intimate/personal feeling with the characters. We also aim to get these characters to interact with these VHR footage moments to create a more fun attitude to the video.



## **FOOTAGE COLLAGE LAYERING**

We also aim to do some collage layering with footage on top of footage, this may particularly create a more street and urban feel to the video. This technique can work well with the glitches and the "VHR" footage. This technique has also been used in some Adidas videos, so it can also keep part of the brand consistency and style to the video.



## **CAMERA MOVEMENT**

A lot of the shots will involve camera movements, so that one shot can flow to another successfully. These shots will consist of running or fast-pace actions when our participants does the challenges. Camera movements will also often exaggerate the pacing and action, creating a faster and more intense vibe.



## **PREPPING SHOTS**

We aim to shoot some abstract prepping shots of the participants for the opening of the film. These shots will consist of looking into the distance, tying shoelaces, warming up, checking the District app, stretching etc.



## **INTERACTING/ GOOD SPORTSMANSHIP**

Although we mainly see our characters individually, we do get chances where we see them cross paths, as they cross paths, they may compete, interact or help each other out. These areas are also good to show the "fun" in the race. It is these moments where we can showcase the "socialiser" personality of the video.



## **STRUGGLING/ SWEAT / BREATHING SHOTS**

To create dynamic in the video, we aim to have moments of struggles, heavy breathing and sweat to portray the “challenge” part of the video. These moments will make the highs of the videos even better.



## **CELEBRATION SHOTS**

Along with creating struggling/sweat/breathing shots, it is important to show our characters having fun. Celebration shots will help portray the rewarding experience participants will feel when they complete a challenge. The celebration shots will energise the mood of the video.



## ***PERSONALITY OF DISTRICT CHARACTERS***

Knowing that there are 4 categories of personalities in District, we aim to portray these personalities through the characters. We also aim to show glimpse of personalities from each talent to give them more character.



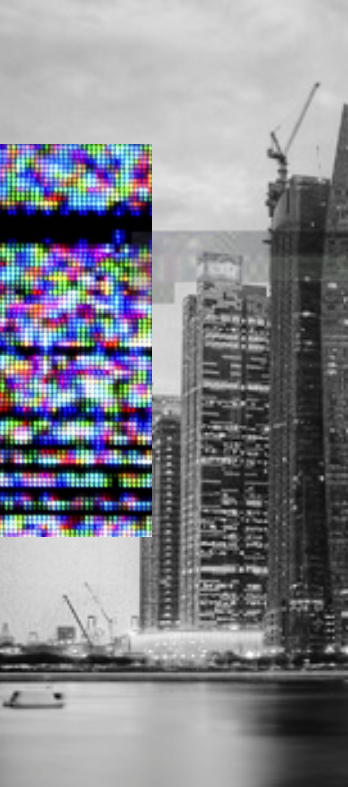
## ***BREAKING THE FORTH WALL (AKA LOOKING DIRECTLY AT THE CAMERA SHOTS)***

There will be moments in the film where we get our characters/participants to break the forth wall and interact directly to the camera. This way we will get our participants to invite them to join the movement or even provoke to set the challenge for our audience.





# MOOD BOARD



VOICEOVER VOICEOVER VOICEOVER  
**POSSIBLE VOICEOVER**  
VOICEOVER VOICEOVER VOICEOVER  
**LINES**  
VOICEOVER VOICEOVER VOICEOVER

***I am here to create,***

***create my journey.***

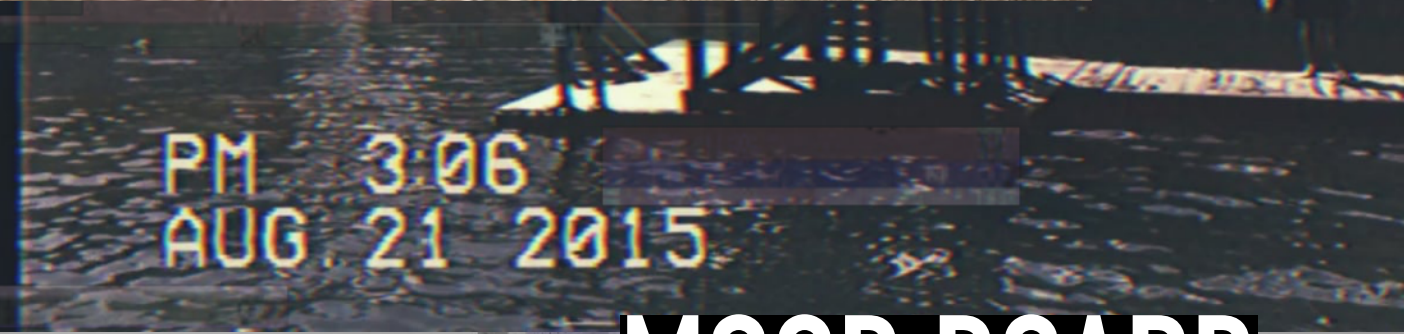
***I am here to choose,***

***choose my path.***

***I am here to explore,***

***explore my District.***

***I am here to create, create my race.***



# MOOD BOARD

*THANK YOU*

