

ROUTE 1 'A Right Charlie'

Overview

We develop and promote Charlie, (the artist formerly known as Chuck. Well, we are in the UK), to become the mini-face of Lego's sponsorship of family viewings.

Enthusiastic, upbeat, welcoming, but continually accident prone, we round his character through his hapless on-screen exploits.

Charlie always references the Lego sub-brand at the top of the ident – then into full-screen edit of existing TVC, focussing on product in play – then packshots and sub-brand treatments of Lego logo.

Every ident then finishes with the Lego master-brand logo centre screen, Charlie's entreaty to 'Enjoy the film', followed by a plea for help from the audience.

Charlie talking directly to the audience – pre-cynical small boys and girls first, parents second - breaks down the 'barriers' between on-screen and auditorium, allowing us to give Charlie a real-world presence throughout the cinema, as and when required.

Clearly defining a line between Lego's sponsorship of family screenings and the sub-brand/product specific TVC footage, means:

- We can clearly develop a voice for Lego's cinema involvement via Charlie, a strong, consistent link throughout the various executions, and create a character that the audience will look for – 'Whatever will Charlie get up to next?!'
- When we show the cut-down version of the TVC, we do so without any distractions from the ident creative. It is pure Lego in play.
- The reprise allows us to give the Lego master-brand clear stand-out, a strong sign-off to the ident.

(NOTE – We need to ensure Charlie is recognisable whatever we dress him in.)

**LEGO Harry Potter
Cinemas Ident – 30 secs
'You have been wand'**

ON SCREEN

Black screen. CGI Charlie enters screen left dressed as a wizard. He's holding a microphone. As he walks, he talks, turning to address the audience.

MVO (Open, friendly, English)

"It's almost time for more movie magic from Lego, but first..."

ON SCREEN

As Charlie raises microphone it turns into a wand. He adopts a spell-casting stance and points wand right as if to make something appear out of the blackness.

MVO (Magically)

"...Hey prestium."

ON SCREEN

Nothing happens. Charlie looks at wand and tries again – more forcefully.

MVO (Super magically)

"Hey prestius!"

ON SCREEN

Charlie vanishes leaving the screen black, except for a disembodied wand floating where Charlie once stood.

MVO (Quiet and confused)

"Hey...?"

ON SCREEN

Full screen TVC edit of LEGO Harry Potter, ending with packshots and Potteresque treatment of Lego logo. We cut out of TVC footage with master-brand logo on black screen.

A tiny wand flails frantically in the dark.

MVO (Professional and assured)

"And now, enjoy the film."

ON SCREEN AND SFX – Fading

(As if to audience – A tad panicky.)

"Where am I? Can you see me? Which way back?"

LEGO City Space
Cinemas Ident – 30 secs
'The gravity of the situation'

ON SCREEN

Black screen. CGI Charlie enters screen left dressed as himself. He's holding a microphone. As he walks, he talks, turning to address the audience.

MVO (Open, friendly, English)

"It's almost time for another out of this world..."

ON SCREEN

As Charlie talks he slowly begins to float upwards via the magic of zero gravity. He looks bemused as he floats upwards, his little legs working overtime to find purchase in mid-air.

Stars and galaxies begin to twinkle in the background as he looks downwards.

The wire of his microphone curves away to mimic the wire/life-support required for a spacewalk.

MVO (Magically)

"...Lego cinema screening, starring...What's happening?"

ON SCREEN

Charlie tries to push/manoeuvre himself downwards, sadly it has the effect of sending him into a cartwheel off screen.

MVO (With spacey SFX echo)

"Hello...?"

ON SCREEN

Full screen TVC edit of LEGO City Space, ending with packshots and spacey treatment of Lego logo. We cut out of TVC footage with master-brand logo on black screen.

In the top right corner we see Charlie's head, then, as he continues to cartwheel across the top of the screen, his feet, then head, then feet, then head...

MVO (Fading in and out of clear reception with SFX as he spins around)

"And now, enjoy the film."

ON SCREEN AND SFX – Fading

(As if to audience – A tad panicky.)

"I'm having a funny turn. Can you help me down? How do you stop? I want to stop now."



LEGO Star Wars
Cinemas Ident – 30 secs
'Can you feel the force?'

ON SCREEN

Black screen. CGI Charlie enters screen right wearing a jedi cloak. He's holding a microphone. As he walks, he talks, turning to address the audience.

MVO (Open, friendly, English)

"It's almost time for more family fun with Lego at the movies, but first..."

ON SCREEN

As Charlie presses a small button on his microphone a shaft of glowing light extends out as it turns into a lightsaber.

SFX

Lightsabre hum. Continues under the following action.

ON SCREEN

Charlie starts with some easy moves, but it's obvious he's in mini-figure heaven as he attempts more and more elaborate tricks. Finally he attempts a 360 with the roll of his wrist.

Sadly this lightsaber trickery is beyond him

His left arm falls to the floor.

Charlie stands still – Looks down – Promptly faints out of shot leaving the screen black.

ON SCREEN

Full screen TVC edit of LEGO Star Wars, ending with packshots and Forceful treatment of Lego logo. We cut out of TVC footage with master-brand logo on black screen.

Charlie stands next to the logo wistfully holding his smitten arm. His microphone hangs from his belt jedi style.

MVO (A little shaky, but shouldering on.)

"And now, enjoy the film."

(As if to audience – A little sorry for himself)

"Is there a doctor in the house? Can someone click this back on please? It doesn't need much force..."

ON SCREEN AND SFX – Fading

OTHER SET UPS FOR ROUTE 1

LEGO Star Wars – If the arm skit proves too controversial, Charlie’s lightsaber shenanigans could end with him slashing the cinema screen and falling backwards into it. When we cut back after TVC footage, he’s vainly trying to hold the 2 pieces together. “Please look away. Nothing to see here. Has anyone got any chewing gum I could borrow?”

LEGO Hero Factory – Charlie holds his microphone to cover his face and it turns into a Hero Factory helmet – which he’s wearing. After a brief pause the screen goes black, but before we cut to TVC footage ‘Who turned the lights out?’ When we cut back after TVC footage he’s still helmeted and staggering about – walks into Lego logo that swings away from him, then swings back knocking him over. “Ouch” He gets up and the process repeats itself “Ouch” to fade.

LEGO Duplo – As Charlie talks to the audience his head expands and morphs to become a Duplo head on a mini-figure body. This transition can continue for as long as we have time for. When we cut back after TVC footage he’s fully Duplosized. “Ok guys turn me back now, you’ve had your fun...”

