

LEGO EDUCATION

a treatment by DANIEL IGLESIAS JR.

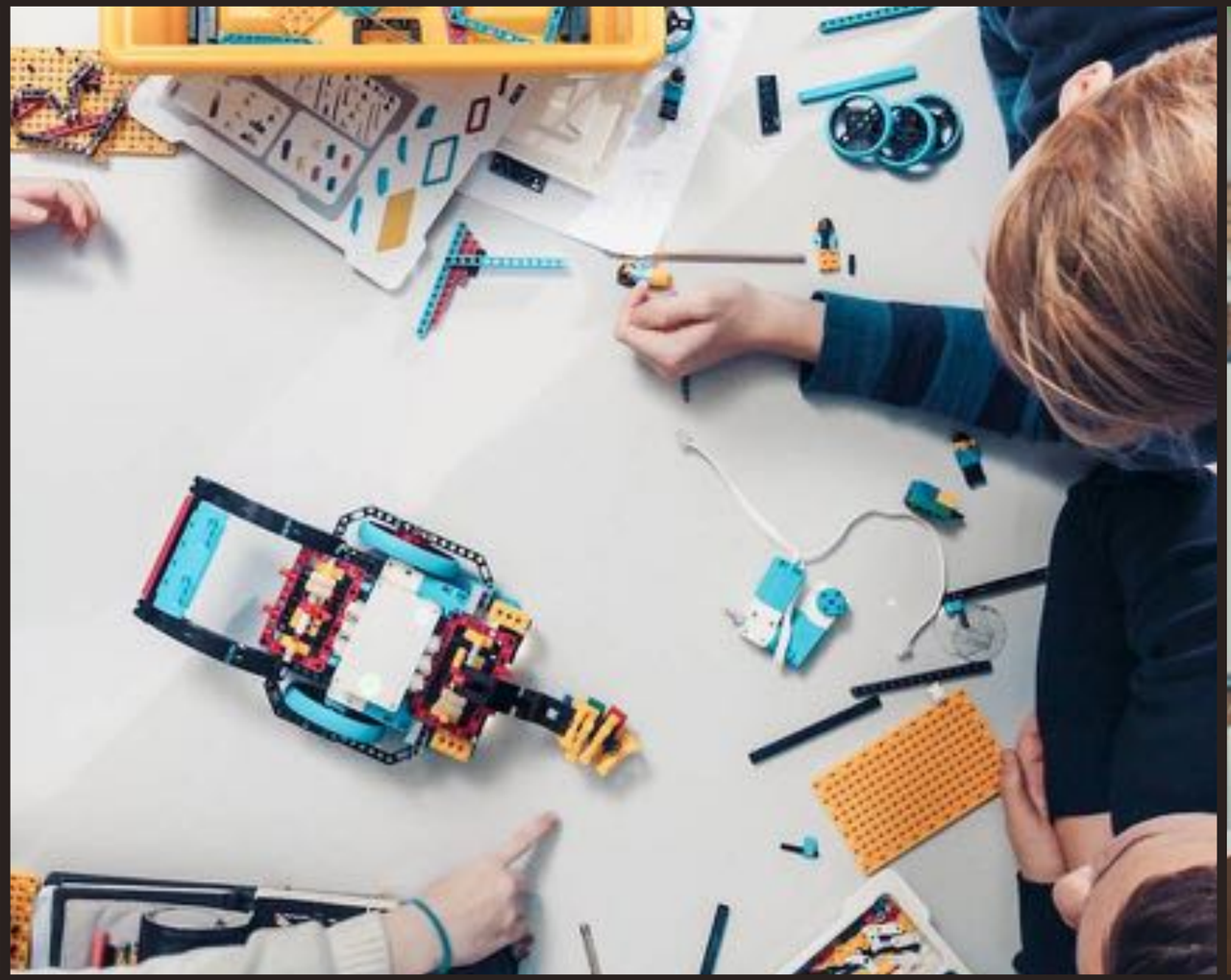
TOMORROW

HELLO FRIENDS

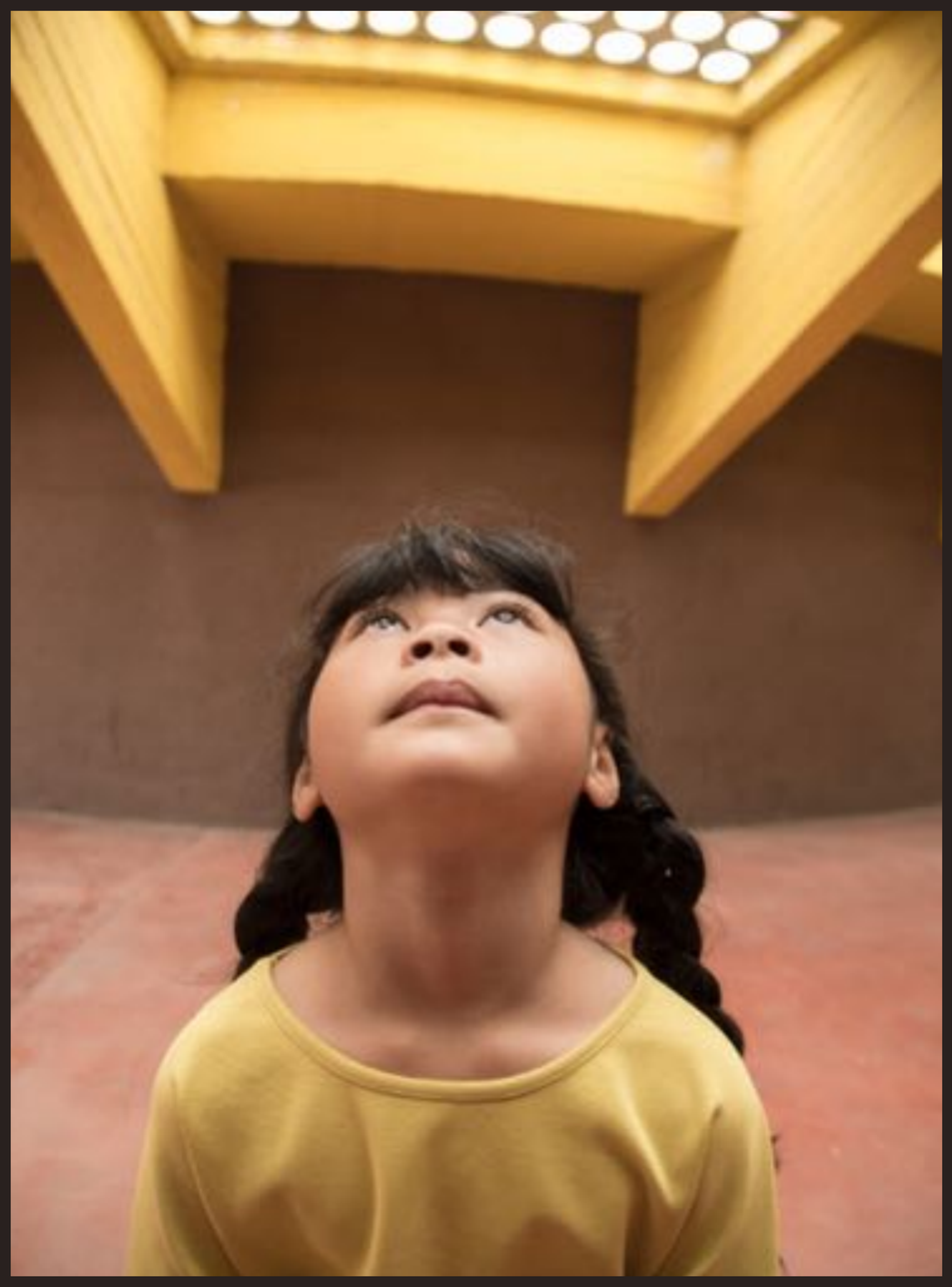
Thanks for including me!

I've enjoyed being immersed in the wonderful world of LEGO Education for the past week. It's made me wish that MY school had these incredible tools for fun learning.

Play is the natural language of children, and LEGO Education provides the opportunity for play-based learning. Allowing students to merge actual play with completing a task, serving as a powerful tool that not only entertains but also fosters essential skills.









I love the idea of using a diverse gang of assertive, confident kids to share this message.

To see their excitement as they complete their tasks. And to base our action in as many different learning environments as we can achieve on our shoot day.

Let's give this campaign a visual hook by purposefully setting up our situations in clean, stylized, balanced worlds to add to the fun and to keep the focus on our messaging.

How will we achieve this?

Let's dive in.



CASTING OUR FIERCE LEARNERS

It all starts with our HEROES.

They’re a diverse cast of 3rd through 7th graders. From all different backgrounds, learning styles and interests.

When we cast, we will be looking for kids who have a strong sense of authenticity and autonomy.

Kids that are able to hold their attention and take direction. That deliver the message in a compelling way that they can repeat through our shoot day. Kids that are naturally positive too...

They should exude a strong sense of self assurance, but they're not "bratty." We never get the sense that they would "talk back" at their teachers.









I’ll look for kids who understand the importance of collaboration, empathy, and humility.

And when they learn or play, they listen to others, share ideas and compromise.

And it goes without saying that we’ll be looking for AUTHENTICITY.

TONE & ATTITUDE

I love the picture of Page 6 in your deck - it has affected my entire thinking about this campaign since our call.

What makes this picture resonate?



I see SELF CONFIDENCE.

A little bit of attitude. A big dose of self assurance that makes us see that these kids have experienced the positive difference this product has made in their learning experience, and now they MUST share it with the world.

Our heroes are NOT mini-pitchmen and women from early morning TV. They aren't selling to us - they are passionately sharing their favorite way of learning with us. It's only natural that they have attitude. SEE WHAT YOU ARE MISSING??!

There's also a sense of fun and pacing here that works. A tone of lighthearted banter. A balance of seriousness (you're MISSING OUT on this!!) & playfulness (here's the SOLUTION: LEGO Education).

THE PRODUCT IS OUR OTHER HERO





I'll pay special attention to the LEGO Education packages and the pieces within our shots. The vibrant boxes and intricate metallic components, the colorful pieces and detailed elements. We'll place actual builds front and center in our frame to capture the intricacies and the wonder of these kits. Like I said, my mind has been blown with how much LEGO Education builds have to offer and how lucky students are today to be able to work with them in the classroom. I'm a kid at heart and can't wait to highlight the awesomeness of this product.

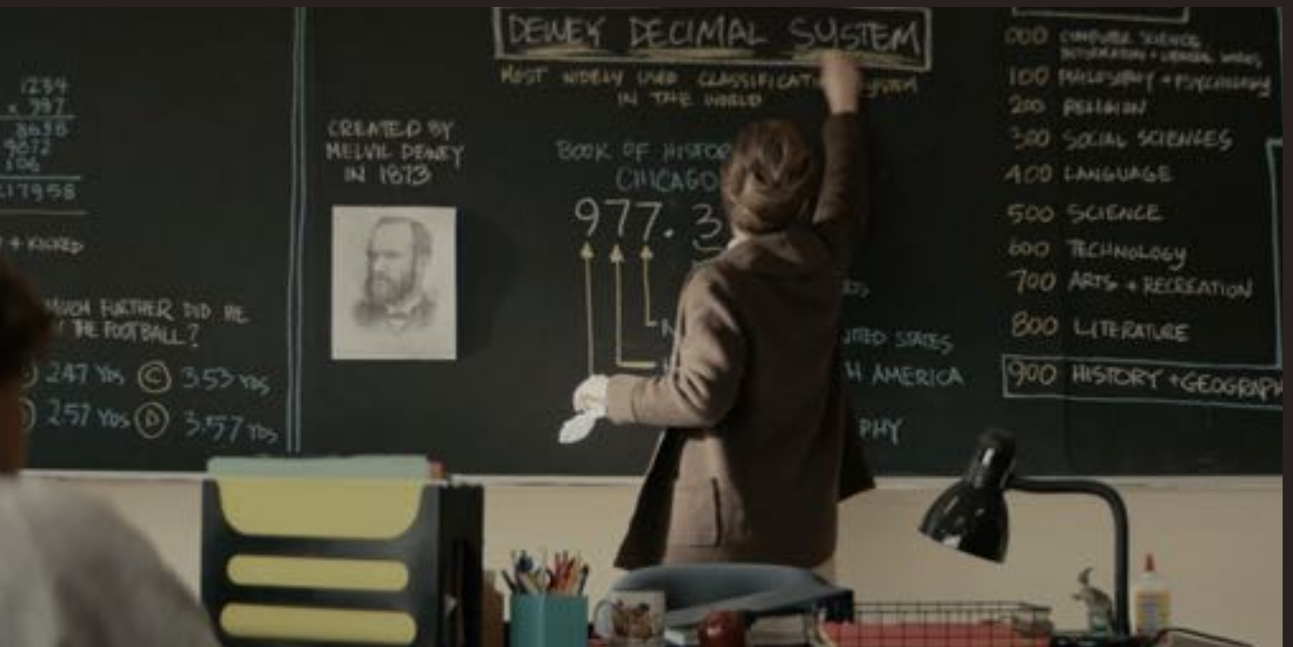


OUR LEARNING ENVIRONMENTS

There are three empty elementary schools in Atlanta that are potentially available for our shoot. Using one of them will give us ultimate control of our environments.






DEWEY DECIMAL SYSTEM
CREATED BY MELVIL DEWEY IN 1873
000
100
200
300 SOCIAL SCIENCES
400 LANGUAGE
500 SCIENCE
600 TECHNOLOGY
700 ARTS + RECREATION
800 LITERATURE
900 HISTORY



Let’s use School Of Rock as a reference point, and bring a sense of wonder and scale.

If any of our potential schools have a more collegiate feel to the exteriors and principal’s office - with brick textures and monumental architecture, that would be ideal. This is not to say that we’ll make it feel daunting, expensive, or exclusive. LEGO Education sets are for EVERYONE. Think of this as simply adding a sense of enchantment to our world, Disney-esque. Attainable as it is aspirational. We juxtapose this with classroom interiors that feel clean and warm. Minimal but not sterile, like little laboratories of play.







CAMERAWORK & LIGHTING

Similar to Matilda, we'll implement a playful sense of camera work—

—using whip-pans to transition between setups and reveal new students, then remaining still and composed when highlighting the product. Lighting will be bright and clean, but soft, so as not to feel too much like sterile fluorescents. I'd like to shoot this on long lenses with shallow focus, which will give us a nice soft background - placing extra focus on the color and details of the LEGO Education creations, showcasing them like wonderful masterpieces. Mixing together these sensory detail closeups with energetic transitions will give our edit a whimsical pacing and sense of rhythm.

It would also be fun to implement some stylized shots—

—such as using a probe lens to make camera “ride” down the slope in a POV of the bobsled, or breaking the fourth wall by having one of the students reach out and physically “grab” the camera with their LEGO grabber. All in all, I want the way we capture and cut this to feel as playful and imaginative as the LEGO Education sets themselves!









PSA :30

1ST SET UP — INT PRINCIPAL'S OFFICE

2ND SET UP — INT 7TH GRADE CLASSROOM

3RD SET UP — INT 3RD GRADE CLASSROOM

4TH SET UP — INT 7TH GRADE CLASSROOM

5TH SET UP — EXT FRONT OF SCHOOL

INT Principal's Office / PA System

We open tight on LUCAS, 9, a pint-sized champion of unshakeable swagger. He's framed directly looking at camera. The stand with the microphone for the school PA system is in front of him.

Lucas:
This is a public student announcement!

We pull out to reveal that LUCAS is standing on a few boxes of LEGO EDUCATION SPIKE ESSENTIALS so that he is level with the mic.







We are in an Elementary School Principal's Office, a well organized and welcoming space. There are cute educational and motivational posters on the wall that reflect the school's values and achievements, creating an atmosphere that is both inspiring and inviting. This is not a place to be feared, but one that the students LOVE going to. And their beloved Principal, MRS. COOPER, sees the value in each and every one of her students. Mrs. Cooper watches Lucas command the mic from atop his perch.

Lucas:
We need to talk about play!



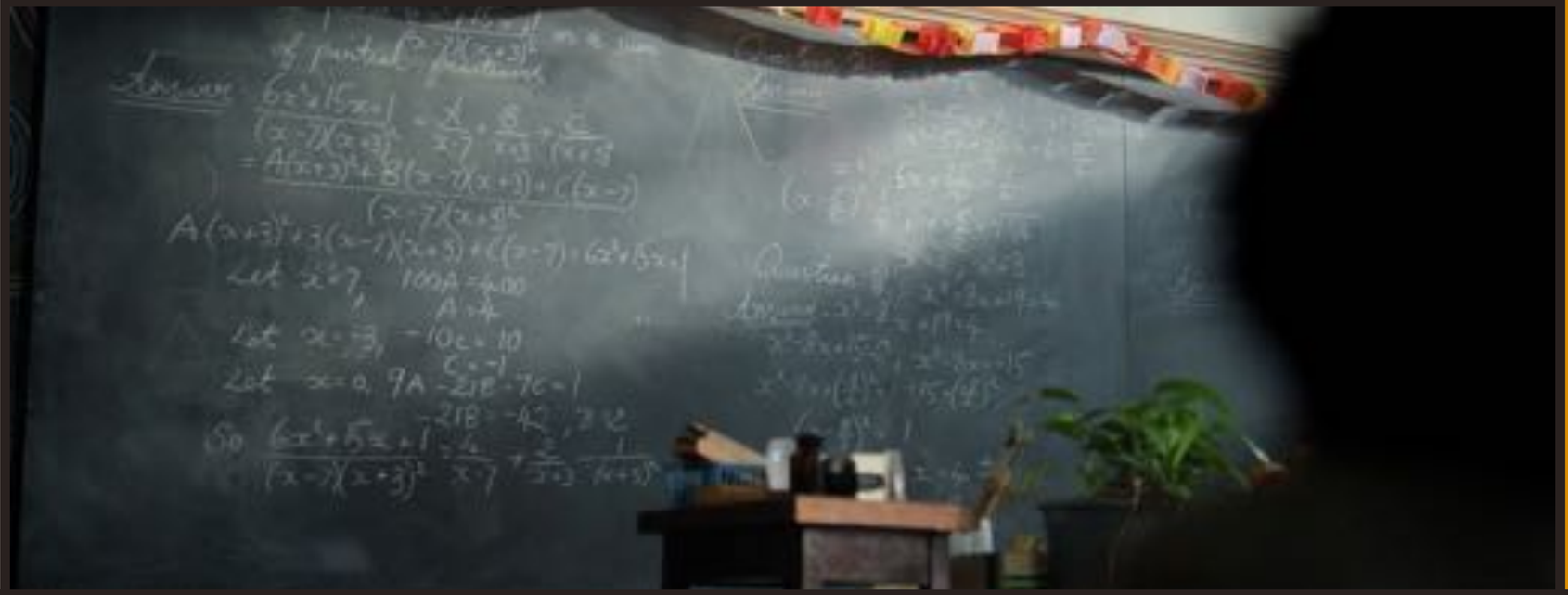


INT 7th Grade Classroom

We are on a wide shot of a seventh grade classroom. The walls are lined with educational posters and an impressive collection of completed art projects. The atmosphere is a balance between a nurturing and creative space and a more mature learning environment.

The desks are lined in rows. At the front of the room, there's a project work table front and center where a teacher's desk would usually be. On the blackboard behind the project work table there may be math equations, or historical timelines, or vocabulary lists.





We see two students at the worktable sitting on opposite ends. These two represent our future, and from the impressiveness of what they're building right in front of us, it definitely looks bright.

OLIVIA, a self assured seventh grader, is busy building a prosthesis with a LEGO DESIGN FOR SOMEONE set. She is flanked by two other students, EXTRA 1 and EXTRA 2, who are meticulously searching for the next piece to be used for the build. Olivia turns to camera and asks...

Olivia:
You think it's just fun? Nah.

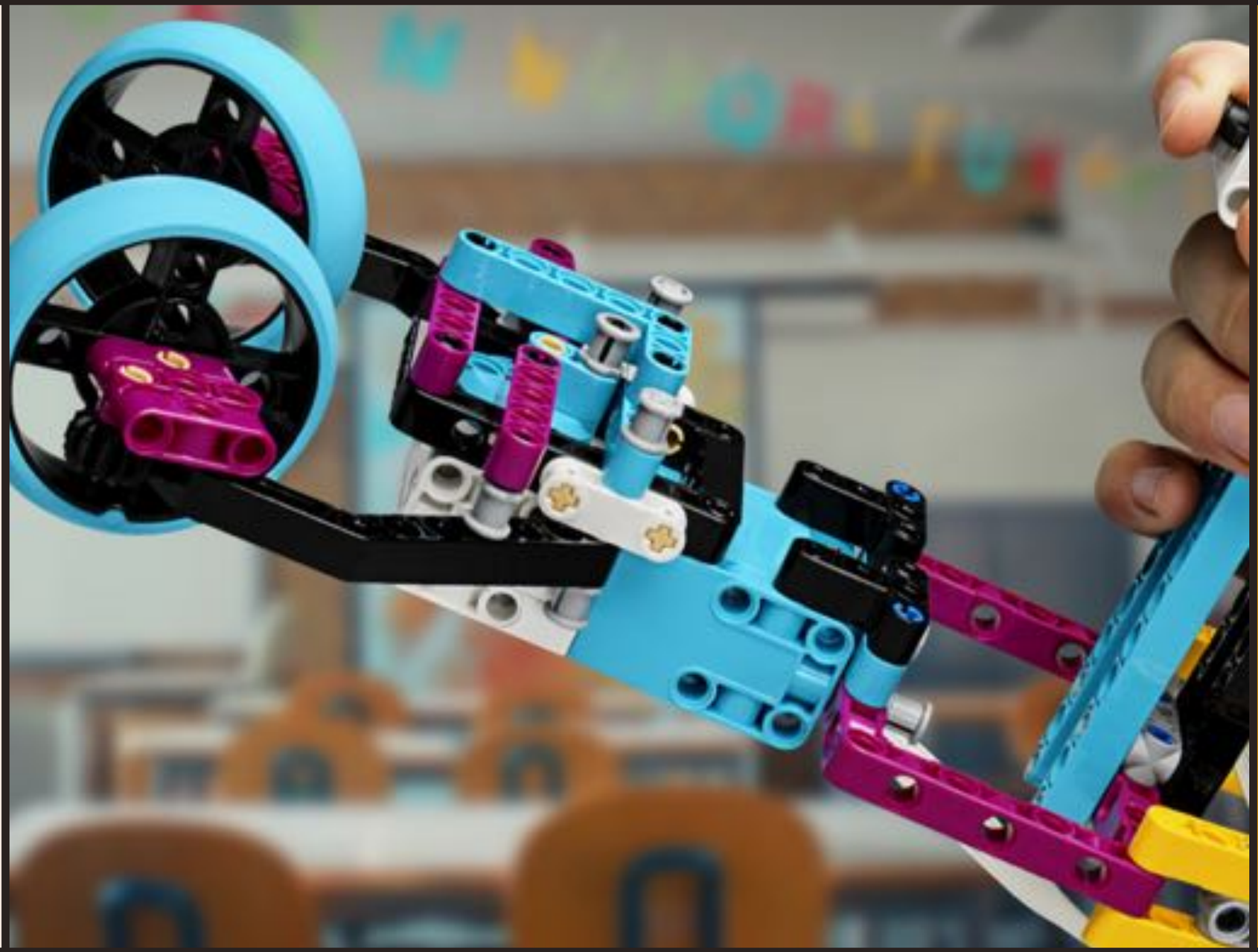






Cut to a close up of the impressive prosthetic arm that Olivia and her team just built. A spotlight highlights the metallic shades and subtle details. The arm moves, capturing the intricacies of each piece. The dexterity of this build mimics that of a real prosthetic. This isn't JUST a toy. It's an awe-inspiring MASTERPIECE.

Opposite, sits SAMUEL, an equally confident seventh grader who busies himself coding on a LEGO SPIKE PRIME set.

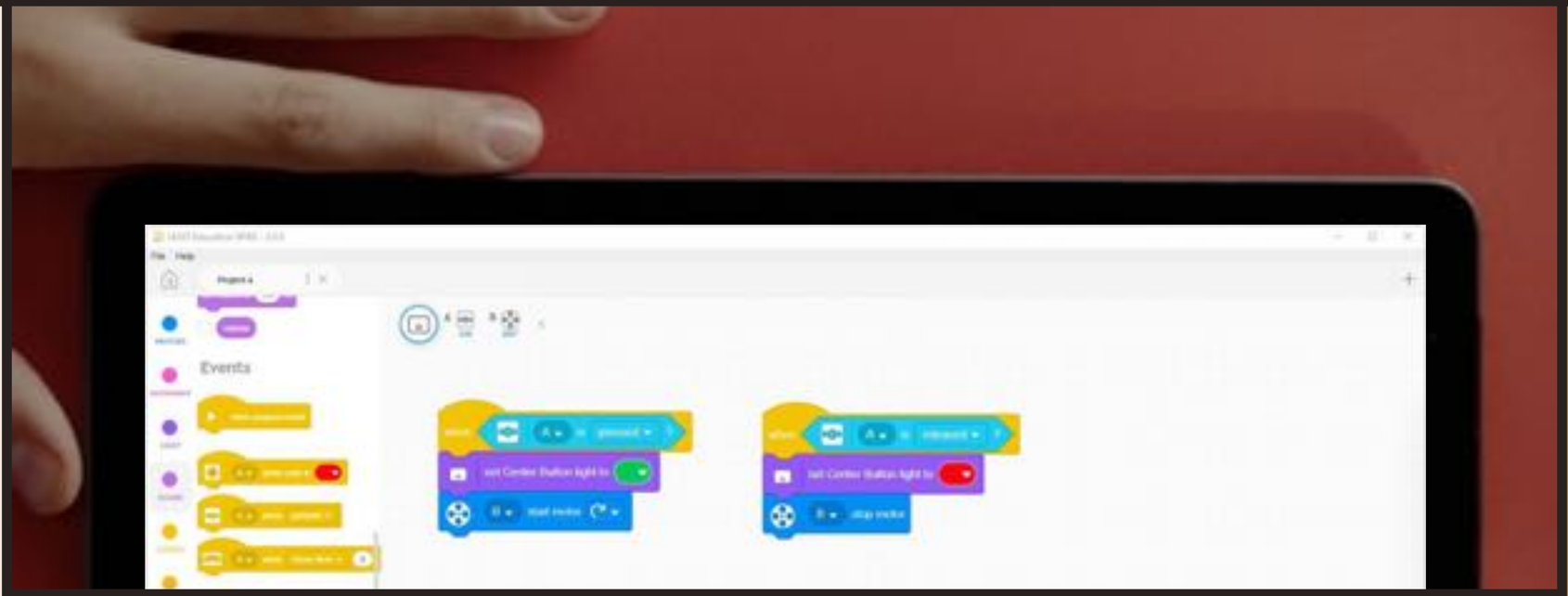


The camera captures the tablet's display where we see the brightly colored graphics and animations of what the students are working on. The light hits the control buttons and ports that resemble those found on real tablets. This tablet is truly IMPRESSIVE.

His project partner, EXTRA 3, sits right next to him, pleased with what they are accomplishing.

Samuel turns to camera and exclaims...

Samuel:
It helps us all learn.





INT 3rd Grade Classroom

We are in a third grade classroom. The desks and chairs are arranged in clusters and there are separated corners for designated learning areas, including a reading corner with a collection of age appropriate books, a math area, a science exploration station and an art/ creative corner.

The walls are warmly decorated with world maps, students' art projects and detailed pictures of the solar system and other nearby galaxies.





We see a group of students sitting around a workstation, they are building a bobsled track out of LEGO BRICQs and adding extra obstacles for bonus excitement!

The camera captures the brightly colored LEGO BRICQs and its unique pieces. This obstacle is a remarkable example of why LEGO is leading students to excel in all realms. And the light hits every single mind blowing component.

NAOMI, an outspoken third grader in the center of her classmates, lifts her head up from her work as she puts the final touches on her BOBSLED. EXTRA 4, EXTRA 5 and EXTRA 6 are gathered around her. They “Ohhhhhh and Ahhhhh” as Naomi proudly motions to her work in progress as she says...

Naomi:
Cause I learn better with these!







3RD SET UP

Camera whip-pans to JACKSON, her fellow classmate, who takes a break from looking for a piece to add to his project and exclaims...

Jackson:
And I need a buddy...hey where'd he go?

Camera quickly pans right looking for Jackson's missing buddy.







INT 7th Grade Classroom

We are back in our seventh grade classroom and our seventh grade heroes, Olivia and Samuel, are now immersed in a LEGO TAXI TAXI set and a tablet that's used for coding. EXTRA 1, EXTRA 2 and EXTRA 3 look on supportively.

Olivia proudly says..

Olivia:
It's like I've got superpowers!

Samuel tries to one up her.

Samuel:
No, I've got superpowers!







Their teacher, MR. HUDSON, a nerdy middle-aged man walks into frame wearing a t-shirt and blazer. Maybe his T-shirt has a picture of the Periodic Table Of Elements on it and reads “I wear this shirt periodically, but only when I’m in my element.”

TEACHER:
You’ve both got superpowers.

Olivia and Samuel, satisfied with their teacher’s encouragement, turn to each other and high five. EXTRA 1, EXTRA 2, and EXTRA 3 cheer them on in the background.





EXT Front of School

Our fun loving and confident group of students, Olivia, Samuel, Naomi, Jackson, and our six extras all stand on the front steps of their elementary school. They are gathered around together after completing another fun filled day of playful learning.

Lucas, the third grader we met in the beginning, bursts through the front door, lands next to his classmates, and boldly addresses the camera.

Lucas:
See us learners? We're different. So if you want to teach us all?





He turns and looks at all the students,
who all give him a nod of agreement.
He then turns back to the camera.

Lucas:
Teach us with play.

And with that, our heroes strike a pose.

SUPER:LEGO EDUCATION

SUPER: REBUILD THE WORLD







FUTURES :15

1ST SET UP
INT 7TH GRADE CLASSROOM

2ND SET UP
INT 3RD GRADE CLASSROOM

3RD SET UP
INT 7TH GRADE CLASSROOM

4TH SET UP
INT 3RD GRADE CLASSROOM

INT 7th Grade Classroom

We are in our seventh grade classroom from the :30 spot.

OLIVIA, our self assured seventh grader is working on a sketch of a build. She holds her Spike Prime Design for Someone lesson. She looks up from what she's doing and talks to the camera.

Olivia:
If you want us all to learn STEAM? Teach us with play.





INT 3rd Grade Classroom

Cut to our third grade classroom from the :30 spot.

Our outspoken third grader, NAOMI is working on the SPIKE Essential Taxi Taxi lesson. Pleased with herself, she clicks on the last wheel of the taxi.

Naomi:
Then I can be a programmer.

Her partner, JACKSON hits “play” on a tablet and they high five as their taxi starts to drive.





INT 7th Grade Classroom

Cut back to our seventh grade classroom where we see OLIVIA and SAMUEL fixing one of the problems with the Broken lesson. Samuel confidently looks up from his desk and exclaims to camera.

Samuel:
I can be an engineer!





INT 3rd Grade Classroom

We cut back to our third grade classroom where Jackson excitedly holds up the animal he just built from Animal Alarm.

He gives the camera a confident smile and then blurts out for the whole wide world to know...

Jackson:
I can be a giraffe!

The camera pulls back and we see two other third graders immediately stop what they're doing and turn to Jackson, confused.







Just then, Jackson's teacher, MR. HUDSON, steps into frame and gently suggests perhaps a more suitable career.

Teacher:
How about a zoo keeper?

Jackson's face lights up bright.

.

Jackson:
Even better!

Cut to the end card.

SUPER: LEGO EDUCATION
SUPER: REBUILD THE WORLD





THANK YOU



This will be such a fun project, and these commercials will be wonderful.

Thanks again for the opportunity to share my ideas. I'm looking forward to developing this creative with you more!

Daniel