

'BRIEF IN DETAIL' FROM 'THE DREAM FACTORY'

ABOUT The Dream Factory is a charity that aims to brighten lives and encourage hope by granting dreams [e.g. a trip to Euro Disney, iPhone, iPad, or meet a celebrity]. The age groups for dreams being fulfilled are children and young adults aged between 3 and 25 years. These children and young adults have life-limiting or life-threatening conditions.

MEDIUM / VIDEO We want you to create 2 minutes (minimum) to 2 minutes 30 seconds (maximum) for YouTube. Our budgets cannot afford television advertisements now as we are a lesser-known charity.

OUR NEEDS Our charities current needs are more donations and fundraising efforts.

PURPOSE The aim of the video advertisement is to raise awareness, involvement and ultimately funding for our charity. It is important to us that the video creates an emotional connection between the hero (the fundraiser) in the story and the audience, leading to a call to action at the end. We recommend that the advertisement show some information about some children who have been helped by our wonderful donators and fundraising efforts. Fundraising helps the dreams come true after all.

AUDIENCE While we want to reach all age groups and genders for our charity campaign – children, adults, elderly – we would like to attract and change a specific audience group. This group is doubtful donators e.g. not keen on simply giving money to charities. This can be shown through a dream fulfilled in a fundraising story.

We believe fundraising makes more sense than just giving £10 away, and while we aren't against the nature or idea of giving money away to charity, fundraising creates a community atmosphere, and generates more involvement and produces a raised awareness in our charity work. This can bring the doubtful donators confidence to donate (The pain being doubt, the healing being confidence).

SUPPORT / FACTS We recommend you state that we are not funded by government money either. Fundraising, and donators are our way to helping the dream come true!

ATTITUDE / TONE The tone of the advertisement should reflect our company which shows the real side of life – the sadness of the life-limiting and life-threatening condition, and the heart-lifting side – the dreams we make come true

RESPONSE / TAGLINE / VIRAL / CALL TO ACTION Our slogan #FundraiseADream is a call to action; a means to get our audiences involved in fundraising efforts to our charity. This hashtag going viral would be excellent for us, and that's why we want you to implement it not only in the advertisement but show it in action too! We want those who watch our video to start fundraising for our children / young adults for their dreams! We want a response from the audience to get into action and get fundraising

HERO The fundraiser is the hero!

MANDATORY It is vital that the last part of the video shows our #FundraiseADream slogan and our website address: <https://www.yourdreamfactory.org/>

BUDGET Unfortunately our budget is low. This means because we want a great video advertisement that brings heart and soul.

Good luck!

The Dream Factory Team

<u>TEXT / SOUND / VOICE OVER</u>	<u>VISUALS ON SCREEN</u>
Start: 00:00 SOUND: gentle background music TEXT: A charity that helps grant dreams for children and young adults aged 3-25. #FundraiseADream.	Logo of the Dream Factory
Time: 00:05 SOUND: gentle background music MEGAN VOICE-OVER: Me and my best friend, Sophie, used to dream of going to the moon.	<u>INT. HOSPITAL ROOM – NIGHT</u> MEGAN (12) and her best friend SOPHIE (12) stare out at the moon. Sophie sits on a hospital bed wearing a chemotherapy bandana, is very pale, tired, and thin, and hooked up hospital wires. Sophie turns away from the moon, looking very sad, her tired eyes close and open. Sophie starts to cry. Megan pats her friends' shoulder and also starts to cry.
Time: 00:15 SOUND: gentle background music	<u>INT. HOSPITAL ROOM – NIGHT</u>

MEGAN VOICE-OVER: Me and my best friend used to dream of going to the stars. SURGEON DIALOGUE: I'm sorry, you'll have to wait.	Sophie is moved onto a wheelchair with care by a SURGEON (50s) Megan hugs Sophie, who is wheeled out of the room by the surgeon. <u>INT. HOSPITAL – CORRIDOR – NIGHT</u> Megan rushes after her best friend but is stopped by the surgeon. Sophie and Megan sadly stare at one another until Sophie rounds a corner with the surgeon.
<u>TEXT / SOUND / VOICE OVER</u>	<u>VISUALS ON SCREEN</u>
Time: 00:30 Sound: Gentle background music MEGAN VOICE-OVER: Are dreams even possible anymore? Sound: Inspiring music plays	<u>INT. HOSPITAL ROOM – NIGHT.</u> Sophie's asleep. Megan, on her phone, and she comes across a website titled 'THE DREAM FACTORY' Megan loads up the website. ON MEGAN'S PHONE: #FundraiseADream. We help grant dreams! We need your fundraising support to help fulfil dreams! Order or download your free COVID-19 safe fundraising pack today to start fundraising! Megan sees the telephone number and calls.
Time: 00:40 Sound: Inspiring music plays AVRIL MILLS DIALOGUE: 'Hello, Avril speaking from The Dream Factory, how may I help you?' Text on screen shows Avril Mills, Dream Factory Founder.	<u>INT. DREAM FACTORY HQ OFFICES</u> AVRIL MILLS, founder of The Dream Factory, answers the phone. On the wall, in huge colourful writing: 'DREAMS GRANTED: 999' And then next to it also in huge colourful writing: 'DREAMS TO BE GRANTED: '100'

MEGAN DIALOGUE (V.O.): 'Hi, I'm Megan! I want to fundraise a dream for my ill best friend in hospital.' AVRIL MILLS DIALOGUE: 'Hello there Megan! Here at the Dream Factory we specialise in helping dreams come true. It's wonderful that you want to start fundraising for your friend! Would you be interested in our <i>free</i> COVID-19 safe fundraising pack?' MEGAN DIALOGUE (V.O.): 'Yes, please!'	Across the walls are all the dreams that have granted such as an iPad for Jimmy and a trip to a football stadium for Billy.
<u>TEXT / SOUND / VOICE OVER</u>	<u>VISUALS ON SCREEN</u>
Time: 00:53 Sound: Inspiring music plays Inaudible dialogue.	<u>INT. HOSPITAL ROOM – NIGHT</u> Sophie is not present in the room, a note by the bed states about 'SOPHIE'S SURGERY TODAY' ON MEGAN'S PHONE: A title of a video-call states MEGAN'S DREAM FACTORY QUIZ FUNDRAISER FOR SOPHIE. There are QUIZ PARTICIPANTS shown by their avatars and a JustGiving link alongside a picture of Sophie. The quiz is about space. There's lots of laughter and joy as it takes place. On the JustGiving Page there are over £100 of donations so far. Megan goes onto Twitter shares the photograph of her online quiz and the JustGiving link with the #FundraiseADream. <u>INT. HOSPITAL ROOM – NIGHT – LATER</u> ON THE PHONE: The Factory Dream JustGiving page Sophie's fundraiser. It shows the donations have reached £1070 of the £1000 needed for the dream to be viable. A small description states: Megan is fundraising for her best friend who has Leukaemia. Megan wants to grant a dream of having private tour of the National

	Space Centre in Leicester and to have a night in a luxury hotel for Sophie and her parents, and with travel included safely to all the venues.
Time: 01:05 Sound: Inspiring music plays MEGAN DIALOGUE: 'Hi Avril!' AVRIL DIALOGUE (V.O.): 'Hi, Megan! We are very impressed by your efforts and have prepared the dream for Sophie! All will be unveiled shortly, with a big surprise!'	<u>INT. HOSPITAL ROOM – FOLLOWING WEEK</u> Megan looks sad toward Sophie's bed still empty. Another note by the end of the bed about 'SOPHIE'S CONTINUED SURGERY' Megan's phone buzzes, and she answers Megan sees the call is from the Dream Factory. She answers.
<u>TEXT / SOUND / VOICE OVER</u>	<u>VISUALS ON SCREEN</u>
Time: 01:15 Sound: Inspiring music plays Inaudible dialogue.	<u>INT. HOSPITAL ROOM – THE NEXT DAY</u> Tim Peake the astronaut along with Avril present the private tour tickets to the National Space Centre in Leicester and the hotel tickets. Sophie's face bursts with happiness. She looks at Megan, who's also amazed. Sophie and Megan hug, their smiles on each other's faces send them both into tears of happiness! Slow motion shots: a lot of laughter of and hugs and photos with Sophie and Tim Peake, and then all four of them have a photograph.
Time: 01:30 Sound: Inspiring music plays AVRIL MILLS DIALOGUE, INTERVIEW: 'Megan's fantastic fundraising efforts is one of the many great stories we have seen. Through her great efforts we were able to organise the trip to National Space Centre in Leicester and a luxury hotel!' Unfortunately, our own fundraising efforts have been affected over the past year due to COVID-19. The majority of our fundraisers were cancelled last	<u>INT. THE DREAM FACTORY HQ OFFICES – DAY</u> Avril sits in a chair, facing a camera behind her: On the wall, in huge colourful writing: 'DREAMS GRANTED: 1000' And then next to it: 'DREAMS TO BE GRANTED: '100'

year including our golf events and Christmas Party due to the pandemic. 2020 was our toughest year yet with a loss of over £80,000, and we do not receive any government funding either. We desperately need <i>your</i> help to us keep granting dreams to brighten up the lives of children and young adults. Please order or download a <i>free</i> COVID-19 safe fundraising pack to see how you can get involved to start helping grant dreams to brighten up lives today. Thank you.'	
<u>TEXT / SOUND / VOICE OVER</u>	<u>VISUALS ON SCREEN</u>
Time: 02:20 Sound: Inspiring music plays End: 02:30	Logo of the Dream Factory #FundraiseADream Contact us today to for more information and to Order or download Your <u>Free</u> COVID-19 Safe Fundraising Pack Today! https://www.yourdreamfactory.org 020 8501 1234 The Dream Factory South Eastern House 62–70 Fowler Road Hainault IG6 3UT info@yourdreamfactory.org Embedded links to Facebook and Twitter. twitter.com/avrilsdream facebook.com/avrilsdream