

Jelly

Media

Cat Water Fountain Brief

In this project, you will **create a brand concept** for a new product hitting the markets – A Cat Water Fountain.

Phase 1 - Brand Creation

Your goal is to **develop a clear brand identity** that communicates what your product is about.

You are required to:

1. Create a brand name for the product
2. Describe the brand personality
3. Decide on a simple visual identity/style for your brand – you may design a logo to express this

The brand name and logo should be simple to understand, simple to read and memorable to the customer.

Phase 2 - Create a Promotional Video

Using the original concept and script provided below, plan and produce a **30–60 second promotional video** for the new Cat Water Fountain.

Your promotional video should communicate the idea that this is an exciting new product that is changing the way cats drink water. It should help communicate a journey of moving from the ordinary, dull world of traditional water bowls to an exciting reveal of a new flowing fountain.

Interpret our original concept creatively. **Choose one** from the following:

- **Film a live-action TV commercial**
- **Create a social media-style advert**
- **Produce a montage of product shots, graphics, voice-over and sound to show the change from the 'old' way of drinking to the 'new' fountain**

Think about:

- Target audience
- Camera shots and angles
- Lighting
- Sound/ voice-over
- Editing and pace
- How you introduce the product and brand
- How you make your production memorable

Deliverables – what we expect from you:

1. Brief and product research/ inspiration
2. Brand name, personality and style
3. A simple shot list
4. A simple storyboard
5. 30–60 second finished promotional video
6. Evidence of editing/development

Original Brief Overview and Concept

Idea:

We want to demonstrate that there's a new water fountain that represents a revolution in the world of cats. We want to show that flowing water is the only true way for cats to drink, ensuring proper hydration for every cat. We want to do this through a commercial film.

Concept:

We are following a keynote speaker, Steve Paws as they announce the new upcoming product - the Bandit fountain!

Cats around the world are glued to their screens to watch the announcement.

As Steve speaks, we see the audience and their eager faces.

No more drinking stagnant water out of bowls!

The crowd erupts and we pan out to see the whole cat world united in joy.

Eager to get their paws on the new bowl.

Visual:

Our entire film is animated, featuring dynamic movement and a fast pace.

The central element is the keynote presentation, broadcast throughout the world of cats, where everyone follows it with rapt attention and enthusiasm. The film begins in black and white/dull colours before transitioning to bright colours as the fountain is revealed.

Script (for Storyboard)

Our entire film is animated, featuring dynamic movement and a fast pace. The keynote presentation is the central element, broadcast throughout the world of cats, where everyone follows it with rapt attention and enthusiasm. The film begins in black and white before transitioning to colour.

Sequence 1 (Black and white/ dull colours)

A cat is at home, staring at his drinking bowl. He looks lost.
He turns toward the TV, where he sees the start of the keynote.

Voice Over: Today is a special day.

Sequence 2 (Black and white/ dull colours)

We are in a living room where a cat is sitting at his computer, watching the keynote; another cat joins him, jumping onto the chair beside him.
The keynote presentation is visible on the computer screen.

Voice Over: It is time to introduce...

Sequence 3 (Black and white/ dull colours)

Cats belonging to the CPEM (Committee for Water in Motion) are standing in front of a shop window, watching the keynote on screens.
They are wearing T-shirts featuring the collective's symbol—a striped water bowl; the leader is in the foreground, and movement placards are being held aloft.

Voice Over: The thing that will change everything.

Sequence 4 (Bright colours)

We are inside the keynote venue, where the speaker is continuing his speech.
He talks directly to us, as if we were members of the audience.

Voice Over: Here is the new XXX fountain. (insert new brand name)

Visual Examples of Artwork/ Characters Created by Jelly - to use as reference and inspiration



