

A day in the life of TOMS

A campaign based on two main narratives, the stories of TOMS products; Story One: TOMS Coffee and Story Two: TOMS Shoes. The stories are about the lives of the materials involved in the making of TOMS products, and about the production process itself, ending with shots of the help they have provided (safe drinking water and shoes) to people and communities in need.

Story 1 – Script: TOMS Coffee being harvested in Peru/Malawi/Rwanda.

Text on screen or VO (narrator) says: *They knew the day would come, of great change and new beginnings.*

The scene zooms into the coffee beans who are in shock (evident in their facial expressions) from being separated from their coffee-plant, and falling into a big canvas sack. The focus is on one bean in particular, throughout the video.

Next scene is a closeup of the same bean, sitting in the dark and being afraid (perhaps even shaking).

VO: *It had been hours... days... It seemed like an eternity spent in the darkness, not knowing what's coming next.*

After days of moving across America, from Peru to California (truck drives past Welcome to California sign), they are finally released from their dark prison.

VO: *A new adventure had begun!*

The coffee beans are poured into a huge, moving machine that burns like fire (perhaps flames are coming out of it – it should resemble hell).

VO: *They screamed in horror – this must be the end!*

Shortly after, they realise that it's actually not so bad. They find the heat quite enjoyable, and start to get a nice, even tan. They start chatting with their pals joyfully, thankful to still be alive.

VO: *The joyful chatter of the roasting beans filled the room.*

(After a sort while)

VO: *But all good things have to come to an end. A new nightmare was about to begin.*

From a distance they hear screaming and their expressions of terror return. Suddenly the nice, comforting heated surface is no longer there, and the beans start falling.

VO: *They fell into a dark abyss, not knowing what they would face next.*

When they land the chatter begins again and the beans appear to be thankful for still being alive.

VO: *Hours had passed, and our dear friends were falling asleep.*

Showing sleeping and/or sleepy beans, until the surface they are on starts moving. At this point they wake up. They are being moved and poured into a huge funnel-like contraption. A continuous loud noise, and then screaming.

VO: This must be the end!

They gradually fall deeper into the funnel, piled up onto one another, looking worried and afraid.

VO: The grinder turned out to be a fun experience, it felt what adventure parks and fun fares must be like for humans. It was exhilarating! They were all separated into smaller counterparts, creating tens of friends from every single bean.

Grounded coffee is seen to come out from the grinder. Facial expressions appear on the coffee grounds. They are transferred into bags, which were sealed and labeled.

VO: What felt like a nightmare turned out to be one of the best days of their life. They hadn't stopped giggling and smiling, when some of them shouted "It's pretty dark in here!". They were once again trapped in a dark prison, that felt a bit too familiar. But this time, they didn't seem to mind.

TOMS Coffee bags shown being stacked on shelves.

VO: Their latest adventure had created a great bond between them, so they enjoyed the company of their pals and time went by pleasantly. Little did they know, but the best part of their adventure was yet to come.

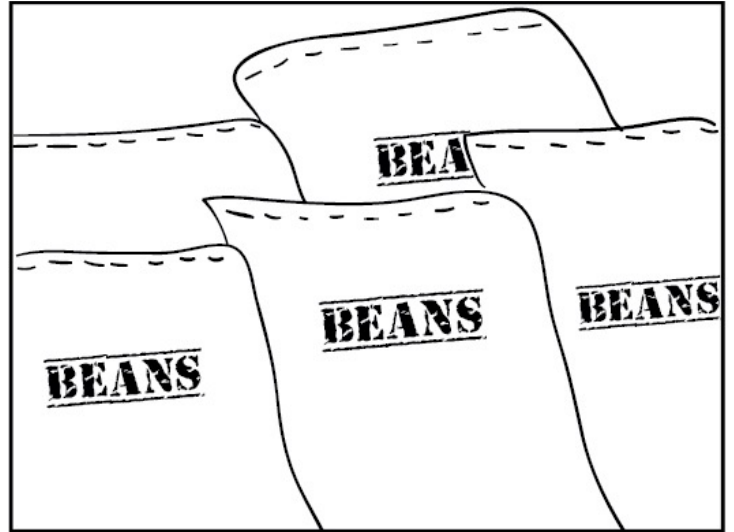
The scene cuts to a small village in Africa, showing people gathering around a brand new water tap that has been placed in their village. They are seen drinking water and being happy.

VO: Their destiny was to be something much more than just a cup of coffee. Their destiny was to help people, by giving back. Somehow they knew, and this filled them with joy.

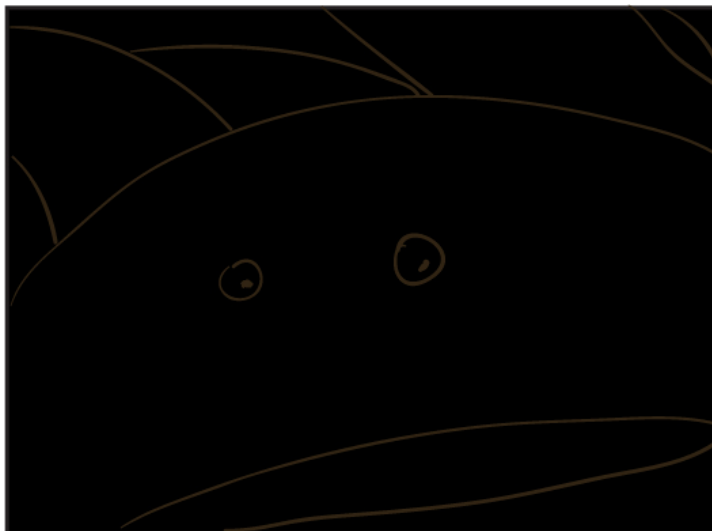
Story 1 – Storyboard



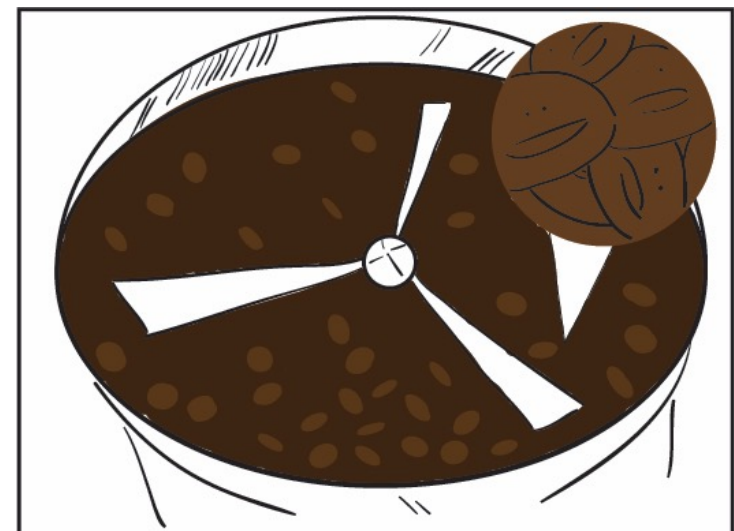
Coffee beans being harvested in Peru/Malawi/Rwanda.



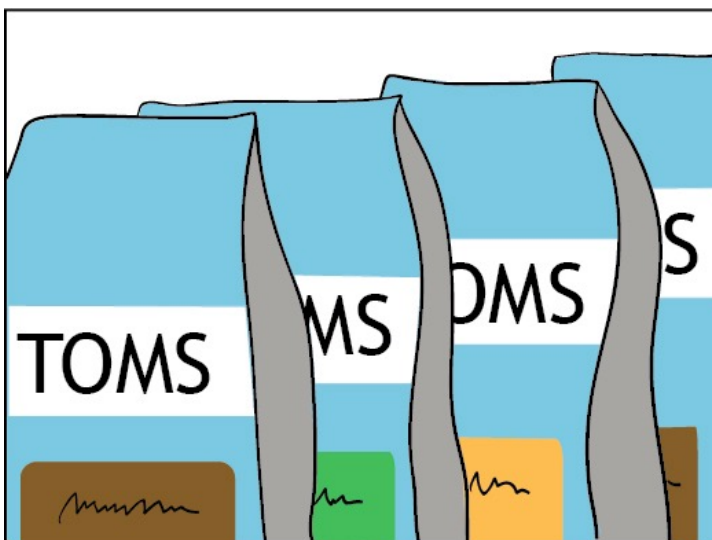
Coffee beans being transported



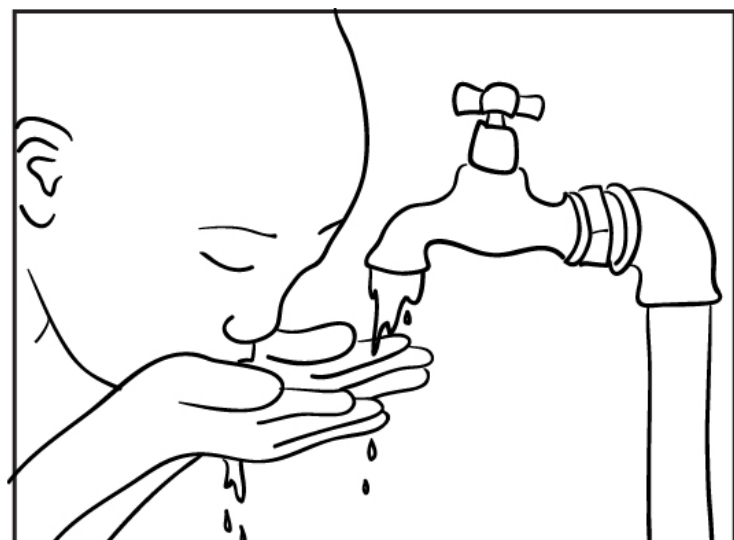
Focus on one bean, looking afraid in the dark.



Coffee beans in the grinder.



TOMS coffee in packages on shelves.



African child drinking water.

Story 2 – Script: TOMS shoes being made in a factory.

A large roll of fabric is spread out onto a big surface. It isn't sure it likes the situation its in, it's cold and it feels exposed, evident in its facial expression.

VO: It felt peculiar, to be unrolled after being stored away for so long.

Suddenly a pair of big shiny scissors start getting closer.

VO: Oh no! What are these big sharp blades about to do?!

It tries to move but cannot escape. It closes its eyes tight and takes a deep breath. •Snip - Snip *

VO: When their eyes opened, they realised, they were no longer one, but they were many. The feeling was weird, nor good or bad. But before they had time to think about it, they were being moved again. They felt ok as long as they were together, but this feeling wouldn't last long.

The scene shows the material cut into piece, which are then gather by human hands, stacked, and moved. Their expressions show uncertainty and worry.

VO: They were soon separated, each going to a different direction. Screaming, calling to each other, they felt the world was ending. They had never been apart before.

The focus is on one of the pieces of material, which is placed onto an industrial-looking sewing machine.

VO: And as if the sorrow wasn't enough, suddenly they felt a sting! Was it a sting or was it a tickle? Hm, not sure... And another, and then another.

The material starts taking the form of a shoe, being sewn onto a sole.

VO: "Oh wait, my shape is changing!" After a while they feel a new, different body beneath them. (pause)

They seem to share the same feelings, but they are very different. Being not much different from an arranged marriage, they are not particularly happy by the new situation they are in. But they haven't lost hope. They make a pact to never stop searching for their friends, shoe-fabric, and shoe-sole, united forever.

The sewing stops, and the newly made shoe is moved to a big table or perhaps a conveyor belt.

VO: Little did they know, but their true adventure was yet to begin. They did get to see their friends again, but it was only for a short while. They were soon after thrown into a prison, a dark small space, that was scary, yet comfortable.

The shoes are placed in TOMS boxes in pairs, and stacked one on top of the other. The scene zooms in, showing the inside of one of the boxes.

VO: But the best of all was that they had a friend with them, there was two in every cell. They were the same, but yet different. Almost like looking into a mirror. They were happy that they weren't alone anymore. They were two new entities, not just fabric, nor just plastic, they were now shoes. One shoe, and another shoe, coexisting in a dark prison, that occasionally moved around.

Cut scenes of the shoe boxes being transported, and stacked on shelves in shoe-shops around the world, and then more scenes of boxes in trucks, being transported.

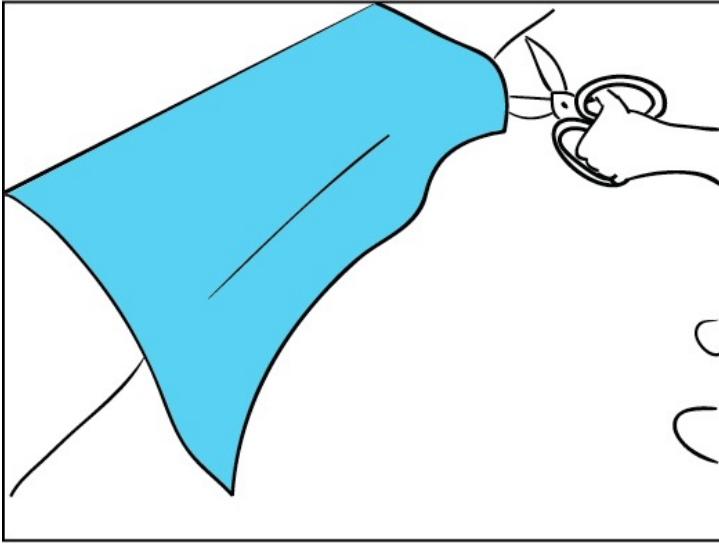
VO: They bonded, the lefty and they righty, over stories from their past, and over chats about all the weird sounds they could hear from time to time. They had arguments too, they were in the prison for long enough to irritate each other at times. And days went by....

The scene now shows children in an African country lining up, waiting for something. Most of them are barefoot. At the front of the queue there is a little boy trying on his new shoes with a big smile on his face.

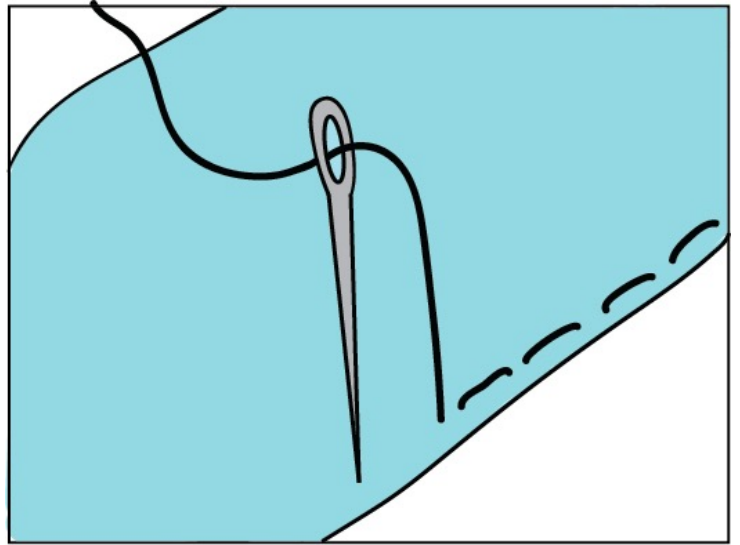
VO: Little did they know, but the best part of their adventure was yet to come. Their destiny was to be something much more than another pair of shoes, belonging to someone with many more like them. Their destiny was to help people. Somehow they knew, and it filled them with joy. They didn't know when, but they knew that when they reached their destination they would make someone truly happy. And they did.

The last scene focuses on the shoes the little boy is wearing, making it obvious that it was the heroes of this story.

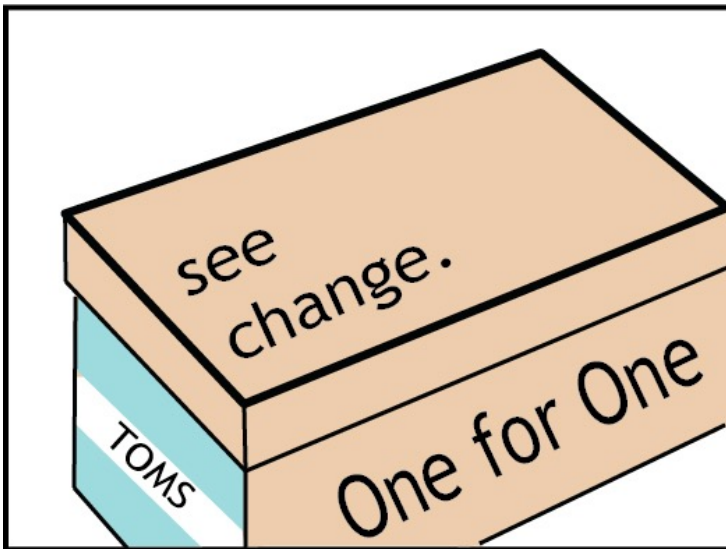
Story 2 – Storyboard



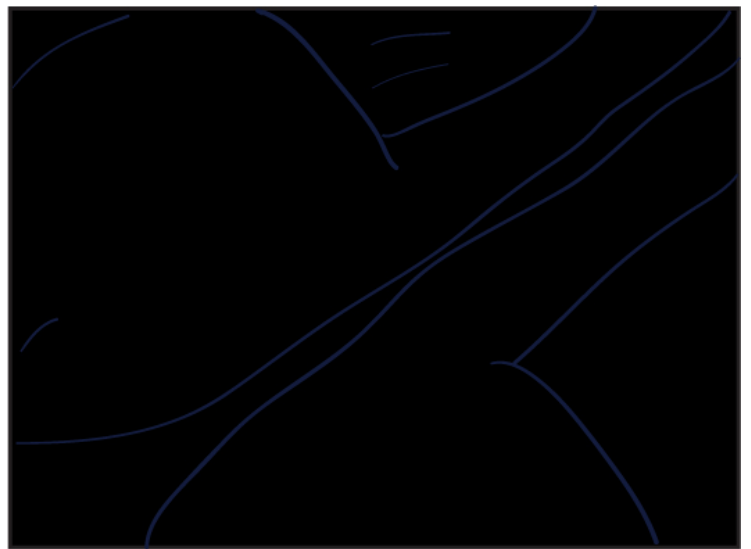
Fabric being cut.



Shoe being sewn.



TOMS shoe-box



TOMS shoes in the dark.

Online Videos/Short Films:

Two short animated films will be made, one for each of the stories. They will be designed and animated in a dark style kind of comic/animation, something like a combination of the artwork and videos by The Gorillas, and Frank Miller's comics, and films created based on his comics (e.g. Sin City and 300). A Tarantino-like influenced director would be best fitting. The stories will be self-narrated by the main character (shoe/coffee bean), in a style similar to the aforementioned films (reference: <https://www.youtube.com/watch?v=xzhcZBq-HCg>).

These short films will be shared on all digital channels used by TOMS, hopefully gaining a high amount of views, and getting shared by people via Social media.

Print:

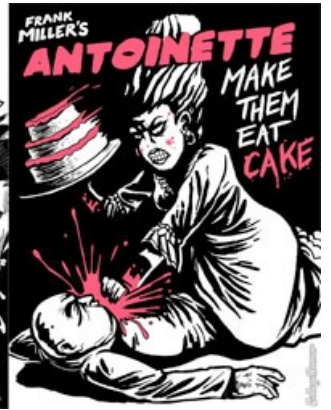
The stories will also be designed as single page comics in the same style, or perhaps both stories can be printed on a double page comic/poster. These will be placed inside or attached to the packaging of TOMS products, mainly the shoeboxes.

POS:

The same artwork will be used to decorate the packaging, and potentially be applied in the branding of TOMS for the duration of the campaign. Retailers who sell TOMS will have a dedicated TOMS corner or part of their store that will be decorated using the artwork, and where possible screens will be placed, playing back the short films.

Reference Images:





Reference Videos:

<https://www.youtube.com/watch?v=T2Dj6ktPU5c>

<https://www.youtube.com/watch?v=H8Qp38qT-xI>

