

Creative Brief

Logline 1:

A short (15-20 seconds), promotional video for a fictional film named "News Zero," which is for the general public. The video effectively highlights the untold story of the people who lost homes and their islands due to the nuclear testing during late 1940s and 1950s. The video uses historical photography and data presented in animated text.

- **Client:** Internal Art Director and Managers, then ultimately to News Zero Film Company
- **Summary:** A short (15-20 seconds), promotional video for a fictional film named "News Zero," which is for the general public. The video effectively highlights the untold story of the people who lost homes and their islands due to the nuclear testing during late 1940s and 1950s. The video uses historical photography and data presented in animated text.
- **Primary Objective:** To communicate a short and engaging story that summarizes key feature of "News Zero" to viewers.
- **Target Audience:** general public
- **Assets needed:** Script (text), Graphics (icons), Photo, video clips and audio (music, voice over, sound effects)
- **Deliverables:** One short (15 seconds) online video.

Descriptive Brief 1:

The reality is created from what you see and believe. Be aware what you see and believe.
The solution to the problem can be solved after all the facts are come to reveal.

1. The screen asks, "Inconvenient information for governments will not be on the top pages of the major news papers." - If it is why we do not know about the case of Marshallese? (6.5 seconds)

2. The photos of Marshallese: removed from islands (Enewetak, Bikini), and later removed Rongelap people due to health problems to the mainland of U.S., Hawaii, and other Marshall Islands.(7 seconds) supported by texts and voice over.

3. The last section asks "Why we do not know about these people?" in text. (1.5 seconds)