

## THE INSIGHT:

Bubbles transform the ordinary into something fun, something entertaining. Some people are like this as well, they have naturally bubbly personalities and seem to have all the fun. Even if they are sometimes, well, annoying, we admire them and are attracted to them like a moth to a flame.

## THE IDEA:

Let's find the bubbliest person of all. We'll find an incurably happy mother that works tirelessly to stay bubbly and provide for her family and friends. You know the type, she has an annoying, loud laugh and lame sayings like, "fun is serious business." She's an early riser and loves musicals. She'll become the spokesperson for the campaign and embody the campaign line:

**"ENDLESS BUBBLES"**

## THE STUNT:

We'll send her across country, from coast to coast, on a summer road trip in a RV to promote Sodastream. Naturally she'll drink a lot of water and demonstrate to viewers how to drink it the exciting way: with bubbles. Viewers can follow her via a livestream or with daily cut downs which will create a reality web-series.

## BUT:

We'll make the trip a living hell.

We give her an unreliable RV and everything that could possibly go wrong along the way *will definitely* go wrong, and then some. We'll really test her bubbles. Could she really run out? Of course not, she and Sodastream have endless bubbles, endless good times.

Don't they?



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# VIEWER INTERACTION

Viewers will get to recommend the worst challenges and tests they can think up by engaging with our comments sections and social media platforms. They can try their best to make her life unbubbly.

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## WHAT COULD POSSIBLY GO WRONG?



The RV breaks down with no mechanic in sight.



She runs out of petrol and has to hitchhike to the nearest town.



She must camp in the middle of nowhere and live off the land.



Viewers send her to the worst restaurant in their town.

Creating an endlessly happy and bubbly spokeswoman will also allow for ample opportunities to shoot situations that show her (and Sodastream's) endless bubbles, no matter what goes wrong. These can then be used in social media posts.

- With kids running amok around her
- In the middle of a bank robbery
- Surrounded by a bomb squad
- Stuck on a desert island

