

## THE INSIGHT:

Whether you're the eyepatch-wearing villain from James Bond or a Tella-Tubby that hit rock bottom, making someone else look on the light side lets *YOU* look on the light side, and ultimately makes *YOU* feel good.

## THE IDEA:

### SHARE SOME LIGHT.

Make someone else look on the light side, to get some light side.

Give people all the Maltesers they want. The only condition: they have to make the meanest/unkindest/scariest person see the light side using whatever means they can.

## EXPERIENTIAL:

Place a mean, tattoo-wielding, bling-wearing, scorn-look throwing, muscle-bulging individual...

OR

...a scrawny, grumpy, old, bitter republican in a cardigan... Essentially anyone that is simply intimidating, next to a Maltesers "gumball machine" in a regularly visited area/shop.

People then, if they have the chocolate balls, get the opportunity to approach this fine gentle person and try, through whatever means they can, to share some light and make him laugh, smile, smirk... even a light grimace.

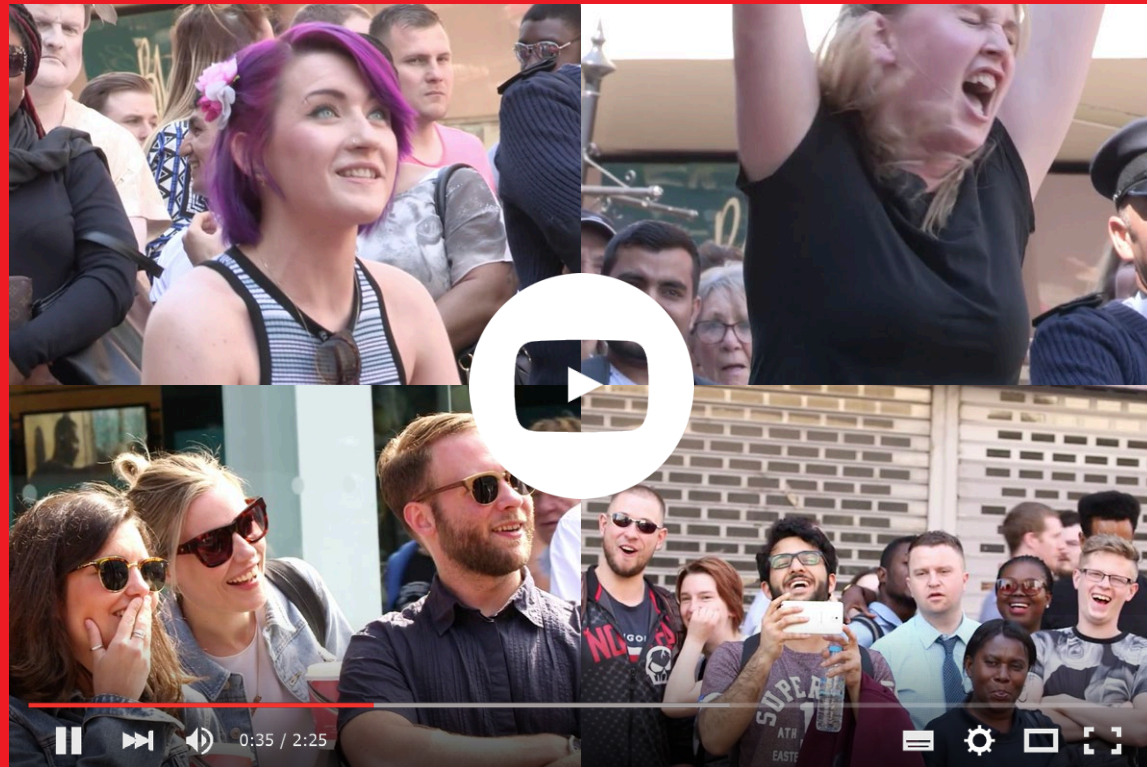
If they succeed, they get all the lightness of Maltesers they could wish for. If to no avail, well, they can always try again.





## VIDEO CONTENT:

The good, the bad and the almost too embarrassing for viewership jokes and stunts will be filmed and used as video content.



## ONLINE:

People can go to a SHARESOMELIGHT microsite where they encounter the grumpiest/most intimidating man ever to live. Using face and voice recognition through the viewer's computer camera and microphone, we'll be able to tell if they'd be able to make 'mister grumps' smile or not. If they pass the various tests they'll receive a coupon for Maltesers.

This functionality is similar to the Berghain Trainer website:

<https://berghaintrainer.com/>

We can also get people on social media to nominate/vote for a person they think is funny, a natural comedian. These jokers will be invited to Skype our grumpy man and see if they can lighten his mood. If they manage to get even a light reaction they'll be rewarded with a coupon.

## DISPLAY CONTENT/POSTS:

People's attempts at lightness (whether costume-wearing stunts or one-liner jokes) will be used for display banners and social media posts.

