

A lighthearted and a brutally honest approach to stand out in a category that is serious and disingenuous. This is similar to another one of my submissions except this has a different personality.

Insight:

Today's average consumer is picky, fussy, even unforgiving. And it's vital for brands to up their game all the time in order to be successful.

Idea:

Are you ready for Jack?

Alternate campaign line:

Coveo
Up your amazing.

Coveo
Spoil 'em.

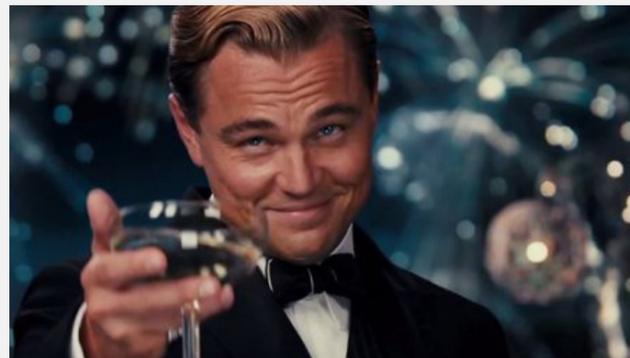
Digital Video - Ready for Jack:

Treatment note: A narrative led story where the whole video is one long pan-out shot.

The film opens on the face of a young man in his late twenties as the voice over goes

“This is Jack. And he’s wondering how to make his life better.”

Here on out, we pan out in sync with the narrative. As we move away, we see Jack’s world unfold.



VO (male):

This is Jack. He is wondering how to make his life better.

Let’s take a step back. He is sipping on an old-fashioned, his favourite cocktail, wearing nothing but a pair of blue wayfarers and a pair of blue capris, lying on a recliner, watching his ultimate absolute best TV show as he gets his drink topped up while being served his comfort food - a medium rare fillet mignon with blue cheese crust.

Another step back, the recliner is on a jet ski that is on a boat that is on a lake where his pet poodle is enjoying a swim with friendly dolphins.

Floating on the lake is Jack’s favourite basketball team’s home arena where Jack gets centre court seats, duh.

The lake is surrounded by a variety of fruit bearing trees bearing Jack’s favourite seasonal fruits all year, in the perfect stage of ripeness. Back up a little more,

Jack’s setup is on an island with endless beaches known for their unforgettably epic parties.

If you haven’t guessed already, the island, of course is in the middle of an ocean filled with bourbon, the kind that Jack likes.

(camera whip-pans back to Jack’s face)

Now back to Jack. He wants to make his life better. And he’s looking at your business. Are you ready for Jack?

Super:

Get ready for Jack. (morphs into) Super: Get Coveo.

Coveo

Up your amazing.

Digital Banner Examples



Sarah is spoilt.
Is your business ready for Sarah?

coveo™
Spoil more.

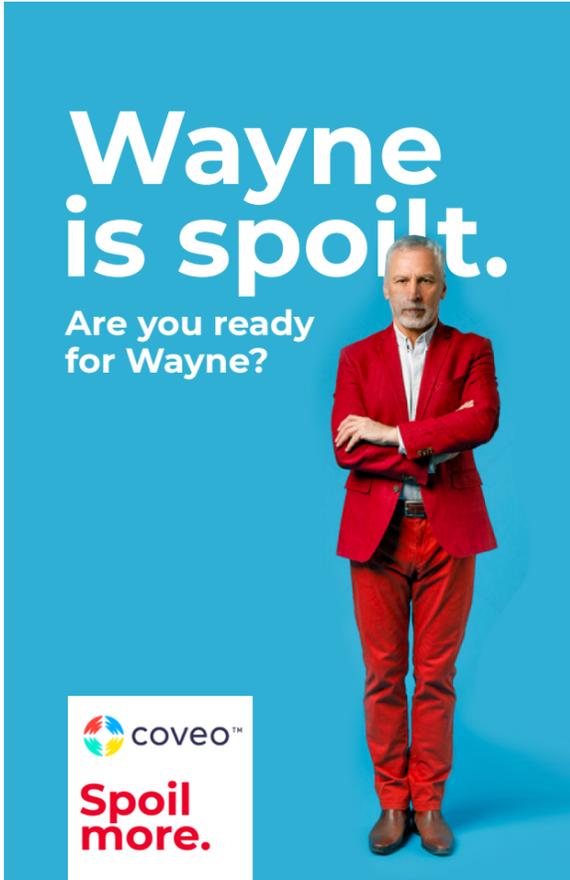
A digital banner with a red background. On the right, a woman named Sarah stands with her arms crossed, wearing a yellow sweater and light blue jeans. The text is in white. At the bottom left is the Coveo logo and the slogan 'Spoil more.' in red.



Jack is spoilt.
Is your brand ready for Jack?

coveo™
Spoil more.

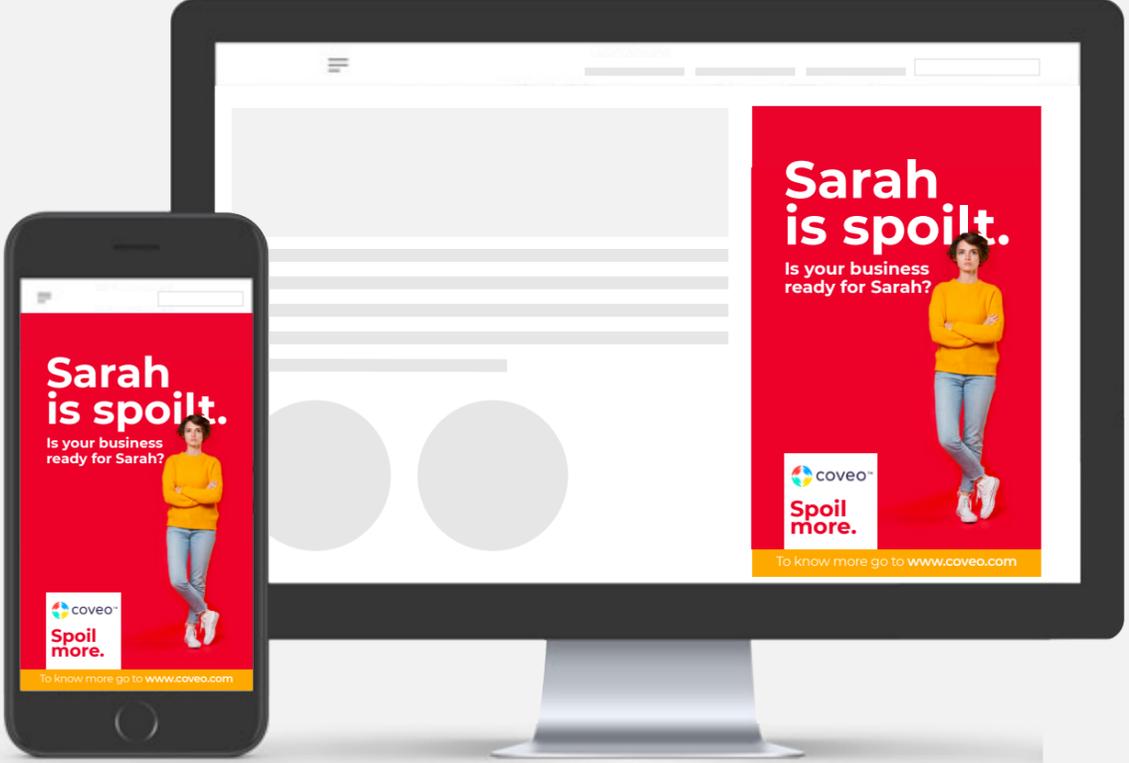
A digital banner with a yellow background. On the right, a man named Jack walks towards the left, wearing a purple blazer and brown trousers, carrying a white folder. The text is in white. At the bottom left is the Coveo logo and the slogan 'Spoil more.' in red.



Wayne is spoilt.
Are you ready for Wayne?

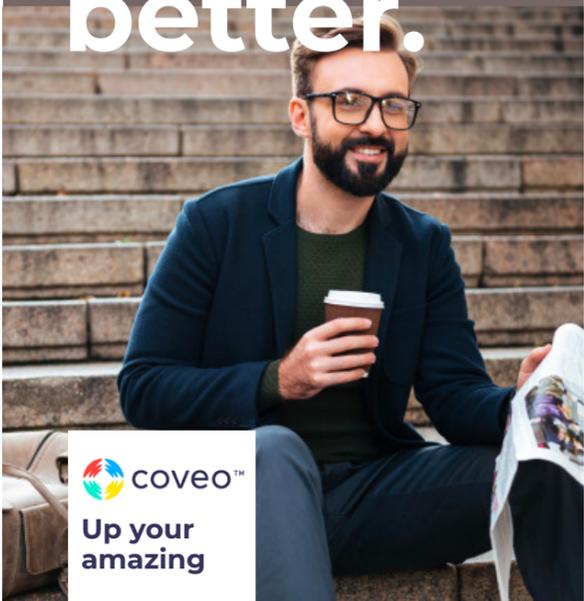
coveo™
Spoil more.

A digital banner with a blue background. On the right, a man named Wayne stands with his arms crossed, wearing a red suit. The text is in white. At the bottom left is the Coveo logo and the slogan 'Spoil more.' in red.



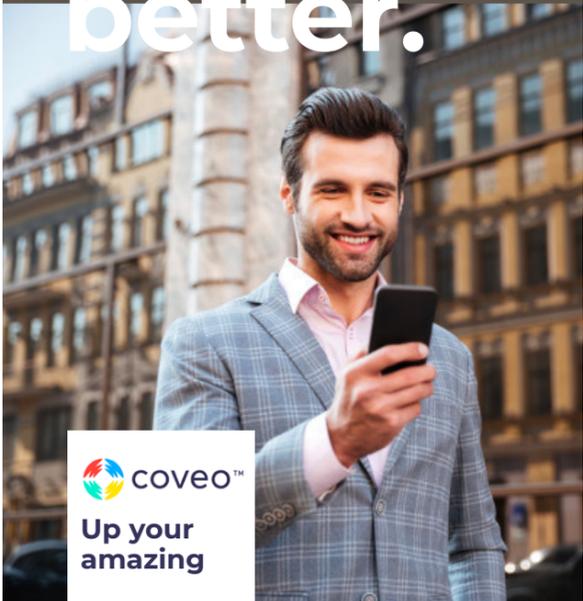
Digital Banner Examples

Getting what I like is amazing. Getting what I will like is **better.**



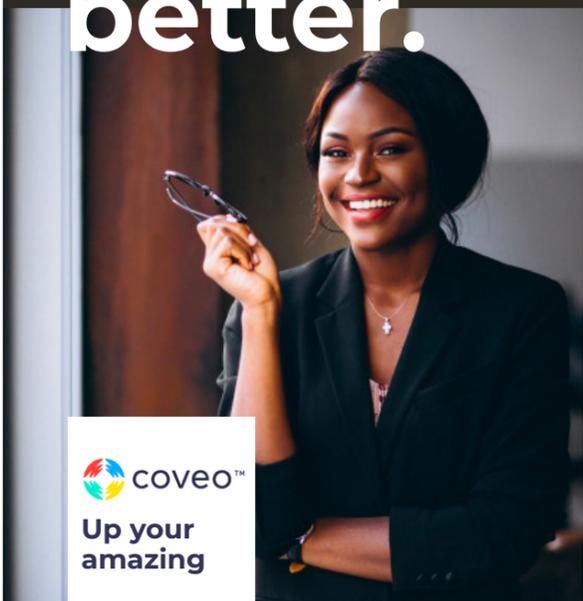
 **coveo™**
Up your amazing

Finding what I'm looking for is amazing. Finding it without looking is **better.**



 **coveo™**
Up your amazing

Knowing I have a million options to choose from is amazing. Knowing the exact thing I will choose is **better.**



 **coveo™**
Up your amazing

