

Season Short Film



Creative thought:

Home; what binds us



Campaign:
Season Short Film

Thought:
Home; what binds us

CREATIVE PLATFORM

WHAT ARE WE DOING TODAY

MTN BRAND PROMISE

use the MTN Christmas theme song to re-humanize the deflated Nigerian spirit, with a purpose based on empathy, emotional connection and power of care.

CAMPAIGN
THOUGHT

Home; what binds us

Christmas connects to something deeper in all of us



Inspire

Doers to see the value in genuine connections

Enable

Doers evoke the right emotion for the season.

Include

Every Doer in the messaging landscape, to create more reasons to engage with the brand



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What does this means to a **common man** in **context of the season**?



It takes on a special resonance for the common man in Nigeria. During the holiday season, home holds a unique significance, as families gather, communities come together, and the spirit of togetherness is celebrated.



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Brand's role

As MTN, we're in the business of enabling and promoting **genuine connections** ,
especially during the holiday season where we encourage shared experiences
and the enjoyment of holiday activities.



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*How do we connect to Nigerians
during the season like a
Nigerian brand*



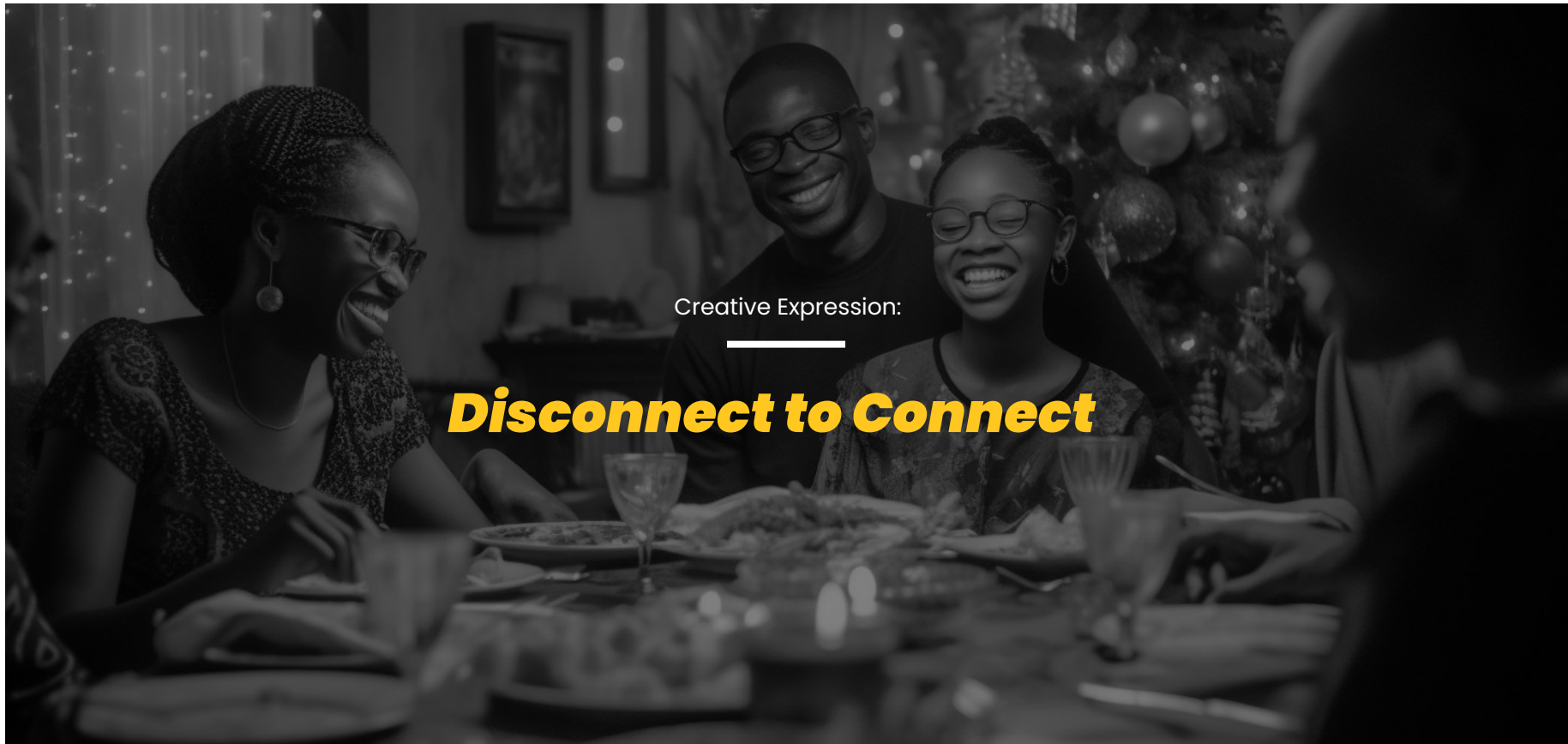


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Creative Expression:

Disconnect to Connect





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Short Film Title: The Dining Table

Insight :

A dining table in Nigerian homes is mostly seen as a decorative place rather than used for what it's meant to – a place to connect with loved ones through shared meals and family time.



Title: The Dining Table I

We open in the Okoro family living room, adorned with Christmas decorations. Each family member (Dad, 3 sons, and 1 daughter) is engrossed in their devices, creating an atmosphere of disconnection despite the festive surroundings.

The dad, absentmindedly watching the news on the TV but fixated on his Secondary School Alumni page on Facebook, barely notices the delicious meal in front of him. The children (25, 20, 17 & 13) head to the beautifully decorated dining table, grab their meals, and rush away, their attention still captured by their screens. The mom, initially excited, now stands beside the table with a hint of sadness in her eyes.

Over several days leading up to Christmas, Mama Okoro makes subtle attempts to draw attention to the dining table:

DAY 1 – Mama places small gifts at each family member's seat, hoping to spark curiosity and seats aside giggling, visibly impressed by her "creation". They each get to the table and excitedly take pictures in several angles just before picking up their gifts, quickly retreat to their devices and walking off, oblivious to the effort.

DAY 2 – She prepares a simple, delicious meal and invites the family to join her at the table, once again proud of herself. However, they grab their plates and return to their screens, leaving her disappointed.

DAY 3 – For her final attempt, with hopeful eyes she strategically positions a family photo album on the table, hoping it might encourage them to reminisce. The family remains oblivious to her efforts, deepening her disappointment.

It's Christmas Eve, and Mama Okoro decides to take a more emotional approach. With a mix of sadness and love, she looks at her family sitting in the living room yet engrossed in their devices, before she quietly removes the devices from each family member's hand and places them in a bowl. With the bowl in hand, she looks at each family member with a mix of sorrow and determination before walking to the dining table.

She places the bowl at the center of the table, gently shaking her head. She doesn't utter a word, but looks at them and her eyes tell a story of longing, love, and a desire for connection as she sniffs to stop herself from visibly crying. The family noticing her state, joins her at the now tech-free table.

As the family gathers around, the atmosphere changes. The air is filled with the aroma of traditional dishes as Mama Okoro serves a festive feast. As they share a meal, hesitant smiles turn into genuine laughter. The atmosphere transforms into one of warmth and togetherness. The family engages in traditional games, exchanges heartfelt glances, and rediscovers the joy of genuine connection.

Close-up shots capture subtle expressions of realization on each family member's face, before landing on Mama Okoro who watches with a heartwarming and contented smile as the once-ignored dining table becomes the epicenter of family bonding.

We see the Okoro family, now genuinely connected, enjoying their time together at the dining table, surrounded by love and laughter.

Then we see the texts come up on screen.

Text screen 1: **Disconnect to Connect**

Text screen 2: **Happy Holidays**

End frame: **MTN logo**



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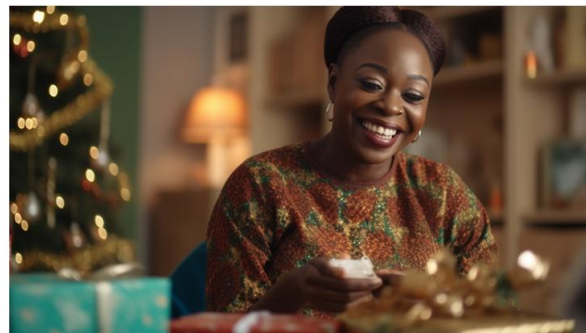
Family members engrossed in their devices



The dad, absentmindedly watching the news on the TV but fixated on his phone



The mom stands with a hint of sadness in her eyes



DAY1 - Mama places small gifts for each family member



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Family take pictures just before picking up their gifts



Mom left alone as family retreats to their devices



DAY 2 - She prepares a simple, delicious meal for family



They grab their plates and return to their screens, leaving her disappointed



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**DAY 3 - For her final attempt,
she positions a family photo album on the table,**



The family remains oblivious to her efforts



**It's Christmas eve, mom removes the
devices all places them in a bowl**



**She places the bowl at the center of the table,
her eyes tell a story of longing, love, and desire**



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As the family gathers around, the atmosphere changes



Mama Okoro who watches with a
heartwarming and contented smile



The Okoro family enjoying their time together
at the dining table, surrounded by love and laughter

**Disconnect
to connect**



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Happy Holidays





Campaign:
Season theme song

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