

Treatment document – Promotional video

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General

- Goal:** To encourage young tourists to explore Copenhagen by bike and make them aware of the traffic rules in a fun and memorable way.
- Target audience:** Backpackers in their twenties.
- Showing platforms:** The video will be posted on the Kommune's website and social media. We also intend the video to be suitable for showing in a hostel lobby/lounge and bike rental shops.

Storyline

- Main conflict:** The backpacker is afraid to bike in Copenhagen.
- Protagonist:** A female backpacker in her twenties.
- Antagonist:** Busy Copenhagen traffic.
- Resolution:** The protagonist practises on a stationary bike in a gym, being in an imaginary game in which she has to apply the right gestures/rules.

Beginning

A female backpacker arrives in Copenhagen and wants to rent a bike to get to her hostel. While she is walking towards a bike rental shop she gets frightened by the busy traffic. She doubts whether to rent a bike or not and then she sees a stationary bike in a gym and goes in.

Middle

In the gym, she puts on a helmet and hops on the stationary bike. At the same moment a street view of Copenhagen with a game-like START sign appears in her imagination. The traffic light turns green and she starts biking. We see the streets of Copenhagen from a biker's perspective in a game setting. In every situation where a rule or gesture needs to be applied, she can gain points for making the right gesture/decision. She successfully finishes the game.

End

She leaves the gym feeling confident to bike in Copenhagen. She immediately rents a bike and disappears in traffic.