



Mission To The Sun

Concept Overview

The world is experiencing a heat wave. From Times square to the Eiffel Tower to The Great Wall of China - everyone on Earth needs to cool down.

To combat this worldwide phenomenon, Perrier is sending a Mission To The Sun. To save the World, a woman leading this mission, will refresh the entire planet with a drop of Perrier, the ultimate refreshment.

She will need a lot of training, courage and support from everyone around the globe to complete this mission - consumers will be able to watch and participate in the progress of the mission and help reach the goal.

Video Summary

The film shows the entire world still melting, and everyone is glued to TV screens broadcasting the image of a spaceship ready to take off. We see our heroes walking toward the spaceship, in an environment where heat is unbearable.

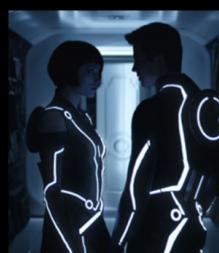
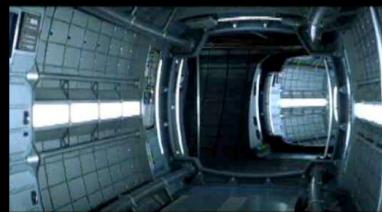
The countdown starts. Everyone on earth is holding their breath, looking at the images of our heroine in the cockpit. The spaceship takes off.

We see front pages of newspapers with pictures of the mission. The spaceship finally lands on the Sun. Our heroine comes out, holding a briefcase in her hand, and starts walking, despite of the extreme heat. She takes out the precious bottle of Perrier, still covered with drops of freshness, and prepares to pour the liquid onto the sun.

But the temptation is too strong, she desperately needs to refresh, and for one moment, she forgets her mission and starts drinking the bottle frantically. Finally once the bottle is empty, she pulls herself together; after a meaningful glance toward the camera, she pours the last drop on the sun. We see the surface becoming solid.

On earth, various disasters linked to the melting suddenly stop. The whole world is celebrating: The Mission To The Sun was a success!

MOOD FILM

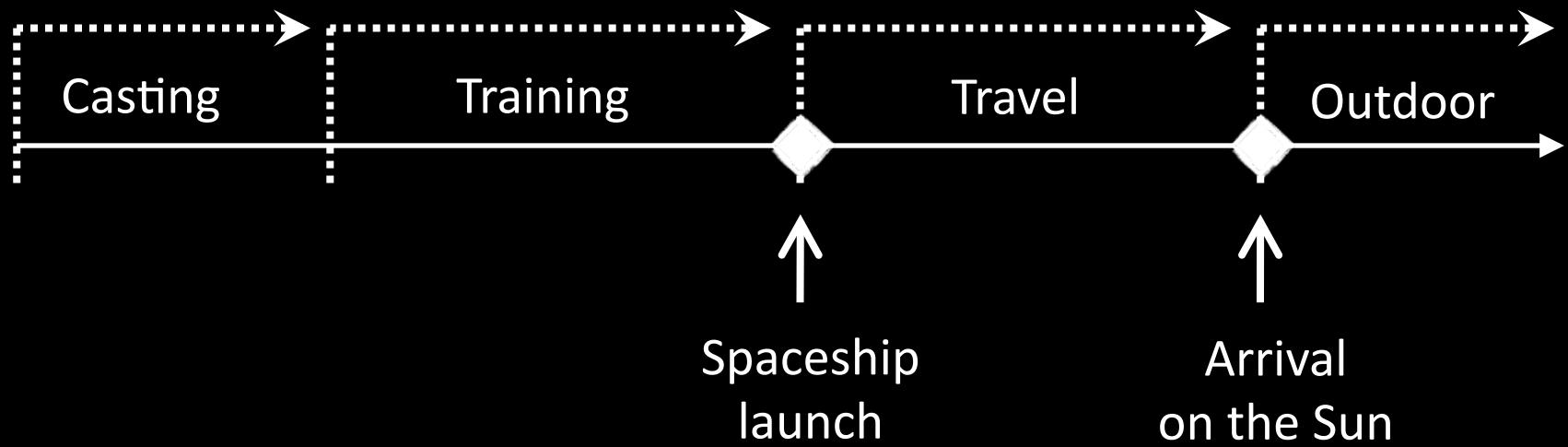


Digital Components

Online, consumers are invited to participate in each step of The Mission To The Sun.

From the recruitment of a co-pilot, to the arrival on the Sun, every step will be viewed online and users can participate to help make the mission a success.

Timeline



Co-pilot Casting

The Mission To The Sun will not be easy - our heroine needs a co-pilot.

Perrier invites consumers to be part of the mission by entering to be the co-pilot via Facebook and submitting a video explaining why they would be the best person for the job.

Fans of Perrier will be able to vote for their favorite candidate, and the winner will also be featured in a Perrier commercial.

CASTING



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Perrier Marc Stevenin est candidat pour sauver le monde

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VOICI LES 20 PROFILS RETENUS POUR LA MISSION

Facebook Pages help you discover new artists, brands, pages, friends, as well as connect with those you already love.

More ads

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Mission Training

Now that The Mission To The Sun crew has been decided, the heroine and her co-pilot will have to undergo intensive training before leaving including physical training and heat resistance tests.

Fans of Perrier will be able to follow the training of our two characters through teasing videos broadcasted online.

Training



Spaceship Launch

Our Mission To The Sun crew is ready for departure. Consumers will be able to watch the spaceship take off via video.

The film shows the entire world melting, and everyone is glued to TV screens broadcasting the image of a spaceship about to take off. We see our heroes walking toward the spaceship, in an environment where the heat is obviously unbearable.

The countdown starts. Everyone on earth is holding their breath, looking at the images of our heroine in the cockpit. The spaceship takes off.

The video ends just after the take-off and invites people to continue to follow the mission online at www.missiontothesun.com

Film part 1



Consumer Participation In The Journey

The spaceship just took-off, and the journey to the Sun is expected to be long and full of obstacles.

Consumers will have the opportunity be part of the mission in 3 ways:

- 1/ By helping the spaceship reach the Sun
- 2/ By helping the crew to overcome all the obstacles
- 3/ By following the daily life on the spaceship

1 / Help The Spaceship Reach The Sun

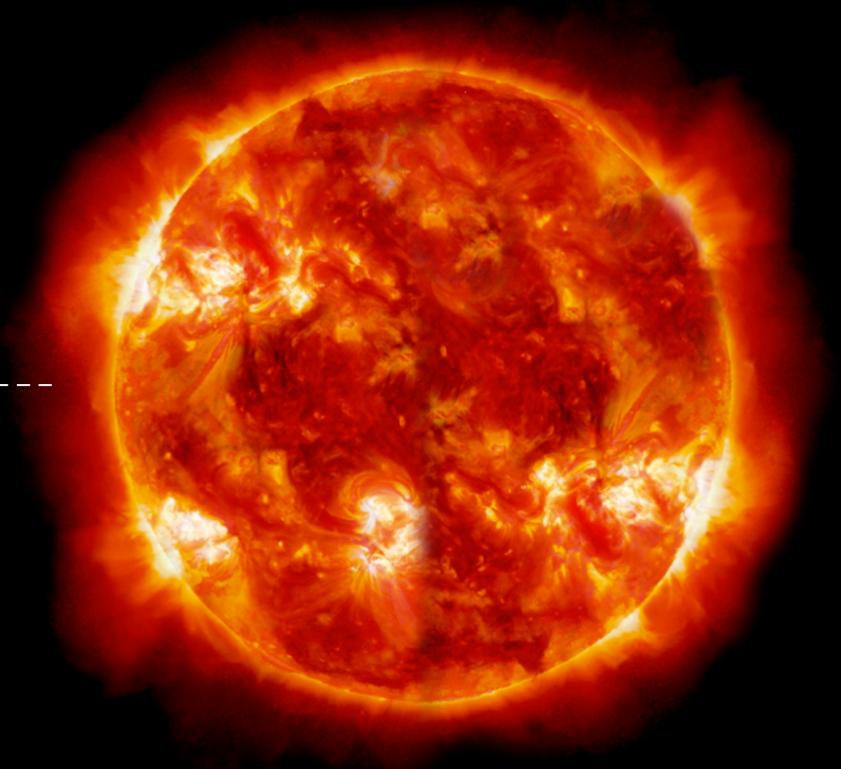
In order to help the spaceship reach the Sun and save the planet we'll need help from Perrier fans.

Consumers will be invited to help the spaceship reach the Sun by talking about the campaign on Facebook or Twitter.

Everytime the campaign is mentioned, the spaceship will cover 150km. After 1 million interactions, the spaceship will reach the Sun.

Consumers will be able to follow the spaceship's progress in real-time online.

Journey



2 / Help The Crew Overcome Obstacles

Throughout the journey, the crew will face unpredicted obstacles. To overcome these obstacles, users must play interactive games online - if they are successful with the games the spaceship will get closer to the Sun.

- The lost Perrier : The bottle has been lost in space and users will take the copilot's place to bring it back. To achieve this, he will use "a move recognition software" via his webcam.

-The comet issue: The web user will drive the spaceship to avoid a meteor cloud that is heading towards the spaceship

-A drop in space: The bottle of Perrier has spilled in space. The web user will have to get back as many drops as possible.

Interactive Games



The comet issue



Drop in Space



The lost Perrier



3/Follow Daily Life on the Spaceship

The journey will last 2 weeks, during which consumers will be able to follow the life on the spaceship.

Everyday, our heroine and her co-pilot will give updates via webcam on the spaceship to give consumers a glimpse into what's happening onboard the ship and how the mission going.

Daily diaries



Arrival on The Sun

After two weeks of travel, the spaceship will reach its final destination. A second video will be broadcast on TV and online.

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Film part 2



After The Mission

After the Mission To The Sun has been completed, consumers will be able interact with the campaign.

Outdoor billboards will display scenes from the Mission and images world melting and people waiting for the spaceship to take off.

Each ad will be marked with a code that can be scanned with a cell phone. Once it is scanned, people will have access to exclusive video showing a melting scene.