



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

