

## “Bike your way through Copenhagen”

Theme: “Choose your level and bike around Copenhagen”

Three main characters on three different levels- the beginner, the intermediate and the pro. They are cycling around Copenhagen on different routes, but they all have to obey the rules of cycling in Denmark. The story combines three stories at once and that's what makes it unique.

The story starts with presenting the characters and what the story is going to be about through showing three different people unlocking their bikes and preparing for starting their journey. The story starts with all the characters together. They all are being shown in different outfits and on different bikes (implying their level). When they start cycling, there's different tempo of the music for different cyclists- fast for the pro and calm for the beginner. They all move to different locations- the beginner is cycling around a park, the intermediate through small streets and the pro through main streets. The closing shot shows that they have been using the “Bike your way” website.

Style: 80's cheezy commercials

Beginner:

Evening shooting, Assistens Cemetery

Intermediate:

The Black Square

Pro:

Day shooting, The Bicycle Snake