1. **Proposal Content Overview: “Which IQ are u?”**
2. **Scene 1: Spilt screen / 2 boys waking up / one is tired / one is energised / both have 100% energy / the tired boy’s battery is already quickly reducing / sound = alarm clock / camera shot = mid shot of both**
3. **Scene 1: either a close or zoom out for what purpose / message?**
4. **Scene 1: Am I going to show the tired boy (1) going to his phone / show energised boy (2) doing exercise? What sound / shot am I going to use to show this? Battery usage?**
5. **Scene 2: Breakfast table (Boy 1) on his phone / having breakfast = what is happening to their battery? Sound? Camera shot? (Boy 2) having breakfast = what is happening to their battery? Sound? Camera shot?**
6. **Scene 3: Cut straight to (Boy 1) on his phone / distracted / in class / Air Pods in his ear what is happening to their battery? Sound? Camera shot? (Boy 2) engaged / interacting in lesson = what is happening to their battery? Sound? Camera shot?**
7. **Scene 4: Fade shot from the classroom to the exam hall / split screen / (Boy 1) head down sleeping = battery at 0% / (Boy 2) writing / focused / battery 90-95% / Sound? Camera shot?**
8. **Scene 5: take spilt screen away / 2 boys are sitting next to each other / different reactions to their exam performance / Sound? Camera shot? = data from you Switch off Ad = in captions / voice over or both**
9. **Scene 6: = exam focus (Boy 1) close up to blank page**
10. **Scene 7: cut to (boy 2) with all the Switch Off data on his exam page = grade 9 = in green**