

CHRISTMAS CAMPAIGN 2019

— TREATMENT BY BELÉN GAYÁN



TOUS



agosto

CHRISTMAS IS A TIME OF MIRACLES

We cross continents to be with those we love. We put our differences aside. A fat man on a sledge flies around the world, delivering presents to billions of houses, in the space of a few hours. And even though the cold wind blows, we all feel a little bit warmer. For those few days, it feels like anything is possible. If we wish hard enough, it can happen. If we just believe, it will come true.

But you want to wrap up a round box? Forget about it.

It's just the wrong shape. There'll be ugly kinks and corners that refuse to be stuck down. You'll drop the tape, run out of paper and swear like a sailor. It's a miracle too far, even for Christmas. But you're going to have to try anyway.

Thank you for thinking of me for this script. It's lovely. It has that magic combination of emotion and humor. It makes us laugh, and it'll give us a warm festive tingle. It's bathed in that warm glow of family and generosity, that uniquely Christmassy feeling that only comes once a year.

Anywhere in the world that you find Christmas, you'll find this same wonderful emotion. It's almost universal. It's kind of weird to be feeling it five weeks before Easter, but that's what your script has done. I think it'll be amazing.

It has that rare thing – a genuine, unbreakable connection to the product. The iconic Tous box is an inseparable, identifiable part of the brand, and the whole story unfolds around it. It's a beautiful riff on a simple point that keeps Tous at the front and the heart of the whole film, without making it cold and corporate.

It's funny and human and memorable. It's something that everyone can understand, and relate to. It turns it on its head. A practical problem that becomes a joyful, exuberant Christmas tale. A small thing that becomes very big. It's a very smart idea.