

Title: Sweet healthy life

Theme: Man changes sweets for bike and gets healthy

The treatment:

The young guy sits on the sofa, scrolling on phone and eating sweets. He sees a photo of a group of girls having fun outside with the bikes. All of a sudden he thinks he can leave the sofa and the sweets and go outside biking. He has good and bad thoughts about this which appear like a “good and bad face” on his shoulders and speak to him. The “good face” shows him our website, he starts scrolling and takes his jacket and goes outside.

He goes to rent a bike and he bicycles through the city. He has fun, he feels good, he smiles and he sees nice places.

He meets with a group of girls, he becomes friends with them because they are also biking and he has a lot of fun with them. They hang out and so he realises that is more fun outside than staying at home alone.

He goes home happy and on his way home he throws the sweets away and he starts exercising at home.