Orla3 Campaign Production Bible – Fast. Easy. Fair.

This production plan is designed as a monster document to guide the Orla3 campaign. It weaves together long-form storytelling with short-form content, ensuring each day of filming creates a cohesive story arc. Our mission is not to sell features, but to share our values: FAST | EASY | FAIR. The shorts are educational, entertaining, and movement-driven. The long format (Texas, Madrid, Glasgow) becomes the cinematic backbone.

# Campaign Spine

Theme: Fast. Easy. Fair.

• FAST → Action, racing, deadlines, speed challenges  
• EASY → Simplicity, stress relief, freedom  
• FAIR → Justice, absurdity of old system, late payments = theft

Long-form Story Arc:  
1. Texas – Looking for CTO  
2. Madrid – Looking for technology partner  
3. Glasgow – Campaign Kick-Off

# Day 1 – Glasgow West End

Locations: Kelvingrove Art Gallery, Ashton Lane, Local Café, Ping Pong Bar

Content Concepts:

• Ping Pong Match: Costa vs Steven, mid-game pause → 'Finding a videographer shouldn’t take this long. With Orla3, you’re done in minutes.'

• Invoice Skit at Café: Customer tries to leave without paying → 'I’ll pay you in 90 days.' → baffled waiter. Caption: 'That’s freelancing today. Orla3 changes that.'

• Kelvingrove Sprint: Dramatic slow-mo of Steven running up steps → VO: 'Speed isn’t just athletic — it’s knowing you won’t wait 60 days to get paid.'

• Ashton Lane Vibe: Laptop + pint, showing Orla3’s 3-click ease vs traditional complexity.

# Day 2 – Glasgow Centre

Locations: Buchanan Street, Wellington Statue, George Square

Content Concepts:

• Street Vox Pops: Ask passersby 'Would you work a month before getting paid?' → everyone says no. Punchline: 'Videographers do it every day. That’s not fair.'

• Wellington Statue Cone: Symbol of unfairness. VO: 'Freelancers carry the cone of late payments and bad clients. Orla3 levels the game.'

• George Square Talk: Costa & Steven discussing fairness → wide cinematic backdrop, rallying tone.

# Day 3 – The Hustle (Office Day)

Content Concepts:

• Riverfront Walk: Costa & Steven on bridge → 'Crossing into the fair future of freelancing.'

• Arcade Games: Fast, chaotic energy → compare to unfair marketplaces. Then reveal Orla3 = calm solution.

• Rooftop Mission Talk: Glasgow skyline → Costa & Steven in hoodies declaring mission of Orla3.

# Execution Principles

1. Not product demos – the product only appears as the punchline.  
2. Mix education + entertainment in every short.  
3. Position Orla3 as a movement: 'The Fair Game.'  
4. Ensure continuity: every piece feels like part of the same story arc.  
5. Double down on BTS and mission-driven storytelling.

# BTS: The Hustle – Costa & Steven

The campaign story is not only told through the shorts, but also through the behind-the-scenes reality of building Orla3. Costa and Steven’s journey becomes the meta-narrative: a raw, transparent view of the hustle. This footage will intercut with the cinematic shorts to show the truth behind the mission.

Key BTS Elements:

• On and off calls with B2B Rocket (highlight: $6k spend) – capturing tension, strategy, and hope.  
• Costa & Steven debating campaign moves in cafés, cars, and co-working spaces.  
• Live calls with potential buyers, sellers, and developers – unscripted, authentic, gritty.  
• Whiteboard / laptop sessions showing the chaos of startup building.  
• Emotional beats: wins (a client signs up), losses (a call falls flat), persistence (late night editing).

Tone: This is the \*engine room\* of Orla3. By exposing the process, we show fairness is not just a product value but a lived reality – building a startup against the odds, in public. The hustle itself becomes proof.

# Day 3 – The Hustle (Office Day)

Locations: Co-working office, café, Zoom calls, cars, whiteboards, phones

Content Concepts:

• B2B Rocket Calls – Costa & Steven on speakerphone, strategising $6k campaign. Real startup tension.

• On the Phone With Buyers & Sellers – split-screen or over-the-shoulder shots, raw, authentic hustle.

• Whiteboard Chaos – mapping campaign, crossing out ideas, debating in real time.

• Laptop War Room – editing, emails, Slack pings, late-night grind.

• Car Chats – in transit between meetings, reflective, 'This is the fight for fairness.'

• Breakdowns & Breakthroughs – emotional beats when something flops vs when a client signs up.

• Talking Heads – Steven & Costa reflecting mid-day, unscripted 'what it actually feels like.'

• End-of-Day Wrap – tired but motivated, closing laptops, 'This is the mission.'

• Cold Calling – raw shots of Steven & Costa cold calling potential buyers, rejections and wins.

• Outreach Selling – clips of LinkedIn messages, email drafting, and Costa/Steven pitching live.

# Day 3 – The Hustle (Office Day)

Locations: Office, café, co-working space, phones, laptops, whiteboards, on-the-go meetings

Content Concepts:

• B2B Rocket – Costa & Steven on calls and reviewing $6k campaign strategy.

• Outreach Selling – raw LinkedIn/email outreach, recording pitches, rejection & wins.

• Cold Calling – live sales calls with buyers, raw and authentic reactions.

• Buyer Calls – discovery calls, negotiating fairness, showing pain points.

• Seller Calls – onboarding videographers, addressing their late payment fears.

• Developer Calls – steering product development, aligning vision with tech team.

• Going Into Businesses – Costa & Steven physically walking into shops/offices pitching Orla3.

• Whiteboard Sessions – chaos of planning, scribbling, debating strategy.

• Car Chats – reflection between meetings: 'This is the fight for fairness.'

• End of Day Wrap – exhausted but motivated, 'This is why we’re building Orla3.'