

The Film Series

WISDOM

**Before refrigeration, food
was preserved with salt,
and it was the most valued
commodity in the world.**

WISDOM

Paradigm Shift

When it comes to innovations, the best ones completely redefine all the rules of the game. Refrigeration isn't a type of salt. It's not a more efficient salt. It's not a reusable salt or a longer lasting salt. Refrigeration is entirely different from salt.

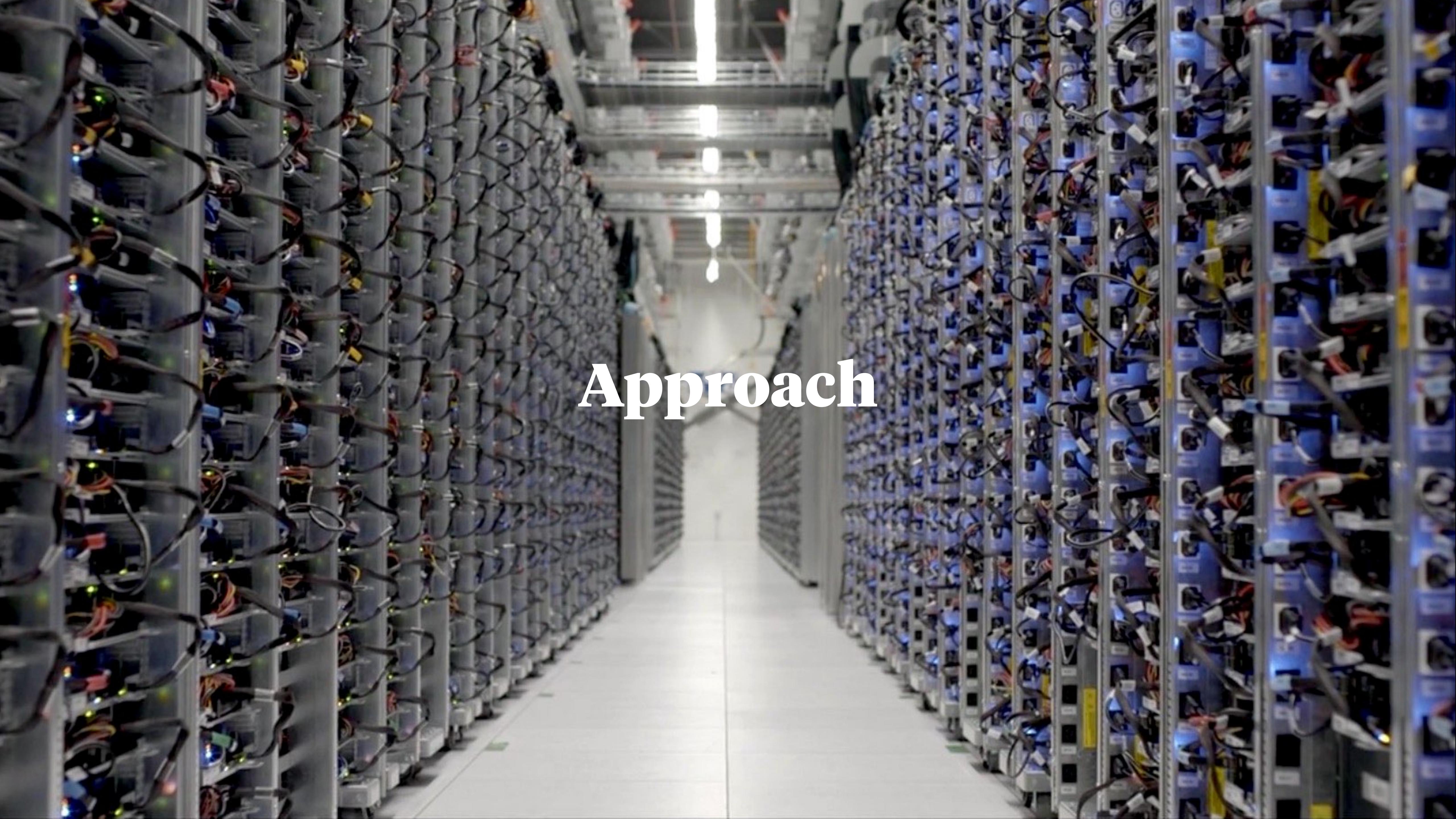
The best innovations rewrite all the rules. They change everything.



A photograph showing a vast array of solar panels extending from the bottom left corner towards the center of the frame. The panels are dark blue or black, arranged in a grid pattern. The background is a clear, light blue sky.

Critical Mass

**An original film series that explores
game changing innovation**



Approach

Tell the big story.

This is powerful content that is both informational and emotionally captivating. Not unlike a TED Talk, these stories are about people and companies who push the envelope.

They focus on a moment in time - an accomplishment - a decision - a breakthrough. The audience will walk away with an insight that they can apply to their own business. These videos should demonstrate the pioneering spirit that launched a company to the next level and offer a rarely seen peak under the hood of 'how things really work'. This is a journey.

These videos take a journalistic approach. Modeled after shows like Radio Lab or This American Life, the story hooks the viewer emotionally and at the same time relates and breaks down complex ideas intellectually.

The Process

$$w(k+1) = v(k) - m$$

Preproduction & writing is paramount.

Starting with the business in question investigate how Akamai helps them do what they do. Look at what problem Akamai is providing a solution to. Take that problem and build a story around it. Put it into a historical context and focus on the innovative steps that someone or a team of people had to take to get over the hurdle.

At some point someone had to take a risk. At some point the solution seemed impossible or had never been done before. That's the heart of the story. These people are changing the world - that's the pay off. But first things first, start with a mountain to climb.

To pull this off there will be a period of research with preliminary phone interviews to gather information. Then identify specific and thematic issues to explore in the filmed interview. Allow for spontaneity and have a willingness to explore other subjects that could create an unforeseen captivating story.

Dig into the key events that guided each person's journey. Ask them to open up about obstacles they faced and how they overcame them. Try to distill the past however many years into a morsel of wisdom that others might learn from. Finally, looking to tomorrow - what's next?

Brought to you by Akamai

It's important that these videos try not to pander to Akamai as the solution to the problem. The solution will be an innovative idea, or a bold step in the right direction. Akamai should be viewed as the enabler.

Because each of these stories will inherently involve Akamai solutions, the content can be reused to create separate videos that dive in depth into specific Akamai products.



The Films

THE FILMS

Red Bull

"In Five Years No One Will Remember That We Sell Drinks."

How a soft drink manufacture transcended the beverage to become a full-fledged lifestyle entertainment brand.

How they used technology to deliver multimedia experiences at a level never seen before.

Akamai product: Adaptive Media Delivery

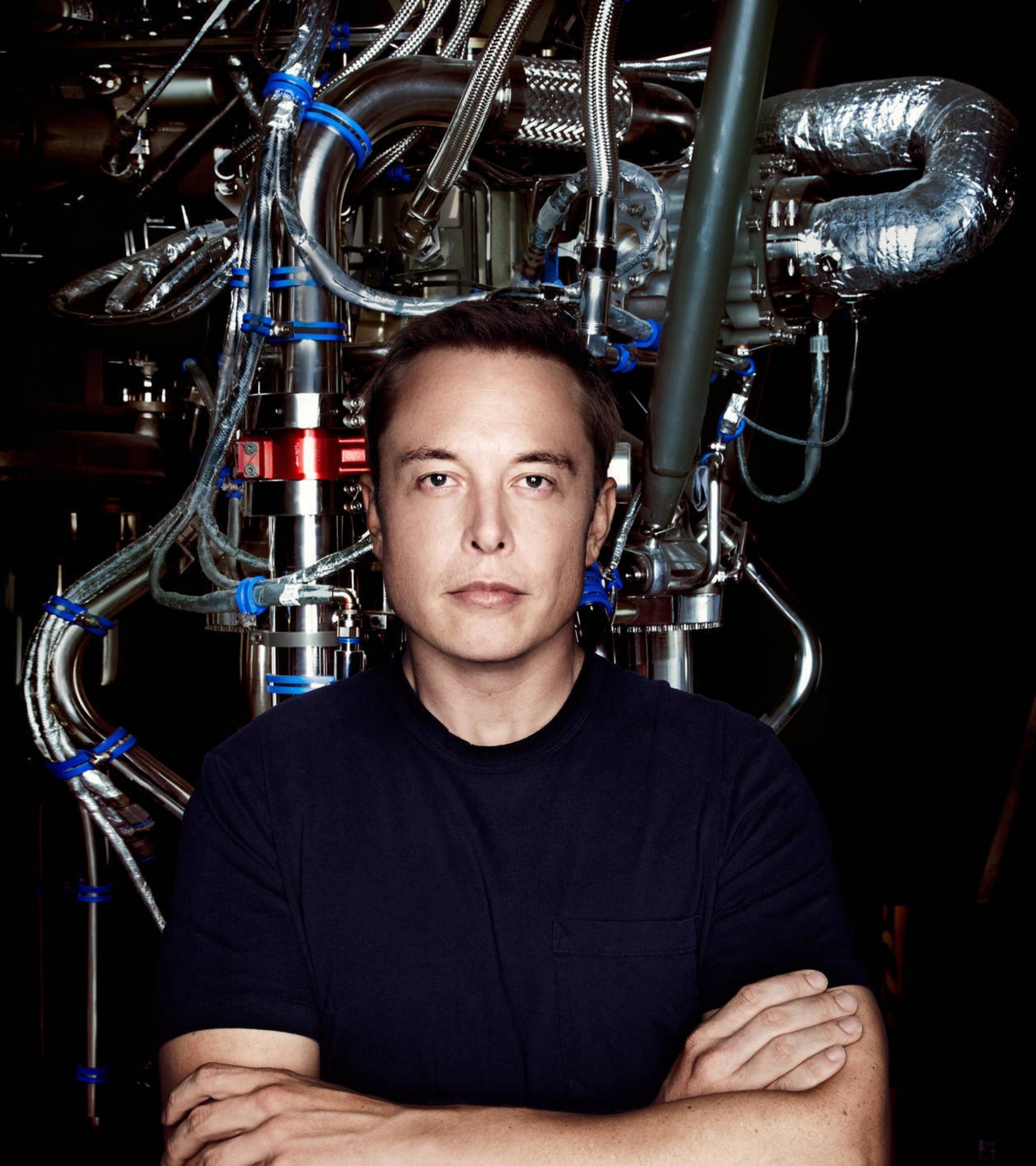


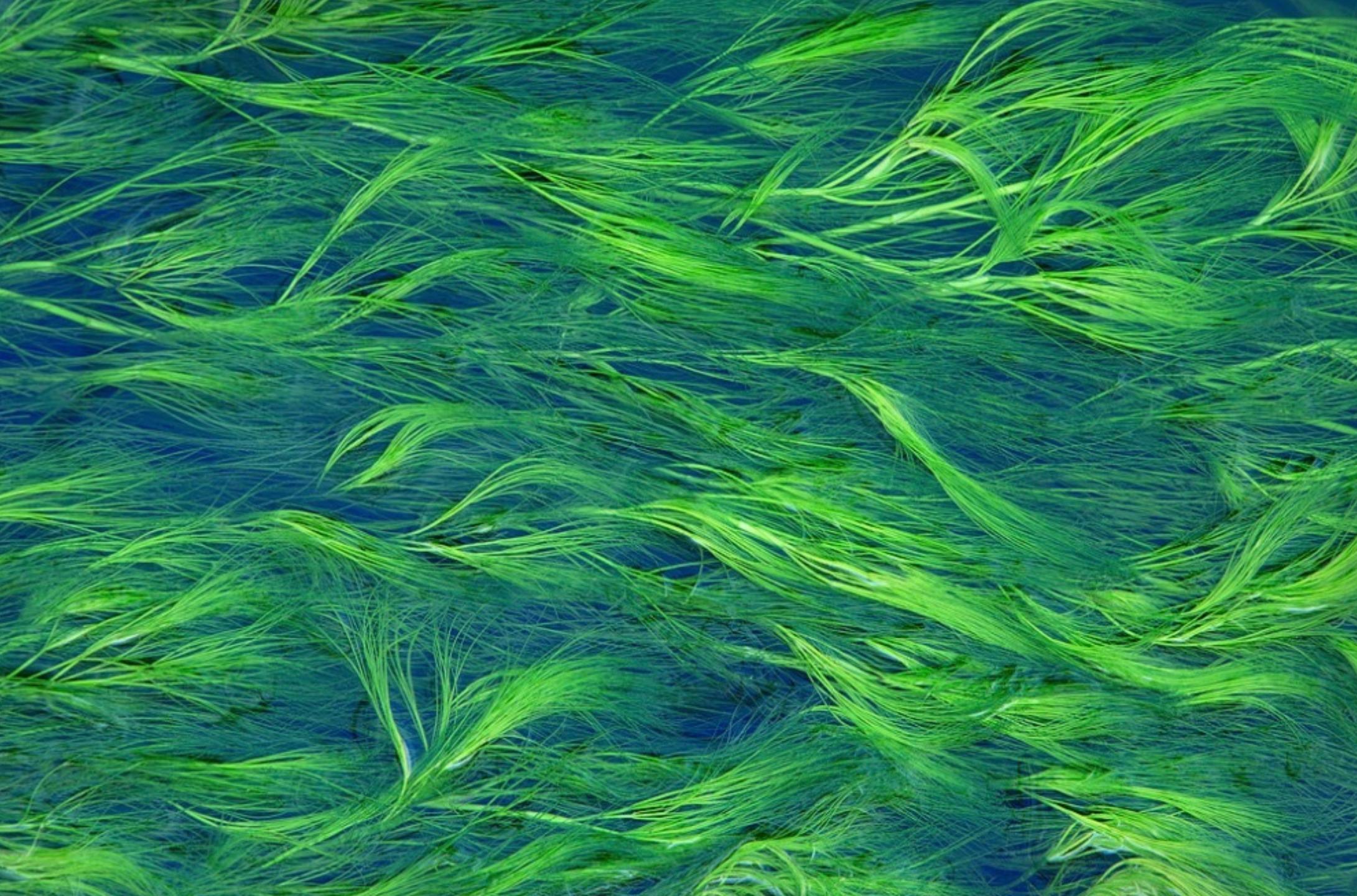


Tesla

Elon Musk has redefined the entire concept of the automobile. Re-imagining what a car is, how it's made and how people use it. He has made it more similar to an iPhone than a car. Explore his software first approach and how a simple firmware update can create a whole new car. Also investigate the self driving car and the challenges faced.

Akamai product: Download Delivery





THE FILMS

Globo

The Olympics

The story of a regional broadcaster attempting to cover a massive international event, The Olympics. The content of which will almost entirely be consumed on people's smart phones.

Akamai product: Infinite Media Acceleration Products



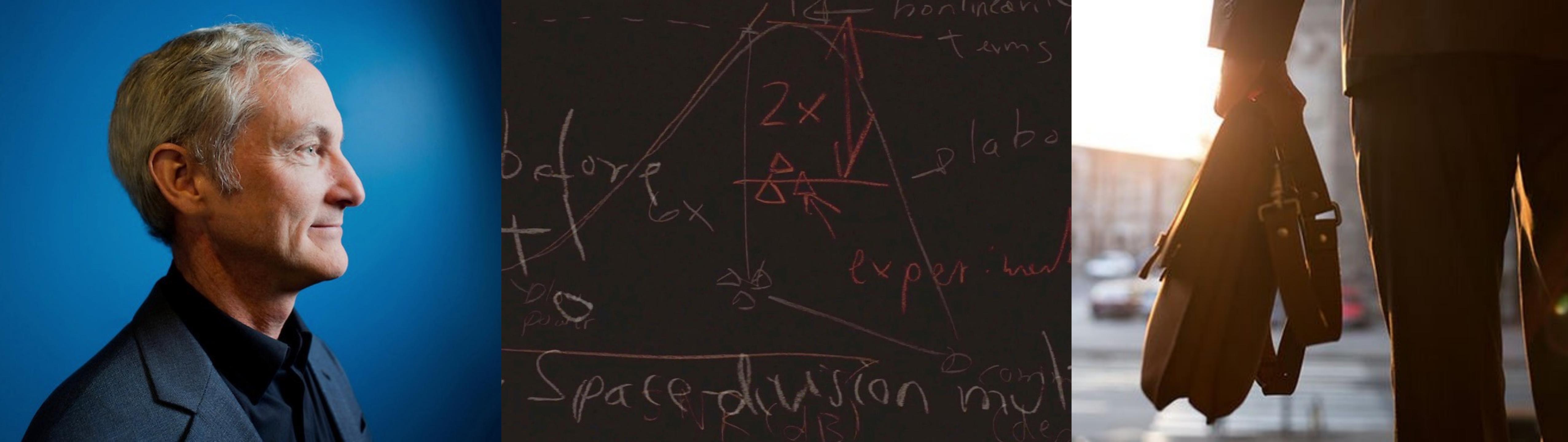


Akamai CEO Profile

The story of how Tom Leighton irrevocably changed the Internet with an algorithm (and then some). The company he built paved the way towards the Internet experience of today.

Akamai product: ?





THE FILMS

Ubisoft The Division

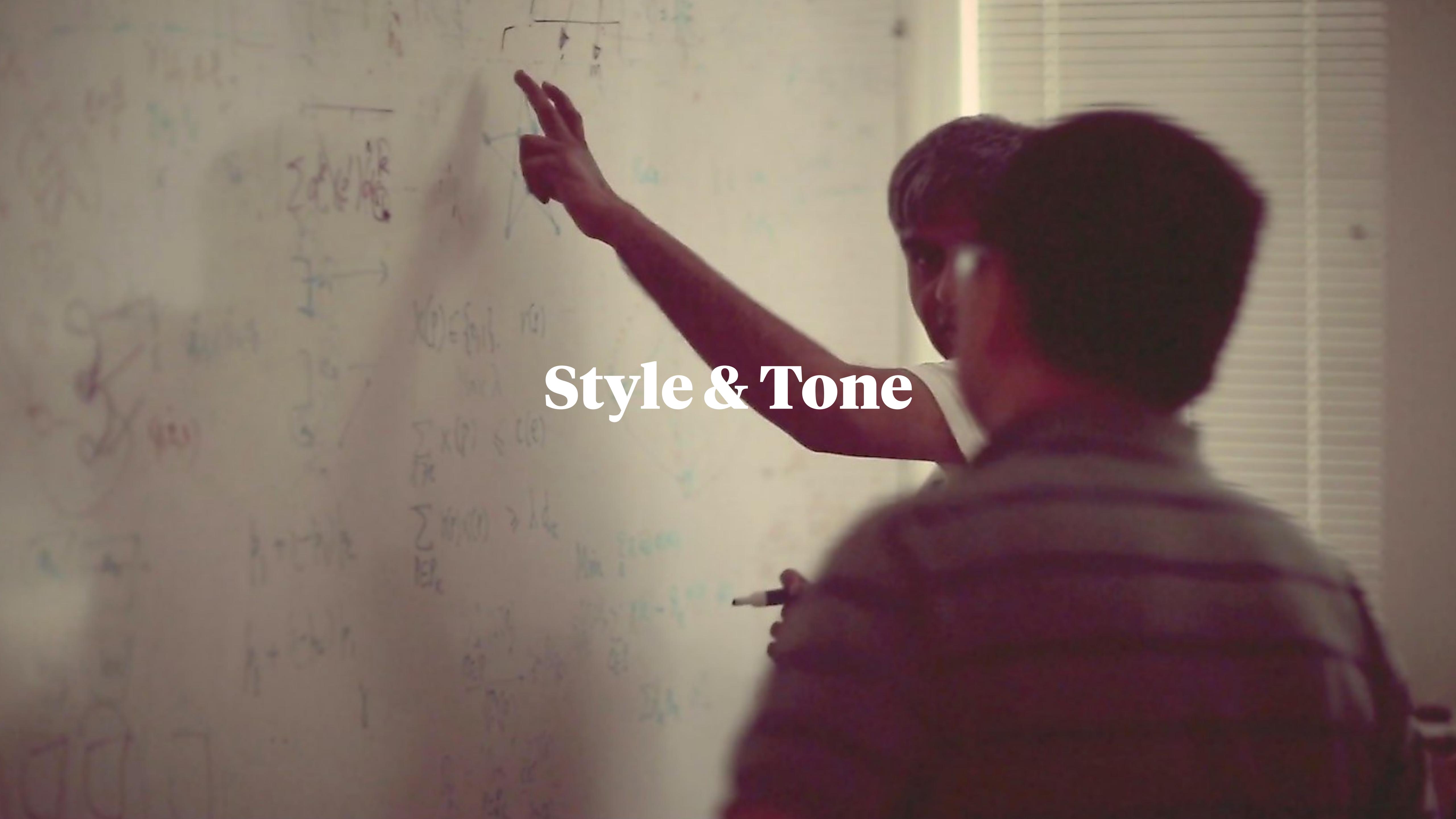
VR is the future of storytelling: a behind the scenes peak at a VR event surrounding this years biggest video game.

Akamai product: Infinite Media Acceleration Products





Style & Tone



**These videos will not be
an interview with a guy
sitting in a chair.**

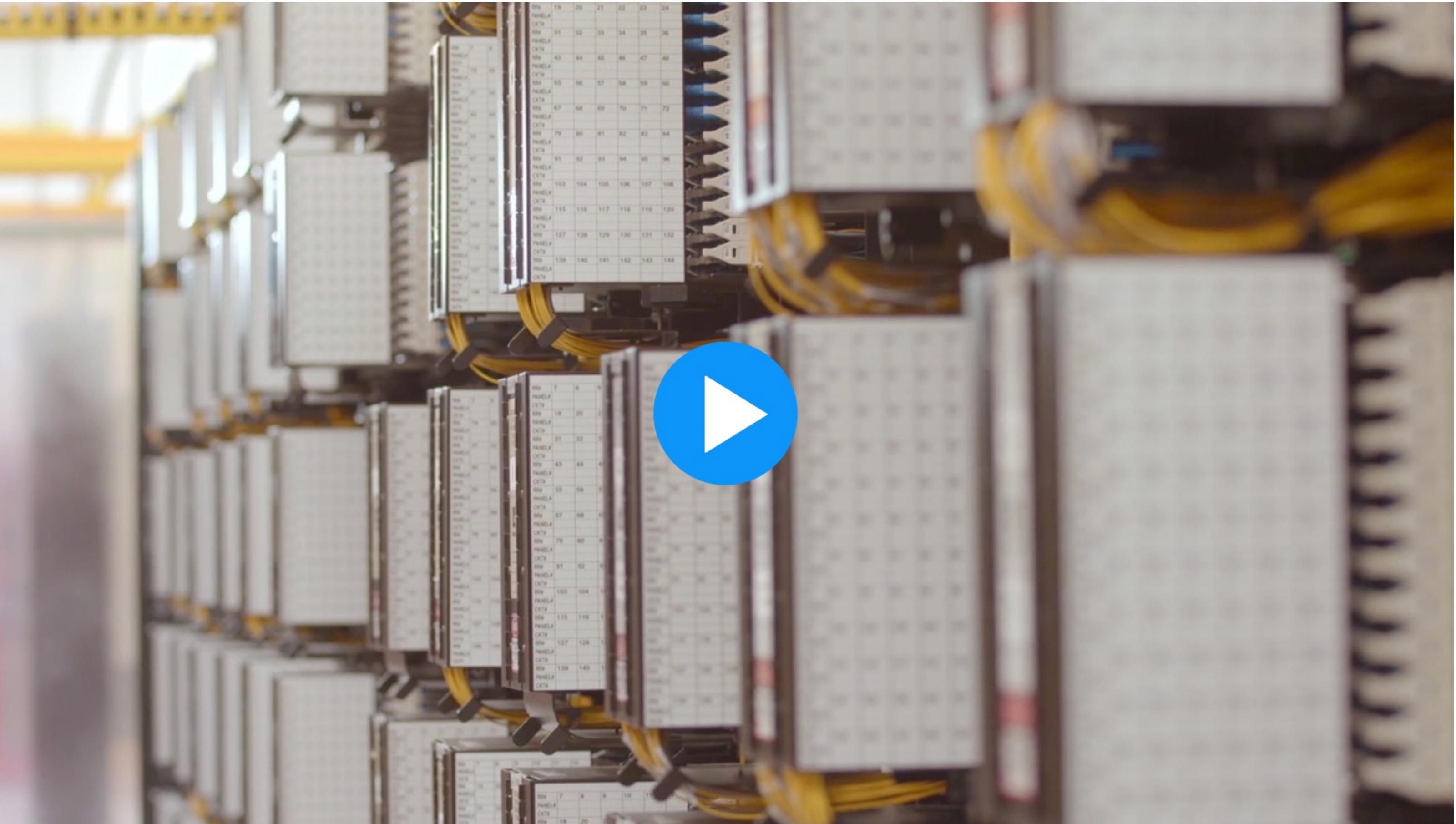
Production value will create the heightened experience these epic stories demand.

Each video will offer its own unique opportunities for B Roll footage, which will be the visual driver of the story. A unified aesthetic will act as a visual through line in all the pieces. It will be design minded: composed, symmetrical and visually extravagant.

At Tesla for example, there are sleek beautiful cars, high-tech machinery, and architectural minimalism to work with. Whereas with Red Bull we have access to their library of myriad mind blowing videos. In each case we will find and create images with the most scale and the highest production value.

There is also an opportunity to shoot awesome footage inside Akamai to be used throughout the series. Racks of servers, long cable runs, the big command center and the amazing people making it all happen. Literally showing the foundation that these innovations rely on.

MOOD VIDEO



<http://wdrv.it/1Ug0BKl>



Product Videos

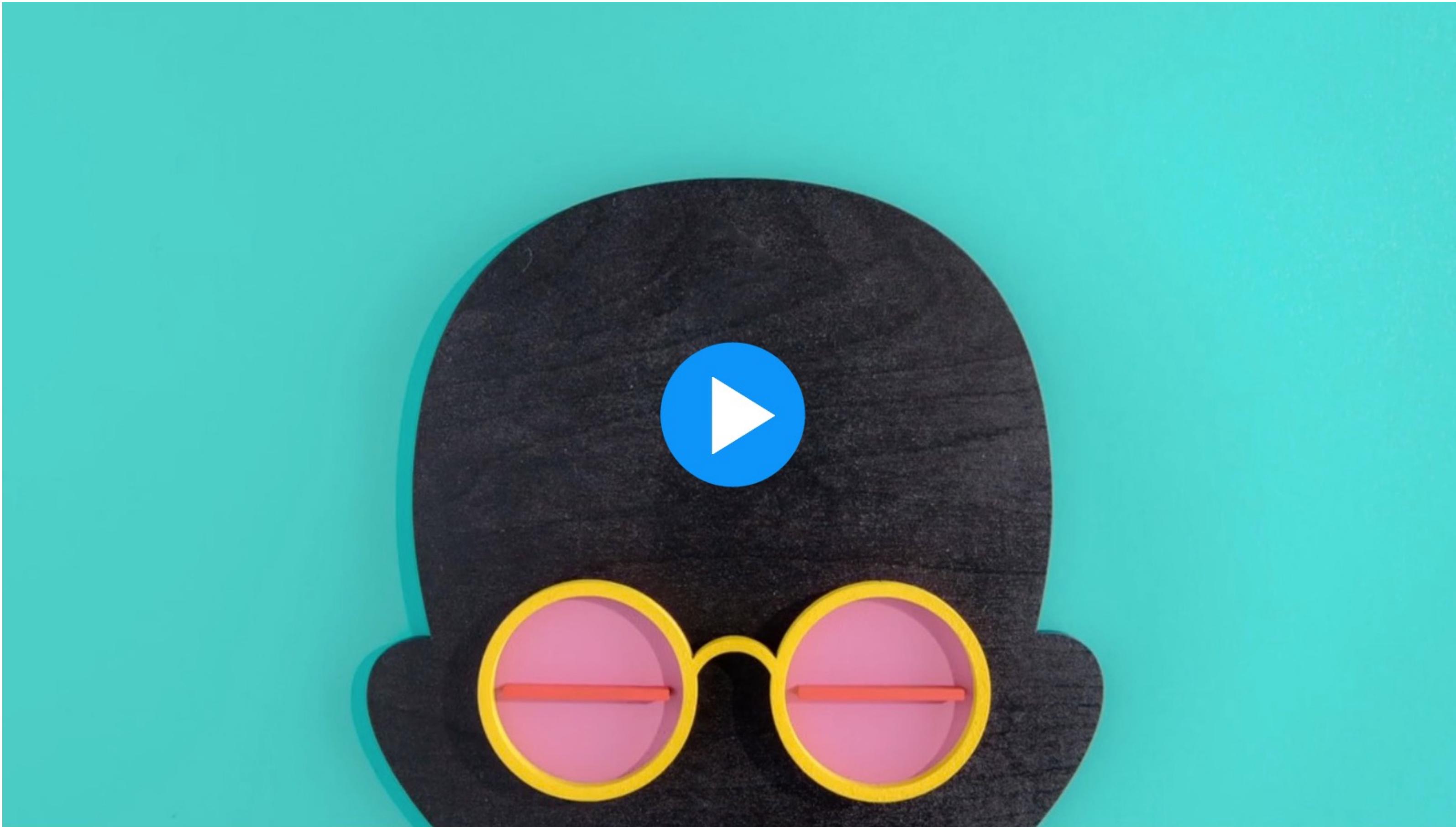
A new kind of product video

These videos will explain, breakdown and literally illustrate the complex ideas surrounding Akamai solutions using a visually interesting animation style. They will inform as well as show the personality behind Akamai.

Each video will be executed in a different visual style to create a library of resources that demonstrates both the depth of Akamai's products as well as the creative ingenuity that drives Akamai's brand.

Ideally the Akamai sales staff can help guide the language and content of these videos to optimize their effectiveness.

MOOD VIDEO



<http://wdrv.it/1M7z33n>

Here's an excerpt from a product brief and how it could translate into a script.

Adaptive Media Delivery

"This solution needs to reach audiences reliably wherever they are, scale as fast as they grow, and adjust intelligently to dynamic network environments for the highest viewing quality possible."

And turned into a narrative:

"Adaptive Media Delivery is a customizable, agile transportation network for your media. Let's say you are streaming a live event. Let's say it's an early round of the FIFA World Cup between USA and Denmark. People are tuning in from all over the world and Akamai has servers located close to all of them. Now this particular game starts to heat up more than expected. It's a tie game that turns into a shootout. Word spreads like wildfire and your viewership multiplies 100 times in a matter of minutes. Thanks to the capacity and scalability of Akamai's networks, the game continues uninterrupted at the highest quality."