


1/6 Bank to the Future (story update)

A classic blockbuster title and story. 3 Bankers travel back in time to convince their team.

Bank to the Future

Follow the Leader.



lingfa, Fabian
Germany

The digital transformation is shown as part of a review of the Deutsche Bank Success History.

The film points out that the Digital Transformation is not as crazy and dangerous as Hollywood Time Traveling Movies.

The movie title Back to the Future is changed to Bank to Future, informing the viewer about the upcoming changes.

Solution

The story starts in the future with a review on the digital transformation. It was necessary and improved the efficiency but the time needed for that was much too long. So the management decides to let a team of bankers travel back in time to convince the people and achieve a faster transformation. In disguise the team arrives in the past. Finally they meet themselves from the past and get into trouble with their previous reluctance. The team fails except Judy, who succeeds using both economic and empathetic skills.

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Please explain how your poster brings the idea of digital leadership to life?

It is emphasized that the future is dependent of the past. The time travelers have to deal with their own previous fears and concerns. In order to succeed it takes a leader who has digital skills and understands the fear and concerns of the people.

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Please provide a summary of your film script/storyboard:

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What makes your film poster and script special?

Blockbuster time traveling and banking.

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Are all parts of the design 100% your original work or did you use any stock or third party material? If yes, please link all stock, fonts and Creative Commons material here:

no third party material

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Creative's profile



lingfa PRO
designer

Creative's top 5 skills

Copy Writing, Graphic Design, Illustration, Product Design, Communication
Concept