

## 1/6 THE FEEDBACK (UPDATED!)

Forced to spend a weekend with his nephew, a man learns the true meaning of Digital Leadership.

**THANKS FOR WATCHING!**

FEEDBACK AND RATE, PLEASE ;)

### Solution

The boss. The leader. Meet Thomas and Lukas.

Thomas is an average early-forties guy. He has a comfortable life, a comfortable job in Frankfurt. He is pragmatic and likes the old-fashioned way of doing things. Why risk when when you can go the tried route? It's not stubbornness, it's being smart. Right? That's how he became a boss, after all. He just wants to do his work, go home and enjoy a Bayern Munich's game on TV.

Lukas, Thomas' nephew, is a bright-eyed teenager born in a digital world. He is creative, curious and forward thinking, but he is so hyperactive that sometimes his is oblivious to other people's issues. To his mother's dismay, he can't help tearing things apart to see how they work, not always succeeding in putting them back together.

What happens when these two have to spend a whole weekend together?

Follow the Leader

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

It shows, at a glance, that [digital] leadership can come from everyone. Because its not a matter of age or experience, but of an optimistic point of view that embraces change. It also shows the risk of the comfort zone: obsolescence.

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Please provide a summary of your film script/storyboard:

Thomas has a comfortable job. But as a digital initiative begins to roll at the company, he immediately thinks: here come the brats to tell us how to do business!

To complicate things further, he is suddenly obligated to spend a weekend with his nephew Lukas, who's working on a project for school. As a forward thinker, Lukas is Thomas' opposite. How can this end well?

Caught in the responsibility of helping the boy out, Thomas soon realizes that he was the one who needed some learning.

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What makes your film poster and script special?

The poster portrays the “boss” looking from above, but it’s actually the boy who truly dominates the scene. The themes are subtly portrayed visually. The story is grounded, funny and relatable, communicating the messaging without being preachy.

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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:

Yes. Royalty free imagens from GraphickStock: <https://www.graphicstock.com/stock-image/handsome-youngster-sitting-by-the-wall-of-school-corridor-and-drinking> - <https://www.graphicstock.com/stock-image/portrait-of-several-business-associates-sitting-on-chairs-by-office-door> - Fonts are: Poplar Std, Old Standard TT and SteelTongs. Bitcoin creative commons logo from: [https://commons.wikimedia.org/wiki/File:Bitcoin\\_logo.svg](https://commons.wikimedia.org/wiki/File:Bitcoin_logo.svg) - Free poster Mockup from: <http://www.designlazy.com/poster-frame-mockup-psd>

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Creative's profile



**Italo Monteiro** PRO  
Interactive Designer  
São Paulo, Brazil

Creative's top 5 skills

Graphic Design, Mobile Apps, Product Design, User Experience, Service Design

Collaborators



**Lucas da Silva** PRO  
Copywriter  
São Paulo, Brazil