

1/6 **The Elevator**

Connected people take good ideas to the next level.



Solution

Every age has its own challenges and its own specific. The Middle Ages are tied with a religious way of being, while the modern age is the industrialisation period, the time of big factories. Our age, frequently named "The Digital Age", comes with different challenges and time is running so fast that people started to fear all this new technologies. The main pattern we found through our research and experience, the one who faced every challenge as the time goes by, is the human connection. Although we're all connected to devices, we tend to disconnect from each other and even from ourselves. Digital leaders find the power and courage to connect other people and make them feel secure enough to let their own dreams get out in the world. The digital leaders/The Elevators are seeking for those good, passionate ideas and inspire their owners to pursue them to the next levels, to break out of their comfort zone and fight with their fears in order to turn a good idea into a

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

A digital leader knows the benefits of technology and tries to connect with other enthusiastic humans in order to inspire them to go the extra mile and take their idea from dream level to the next level - the level of I'm doing it, even if I have my fears. Our poster is showing a digital leader as he should be: supportive and positive, connected to other humans and ready to help them get to the next level. The digital leader we imagined is more about his colleagues rather than his promotion.

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Please provide a summary of your film script/storyboard:

How many people do you need to believe in you and in your ideas, in a way that you can actually start feeling more confident about your power to take a step forward? The answer is simple: one person with the right mindset. Our story shows how human connection can transform an introvert character into a brave one, who finds the power to stand up for the things he believes in. On his journey he'll face his fears and those of his team, but he'll be able to transform them into a growth experience.

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What makes your film poster and script special?

We used the symbol of the Elevator in order to summarize 2 things: 1) the digital leader, who encourages his colleagues to follow their ideas and get them to the next level 2) a part of an actual working space, a magical space where the minds set free and good ideas become great ideas. Also, it's a space for human connection and honest conversations between digital leaders and enthusiastic people. Every working space can turn into an elevator, seen as space of evolution, with the proper leader

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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:

<http://www.gettyimages.com/detail/photo/businessman-patting-a-man-on-the-shoulder-royalty-free-image/102483992> <http://www.gettyimages.com/detail/photo/businessman-patting-a-man-on-the-shoulder-royalty-free-image/102483992>

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Creative's profile



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Content designer, cross-cultural researcher
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Creative's top 5 skills

Copy Writing, Photography

Collaborators



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