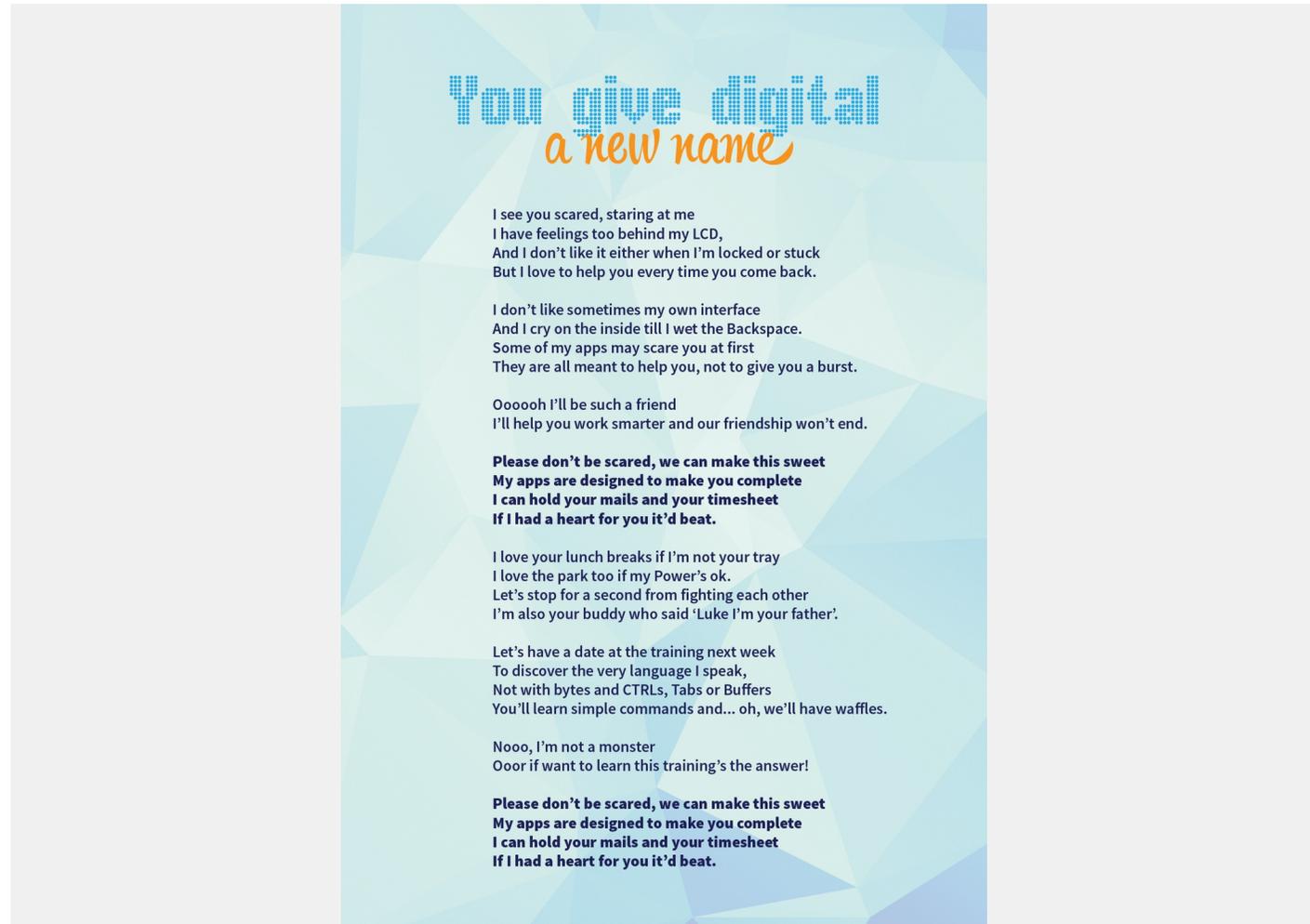


1/6 **RAISE OF db IN DB**

Funny&heartmelting songs sang by DB employees in a Karaoke session.



**You give digital
a new name**

I see you scared, staring at me
I have feelings too behind my LCD,
And I don't like it either when I'm locked or stuck
But I love to help you every time you come back.

I don't like sometimes my own interface
And I cry on the inside till I wet the Backspace.
Some of my apps may scare you at first
They are all meant to help you, not to give you a burst.

Oooooo I'll be such a friend
I'll help you work smarter and our friendship won't end.

**Please don't be scared, we can make this sweet
My apps are designed to make you complete
I can hold your mails and your timesheet
If I had a heart for you it'd beat.**

I love your lunch breaks if I'm not your tray
I love the park too if my Power's ok.
Let's stop for a second from fighting each other
I'm also your buddy who said 'Luke I'm your father'.

Let's have a date at the training next week
To discover the very language I speak,
Not with bytes and CTRLs, Tabs or Buffers
You'll learn simple commands and... oh, we'll have waffles.

Nooo, I'm not a monster
Ooor if want to learn this training's the answer!

**Please don't be scared, we can make this sweet
My apps are designed to make you complete
I can hold your mails and your timesheet
If I had a heart for you it'd beat.**

Solution

We took Bon Jovi's You give love a bad name and John Lennon's Imagine and transformed them into warm positive songs (the first one is from a computer to his DB employee, the second one is about employees living in a connected DB). The songs talk about the fears of the human regarding the technology, the hard times of changing routines, the love-hate relationship between the human and technology. Moreover, the songs will be sang by the DB employees, what a better way to get out of the comfort zone, have some fun and start talking about your fears and your digital ideas? What a better way to inspire your employees to start doing things, not just watch and assist.

Status: 15.06.2018

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2/6

RAISE OF db IN DB

Funny&heartmelting songs sang by DB employees in a Karaoke session.

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

Digital leadership is about knowing how to use technology in order to transform your good idea into a masterpiece, but also about knowing your fears and having the guts to challenge them. Our posters are about people who have courage to combine the human vibe with technology in order to create something beyond the conventional. Our posters are inspiring you to challenge your fears, grab the microphone and sing a funny song about those things that stop you from becoming a masterpiece.

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RAISE OF db IN DB

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Please provide a summary of your film script/storyboard:

This posters are the audition posters. People at DB will go into a real recording studio and sing the best they can to make this songs DB hits. It's there where the digital leaders will come out naturally and take the lead to make this songs quite an experience for all the DBs' singers. The songs are the actual ad for the Digital way of working at DB. Long story short: Poster -> singing -> transforming fears into fun moments -> good bye fears -> hello digital world -> hello innovation.

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RAISE OF db IN DB

Funny&heartmelting songs sang by DB employees in a Karaoke session.

What makes your film poster and script special?

They are special because they get out of the conventional and ask DB employees TO BE the actors of the blockbuster songs. It's no longer a barrier between watchers and doers. The employees will promote the new, digital approach while having fun and challenging their fears of embarrassment. It's no longer about paid actors, but about involved employees.

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RAISE OF db IN DB

Funny&heartmelting songs sang by DB employees in a Karaoke session.

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:

All the materials are original.

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RAISE OF db IN DB

Funny&heartmelting songs sang by DB employees in a Karaoke session.

Creative's profile



Andrei Lasc PRO

Native creative

Bucharest, Romania

Creative's top 5 skills

Graphic Design, Product Design, User Experience, Communication Concept,
Web Design

Collaborators



Bianca Murariu

Content designer, cross-cultural researcher

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