

PROJECT SLEEP

DUE BY FRIDAY, JANUARY 9TH BY 10AM

Submit via Eco Cast Invitation Link

The company is a global leader in digital health and medical devices, best known for its innovative, cloud-connected CPAP machines and masks designed to treat sleep apnea and other respiratory conditions. Their technology focuses on helping users breathe better to sleep better, transforming sleep health into a critical pillar of overall wellness.



THE ROLE: Into wellness and lifestyle. Health fanatic

SLATE:

First name, last name. City.

Do you have experience with social media and content creation? Are you comfortable with social media? Tell us about it! Your experience does not have to be professional.

THE SELF TAPE:

You're a content creator. You set up your camera to tell everyone about a new product! You do the following actions:

- Putting on a face mask that's about the size of a CPAP (can be a disposable medical mask. See below for photo of a cpap)
- You do a little dance/shimmy like you're a fashion icon.
- With a health fanatic persona. Open the door, enter the room and call out all the problematic elements in the space that are causing poor sleep.

(See below for storyboard)

1-3s



Sleepy SFX plays

Visual: A person (M or F) is getting ready for bed – they're under the duvet but the lights are still on. They look a bit tired, like they don't get tonnes of rest. Their bedroom is a regular 'every person' home bedroom – a little "lived in" but not massively untidy.

4-8s



Boom SFX kicks in

Visual: Close up on the bedroom door as it swings open. Behind it... a person who looks like a football coach (male or female) Around their neck is a whistle, which they blow. "You really expect to sleep well in a bedroom like this?" they ask, commandingly. He then points. Cut to...

9-15s



Whooshing sound as the camera pans round.

Visual: The camera whip pans to reveal a laptop and phone by the bed. A coffee mug on a desk. Flat pillows. A TV that's on 'to fall asleep to'. The Sleep PT's voice says each thing as we cut to its close-up: "Laptop? Sleep disruptor! Recently-used coffee mug? Sleep disruptor! Flat pillow? Sleep disruptor! TV on to fall asleep with?? Sleep disruptor!!

16-20s



Tension builds

Visual: The Sleep PT tuts disapprovingly. "Alright, let's fix this," they say, as we cut to a close-up of them. They click their fingers in a wide shot and instantaneously the room transforms. Those sleep disrupting items are gone. Now the person's room is an oasis of calming items like a salt lamp and calming music from a lofi speaker by the person's bedside. "Now this is a room ready for rest" they mutter to themselves as they turns and leave

20-25s



Chill sleepy music plays

Visual: The 'sleeper' talent settles down, still looking a little shell-shocked – but quickly falls into a deep sleep with a big smile on their face. Smash cut to an on-screen super super of....
Supers: What sleep disrupting items in your bedroom are stopping you from good rest?

CPAP:

