Creative Brief

Client: Doritos

Title of work: Behind The Light

Duration: 12 minutes

Target Audience:

Psychographic: People curious for horror, enjoy watching movies, looking for something different.

Demographics: Young people from 18-27 year old, who lives in Rexburg.

Objective: Reach at least 1,000 Instagram accounts, and keep interaction in the page increasing until the day of the release, June 27th.

Effects: Animation for the title in the short-film and video promos, as well for the credits.

Synopsis: A group of friends is fractured by a tragic death while fighting to survive in a world where dangerous monsters hunt where the light can't come.