


A lioness is sitting on a large, textured rock. She is looking towards the left of the frame. The background is a solid, muted teal color. The lioness has light brown fur and a dark collar around her neck.

IAPI Young Lions

Film Response

Eric Gasparro
Kieran O'Driscoll

A large group of diverse people of various ages and ethnicities are smiling and posing for a group photo outdoors. The group is arranged in several rows, with some people standing and others sitting or kneeling in the front. They are dressed in casual to semi-formal attire. The background shows lush green trees and a brick wall. The overall atmosphere is positive and community-oriented.

You asked us to help tell the stories of
the people behind your charity, so that
you can connect with younger people.

A group of African children are gathered in a rural setting, possibly a doorway or a narrow passage. One child in the center is holding a baby. The children are dressed in casual clothing, including patterned shirts and shorts. The background shows a rough, textured wall and a doorway leading to a brighter area. The overall tone is warm and humanistic.

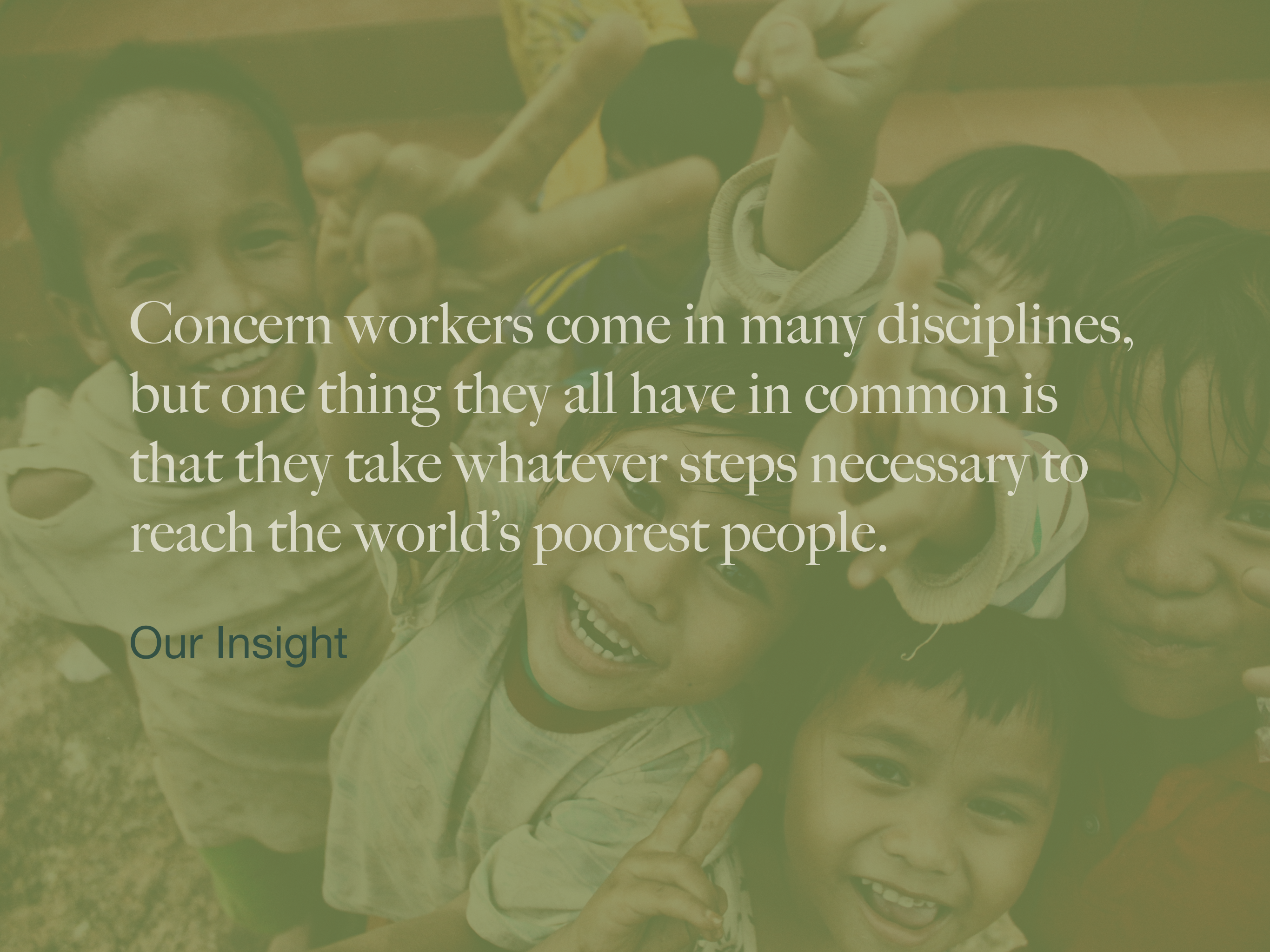
We go further, deeper, and
for longer to transform lives.

Your Proposition

“There’s an awful lot you
can tell about a person by
their shoes.”

Forrest Gump



A photograph of a group of children, likely of South Asian descent, smiling and looking towards the camera. The image is overlaid with a semi-transparent green filter. The children are in the foreground, with some slightly out of focus in the background. One child in the center is making a peace sign with their hand.

Concern workers come in many disciplines,
but one thing they all have in common is
that they take whatever steps necessary to
reach the world's poorest people.

Our Insight

The Steps We Take.

Our Idea



Our Contention

We want to create a film that will resonate with millennials in a unique way - by leveraging a cultural phenomenon which they can relate to.

We believe there is a fascinating contrast in the passion that young people show for box-fresh sneakers, which they carefully maintain, and the well-worn, well-used boots and shoes worn by Concern's staff. Every sneaker, boot and shoe has a story to tell - whether it's a coveted Nike or Adidas release, or the boots worn by a Concern field worker bringing clean water to villages across South Sudan.

Our target audience has a huge interest in fashion, including streetwear and sneaker culture. Beyond this, just about everyone can relate to putting on a pair of shoes and going to work.

The idea behind our execution is simple. We want to demonstrate the lengths that Concern goes to to help those in need - by telling the individual stories of your staff. We will do this by creating a vlog for the big screen - in which a sneakerhead will review the well-worn shoes of Concern staff, and talk to the audience about just how far those shoes have taken their owner - and how this can help change lives.



Greg Hanley is with Robbie Fidgeon-Kavanagh and 2 others.

Admin · 13 hrs

Nike x Sean Wotherspoon "1/97" thread

I understand it's early on - but we are already starting to see posts about these on a near-daily basis.

So, in the interest of the group and centralizing information, ALL posts regarding the upcoming Sean Wotherspoon "1/97" will stay in this thread. All others will be deleted.... [See More](#)



Current Landscape



M News Irish News Adidas

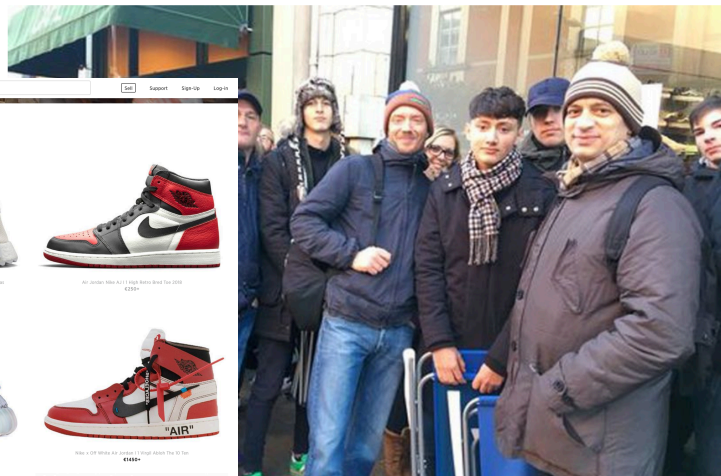
Hundreds queue overnight for 'Dublin' shoe across Ireland and the UK

Would you be willing to do this for a pair of shoes?



By Laura Lyne & Paul Cockerton
11:42, 17 NOV 2017

NEWS



SAMSUNG Galaxy S9 | S9+



21/8/15 Stephen Cox, Tallaght, celebrates being the last one to get a ticket guaranteeing him a pair of Kanye West sneakers outside BT2's shop on Grafton street, which go on sale on Saturday morning. Picture: Arthur Carron

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All Life & Style

'I own about 300 pairs': Meet the Irish sneakerheads

For some it's about fashion, for others, it's business. Sneakerheads go to great lengths and spend thousands of euro on the latest sports style footwear

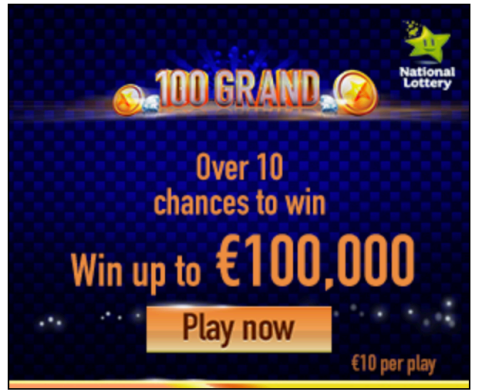
Sat, May 27, 2017, 08:07



Dominique McMullan

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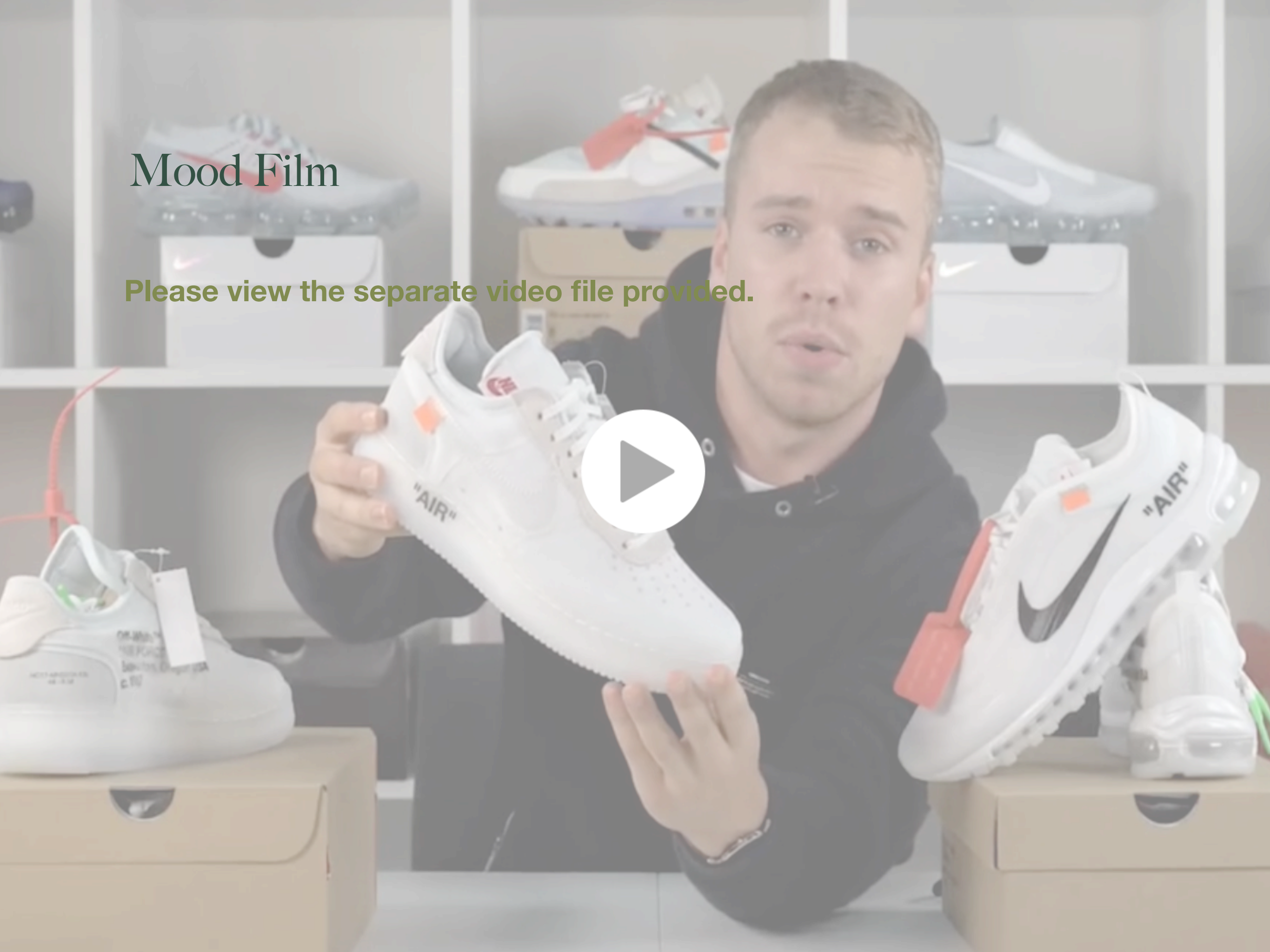
Most Read in Life & Style

1 Most Irish people 'unaware' of HPV cancer link



Mood Film

Please view the separate video file provided.



Treatment

Our mood video captures the essence of streetwear culture, and represents our ideal visual tone. We intend to both adopt and challenge this culture, by removing the brand-new, pristine products usually shown, and featuring well-worn footwear that carries an important story and message.

We believe that using this contemporary and authentic visual language will allow us to tell these stories in a way that will resonate strongly with our primary target.

Our film will be shot as if it were an authentic sneaker review on a popular vlog - and will use a genuine vlogger in the lead role. The twist in our film being the shoes that are reviewed and the stories behind them.

Style References:

https://www.youtube.com/watch?v=q9U_YRgYyEQ

https://www.youtube.com/watch?v=nhdy_98VAEI



2:16 / 5:49

Script

SCRIPT NOTE: While we feel that our film will work as a scripted piece, our ideal execution of this script would feature a genuine sneaker vlogger in the lead role, as their natural method of delivery would add a layer of authenticity to the piece. We hope that the stories featured in the script reflect the true nature of Concern's fundraising and field work.

*We open on a young **SNEAKER REVIEWER**. He's wearing stylish NIKE clothing and has a pair of pristine Air Max on. There's a table with two plain shoeboxes on it in front of him. This is an episode of his vlog.*

SNEAKER REVIEWER:

To the camera.

What's up everyone? Okay, so I'm going to do something a little different today.

At the end of my last video I asked you to leave a comment and tell me about your favourite sneakers.

A guy named Patrick left a really interesting one, and I just had to feature his story.

Script

He takes a pair of generic black trainers out of one of the boxes. They're worn and scuffed, but have been maintained. He holds one up.

These are Patrick Irvine's Leisure Trainers. One of one. Nothing else like 'em. Dope, right?

He laughs. Okay, I know you weren't expecting these - but hear me out.

Patrick works for a charity called **CONCERN**. See the scuffs? *Gesturing at the shoe.* The wear and tear?

They're like that because Patrick's a **STREET FUNDRAISER**. He's worked in Dublin for a few years now, trying to tell people about Concern.

And look - these aren't the worst...he's taken care of 'em. But when you're on your feet all day - your kicks will wear out.

Patrick told me it can be hard to get people to stop and talk to him. He said a lot of people simply don't know the difference between Concern and other charities.

Script

He's out there trying to help the poorest of the poor. People in war torn regions. Families with no food and no clean water. In South Sudan, Nepal and more.

Patrick gave me a few stats to shout out about Concern. In 2016, they spent one hundred AND sixty seven million euro on charitable activities worldwide. That's crazy. And thirty six million of that came from public donations - the kind given to fundraisers like Patrick.

So - this might not be the most stylish pair I've ever featured, but man, I dunno how many of us could spend a day in Patrick's shoes.

He puts the shoes back in their box.

After talking to Patrick, I decided to find out some more about Concern. I wanted to know how funds are spent. That's when I met Isaac.

He takes a pair of leather boots out of the second box. They're well-worn and caked in dried mud.

Isaac is a Concern **FIELD WORKER**. These are his boots. And man, have these got a story to tell.

Script

He holds one of the boots up. Isaac is just one of many local staff working for Concern in South Sudan. Check these out. *Gestures at the boot.* All this mud and dirt. *Laughs.* Now, you know I can't stand a pair of kicks in this kinda nick - but these have clearly lived a good life.

Isaac's been helping Concern fight ongoing food and nutrition issues over there - and said that they've distributed four hundred and forty thousand food rations in the area they're in. *Pauses.* That's unreal, isn't it? AND he's also working with them to bring safe drinking water to people all over the country.

It takes a lot of drive to get out there and help people day after day.

He puts the boots back in their box.

So, if you ask me, it's not always about having the freshest sneakers. Sometimes it's about how far a single pair can actually take you. And that some people are using theirs to go above and beyond to help make the world a better place.

He looks directly into the camera.

And y'know what? Respect to them.

Script

We cut to a montage of images of Concern staff and volunteers from around the world holding their footwear up to camera - shot on phones and personal cameras.

Title:

Concern Worldwide

Combating Extreme Poverty.

One Step at a Time.

Thank you.