



Ogilvy

CABOVISÃO

CRIATIVE PROPOSALS

Cliente: Cabovisão
Produto: reliability + Triple Play
Meio: TV
Formato: 15”
Tema: WILLIAM TELL

In a close plan we see a man near a tree with an apple in his head.

Cut for another man with a crossbow and an arrow in the hand.

We see it intent in its target.

V.M. - Dont move...

The man goes off the arrow. And then an unbroken apple fall in the soil

V.M. - Ooops! ...

V.O. – Do you need a service who doesn't fail?

Legend: + 100 canais + HD+ DVR

V.O. - Change for Cabovisão and get with more than 100 channels.

Cut for pack shot with the legend 16 805

Cabovisão Logo

Cliente: Cabovisão
Produto: Fiabilidade + Triple Play
Meio: TV
Formato: 15”
Tema: KNIVES

We see a big wood trigger rolling with a fixed woman, has it happens in circus.

The woman is the assistant of a shooting knives magician who's preparing its show.

Sound of batteries indicates that the shooter prepares to launch.

In the same moment where it goes to shoot the knife, our magician sneezes.

We ear the shout of the auditorium, “being afraid worse”. We see some faces of the auditorium deviating the look.

V.O. – Do you need a service who doesn't fail?

Legend: unlimited traffic + wide fix band most efficient of the market

V.O. - Change for Cabovisão and get the most efficient internet in market.

Cut for pack shot with the legend 16 805

Cabovisão Logo

Cliente: Cabovisão
Produto: Fiabilidade + Triple Play
Meio: TV
Formato: 15”
Tema: GOLF

In a golf course a man prepares his shot.

The golfer hits the ball, and it fly across the field in high speed.

Cut the scene and we see the ball hitting a man's head in a golf car.

The car moves uncontrolled across the fairway against a tree.

V.O. – Do you need a service who doesn't fail?

Legend: unlimited traffic + wide fix band most efficient of the market

V.O. - Change for Cabovisão and get the most efficient internet in market.

Cut for pack shot with the legend 16 805

Cabovisão Logo

Agiloy