

Rose Gold Cupcake		
Concept	<p>Set Up for illustration will give participants context around the topics of intentional listening, intentional care and technique to engage employees to bolster collaboration and relationships in the workplace.</p> <p>The responses to the interview questions will be edited together to create a compelling story around the power of intentional listening—on engaging cast, leaders practicing listening, the positive effect on the organization at large. We also believe this illustration will serve a secondary purpose, highlighting an aspect of culture and creativity/innovation. Specifically, ideas can come from anywhere and can create positive change to the business—no matter your position in the company; reinforcing the concept of “REDACTED”.</p>	
Questions from Creative Brief	<p>The video will respond to the following questions:</p> <ul style="list-style-type: none"><li>• How did the idea of a Pink Cupcake develop? Who was involved and supported this idea?<ul style="list-style-type: none"><li>○ Was there any resistance to this new, untested idea?</li></ul></li><li>• How have the leaders supported this idea and made it successful?</li><li>• What’s the Guest’s reaction to the product?</li><li>• How has creating this impacted the Cast, in terms of presenting ideas to leadership?</li><li>• What is a leader’s role in listening to ideas?</li></ul>	
The Audience	Current Belief	[REDACTED]
	New Belief	“Practicing intentional listening as leaders goes beyond a best practice of communication. Intentional listening can transform your culture, engage your employees, and have a positive lasting impact on the organization at large.”

Shot #	Subject	Description of Shot	Interview Questions	Camera Angle
0	[TBD]	Title Screen TBD		Eye Level
1-Image of Pink Cupcake	Pink cupcake	B roll of cupcake in bakery case, sweeping shot or crane shot  Bgm		Eye Level
2A- Inception	Chef Saida	Interview with Chef Saida (right side of frame), kitchen in (soft focus) background  <b>discussing the inception of Pink Cupcake</b>  use her audio over b-roll of shots 2B and 2C	<ol style="list-style-type: none"> <li>1. How did the idea come about?</li> <li>2. How role did your leader play in this?</li> <li>3. As a leader, what role does listening play?</li> <li>4. How do you inspire creativity on your own teams?</li> <li>5. How do you encourage creativity and sharing of ideas?</li> </ol>	Eye Level
2B	Millennial Pink Ears	Saida in merch store looking at millennial pink ears (How the idea started)		Eye Level
2C	Saida in the kitchen	B-roll of Saida baking in the kitchen (various iterations of the cupcake)		Eye Level or OTS
2D	Guests reactions	Broll of Guests seeing the cupcake, admiring cupcake <ul style="list-style-type: none"> <li>• Guests reacting to cupcake</li> </ul>		Eye Level

Shot #	Subject	Description of Shot	Interview Questions	Camera Angle
3- Interview with Leader.	Interview with Chef Scott	B-roll of Chef Scott side by side, kitchen in (soft focus) background	<ol style="list-style-type: none"> <li>1. Tell me about the idea of how Rose gold came to being?</li> <li>2. How did you support Saida in the process of development?</li> <li>3. Were there any challenges?</li> <li>4. When you hear the words intentional listening what does that mean to you?</li> <li>5. Can you talk about the role creativity and collaboration played in this project?</li> <li>6. As a leader, how do you encourage your team to want to bring new ideas?</li> <li>7. How do you create an engaged team?</li> <li>8. Tell me why your inspired to create new ideas?</li> <li>9. How do you support ideas coming from the front line?</li> </ol>	10. Eye Level
		B roll of Scott interacting with Cast in the kitchen or Scott brainstorming with Saida in the Kitchen/interacting with one another		Eye Level or OTS

Shot #	Subject	Description of Shot	Interview Questions	Camera Angle
5A-Takeaway: Leader who listens	Scott and Saida	B-roll of Scott and Saida, kitchen in (soft focus) background <ul style="list-style-type: none"> <li>Support of a Leader makes it possible;</li> <li>ideas are free if only they are listened to.</li> </ul>	<ol style="list-style-type: none"> <li>As a leader, what role does listening play?</li> <li>As a leader, how do you encourage your team to want to bring new ideas?</li> <li>How do you inspire creativity on your own teams?</li> <li>When you hear the words intentional listening what does that mean to you?</li> </ol>	5. Eye Level
	Saida's Wisdom	B roll of Saida discussing <b>Disney culture allowed her to succeed</b> . As a leader she is connected to the frontline—80/20. Chef's black button doesn't mean anything.		Eye Level

MISCELLANEOUS		
Testimonials	Images of Cupcake	CONCEPTS
<ul style="list-style-type: none"> <li>Saida telling the story of the inception of Pink Cupcake <ul style="list-style-type: none"> <li>How did it start?</li> <li>Guest reactions?</li> <li>Reaction to the success?</li> </ul> </li> <li>Interview with leader, Chef Scott <ul style="list-style-type: none"> <li>What made him support Siada?</li> <li>How important is it to listen to your cast?</li> <li>What role does creativity play in creating new desserts?</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>B-Roll of Guests picking up Cupcake and reacting <ul style="list-style-type: none"> <li>Or on screen text of Guest's reaction to cupcake from social media (could use various VOs)</li> </ul> </li> <li>Social media sites <ul style="list-style-type: none"> <li>Could have image of screenshots of comments on cupcake, laying on top of each other.</li> </ul> </li> <li>Shots of Saida in kitchen creating cupcake?</li> </ul>	Collaboration Intentional care Listening is a technique to engage employees Relationships Creativity/innovation

○ Reaction to the success?		
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