

RAZZE

YOUNG LIONS 2017 SUBMISSION

THE ASK

Present 3 to 5 video ideas and formats (up to 2.20' long)
RAZE could produce using influencers.

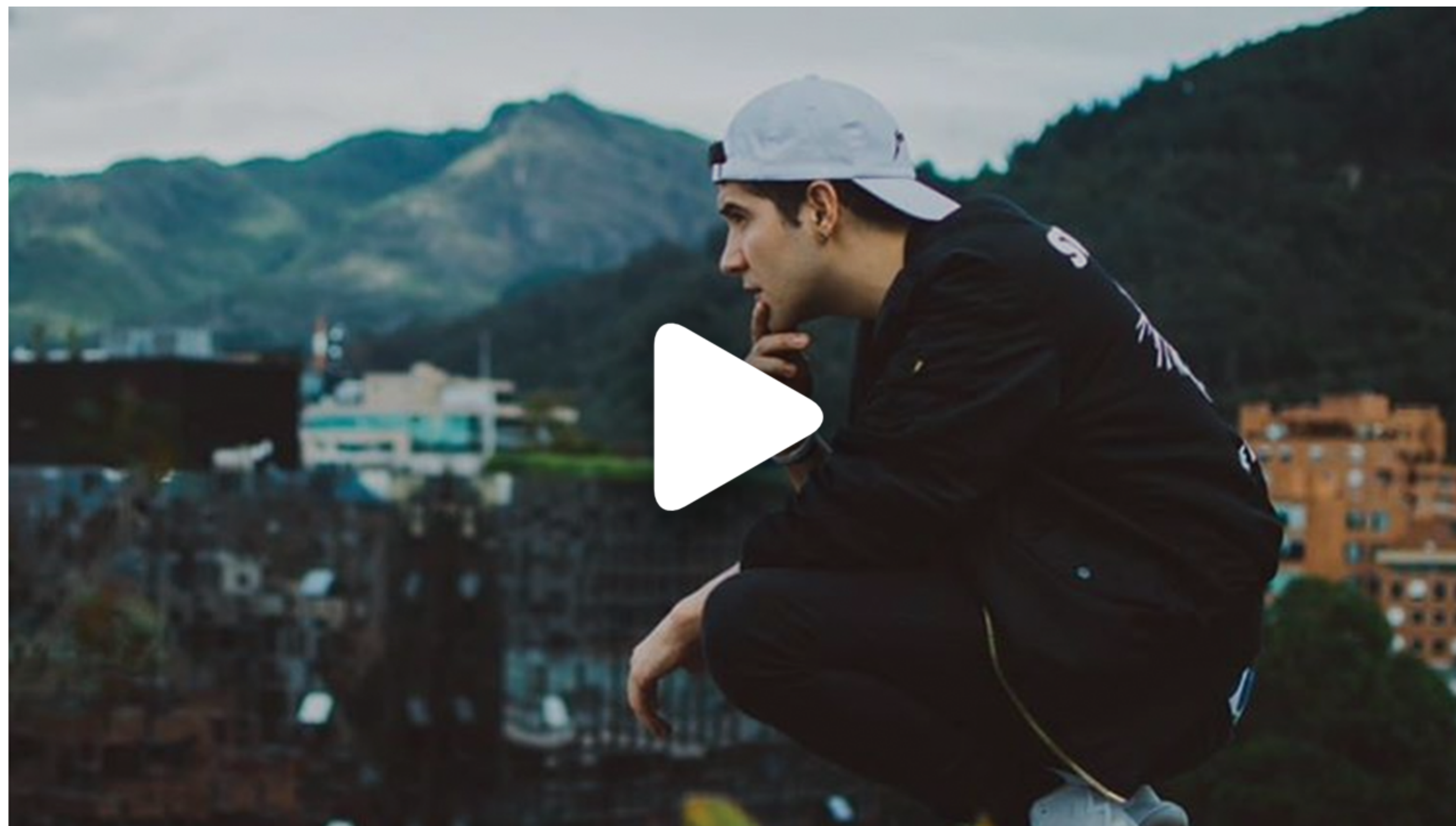
IDEA 1

SUSTAINABLE – STAYS –

Bully is about to embark on a journey that's a bit different than his previous ones. His upcoming trip will consist of discovering environmentally hotels and homes, all viewed from his POV.

INFLUENCER: **BULLY STERIA**

IDEA 1



WATCH VIDEO HERE: <https://vimeo.com/214583980>

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IDEA 2

UNBOUNDED

We will immerse the viewers in raw, unscripted journeys of some of the world's harsh realities. Each segment will be filmed with a 360° camera and our audience will be taken through spine-chilling thrills through the eyes of Lilia Luciano.

INFLUENCER: **LILIA LUCIANO**

IDEA 2



WATCH VIDEO HERE: <https://vimeo.com/214584120>

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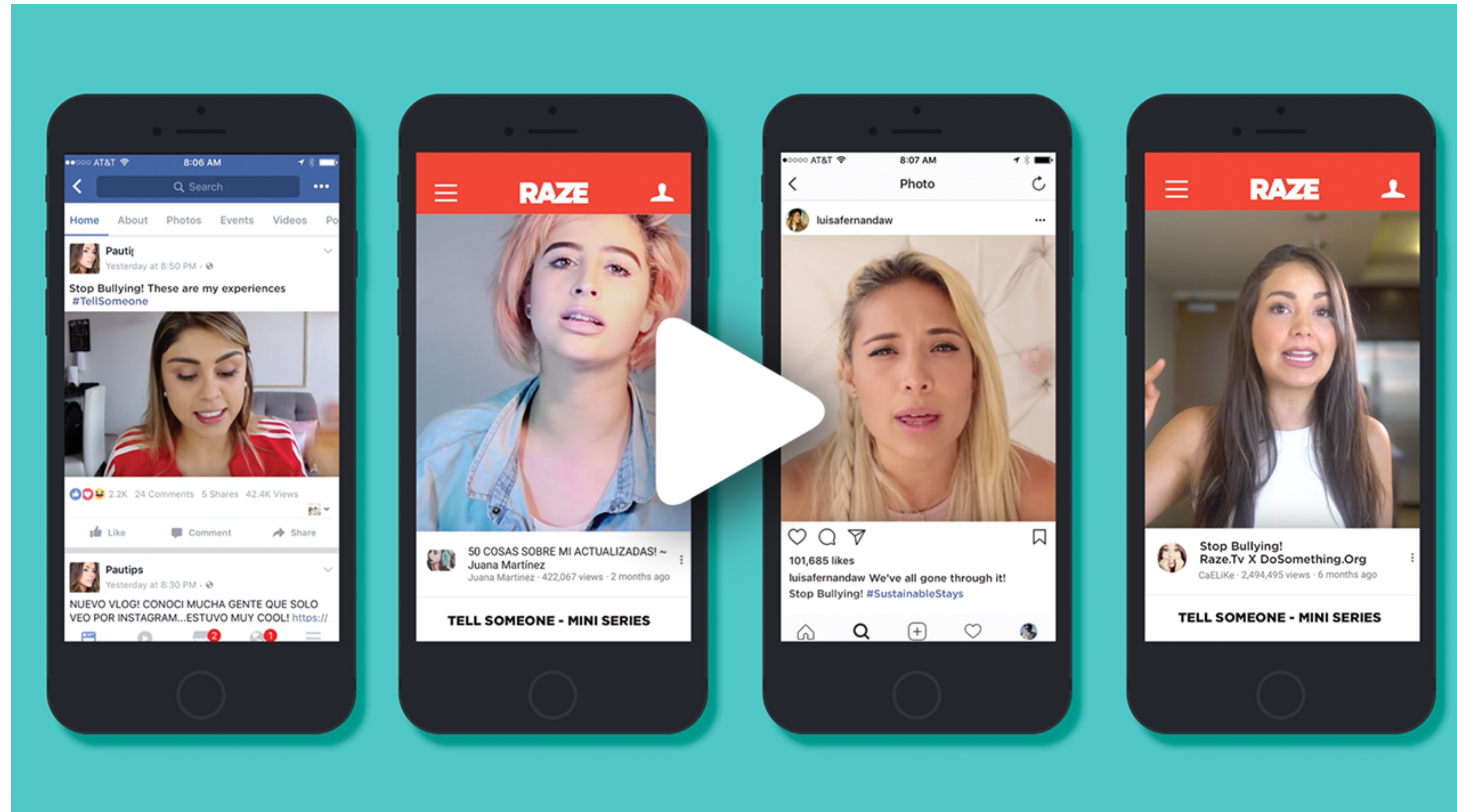
IDEA 3

#TELL SOMEONE

In an ongoing effort to help boost confidence in young teens and spread awareness, a group of influencers will share their stories through a series of mini documentaries.

INFLUENCER: PAU TIPS, CAELIKE,
LUISA FERNANDA, JUNA144

IDEA 3



WATCH VIDEO HERE: <https://vimeo.com/214584212>

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THANK YOU.