

IDEA

THE RIDE:

The whole idea revolves round the concept of hell and heaven which is been shown through a ride (roller coaster ride).

The idea lays focus on the bad powers and the good powers.

The idea begins with people in a big line ready to board a big ride, people are excited and the focus shifts to our main character of the ride who dons a shirt with a business owner tag, and at the same time there are hints that the others in the ride are also business owners.

A few people along with our main character board the ride and as they move we are shown that they are going to enter a weird looking castle, and they are totally ignorant of what they are going to see.

Narrator: who speaks like singing mentions "today is your day, you will see for yourself what happened to people similar like you"

As the ride progresses, there are hints that mentions that the depressed people they are seeing are business owners who took the wrong direction in marketing their business and ultimately landed in hell (which is hinted with weird backgrounds).

As the ride progresses the people in the ride sees graves on both sides (hints that they are business that perished due to wrong decisions). The people in the ride are now scared.

Narrator: "they will squeeze out your life, suck out each penny that you have and will then come after you to grab all" (hinting that the people after them are the influencers and the marketing agents who are just after their money and they care about nothing else)

In the next scene the ride progresses to a space lab kind of atmosphere where they see four huge rockets (hints that the four rockets are four prominent influencers who are surrounded by agents of the black market, who do not share normal rates but share inflated rates).

The people in the ride see the rockets and want to reach them, but then the influencers and the agents attack the people aggressively pulling them out of the ride.

At this point the main character with great effort tries to move the coaster and escapes from that area and as he progresses he reaches a place like the land of doom, he understands there is no escape from this place and he falls into the fire of hell.

At this very point our mascot the digital superwoman comes flying holds our character and flies away into a land that looks similar to heaven.

Here the mascot reveals that he is safe and can do his business needs in a symmetrical straight forward manner without being cheated; and mentioning this hands him a phone.

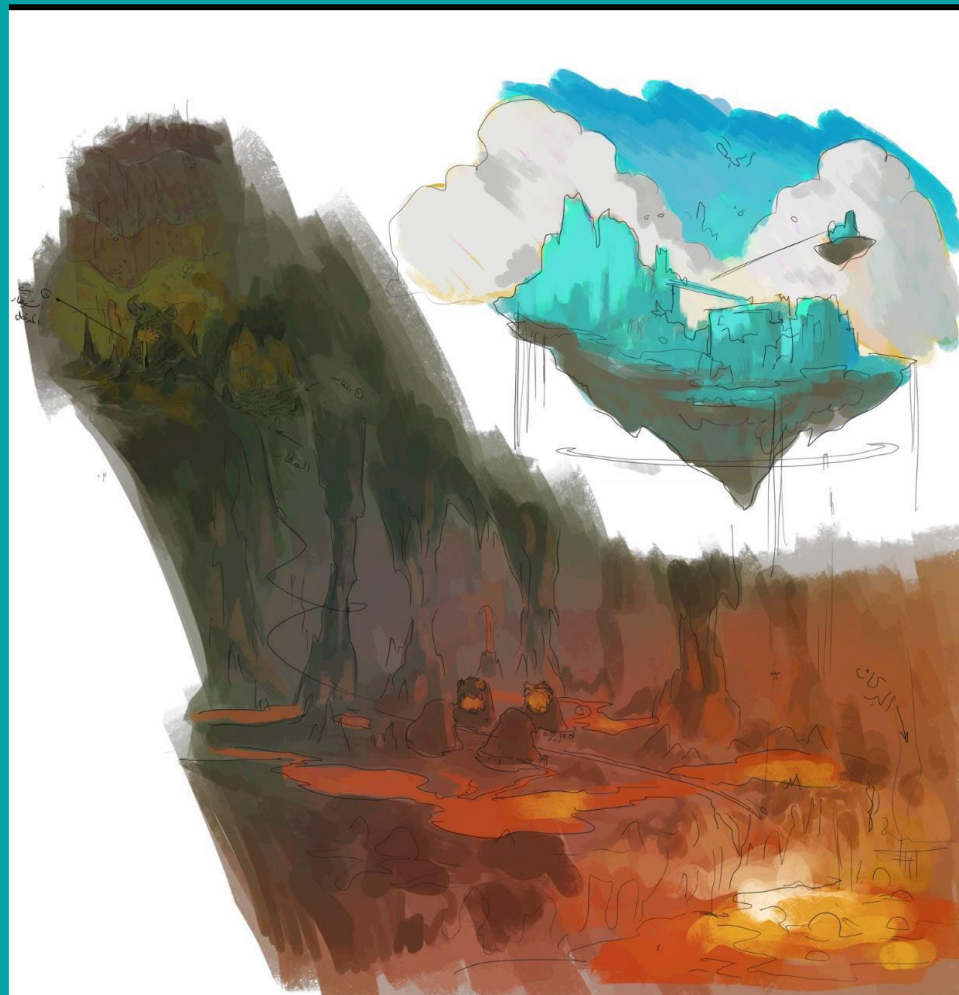
As soon as he receives the mobile he clicks on it and then things move so symmetrically organised that the business gets refined. A box from the mobile goes to all the influencers and it is a happy vibe.

Business gets prosperous and there is a celebration mood.

Mascot and the character reveal the mobile and the app icon and share the fact.

THE END.

***ROAD MAP
CONCEPT***



CONCEPT ART



