

The Brief



Braintree would like to commission a **UK based filmmaker to create a 2-3 minute film** about 'Tour de Tech', a cycle scheme giving innovative businesses in Shoreditch free Braintree branded bikes for 6 months.

Background

Braintree, as technology-first payment experts, help businesses of all shapes and sizes to adapt to the changing landscape of online payments and bring beautiful commerce experiences to life.

Brand Challenge and Objectives

Two main challenges are:

- Next-generation executives are time poor and network conscious.
- And, as more dynamic content appears in the world, traditional media cuts through less.

We realised the start up and coding community didn't just need a payments provider, but a partner, that would grow with their business.

The key role in our communications in London was therefore to continue exposure to developers and find ways to provide something unique and valuable to our audience.

We needed to disregard mass media completely, and focus on hyper targeted out of home, experiences, and content in order to get our target engaging and talking about Braintree.

Human Insight

Cycling has become a way of life in East London and this sponsorship will embed the Braintree brand in the cultural fabric of the area. We decided to partner with buzzbikes to launch the tour de tech, a free cycle scheme giving innovative businesses in Shoreditch free Braintree branded bikes for 6 months.

We added a competitive edge by adding a race element to ensure we were motivating the teams with awesome prizes, culminating in the overall winner earning their start up advertised on a billboard in East London.

Meaningful Connections

All the bikes are connected to an app and over the next six months, we hope to learn a lot about the behaviours of developers, where they hang out and what they do in the spare time.

The scheme is not only mobilising riders from the Shoreditch tech community in a new and exciting way, but providing Braintree with a platform to reward the riders and engage in a conversation.

Our meaningful brands study shows that brands that focus on improving society and on making our lives easier and healthier receive higher levels of engagement and trust in return. This scheme reflects these principles, so we're really excited about the launch of Braintree's Tour De Tech.

Creative Direction

We want to interview one of the most innovative and exciting businesses on the tour de tech, (maybe even whilst riding the bike itself! but we are open to additional suggestions on how you would do this) and just have an informal chat about business and e-commerce, keeping it light and maybe even humorous. Please note, the interview questions will be supplied by the client.

The video should be no longer than 2-3 mins, with cut downs for use on social media too - Ideally with supers included so it could work without sound.

Should be filmed in east London ideally (heart of the start up world) and the interviewer should be charismatic and within keeping of the vibe of the tech scene if that makes sense.

Whilst most of these companies aren't actually using Braintree yet we want to shout out our value proposition somehow within the video (maybe in the frames at the end and the beginning) and ensure the content is relevant for companies of all shapes and sizes in retail.

We want to spark some human interest too and create some buzz for the bike scheme. So potentially talking about mobile payments and the industry more generally.

Other Useful Information for Filmmakers

- Target Audience: Start up and coding community
- As well as a paid Facebook campaign they will likely also be used on our owned social channels - Facebook , Twitter, blog, Instagram, Google +, Youtube
- Above all videos must be made for Digital, mobile and social media and be high impact and very sharable.
- The video may also be distributed in other digital channels, TBC

Assets

Example creatives we've run with in the past:

- Braintree Tour de Tech: <https://www.youtube.com/watch?v=eX8RFZL0swA&feature=youtu.be>
- Merchant stories on the Braintree website: <https://www.braintreepayments.com/en-gb/learn/braintree-merchants?referrer=https%3A%2F%2Fwww.google.co.uk%2F>
- Day in the life of a developer: <https://www.youtube.com/watch?v=YSyp57BHLaU>

Please download our brand guidelines below:

[braintree-brand-guides-07.31-1.16-1-1-.pdf](#) (2.55MB)

Video Deliverables

Video length:

Full video: 2-3 Minutes

Cutdowns: 30 seconds, 15 seconds and 5 seconds

Braintree

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Brand Challenge and Objectives

Two main challenges are :

- Next-generation executives are time poor and network conscious.
- And, as... [Read more](#).

[Braintree Tour De Tech Website](#)

[Braintree Website](#)

How it works

Pitch a written/visual treatment to the brief. [Learn more](#).



Pitch your idea!

The client selects a treatment(s).

If selected, you make the video.

Popular questions:

- [What is a Video Job?](#)
- [What is a treatment?](#)
- [What happens if my treatment is selected?](#)
- [How do I submit my existing Genero video?](#)



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