

Client: Web Videos Australia

Project: Philips ANZ recruitment video

Duration: 90-120s

Format: online, app. 150s

Talent: Mark Wilson, Anisha Shrestha

Date: 23116

Video

WIDE SHOT OF SUN RISING OUT OF OCEAN, AS SEEN FROM SYDNEY BEACH.

Audio

MARK, VO:
My name is Mark Wilson, and I'm a lucky guy.

ALARM CLOCK ON BEDSIDE TABLE SHOWING 07.29 BY WINDOW WHERE FAINT SUNLIGHT IS SHOWING. A SET OF HOUSE KEYS SITS NEXT TO ALARM CLOCK.

Because every morning...

ALARM CLOCK TICKING OVER TO 07.30 AND GOING OFF; CUT-IN OF MARK (ONLY BIT OF TORSO AND ARM SHOWING) BRISKLY ENTERING FRAME FROM THE RIGHT, CLOTHED IN LIGHT OUTDOOR JACKET. MARK PRESSES THE TOP OF THE CLOCK TO TURN OFF THE ALARM; SWEEPS THE KEYS OFF OF THE BEDSIDE TABLE, AND QUICKLY DISAPPEARS OUT OF FRAME AGAIN.

SFX: STEPS AND SOUND OF DOOR OPENING AND CLOSING; KEYS TURNING IN LOCK.

I get to wonder what the day will bring.

THEME MUSIC UP.

MEDIUM CLOSE-UP, SHORT DOF OF MARK BY WINDOW IN CAR OR ON BUS/TRAIN, THE MORNING SUN LIGHTING HIS FACE AS HE LOOKS OUT WITH A THOUGHTFUL SMILE.

I work at Philips,

AERIAL OF BUS/TRAIN TRAVELLING THROUGH LEAFY SUBURB, ALTERNATIVELY EXTERIOR OF CAR AND VIEW OF PHILIPS SIGN IN DISTANCE.

MARK, LAPTOP BAG SLUNG AROUND HIS SHOULDERS, WALKING UP TO PHILIPS BUILDING WITH A TAKEAWAY COFFEE IN EACH HAND.

MARK ENTERS OFFICE BUILDING.

so although I often go to the same office,

MARK PRESSES BUTTON TO ELEVATOR IN HALLWAY LINED WITH POSTERS FEATURING PHILIPS INNOVATIONS OVER THE PAST 125 YEARS. MARK WAITS FOR ELEVATOR TO ARRIVE.

I know that I'll always walk into something new.

CLOSE-UPS OF POSTERS.

Philips has been improving people's lives through meaning innovations for the past 125 years.

Among our milestones are medical X-ray tubes. MRI. 3D CT- imaging. The world's only PET scanner.

What's next?

MARK INSIDE ELEVATOR WITH HIS BEST BEAM-ME-UP, -SCOTTY LOOK AS DOORS ARE CLOSING.

SFX: PING OF ELEVATOR ARRIVING

MARK ENTERS OPEN-PLAN OFFICE SPACE WHERE COLLEAGUE IS SEATED BY COMPUTER WITH LARGE SCREEN TURNED AWAY

As the world digitizes, the rate of progress has increased exponentially.

FROM THE CAMERA.

MARK SETS COFFEE DOWN ON
DESK NEXT TO COLLEAGUE AND
PUTS ONE HAND ON SHOULDER OF
COLLEAGUE AS HE LOOKS AT
WHAT'S ON THE SCREEN.

CLOSE-UP OF MARK'S FACE AS
HE WATCHES THE SCREEN
INTENTLY

CUT-AWAY: MONTAGE OF MEDICAL
STAFF WORKING, FOCUS ON USE
OF EQUIPMENT

PAN OVER TO PATIENT ON BED.

MID SHOT OF MARK BEHIND
SEATED COLLEAGUE, STILL
LOOKING AT SCREEN.

ANISHA WALKS UP TO WATCH
SCREEN FROM BEHIND SEAT,
THEN LOOKS AT AN INCOMING
NOTIFICATION ON HER
SMARTPHONE AND STARTS
WALKING AWAY, LOOKING BACK
AT SCREEN ONCE AS SHE DOES.

STEADICAM/DOLLY OF ANISHA
WALKING TOWARD CAMERA,
ADDRESSING CAMERA DIRECTLY

BIRD'S-EYE VIEW OF TEAM
MEMBERS AROUND TABLE COVERED
WITH NOTES AND DRAWINGS ON
BUTCHER'S PAPER. FACES OF
PEOPLE WORKING ON PROJECTS,
ETC. CREATIVITY IN ACTION.

As a former clinician, I
have personally

seen the difference these
innovations can make.

Many times, it's life-
changing.

ANISHA, DIRECT TO CAMERA:
I'm in talent acquisition,
but I know exactly what Mark
is saying.
Philips is all about
understanding the needs of
different people: medical
professionals, the patients
and their families – and
also our own team members.

ANISHA, VO:
Innovation isn't a linear 9-
to-5 thing; it's something
born out of a state of flow,
where you can realise so
much more of your full
potential.

PEOPLE WORKING IN DIFFERENT
SETTINGS – OFFICE, OFFICE
KITCHEN, ON SEAT IN PARK.

ANISHA, VO:

We do a lot to foster that
flexible atmosphere. You
work where you work the best
– in the office or away.

STAFF PLAYING TABLE TENNIS.
STAFF HAVING TEA TOGETHER IN
THE NEW KITCHEN. OTHER
ACTIVITIES SHOWCASING
RELAXED ATMOSPHERE.

ANISHA, VO:

Sometimes, you just need to
clear your mind.

FEMALE STAFF MEMBER HAVING
TURNED HER OFFICE CHAIR
AROUND TO TALK TO HER TEAM
MEMBERS, WHO'VE SET
SOMETHING UP JUST OUTSIDE OF
FRAME. ANIMATED, INSPIRED
PROFESSIONAL. PAN OVER TO
SHOW PERSONAL ITEMS ON HER
DESK: FAMILY PICTURE IN
FRAME, CHILD'S DRAWING ON
WALL AND 3D SCAN OF FOETUS
TAPED TO COMPUTER SCREEN.

ANISHA, VO:

And it's easier to focus
when you're being looked
after.

We have pay equity across
all jobs and genders,
industry-leading parental
leave and opportunities to
purchase additional time
off, and there are many
other support programs.
Because we know that we're
at our best when you are.

MONTAGE: ENGINEERS WORKING
ON CT-SCANNER AT
HOSPITAL/DESIGNER WORKING ON
CAD DRAWING/SALES STAFF ON
THE PHONE/SOMEONE MEETING
WITH DOCTOR/INSTRUCTOR
SHOWING ULTRASOUND
EQUIPMENT/AND SO FORTH.

ANISHA, VO:

Of course, there are lots of
people performing a variety
of roles here: Clinical
Application Specialists,
Field & Remote Service
Engineers, Product
Specialists, Project
Managers and Sales Staff...
everyone's an expert in
their field.

MONTAGE: FITNESS CLASS,
OTHER LEISURE
ACTIVITIES WITH LOTS OF
PEOPLE, ENDING ON

In Australia-New Zealand,
we're over 450 people.

ANISHA WITH LARGE GROUP OF
PEOPLE AT SOME SORT OF
FUNCTION IN THE KITCHEN.
LARGE, BOISTEROUS CROWD
HAVING FUN TOGETHER.

ANISHA, TO CAMERA:
But it's still a very
relaxed vibe.

Everyone knows each other
well.

MARK PASSES THROUGH THE
CROWD, WEARING RUNNING GEAR.
HE NODS AT ANISHA AS HE
WALKS OUT OF FRAME.

SFX: BOISTEROUS CROWD/PARTY
NOISES

EXT.
MID SHOT OF MARK IN THE
QUIET OUTSIDE (PARK
SETTING), STOPPING FOR A
SECOND BEFORE STARTING HIS
RUN.

QUIET; DISTINCT CONTRAST TO
NOISY KITCHEN

THEME MUSIC IN.

MARK STARTS RUNNING. MEDIUM
CLOSE-UP OF MARK RUNNING.

MARK, VO:

At Philips, you are really
given the freedom to develop
yourself both professionally
and personally. I've been
able to turn my passions
into a career that I never
expected, in a role that
continues to inspire me
every day.

CUTTING BETWEEN BIRD'S-EYE
VIEW OF

MARK'S FEET AND CLOSE-UP OF
HIS FACE AS HE

RUNS.

MONTAGE: FOOTAGE OF WORK AT
PHILIPS MIXED WITH FOOTAGE
OF CARE SITUATIONS WHERE
EQUIPMENT IS USED — MEETING
WHERE STAFF DISCUSS MEDICAL
EQUIPMENT (CLOSE-UPS OF
PASSIONATE PARTICIPANTS);
RELATIVE REACHING FOR
ELDERLY HAND WITH SENSOR ON
FINGER; PHILIPS DESIGNER
SHOWING MOCK-UP; SURGICAL
TEAM WITH IMAGING GEAR
LOOKING CONFIDENT;
BLUEPRINTS OF FUTURE
EQUIPMENT ON OFFICE DESK;
PREGNANT WOMAN HAVING

ULTRASOUND; BIRD'S-EYE VIEW
OF CHILD WITH TEDDY BEAR
ROLLING INTO CT SCANNER,
ELDERLY MAN REMOVING OXYGEN
MASK AND SMILING UP AT
VIEWER/SIMILAR FOOTAGE
SHOWING THE DEEPER MEANING
OF WHAT THIS IS ALL ABOUT.

CLOSE-UP OF MARK'S FACE; A
WARM SMILE IS SPREADING ON
HIS LIPS AS HE CONTINUES
RUNNING WITH A NEW SPRING IN
HIS STEP.

WIDE SHOT OF MARK RUNNING
PAST AND AWAY FROM CAMERA

SUPER: INNOVATION *** YOU

SUPER: PHILIPS LOGO

THEME MUSIC DOWN AND OUT.