

DUBAI CREEK HARBOUR

THE BIG IDEA 1

CAPITAL OF THE WORLD

Dubai Creek Harbour is a new kind of district, embedded in a city the helm of a new world. The kind of place that's built for the entire world, not just a country. One that brings the world together through amazing landscapes, the freedom of the water, new cultural experiences and incredible human achievement. In it, a person can discover possibilities for experiences, friendships, work, and life that they never even imaged. In this campaign, we'll establish DCH for the entirely new and entirely unique kind of city it is—inviting people from all places and all walks of life around the world to come visit the “capital of the world.”

DCH MANIFESTO

Whoever you are.

Wherever you're from.

The young, the ambitious, the curious, the brave.

You are part of a new world.

A world where where we're more connected than ever before.

Where work is play, nature is art, and our closest neighbors come from thousands of miles away.

Where human ingenuity overcomes incredible odds.

And at the center of this new world is a new kind of place.

A place made to honor the art, culture, technology and humanity that's changing the world.

Here's, there's a place for you.

Come find it.

DUBAI CREEK HARBOUR

CAPITAL OF THE WORLD

TV: DIRECTION ONE

VO:

Whoever you are.

Wherever you're from.

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A world where where we're more connected than ever before.

Where work is play, nature is art, and our closest neighbors come from thousands of miles away.

Where human ingenuity overcomes incredible odds.

And at the center of this new world is a new kind of place.

A place made to honor the art, culture and technology that's changing the world.

A place to celebrate human potential.

Here's, there's a place for you.

Come find it.

SUPER: 1,290 acres of gardens, culture, shopping, living and the power of human potential

SUPER: Dubai Creek Harbour

SUPER: Capital of The World

VISUALS:

We see people in places all over the world as they capture glimpses of the Tower, like a beacon drawing them to DCH. A woman in a cafe in Prague looks up from her coffee. She spots a glimpse of the tip of the Tower of in the distance. A young backpacker climbing the Swiss Alps looks over to see the spire of the Tower peeking up over the mountains. A mother in Turkey is playing with her kids on a playground when she sees a gleam to the east. The top of the Tower is faintly on the horizon. A young girl in Bangkok is being carried by her dad, facing away from him. It's night, and she looks up to see the spire of the tower glowing overhead. She reaches out her arms to it. The camera swings through the DCH and ends at the tower. All the people we've seen are there, doing various things: visiting the gardens, taking selfies. We see how they've been pulled to the DCH.

TV : DIRECTION TWO

VO:

The world is a big place.

And sometimes you might seem rather small.

One of 7.347 billion people.

From 196 countries.

Speaking one of 6,500 languages.

Parenting one or two or five of the 131.4 million babies born each year.

Working at one of 45,508 public companies.

But you are not small.

Not really.

Because inside each one of us is the power to see, share and have huge experiences.

Ways of living that can move the world forward.

So we've built a place for you, and every one of us, to come and do just that.

Where we can gather together and discover new culture and live in new ways.

A new place, for a new world.

Where not even the sky is the limit.

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VISUALS

Very graphic treatment, illustrated, almost Girl Effect-like. It starts with one person, then more are illustrated in. Then we see one country illustrated around the people, then all the other countries of the world appear. We see different ways of saying hello pop up in many different languages. The world we've just seen illustrated starts to turn and we notice that something stands out: the Tower. It's rising above everything. We rotate and see the DCH on the map. Things from the DCH begin to be illustrated in: the hanging gardens, the wildlife sanctuary, the marina, the shops, the climbing wall. We end at the base of the tower and begin to rise up it in a swirl around it. We rise off the top and up into the sky.

