

Film Ad

Insight: Gen Z and Millennials deeply value experiences, far more than material goods, especially compared to previous generations. Few experiences are more meaningful to them than traveling and connecting with new cultures.

Idea: Idea: Since language is a such a huge part of culture, one can be excluded from much of an experience if they have no knowledge of a language. Duolingo can be the remedy to this problem, so: don't be left out of the fun.

Tagline: 'Don't be left out of the fun'

Execution: DUOLINGO "DON'T BE LEFT OUT"

Duration: 40 seconds

FADE IN:

EXT. SOUTH AMERICAN BEACH - SUNSET

Palm trees, the soft sound of waves crashing on the shore, music pulsing. A group of 20-somethings dance barefoot in the sand, singing the lyric to 'EoO' by Bad Bunny song. Everyone's knows all the words and all the moves.

CAMERA TRACKS through the crowd. People are dance and shout lyrics with joy and confidence.

CUT TO:

A guy, early 20s, stands just outside the circle. He bobs awkwardly, smiling, but he clearly doesn't get it. He doesn't know the words.

He turns to the girl next to him. She's mid-dance absolutely owning the verse.

GUY (yelling over the music):
What are they even saying?

GIRL (still dancing):
You'd know if you hadn't given up on your Spanish.

Pan out and we see the Duo Owl creepily standing party behind a palm tree holding a coconut drink. He slowly walks up behind the guy and whispers in his ear.

DUO (deadpan):
You shouldn't have given up on me so easily.

BEAT DROP.

The crowd erupts, dancing harder. The guy laughs awkwardly. The girl grabs his hand and pulls him into the chaos leaving the duo Owl staring directly into the camera.

TEXT ON SCREEN (cut to black):

Don't be left out of the fun.

Duolingo. Language waits for no one.

DUOLINGO LOGO + OWL WINKS.

RADIO AD

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Tagline: don't be left out of the fun.

Execution: Duolingo "Don't be left out of the fun"

Duration: 10 seconds

Production note: All voices and speaking style should sound like they're in their early 20s. Background should convey a party/beach atmosphere. The Duolingo Owl voice is dry, deadpan, slightly unsettling.

MUSIC: 'EoO' BY BAD BUNNY

SFX: AMBIENT NOISE OF A BEACH PARTY. WAVES CRASHING, PEOPLE LAUGHING, MUSIC THUMPING.

GUY: What's everyone singing?

GIRL: (laughs, teasing) You'd know if you hadn't given up on your Spanish.

(SFX: BEAT DROPS LOUDER, CROWD CHEERS)

(SFX: MUSIC PAUSES SLIGHTLY)

DUO (O.S.): Language waits for no one.

SFX: MUSIC RESUMES FULL VOLUME, CROWD FADES
SLIGHTLY

VO (ANNOUNCER): Don't be left out of the fun. Download
Duolingo.

MUSIC OUT.