

Amsterdam Worldwide launching second blogger profile movie

AMSTERDAM, THE NETHERLANDS: Chinese photographers Kitty and Lala take centre stage in new blogger film launched by Amsterdam Worldwide, the international marketing communications agency. The film is the second instalment in a series of blogger profile movies for global technology brand Intel.



The film is part of Intel's ongoing 'Visibly Smart' consumer marketing strategy, showcasing the brand's 2nd Generation Intel Core Processor family. Following what is claimed to be the huge success of its first movie *The Sartorialist*, this film, entitled *Kitty & Lala*, illustrates the diverse, personal, and emotional role that technology plays in the everyday visual life of two young Chinese wedding photographers - Kitty and Lala - whose photo blog is one of the most popular in China.

The result is a choreographed portrait of urban China. Using stop motion cinematography, juxtaposing split screen images of contemporary and traditional China, the film aims to capture how technology and creativity enrich Kitty and Lala's innovative, highly personal client work and enables them to live their visual life. The film also aims to shed light on changing attitudes towards traditional Chinese culture by the post-1980s generation, who combine respect for their heritage with individuality and creativity.

Using imagery as a means of expression

The film illustrates how work created by their studio, 80 Impression, is gaining popularity among young urbanites. Kitty and Lala explain the importance of photography in China and how it presents an opportunity for couples to express themselves.

Some of their most notable work features in the film, including a kitsch fairy tale-themed shoot, a couple photographed at a factory location, and a tongue-in-cheek picture of two football-fan newlyweds posing in tracksuits. 'Kitty & Lala' premieres in China prior to an international rollout. The film can be watched online on specific blogs and social media platforms, and screened at Intel experiential events before premiering at Intel's Visual Life hub.

Brian Elliott, founder and CEO, Amsterdam Worldwide said: "Within the space of 20 years China has a generation of young adults with disposable incomes, western educations and a view of the world that, with the help of technology, is no longer bound by geographical distance. Kitty and Lala exemplify this new Visual Generation. Their story is a natural fit with Intel's campaign and has a tangible link to the diversity of Core Processor technology."

The team behind the film includes director Qiao Li, an award-winning Australian filmmaker based in Beijing. In 2007, he worked alongside the director Roger Spottiswoode on the movie *The Children Of Huang Shi* starring British actor Jonathan Rhys Meyers. Qiao has also produced work for numerous international brands such as Nike, Mercedes-Benz, Samsung, Lexus, and UNICEF.

Behind the scenes

Sun Media - one of China's foremost media and production companies - oversaw the production in China, with the actual shoot and final film delivered by Chinese local production unit The Bag Ladies. Amsterdam Worldwide first unveiled the Visual Life strategy in January 2011, during the Consumer Electronics Show in Las Vegas. The work marked Intel's decision to target consumers directly using a global digital and experiential initiative. By focusing on the visual life of a mainstream consumer, the campaign aims to demonstrate how Intel processors are an essential component of daily life.

The campaign subsequently rolled out to key markets including: USA, UK, France, Brazil, Mexico, Russia, Canada and the People's Republic of China.

The Sartorialist documented the visual life and work of blogger and photographer Scott Schuman, and has received plaudits, including a ONE Show Interactive pencil for long-form film, and a cinematography shortlist at the upcoming Clio Awards. To date *The Sartorialist* has been watched over 850 000 times, helping increase Intel's YouTube channel views by 200%.

Several new Visual Life films are in currently in development.

For more information go to www.amsterdamworldwide.com.

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