

ring

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RING WHO?

Background

- Idea came to Jamie Siminoff in 2011
- It was initially named DoorBot

What Is Ring?

- A doorbell that sends live video of visitors directly to the homeowner's smartphone, allowing them to communicate with visitors from anywhere in the world.





DID YOU KNOW?

Ring formally known as “doorbot” was on Shark Tank... AND NO DEAL

\$3 MILLION

After ‘Shark Tank,’ they started selling them like crazy. This drove sales!

\$1 BILLION

Ring was acquired by Amazon in 2018.





BREAKING THE NORM

What sets Ring apart is its focus on security, turning a simple doorbell into the first line of defense for homeowners.

STRENGTHS

Enhanced Security

Offers real-time video surveillance and two-way communication, giving homeowners peace of mind and the ability to monitor their property remotely.

Convenience & Integration

It integrates easily with smart home systems like Amazon Alexa, enhancing the convenience of home security features.

Motion Detection Alerts

It detects movement and sends instant notifications to the user's smartphone, allowing for quick responses to anything that comes to the door.

WEAKNESSES

Dependence on Wi-Fi

The quality of video and real-time communication can be heavily affected by the user's Wi-Fi strength, leading to issues with connectivity or lagging.

"False Alerts"

The motion detection feature can sometimes trigger too many false alerts from non-threatening sources like passing cars, pets, or even leaves,

OPPORTUNITY

This Halloween, Ring Doorbell has the perfect opportunity to highlight its two-way communication feature by tapping into a nostalgic movie that everyone knows...

ring

TARGET AUDIENCE

- Fun dads who keep it safe
- Takes holidays a little too seriously
- One-upper
- Gadget Lover
- Harmless prankster





CREATIVE DRIVER

Two-Way Communication
No Wizard Needed

A hand is holding a silver Ring doorbell camera against a brick wall. The camera is positioned vertically, with its lens and sensor array visible. The background is a textured brick wall. The text 'ring' is partially visible on the side of the device.

BRIEF 1

Create a memorable simple and benefit focused commercial that tells a story, elevates the brand, and delivers a powerful message in a relatable way.



ring THE GREAT
AND POWERFUL

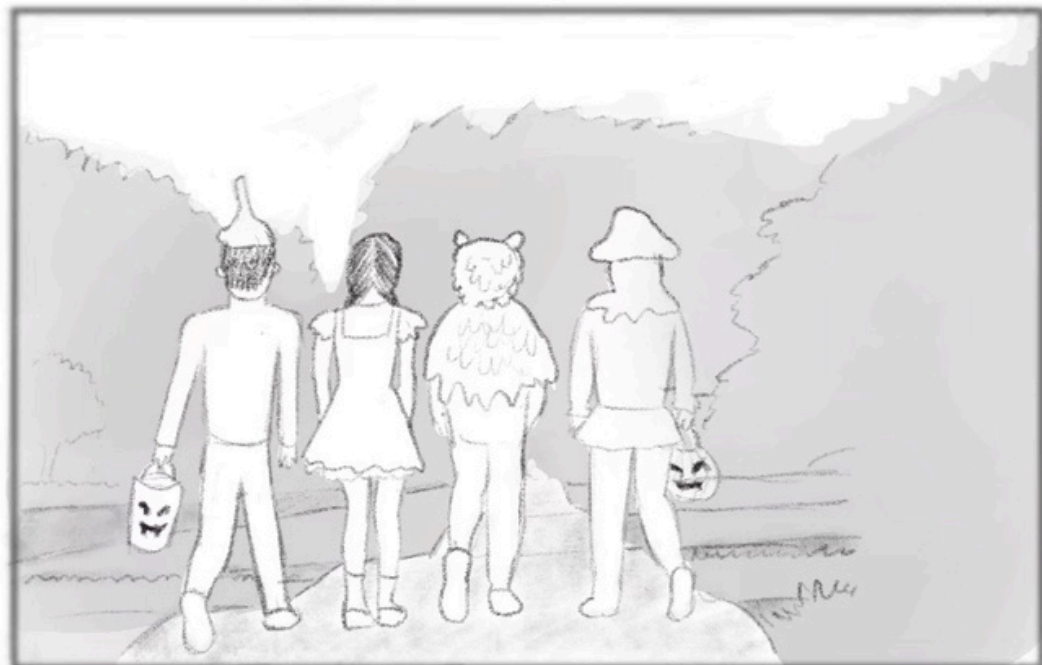
ring

**THE GREAT
AND POWERFUL**

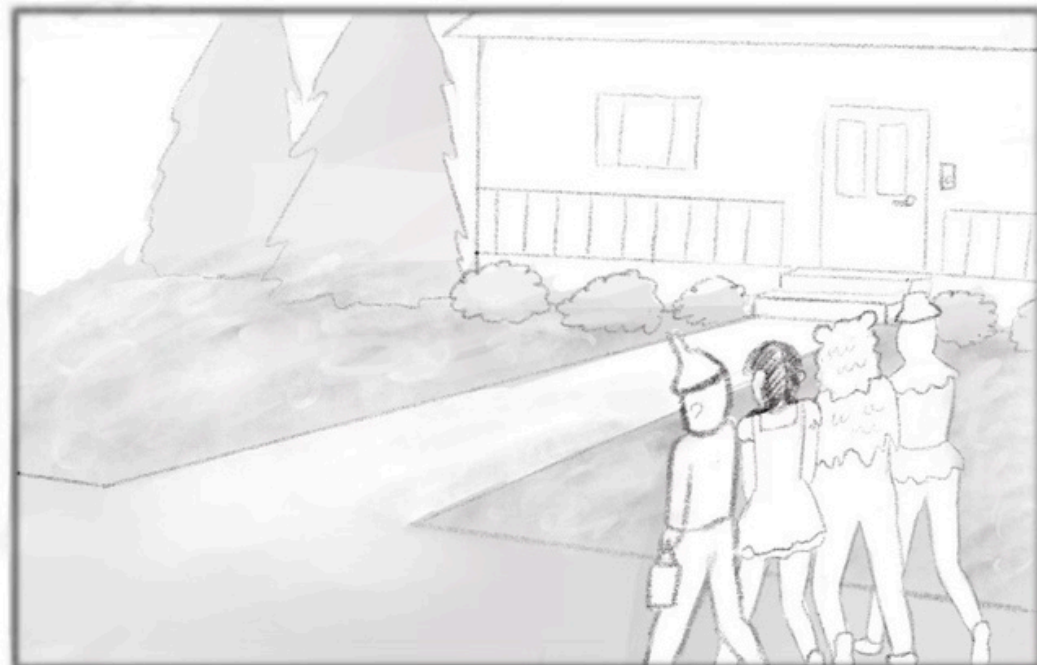
A group of four people in costumes (Scarecrow, Tin Man, Dorothy, Cowardly Lion) walking in a field. The background is a soft, hazy landscape with rolling hills under a pale sky. The text is overlaid on the center of the image.

BIG IDEA COMMERCIAL

It's Halloween night and a bunch of friends are heading to the last house on the block when they have an odd encounter...



STRAIGHT BACK FULL SHOT:
Kids skipping happily down the side walk.



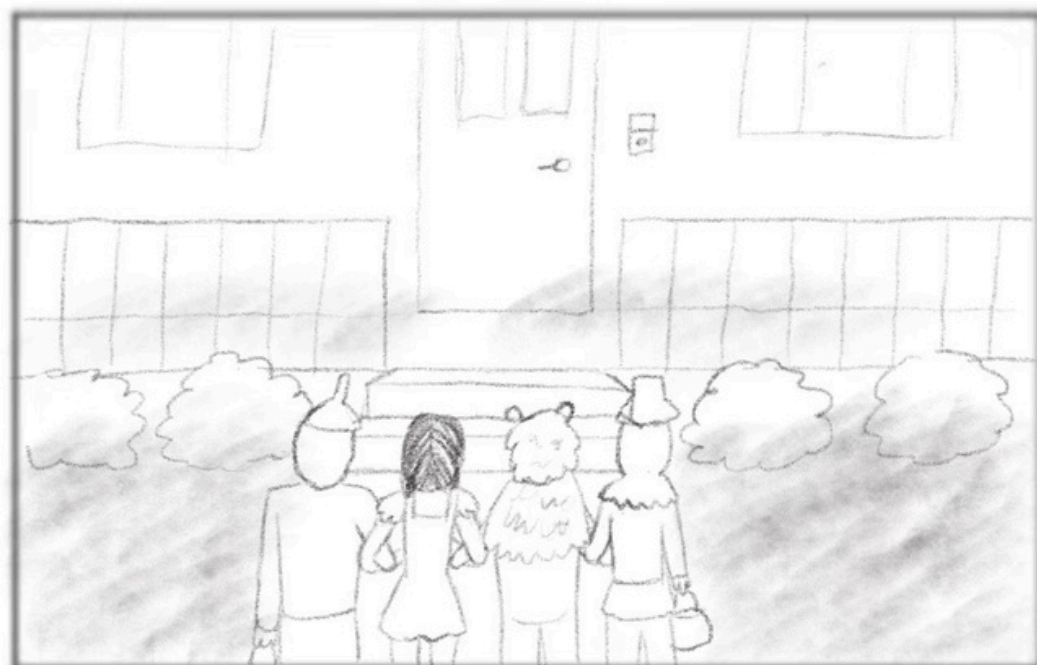
FRONT MEDIUM FULL SHOT:
Kids enter from the side of frame linking arms skipping towards the front porch.



FRONT MEDIUM FULL SHOT:
They slow down, noticing oddity of the house.



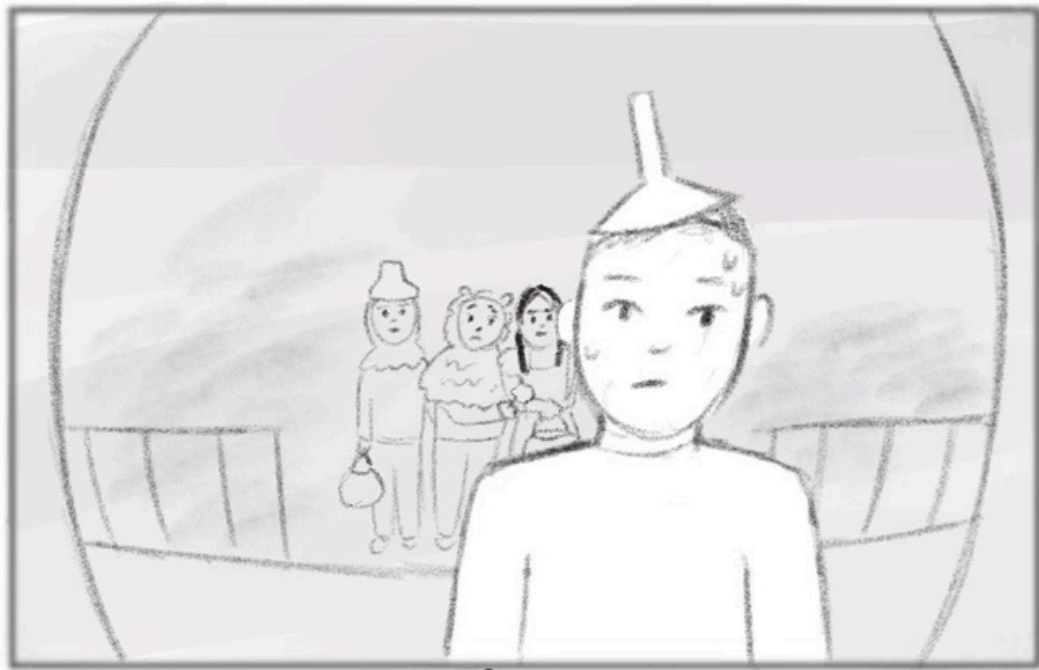
WIDE LOW BACK FULL SHOT:
The green smoke contained within the houses lawn. The house is lit up green.



HIGH ANGLE MEDIUM CLOSE UP SHOT:
They slowly approach the intimidating front porch.

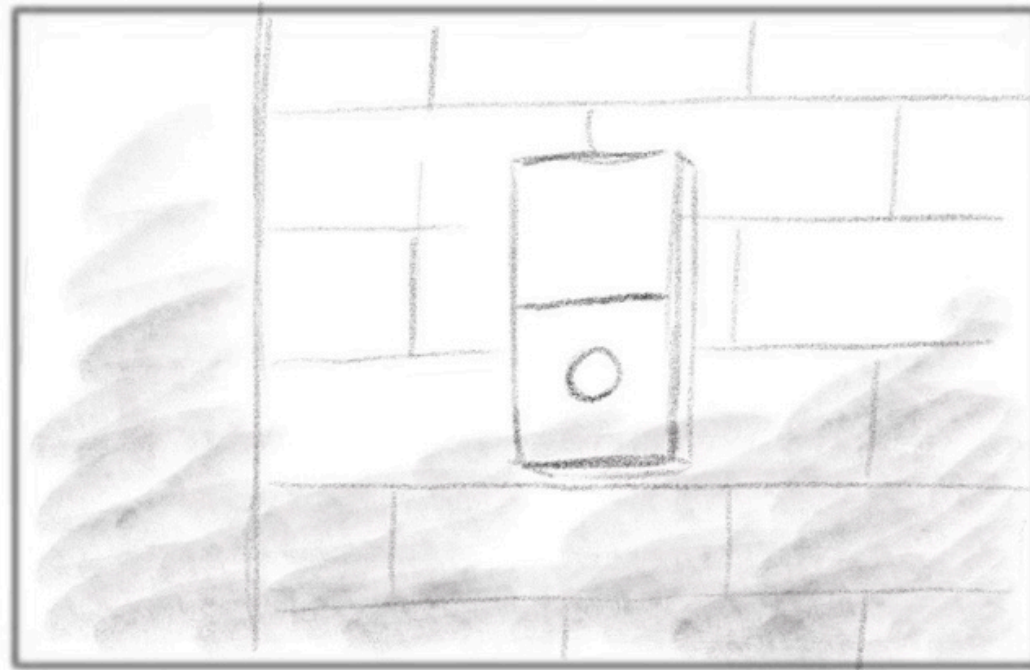


HIGH ANGLE MEDIUM CLOSE UP SHOT:
They slowly approach the intimidating front porch.



(RING CAM POV):

Tin man walks up and rings the doorbell, then takes a step back to the group.

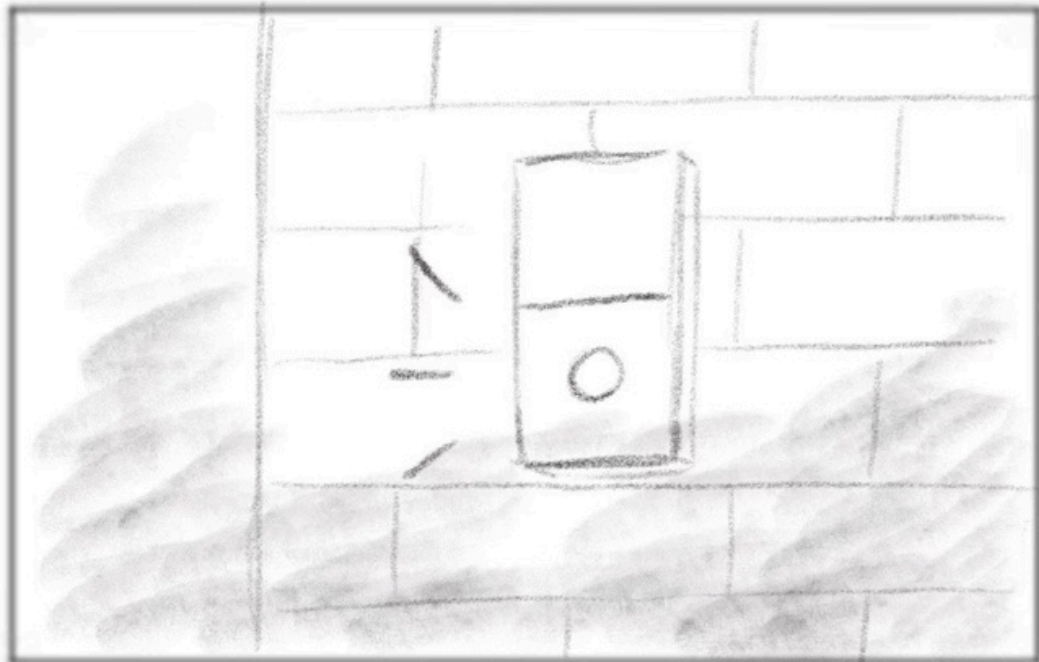


RING="I AM THE GREAT AND POWERFUL"



CLOSE SHOT:

Cowardly Lion whispers to Dorothy: "He seems pre-tty mad..."

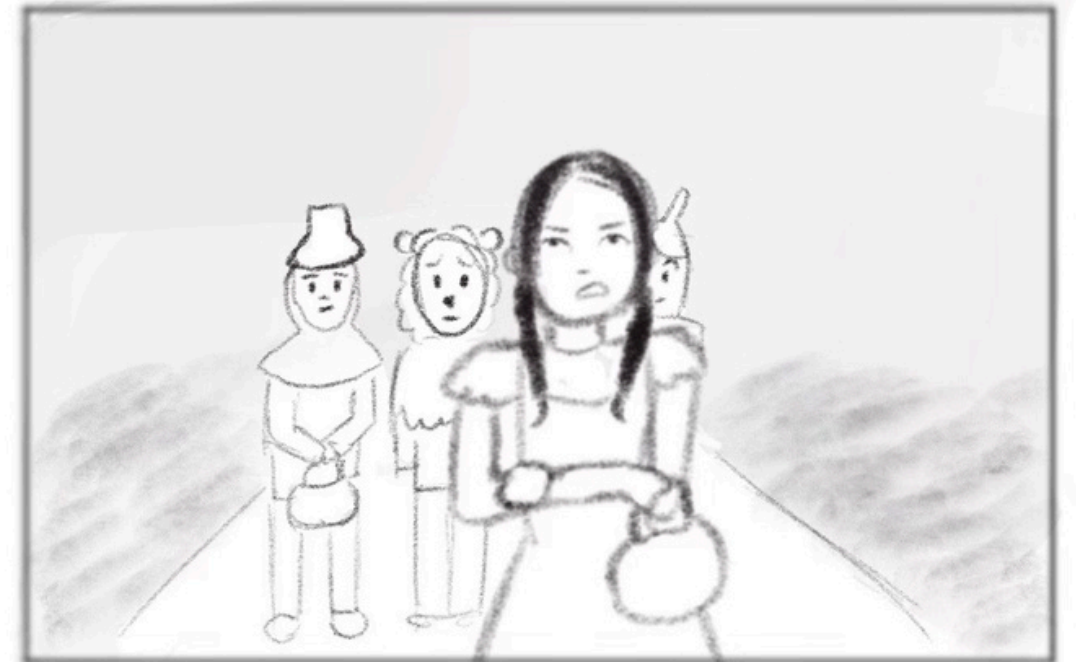


RING="ENOUGH!"



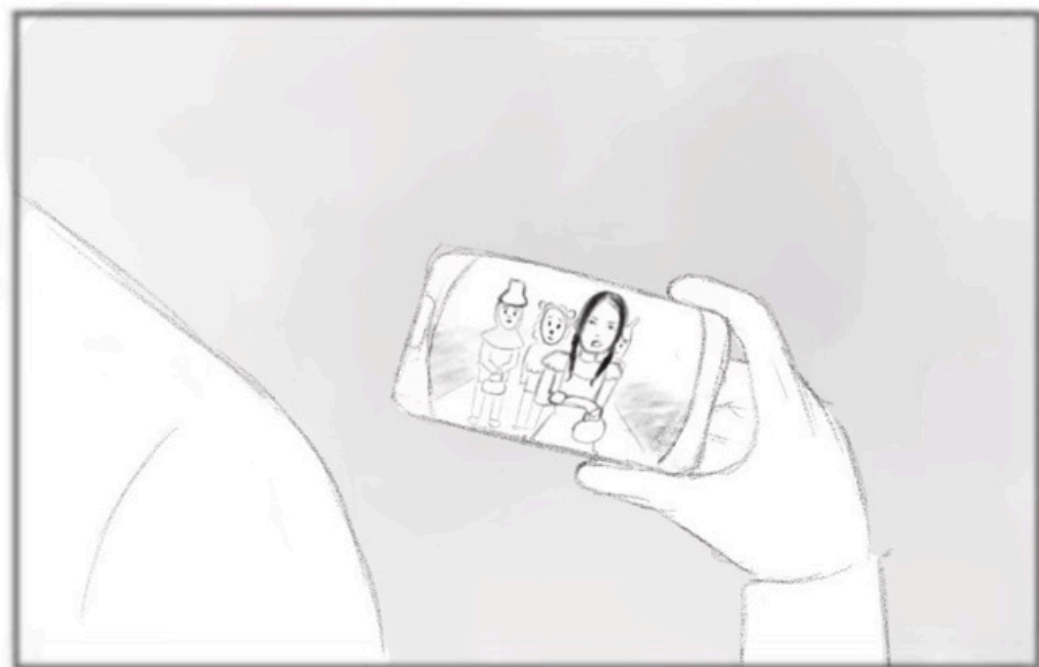
FULL CLOSE UP=

Lion steps behind Dorothy. His head peeks out from behind Dorothy.

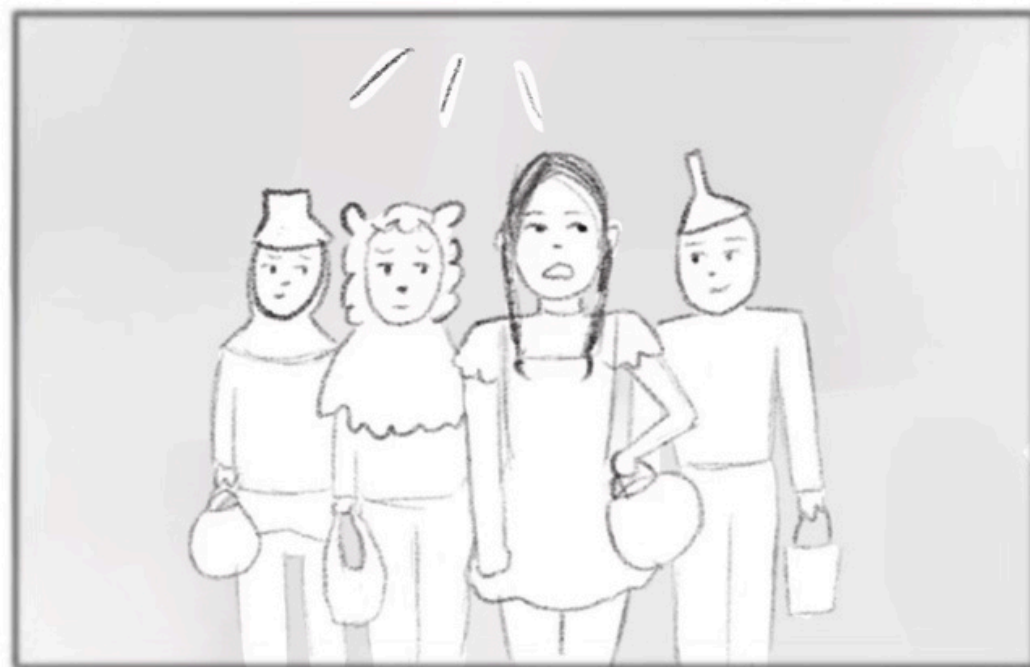


MEDIUM SHOT=

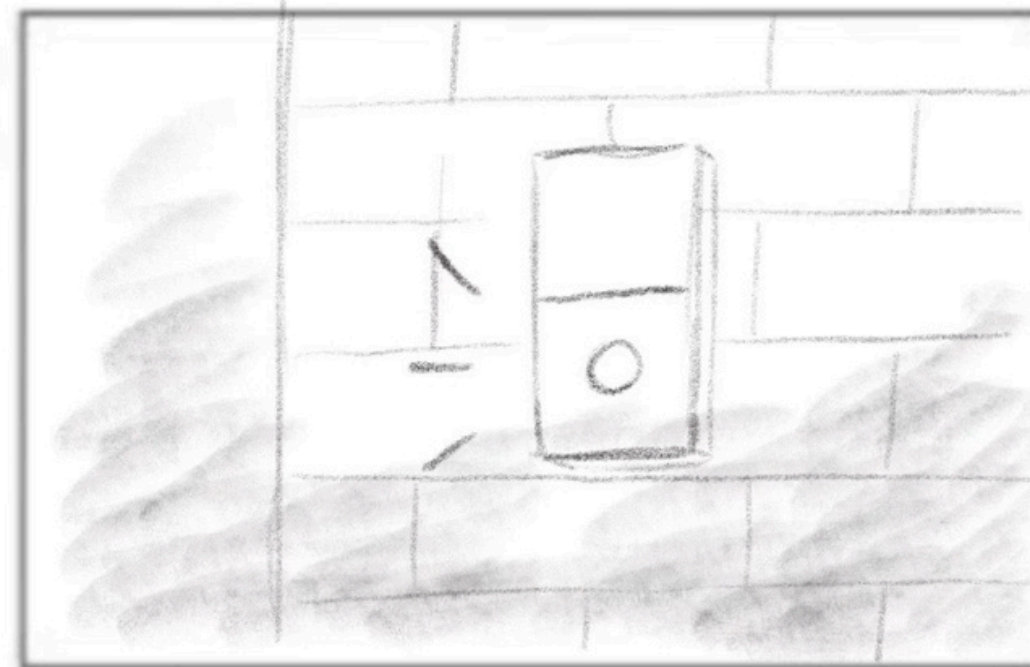
Dorothy walks forward comedically, rolls her eyes and says: "Come on, its not that scary..."



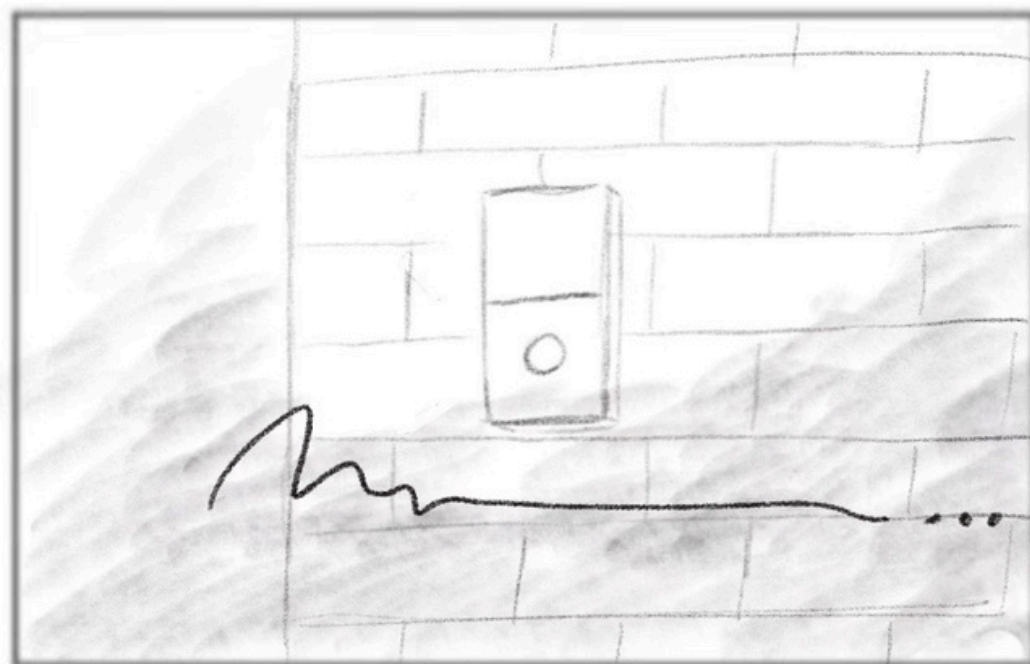
FULL CLOSE UP=
 (cuts to neighbor holding his phone, viewing
 live camera footage from his ring app) Dorothy
 walks up sassily and says... "Can we just
 have our candy please?!"



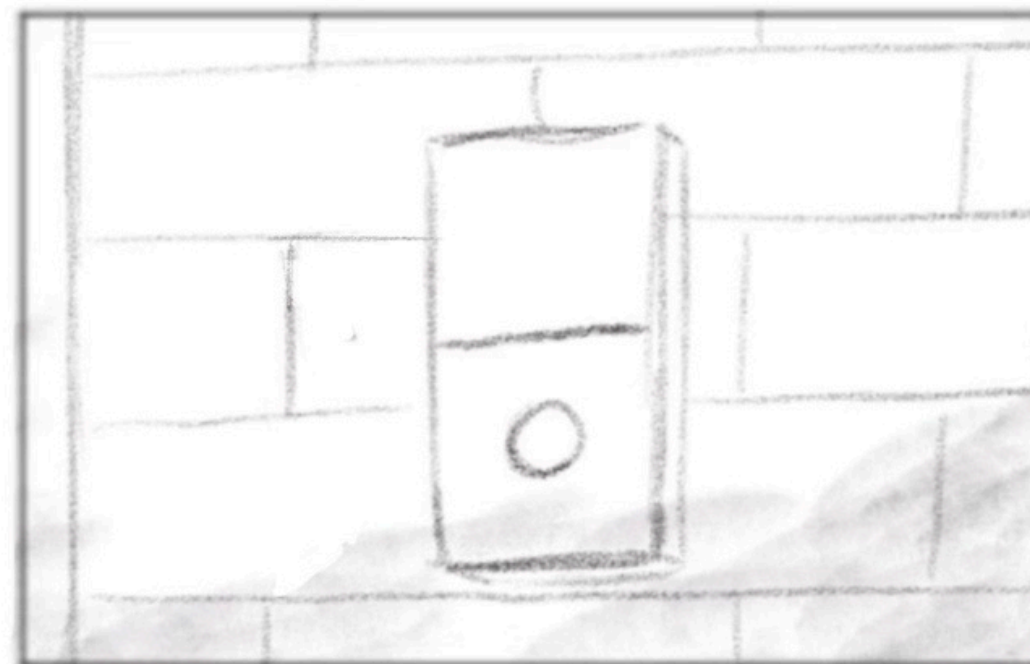
RING="I HAVE EVERY INTENTION ON GRANTING YOU..."



Dorothy: "Really Mr. Rodrickson..?"



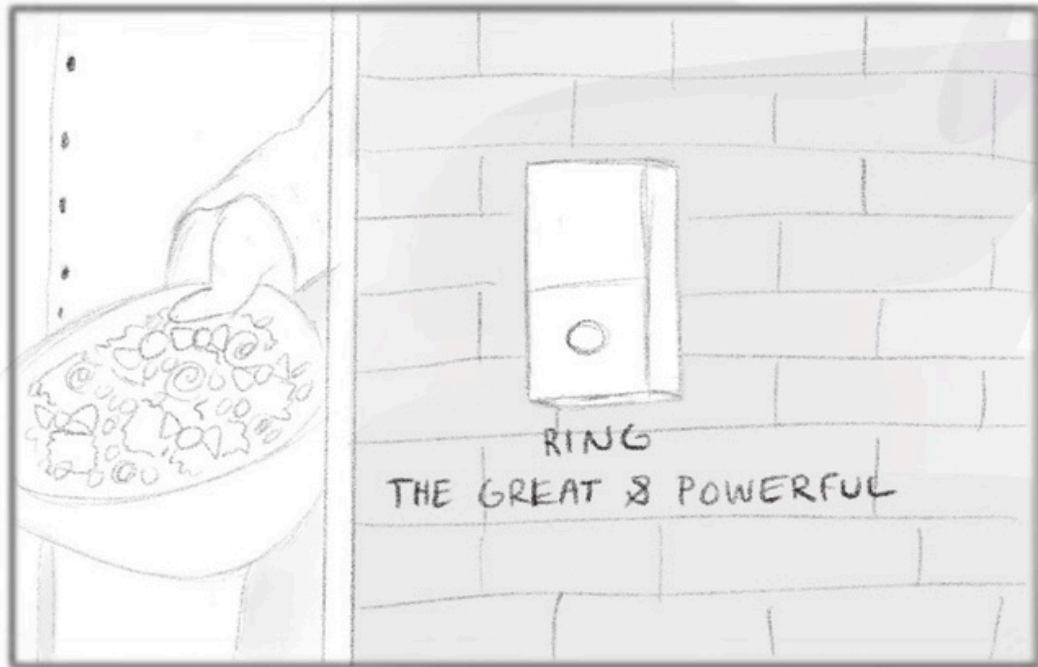
FULL CLOSE UP=
 (Dramatic pause for effect of Ring cam)
 Slowly zooming in, then stops when
 neighbor says...



"Alright alright, fine."



(sound effects of him walking to the door through the Rings microphone)



CLOSE SHOT =

cut to a side shot of the Ring and apart of the front door, where the neighbor comes out w/ candy for the kids. The

tagline, "RING: THE GREAT & POWERFUL" appears on screen underneath the RING doorbell.



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**QUESTIONS?
FEEDBACK?**