Recommendations for
CA Technologies campaign

Robustly Agile:

Idea for a Photoshop mash-up.
We could merge a robust animal and an agile one in to a hybrid.

The result is hilarious & engaging but also confuses the brain momentarily.

It could also be applied to your 'Floats like a butterfly' idea - a bee with butterfly wings.

ROBUSTLY AGILE
Easily leverage best-of-breed tools across the DevOps ecosystem

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Human error:
Manual handoffs
Idea 1 - catch fails

Idea for this would be to shoot photos of people missing catches in a very ungainly/undignified manner. Cannot find human equivalent in stock libraries but have examples of dogs doing exactly what I'm thinking.

For online/viral ads we could shoot or use existing slow motion video of people doing the same, a bit like these:

https://www.youtube.com/watch?v=6w2UxDdhZPk
https://www.youtube.com/watch?v=5nF-qQv4xwU
https://youtu.be/5GOmK5W8w3k

MANUAL HANDOFFS

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Human error: Dropping the ball Idea - sport fails

Idea for this would be to show sports people missing catches for the 'Dropping the Ball' line. Plenty of sporting fail videos for online/video ads showing humans at the top of their game still making a complete hash of it.

https://www.youtube.com/watch?v=iobTyCeYCJo

Human obsolescence: Idea 1 - multitasking

Idea to highlight how having humans as part of the process can slow everything down. The superiority of computers in multi tasking.

I have no idea how many tasks their systems can process at once but guessing it's a BIG number?

For added humour the online videos could feature things like this clip with the same messaging.

https://www.dropbox.com/s/6f1f5c9vzpsfkn3/fail2. mp4?dl=0

100,000,000
TASKS SIMULTANEOUSLY
WITH INTELLIGENT AUTOMATION

gettyimages
H. Armstrong Roberts/ClassicStock

563943953

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Continuous delivery: Idea 1 - nature

A simple idea and perhaps a little safe but a nice and accurate metaphor using examples in nature of things working tirelessly to always deliver. Could be photographic and video. Stock footage examples:

https://www.shutterstock.com/video/clip-14443777-leaf-cutter-ants-amazonian-jungle
https://www.shutterstock.com/video/clip-22835254-slow-motion-shot-leaf-cutter-ants-atta
https://www.shutterstock.com/video/clip-7831477-honey-bees-taking-off-hive-filmed-slow
https://www.shutterstock.com/video/clip-2623415-close-up-view-bees-on-honeycomb

Infinite agility:
Idea 1 - dance/ribbon

An idea for combining the infinite and agile messages, and to make it look graceful and effortless would be to have dancers using the ribbon to create the infinity 'swish' while performing agile movements.
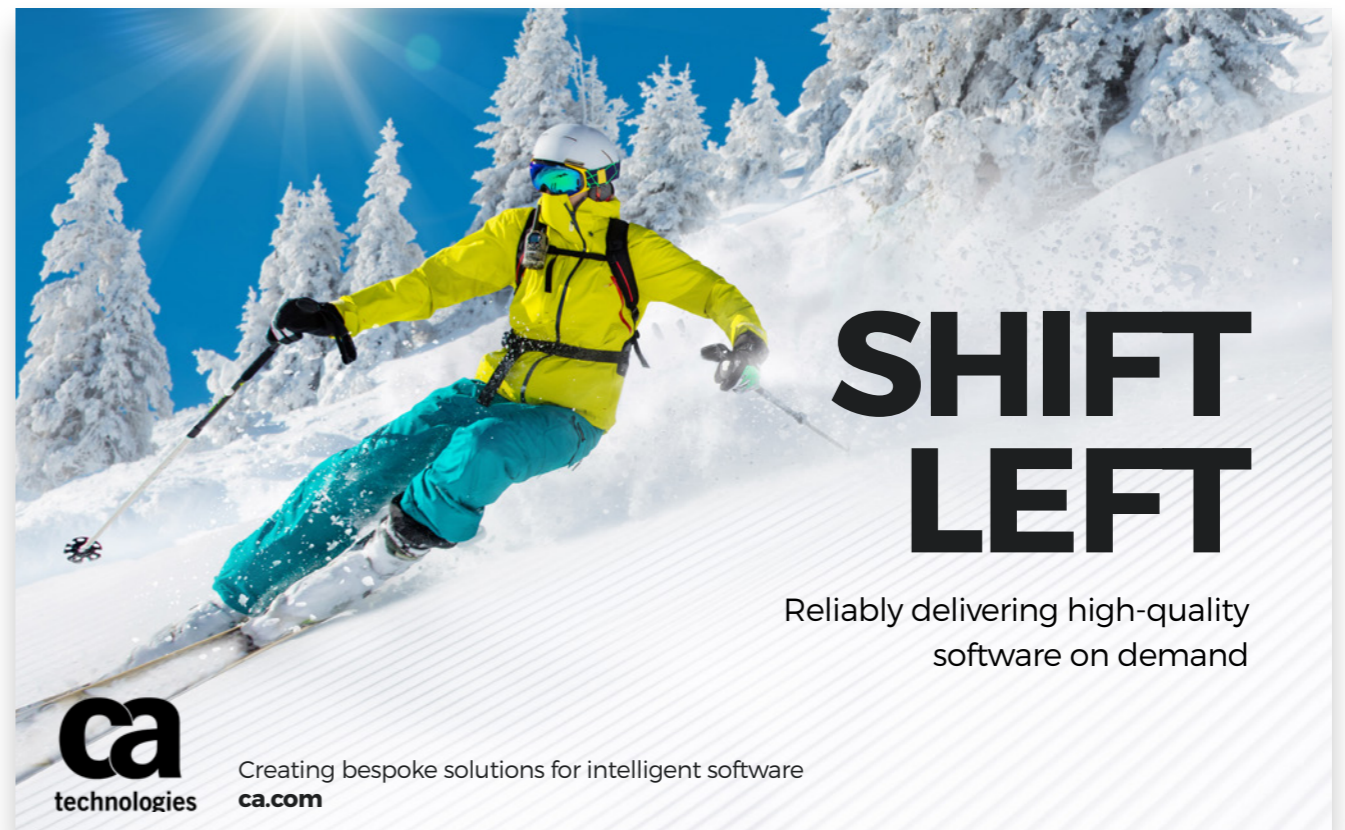
Could be photographic and video.

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Ideas not making it to Outcomes:
Idea 1 - Shift left

Literally using visual representations of people shifting/turning left.

Video options could be montages of skiiers, snowboarders, gamers, retro joysticks/arcade machines, cars drifting left, planes turning left, changing to left racket hand, train tracks changing to left etc.

Visibility:
Idea 1 - Being in the maze vs having the overview

An idea to show the ease an clarity of solving a problem when you have a proper overview.

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