

Hello Local

CREATIVE BRIEF

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DESCRIPTION

This animated ad will highlight the common **struggles** travelers face when visiting a new country for the first time—**confusion**, **uncertainty**, and cultural **gaps**. Through simple, expressive visuals, it will show how Hello Local steps in to provide **guidance**, **confidence**, and **clarity**. The ad will position the app as a friendly companion that helps travelers navigate difficult situations and feel more at home in a new culture.

Advertisement Animation:

I want to create this animated ad because I believe traveling isn't just about seeing new places, it's about feeling like you **belong** there. For many first-time visitors, arriving in a new country is exciting but also **overwhelming** — cultural differences, **etiquette**, and even small daily things can feel intimidating. With Hello Local, we're helping travelers fit in, feel **safe**, and navigate with **confidence**. The ad will reflect this mission by showing both the challenges of arriving in an unfamiliar place and the reassurance the app brings, making the unfamiliar feel **welcoming**.

This video will highlight the gap left by typical travel apps, which focus only on attractions and “don't miss out” lists. By positioning Hello Local as a **companion**, not just a guide, the ad will speak directly to what travelers really want: peace of mind and a sense of belonging. Whether someone is a frequent flyer or visiting for the very first time, they'll care because being prepared makes every journey **smoother**. Through this animation, we're not only branding the app but also showing how it changes the travel experience from simply visiting a place to truly feeling part of it.

Ultimately, I want travelers to feel **safe**, confident, and welcomed — not just visiting a new place, but truly belonging there.

GOAL

The goal of this ad is to help viewers recognize the **struggles** that newcomers face when arriving in a new place — from emergencies to unspoken cultural rules. After watching, we want them to see Hello Local as more than just a travel app, but as a companion that helps them feel prepared, **confident**, and **safe**. Ultimately, the ad should leave them with the **reassurance** that traveling doesn't have to feel overwhelming, and that with the right **guidance**, they can feel welcomed and at home anywhere.

TARGET AUDIENCE

Solo Travelers:

- **Struggles:** Feeling overwhelmed in crowded spaces, uncertainty about safety, difficulty asking for help.
- **Behaviors:** More independent, rely heavily on apps/maps, cautious but curious.
- **What they already know:** Basic travel planning (booking flights, hotels, common attractions).

Families:

- **Struggles:** Managing kids/elders, finding safe transport, food hygiene concerns.
- **Behaviors:** More structured itineraries, value comfort and reassurance, want reliable info.
- **What they already know:** Popular tourist attractions and general family-friendly travel tips.

Groups of Friends:

- **Struggles:** Navigating new systems (transport, payments), dealing with language barriers, social etiquette in public.
- **Behaviors:** More spontaneous, adventurous, often experiment with street food or local activities.
- **What they already know:** Trending places from social media, “must-visit” experiences.

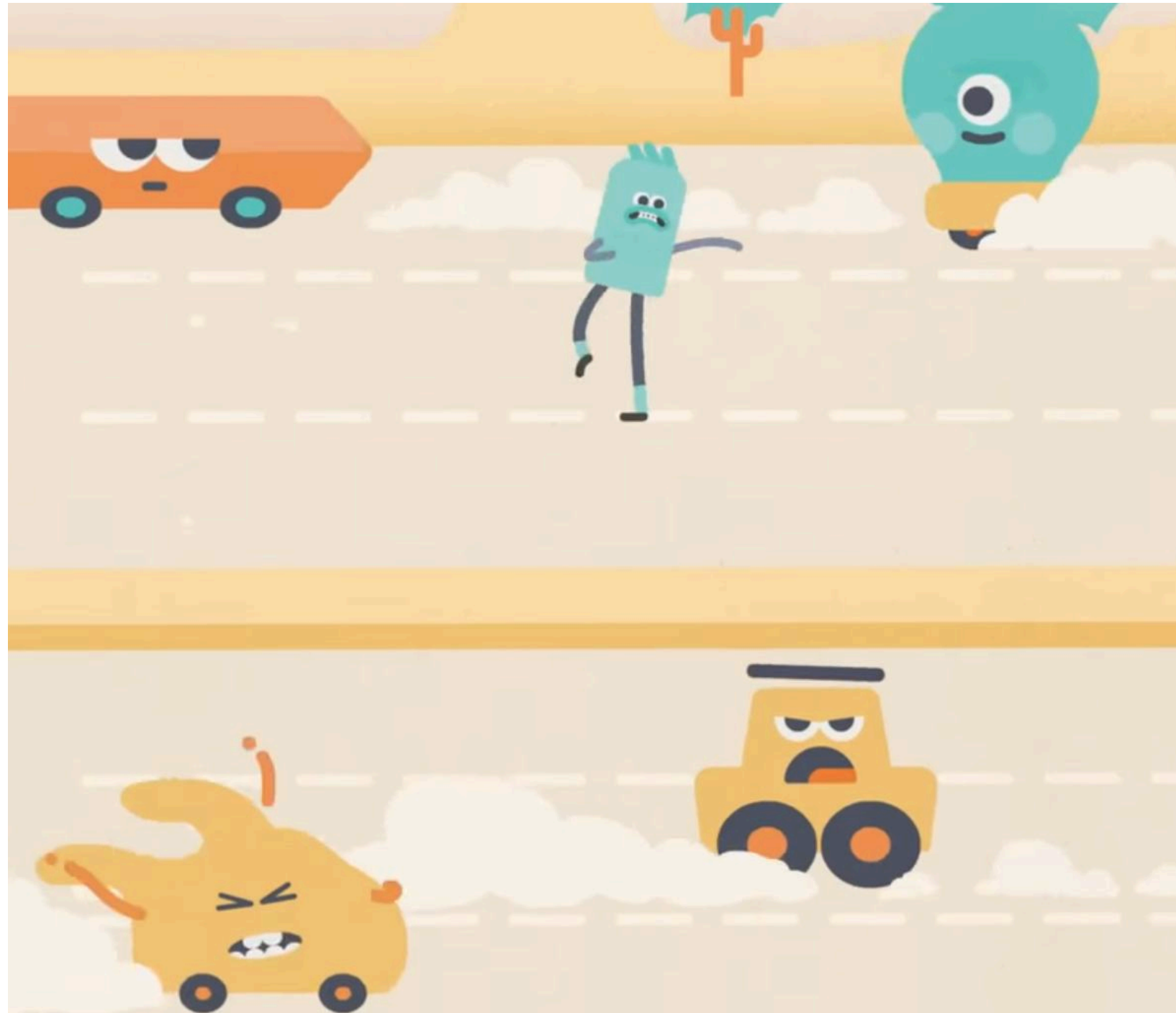
First-Time Travelers:

- **Struggles:** Culture shock, adapting to new etiquette, anxiety about doing things “wrong.”
- **Behaviors:** Over-plan before the trip, read lots of blogs/forums, still unsure once they arrive.
- **What they already know:** Big landmarks, general stereotypes

Frequent Travelers:

- **Struggles:** Even with experience, still face local quirks (traffic, bargaining, sanitation).
- **Behaviors:** Confident with logistics, but may underestimate cultural nuances.
- **What they already know:** General travel hacks, but not the unspoken “rules” specific to different places.

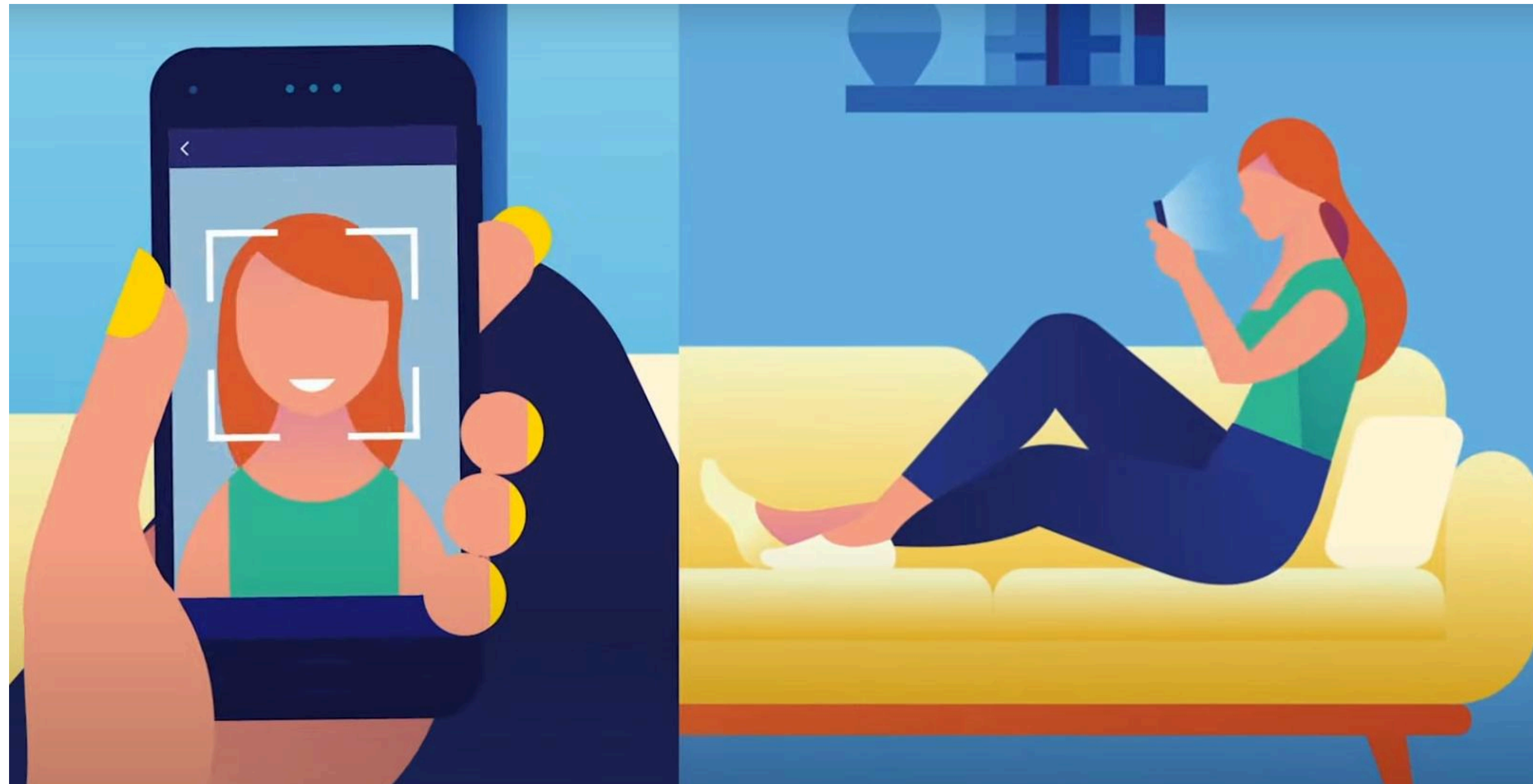
INSPIRATION 1



https://youtu.be/iN6g2mr0p3Q?si=el0d-Oy9q4pHz_AI

The art style of Headspace is simple, clean, and visually soothing. Even when illustrating distressing or overwhelming situations, the use of soft colors, rounded shapes, and playful characters makes the content feel light and approachable. This approach aligns perfectly with our goal of showing travel struggles without making them intimidating.

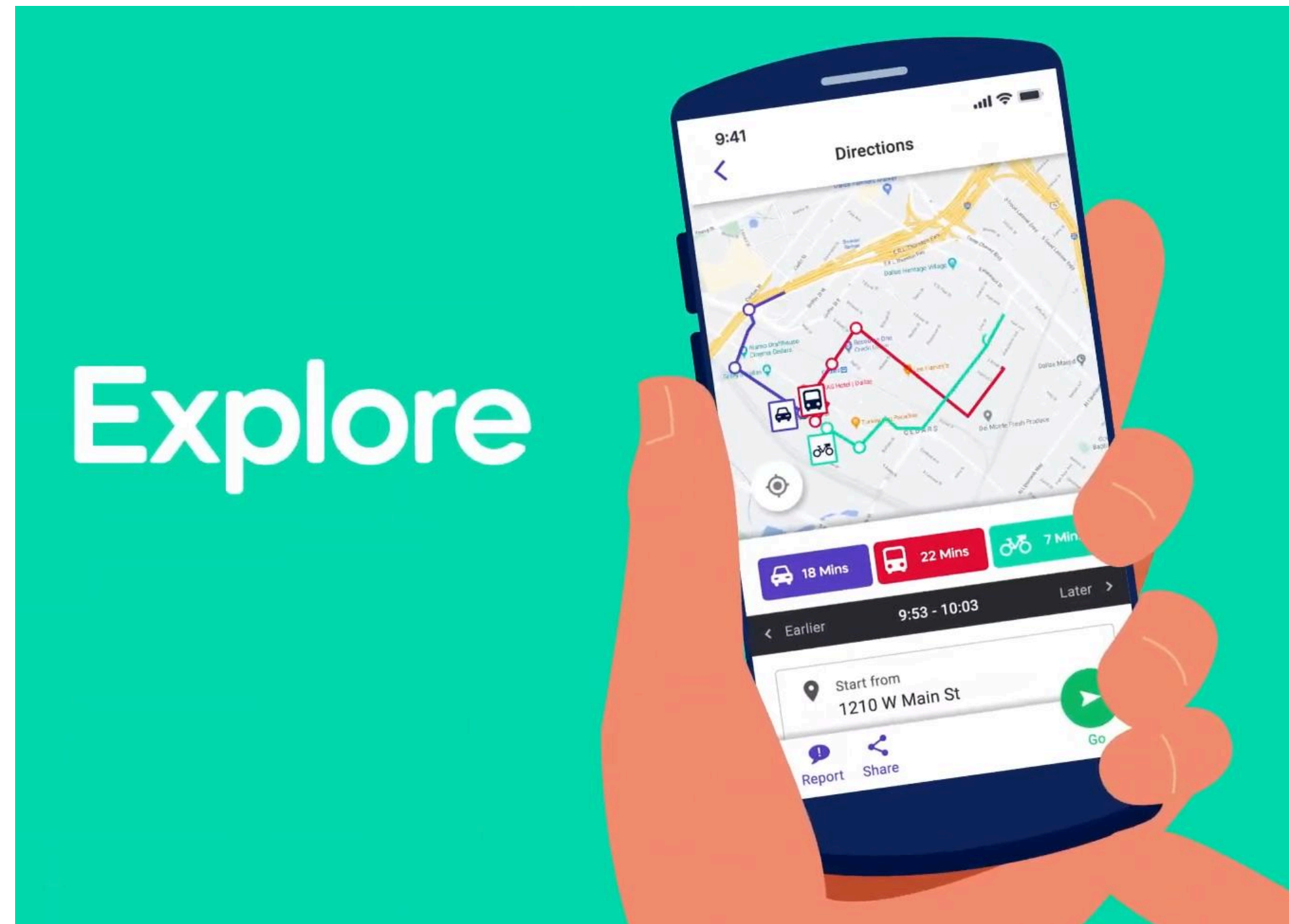
INSPIRATION 2



<https://youtu.be/DVbZ3ipyR30>

I liked how the ad showed the app UI alongside a human in a split-screen style, as it connects the user's real experience with the digital solution. For Hello Local, I want to do something similar, since showing the UI is important. I'm still debating whether to present the actual app UI for realism or recreate it in a simple, cute animated style to keep the ad playful.

INSPIRATION 3



<https://youtu.be/q5TS73aMOIk>

This ad captures the essence of traveling really well, with smooth transitions that make the journey feel seamless and exciting. Since Hello Local is also a travel-related app, I find the clear and fun art style inspiring, as it shows how animation can make the experience of moving through different places feel engaging and easy to follow.

VISUAL STYLE

The animation will use a simple, clean art style with a consistent neutral color palette, ensuring flexibility as the app expands beyond India. Visuals will feature soft lines and minimal icons, while characters will be built from basic shapes rather than humanoid forms to keep them universally relatable and easy to animate.

To convey emotion, the animation will apply principles like exaggeration — especially to highlight moments of panic or confusion. The mood will shift visually: the first half of the ad will use slightly darker tones to subtly indicate a sense of gloom or overwhelm, while the second half will transition into brighter, more vibrant colors to represent safety, confidence, and belonging with Hello Local.

illustrations I will need:

- **Logo** → a simple, adaptable design that reflects the Hello Local brand.
- **Mascot** → main expressive character to guide the story.
- **Supporting Characters** (NPCs + Main Traveler) → a few simple characters to act as travelers and locals.
- **Background Scenes** → key locations like metro station, hotel, street, and airport.
- **Background Elements** → small world-building details such as cars, autos, trees, and signage.

Assets Needed:

App UI Screenshots

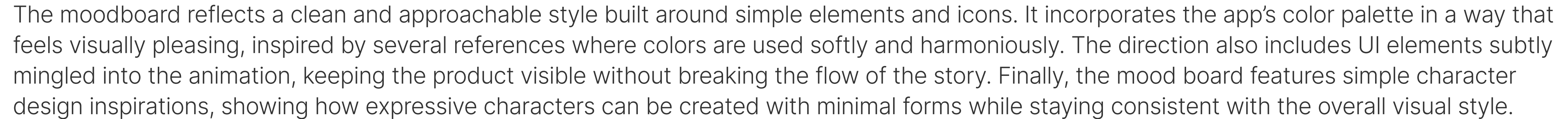
- Key screens (home, emergency contacts, etiquette tips).
- Clickable flows to show app “in action.”

Video References

- Short clips that capture the feel of travel (e.g., crossing streets, airports, metro).
- Can be stylized/animated over to blend with the ad.

Reference Images for Backgrounds

- Metro stations, hotels, busy streets, airports.
- Everyday Indian settings that travelers would encounter.



COLORS

Primary	Secondary	Accent

FONTS

Corben: H1
Plus Jakrata Sans: Body

The animation will stay consistent with the fonts already used in the Hello Local app to maintain a cohesive visual identity. Since most of the animation will rely on visuals and characters rather than text, typography will play only a supporting role — appearing subtly in UI elements or short on-screen labels when necessary.