

CLIENT

MICROSOFT COPILOT

CAMPAIGN PITCH · 2026

VIDEO COMMERCIAL · 3 SCENARIOS

Everyday Copilot

How Copilot *actually* shows up at the desk — not the marketing fantasy, the reality.



REAL OFFICE ARCHETYPES

—

THE INSIGHT

The pitch says productivity. The reality is improvisation.

Copilot is becoming different things for different people — quietly solving very specific, very *messy* workplace problems the brochure never mentions.

SAME PRODUCT. WILDLY DIFFERENT USERS.

THE BIG IDEA

Show the people we know (and sometimes be), in the workplace.

The real archetypes of how Copilot shows up in real offices.

NOT THE MARKETING. THE TRUTH.

—

PRODUCTION

FORMAT

Video commercial — three workplace scenarios.

LENGTH

One 30–45s anthology spot — **or three 10–15s cuts, one per scenario.**

STYLE

Handheld. Office-light. Minimal — like a thing someone actually filmed.

DELIVERABLE

Scripted scenarios. Natural dialogue, and the reaction.

CHEAP TO SHOOT. EASY TO BELIEVE.

EXECUTIONS

3

SCENARIOS · ONE ARCHETYPE EACH

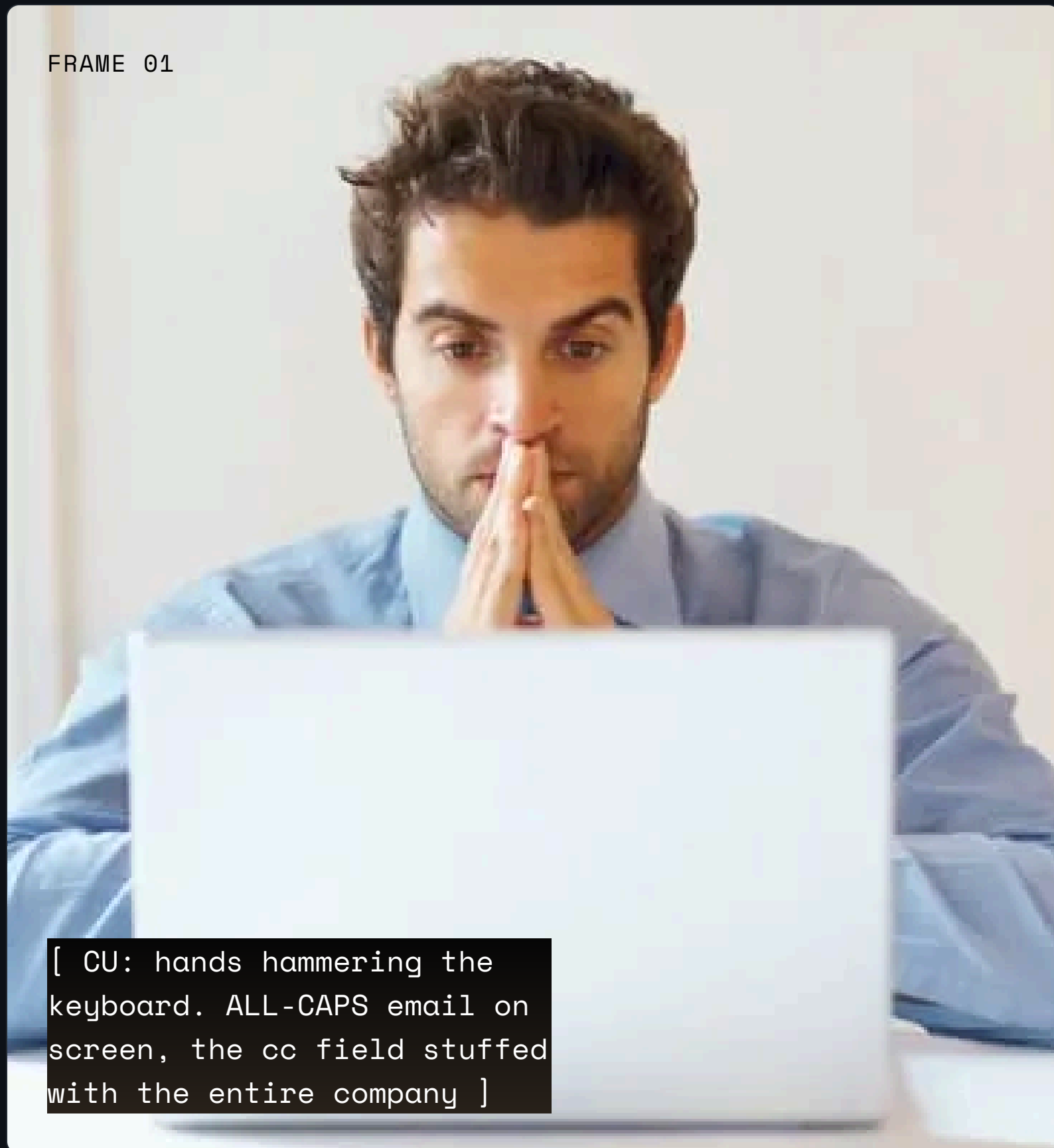
Classic Archetypes

STONE

HONEST · FUNNY · NEVER CYNICAL

SCENARIO 01 – THE MEAN EMAILER

FRAME 01



[CU: hands hammering the keyboard. ALL-CAPS email on screen, the cc field stuffed with the entire company]

SETUP

He types. Angry. Cc'ing the entire company in rage.

◆ COPILOT SUGGESTION

Tone adjustment suggestion?

Dismiss

Apply

~~"THIS IS COMPLETELY UNACCEPTABLE!!!"~~ → *"I wanted to gently raise a concern."*

His email is rewritten. Professional. Still angry — just *subtle* now.

"...I guess that works."

SCENARIO 02 – THE OVER-SCHEDULER

SETUP

A calendar in total chaos. Nine Teams meetings, one room, one time slot.

COPILOT "You have a conflict."

HER "I know."

COPILOT "No – a *real* conflict. Nine of you can't be in the same meeting room."

HER *Realizes he's an idiot. Beat. Laughs.*



Thursday

10:00 AM

End Svnc

Standup

1:1 w/ Dana

Roadmap Review

All-Hands Prep

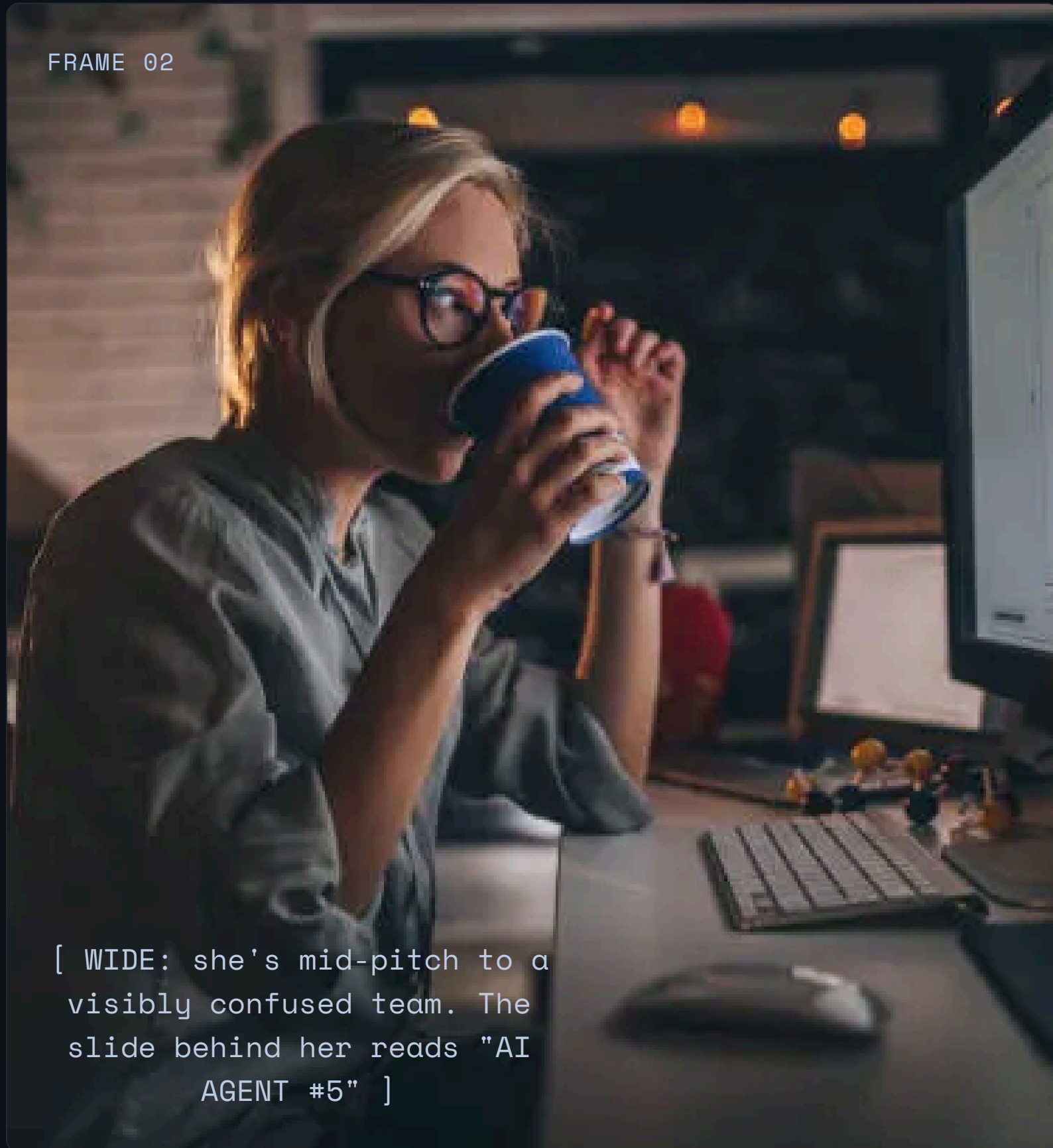
Room 4B · 10:00

+ 4 more

△ ROOM 4B CONFLICT

SCENARIO 03 – THE PROJECT MAKER

FRAME 02



[WIDE: she's mid-pitch to a visibly confused team. The slide behind her reads "AI AGENT #5"]

SETUP

Copilot open. She's excited. She starts typing a prompt.

HIM

"Create an AI agent that..."

CUT TO – NEXT DAY

Same woman, presenting her **fifth** AI agent idea to a confused team.

TEAM

...why.

"Copilot said we could."

VOICEOVER – ACROSS ALL THREE

**Making you
more efficient.**

Whether you need it or not.

COPILLOT – END VO

WHY IT WORKS

01 Original observation — specific workplace archetypes that actually exist.

03 Character-driven — it shows real understanding of workplace dynamics.

02 Honest and funny — not cynical, just true.

04 Shareable — people see themselves, or their coworkers, in this.

THE WHOLE OFFICE IS THE CAST.

Copilot

make it yours