

**Scrolling is
Predictable,
Chapel Hill isn't**

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30/01/2026

MEJO.371

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THE SETUP

- In a campus as vibrant and gorgeous as UNC Chapel Hill, it's easy to miss what's in front of you; when your eyes are locked in on a screen and your ears are distracted by loud noise.
- This spot follows a student "Jim", as his phone battery dies, forcing him to look up, grasp the real moments around him and have an unexpected and special walk back from class.
- It promotes a shift from checking notifications to forming real connections, choosing the present, because it's a gift we're lucky enough to have.



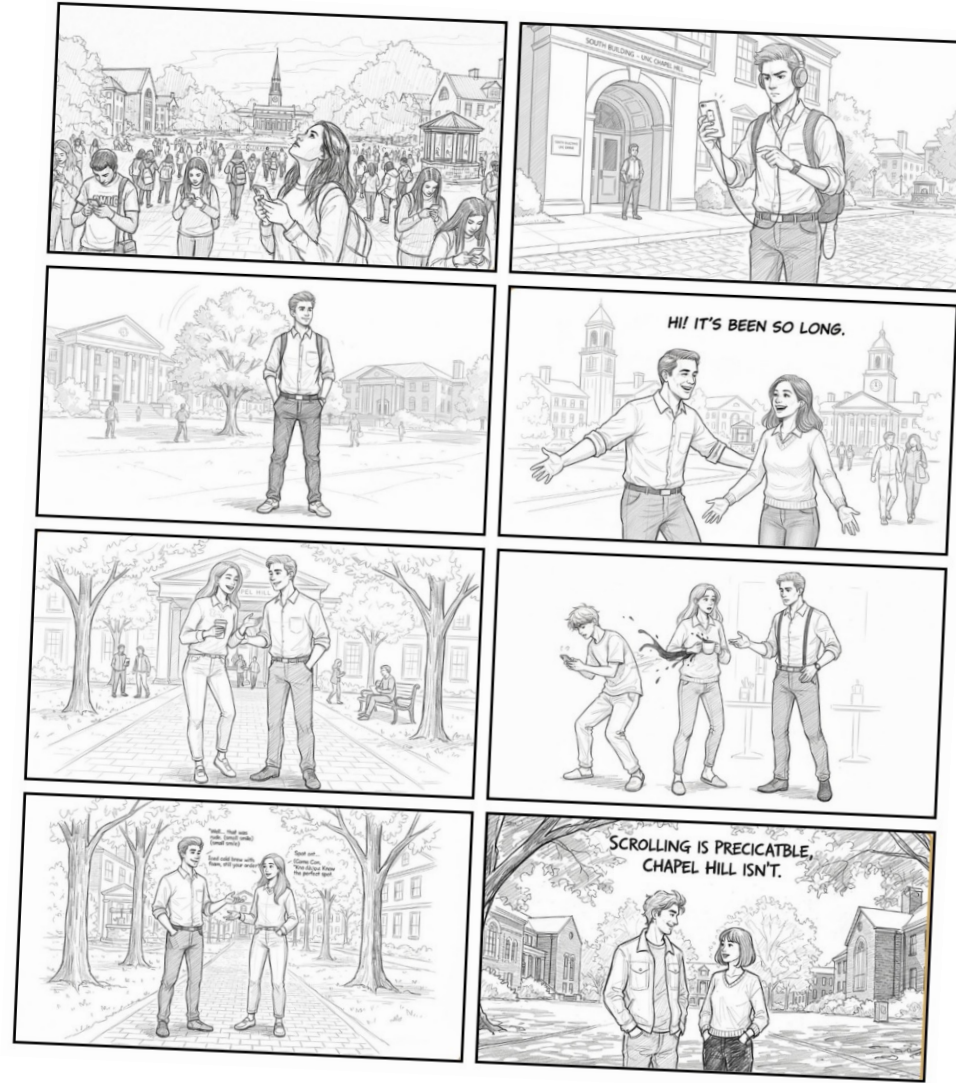
The Script: From Screen to Scene

- The strategy is to flip FOMO (fear of missing out) for UNC Students on campus. Their feed and social media apps feel always urgent to interact with, and as a result they miss the beauty of being a college student in a part of Southern Heaven
- We are lucky enough to live in a walkable, magnificent and a nature forward campus, bursting with life. Students get nostalgic about graduating soon, but do nothing to live and cherish the moment
- Using sound-led contrast, the AD will start with chaotic scrolling noise to mirror how students move around Chapel Hill on “auto-pilot”, distracted, silent and living day-to-day through a screen.
- To cut to depicting the real campus soundscape Jim’s phone dies as he exits class, forcing him to look up and appreciate what’s around him.
- The difference is felt, as his short walk back from class turns into a joyful and emotional connection that makes his day special.



TV AD

Storyboard



Frame 1: Opening



- It's 2:00 pm, Chapel Hill, NC
- Location: The Quad
- In the background, there's chaotic Noise from student's social media feed
- Students are walking glitched onto their phones and with their headphones wired in their ears, blasting music
- The screen is "glitching" and becomes overwhelming, imitating how it feels when you are scrolling/replying to your friends while walking, being overwhelmed and deeply engaged



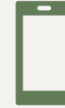
Frame 2



Door Bell
Rings. Camera
plans to our
main character:
Jim



He exits his
building, just
got done with
class



He puts his
headphones on
and tries to
open his phone



It's dead... He
is annoyed,
sighs and puts
it in his
pocket, the
chaotic music
STOPS



Frame 3

He ignores the “noise” that is coming from everyone’s phones and focuses on his senses

All of the sudden it becomes peaceful

The sun is shining, the big beautiful tree’s are softly blown by the warm wind, he admires the unique architecture in the buildings, Jim can finally hear the laughs from the students sitting in the quad having lunch break

Jim is slowly walking through campus finally noticing



Frame 4

HI! IT'S BEEN SO LONG.



As he is walking and admiring, his eye catches a girl friend from across the path, he shouts: “Julia”

Jim hasn't seen Julia in 5 months since she went abroad...

He approaches her with great surprise, and they are both super excited that they run into each other



Frame 5



- They are catching up and enjoying each other's company until...
- An oblivious guy, dressed in pijama pants, is sucked in his phone and without looking he bumps into Julia and knocks over her coffee!
- It spills all over her and falls to the ground, Julia & Jim are both shocked
- The guy that knocked over the coffee, barely notices since he had his headphones on
- He keeps walking...



Frame 6

- Jim smiles and says: “Well that was rude, Iced cold brew with foam still your order?”
- Julia goes: “How did you remember, spot on!”
- Jim says: “Come on, you know I know the perfect spot.”



Frame 7



- Frame pulls back as Jim & Julia walking through campus together amongst students on their phones
- The camera continues to rise and fades into a beautiful cinematic view overlooking the Quad
- ‘Scrolling is predictable, Chapel Hill isn’t’ appears on the screen
- As the AD ends, screen washes into Carolina blue and a bold and simple “Look up” appears
- The AD ends with the message fading out from a phone screen panning up on a vibrant campus
- Therefore, visually mirroring the action for a stronger appeal and imagery for students adapt



Slide 5: Reflection

- Why do you think this will work: Because it's unexpected. It's based on empathy, not judgment. By constantly seeing friends post UNC moments such as sunsets, quad hangouts, playing sports, lunch at the bell tower/Wilson steps, they **want** that life. They post it because it feels special, unique and something that they are proud to be a part of. The irony is they're chasing a feeling on a screen while it's happening all around them. The AD draws on an moments that every student can relate to, and can feel inspired by. Romance is also used as a powerful tool, depicting that real connections happen in front of us and not behind our screens.
- What was your insight that led you to this creative: My personal experiences. I've played "Jim" in my everyday life plenty of times before. The most vivid memories I have on campus are the ones where I admired the beautiful scenery or bumped into someone I knew and ended up hanging out. I recall feeling my everyday routine shift, resulting in joy and happiness that something unusual happened today, something real, a memory.
- What makes this memorable and differentiating: Storytelling is what makes it memorable. Scientifically people are more likely to remember a story, by giving the message a plot and characters, the feeling sticks and can be a form of self-reflection. The sound-led and personal contrast is what makes it different. It mirrors a feeling that student's already know, and desire to have. It puts into perspective how much they are missing by just being on their phones, like most people. But the contrast character changes that (the guy that bumps into them) it asks: Which character do you want to be? The "villain" or the "hero".
- Why is this astonishing: It flips the hierarchy. Everyone is focused on their phones, this disregards that. You become your own main character, and in pursue of that you are being challenged out of your comfort zones achieving what other people are aiming for.



Where will the campaign air/play

This campaign will use a 3-layer approach to maximize student reach and engagement:

1. Social Media skit (Week 1)

- Launched through student-run accounts which are trusted, and widely followed: @uncchicks, @unccrushes and @uncchapelhill(to make sure peak engagement is utilized)
- This will familiarize students with the campaign fast, and comes from a place they respect, find funny and enjoy their content
- It also serves as a “double-edged sword” since they will be watching it on their phones, while the new ending scene makes the message wide & clear

2. Coffee shops TV's and daily life placements (Weeks 1-2)

- Runs on dining hall TV's, dorm lounge screens and on/off campus coffee shops
- These placements hit students in real life settings and reinforce the core idea: life is around you not on a screen
- Especially in coffee shops, where students will get sense of the idea to catch up with a friend they haven't talked to a while, finally ask their person on a “date” or appreciate their friend's company, instead of doom scrolling

3. Posters (Weeks 2-3)

- Once students recognize and are familiar with the campaign, a vibrant poster that summarizes the message of the AD will be introduced, as the video AD will slowly phase out
- This ensures that the message alive without repetition, avoiding irritation when the same thing is “shoved” in your face too many times
- Placed in high-traffic academic buildings, class halls and coffee shops this will act as a quick visual reminder to live in the moment



The Summary

- The campaign tackles on one of our generation's biggest problems: Being constantly connected online, and feeling increasingly disconnected from your own life. This fuels constant loneliness, comparison, sadness and feeling not in control. This story inspires students to shift that narrative, step away from the mass. It reminds them of the magic of the school they chose to spend 4 years in, and why it deserves their attention. Chapel Hill is your feed, not your screen. Look UP!

