

# Why? Why? Why?

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A Copilot Voice Mode Commercial Concept

60-Second Spot — Pitch Deck & Production Brief

 Microsoft Copilot



Every parent has survived it. The toddler question avalanche. It starts with *"Why is the sky blue?"* and ends somewhere near *"What if gravity is just the earth hugging us?"* It is relentless. It is bizarre. It is completely unanswerable. **Until now.**



— THE UNIVERSAL PARENTING EXPERIENCE

# The Concept

*A 60-Second Love Letter to Curiosity*



## FORMAT

60-second hero spot for streaming, broadcast, and social



## SETTING

The back seat of a car — the world's greatest philosophy classroom



## HOOK

A toddler's surreal questions defeat a loving parent, then meet their match in Copilot Voice Mode



## TONE

Warm, funny, genuine — never mocking the child or overselling the product

## THE CAST

# Character Dynamics



### THE TODDLER

#### "The Relentless Philosopher"

Asks questions that start simple and go cosmic. Never satisfied with surface answers. Genuine wonder, not precocious schtick. Treats every answer as a launchpad for the next question.



### THE PARENT

#### "The Loving Surrender"

Exhausted but adoring. The straight man of the spot. Tries valiantly before handing off. Their quiet relief sells the product better than any feature list.



### COPILOT VOICE

#### "The Infinite Patience Engine"

Warm, curious, never condescending. Treats every question like it deserves a real answer. Occasionally delighted by the toddler's logic. The calm center of the storm.

*Three characters · One back seat · Infinite curiosity*


# Storyline Beats

Three Acts in 60 Seconds

## ACT 1

### The Barrage

Toddler fires rapid questions from the car seat. Parent tries gamely. Each answer spawns two more questions. Comedy builds through escalation and the parent's increasingly desperate expressions.


THE PIVOT 

 RAPID FIRE

## ACT 2

### The Handoff

The parent hits the wall. A beat of silence. They tap the phone on the dash mount. *"Hey Copilot... can you talk to my kid for a minute?"* The warm chime sounds. Game on.

 THE MAGIC

## ACT 3

### The Duet

Copilot and the toddler enter a surreal, delightful Q&A flow. Questions get weirder. Answers get more creative. The toddler is genuinely enchanted. The parent watches in the rearview mirror, smiling.

THE HEART 

## CODA

### The Payoff

One final exchange lands the emotional beat. Title card. *Logline. Logo. The audience is charmed.*

0:00

0:30

1:00


# Sample Dialogue — The Barrage

## THE QUESTIONS

- 1 *"Why is the sky blue?"*
- 2 *"But why is science?"*
- 3 *"Do fish know they're wet?"*
- 4 *"Why not?"*
- 5 *"What does the sun taste like?"*

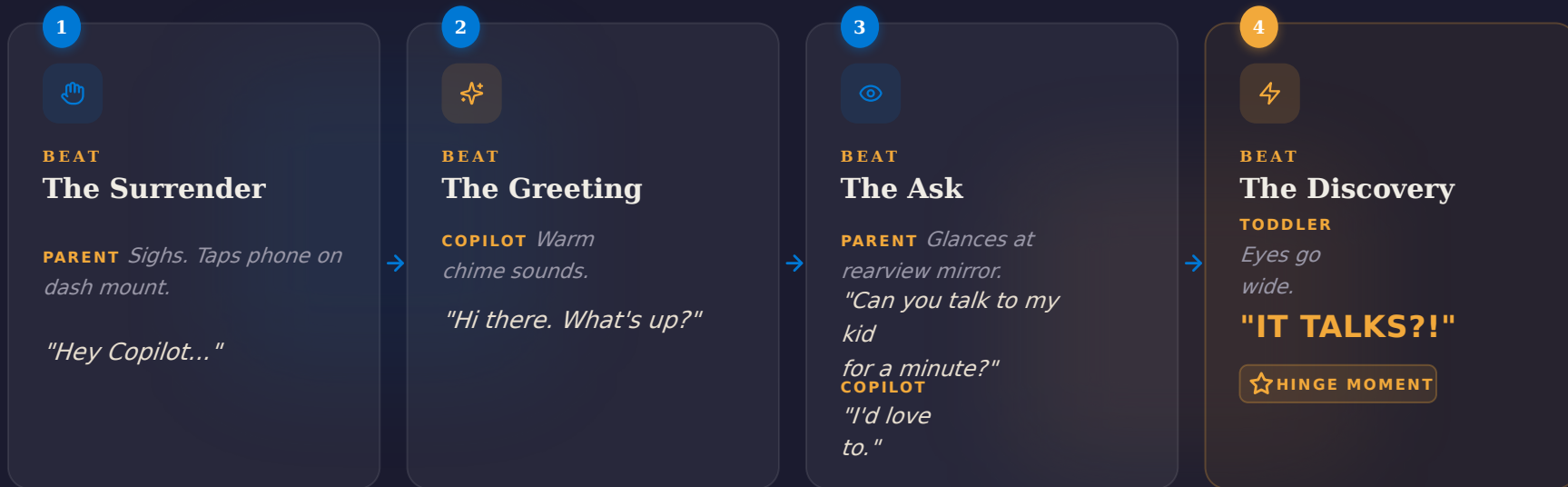


## THE STRUGGLE

- 1 *"Because of... light? And... science."*
- 2 *opens mouth, closes it*
- 3 *long pause "...I don't think so?"*
- 4 *stares at road*
- 5 *quietly activates Copilot* 

# Sample Dialogue — **The Handoff**

The five-second pivot that changes everything.



*Direction: This 5-second sequence is the emotional pivot of the entire spot. The parent's quiet "Hey Copilot" should feel like a real moment — not a product demo.*

ACT 3 · 0:20-0:50

# Sample Dialogue — **The Duet**

The heart of the commercial. Copilot and the toddler find their rhythm in a surreal, delightful exchange.

## 1 THE QUESTION

**TODDLER**

*"Do fish know they're wet?"*

**COPILOT**

*"That's a really good question. Fish have always been in water, so to them, it's just... everything. Like asking if you know you're in air."*

## 3 THE LEAP

**TODDLER**

*"What if the air is a fish's water?"*

**COPILOT**

*"Then you'd be a sky fish."*

## 2 THE REVELATION

**TODDLER**

*"I'M IN AIR?!"*

**COPILOT**

*\*gentle laugh\**  
*"You are. Right now."*

## 4 THE JOY

**TODDLER**

*\*delighted gasp\**  
**"I'M A SKY FISH!"**

— The line the audience takes home.



### KEY DIRECTION

Copilot never talks down. It follows the child's logic with genuine curiosity. The audience should feel that the AI is actually *enjoying* this.

THE CODA

## Final Beat (0:50-1:00)

TODDLER

*"Copilot, are you a robot?"*

COPILOT

*"I'm an AI. Kind of like a robot, but I live in the cloud."*

TODDLER

*"Which cloud?"*

COPILOT

*"...That's a really good question."*

**CUT TO:** *Parent glancing in the rearview mirror. The toddler is beaming. The parent takes their first real breath in hours.*

**Copilot. For every question. Even the weird ones.**



MICROSOFT COPILOT

# Visual & Production Direction

*The look, feel, and soul of the spot*



## CAMERA

Handheld, intimate feel. Think indie film warmth meets iPhone commercial precision. Shallow depth of field on toddler expressions.



## LIGHTING

Golden hour through car windows. Warm amber tones. Soft, natural contrast. No studio feel.



## SOUND DESIGN

Engine hum, car seat rustling, road noise. Copilot's warm audio chime is a character itself. No score until the coda.



## COLOR GRADE

Warm amber palette. Desaturated slightly for premium feel. Think A24 warmth meets Apple product film.



## PACING

Quick cuts during Act 1 barrage. Longer, breathing holds during Act 3 duet. The edit rhythm mirrors the emotional shift.



## CASTING NOTE

Real toddler energy, not scripted child actor polish. Imperfection is the charm. Consider real parent-child pair.



# Brand Messaging & Product Positioning



## WHAT WE'RE SAYING

- ✓ Copilot Voice Mode is patient, warm, and genuinely helpful — even with the world's most demanding conversationalist
- ✓ AI that meets you where you are — no judgment, no impatience, just help
- ✓ Voice Mode is natural enough for a 3-year-old to engage with spontaneously
- ✓ Microsoft builds AI for real life, not just productivity decks



## TAGLINE OPTIONS

- 1 "For every question. Even the weird ones. Recommended" **0:05**
- 2 "The world's most patient conversation partner."
- 3 "Curiosity, answered."
- 4 "Finally, someone who never says 'because I said so.'"



## DISTRIBUTION

- Streaming Pre-roll
- Super Bowl Consideration
- YouTube Hero
- TikTok Cutdowns
- Instagram Reels



MICROSOFT COPILOT

# Let's Make This

A 60-second spot that makes the world fall  
in love  
with talking to Copilot.

- 1 Storyboard & Animatic →
- 2 Casting & Location Scout →
- 3 Production & Post