



BELOW THE LINE

by Jens Pfeifer



SYNOPSIS

A documentary about brown-furred polar bears, yellow elephants, and likable demeanour. A yellow elephant on the street - would that convince you to put an advertisement in the yellow pages? Would you be willing to say "Would you like a wristband?" all day long? Does walking the streets dressed as a bear mean selling your soul? Is it less satisfying to promote a tanning salon than a brand of sneakers? Amelie, Caro, and Ralf are working in the universe of promotion, trade shows, and merchandising. The filmteam has followed them for a year: How does it feel to bring products home to other people? An industry that aims to win over consumers through personal experiences within "brand philosophies". A world that turns young people into marketing tools. Easy money for selling yourself. Whether as a brown-furred polar bear, a yellow elephant, or just with a friendly smile. Three young people, three inside views, three strategies.

CAST AND CREW

DIRECTOR Jens Pfeifer

Germany 2009

ORIGINAL LANGUAGES

German

PREMIERE

Germany (2009)

PRODUCTION COMPANY

[HFF München \(Hochschule für Fernsehen und Film\)](#)

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