

ALAN WALKER X DAYA

# HEART OVER MIND

MUSIC VIDEO TREATMENT

BY MADS NESET

**MUSIC VIDEO**

After the massive solar storm in 2040, the corporation Red Nexus stepped in. They promised safety by building huge walls around the big cities. People believed them and felt grateful. But over time, it became clear: "safety" was just a word Red Nexus used to control everyone.

Life inside these walls is tough. There's no joy, no freedom. Everyone just follows the rules and does what they're told, like slaves. Our main character grew up in this world. But he's heard stories about life outside, and he wonders if there's more to life than this.

After the solar storm, Red Nexus rose to power.  
They promised safety.  
But, at what cost?

## OPENING TEXT

Video starting with a brief textual intro. It's like giving our audience a quick roadmap before diving into our story. This way, when they watch the video, they're already tuned into the universe we're presenting. Even if someone isn't familiar with the whole Alan Walker lore.

# SCENE 1

The music video begins with a look at the city, showing the tall complexes. Then, we move into the apartment of our main character.

We watch him start his day. As he gets out of bed and goes about his tasks, his movements are mechanical. There's no spark in his eyes, no joy. He looks like he's just going through the motions, showing us how life inside the walls has affected him.





## SCENE 2

The scene shifts to our main character heading to work. As he walks, we see others like him, all moving with the same lifeless expressions, hinting at the monotony of their existence.

Throughout his journey, we catch glimpses of walls and structures that have been marked with graffiti. Messages like "join the walkers," "walkersjoin," and others stand out, silently screaming rebellion against the system. These graffiti markings emphasize the video's central theme of seeking truth beyond the controlled narrative.

## SCENE 3 INCLUDING DAYA PERFORMING

We see a long line of people waiting to check into work. It's a strong picture of how they're trapped, like slaves. Everyone looks the same, showing no one is special or free in this place. In the crowd, the artist DAYA is introduced, singing blending performance seamlessly into the narrative.





## SCENE 4 INCLUDING DAYA PERFORMING

The scene shifts to the "work check-in" room. It's a clean, sterile space. Here, each person takes a seat to be inspected. An officer carefully looks them over to decide if they are "fit for work." Emphasizing the control and scrutiny they live under. DAYA is also one of the citizens we see, ensuring her continuous involvement in the story.



## SCENE 5 INCLUDING DAYA PERFORMING

The scene shifts inside a factory. They're assembling the iconic "evil" drones, a key symbol in Alan Walker's universe. The hissing of steam, and the bright sparks flying create a visually and audibly immersive atmosphere. Guards walk around, making sure everyone is working.

DAYA's song fills the scene as she performs, her presence contrasting with the mechanical surroundings.

The scene also intercuts with our protagonist's repetitive life. We see the same routine: waking up, commute to work, waiting in line, the check-in, and then the factory. This repetition drives home the monotony and emptiness of their lives, showing how every day is the same with no happiness or purpose.





## SCENE 6

In this brief scene, we see a change in the usual routine. Instead of following the same path to work, our protagonist suddenly takes a different turn. He enters a dimly lit, narrow street that feels secretive, like a hidden black market.

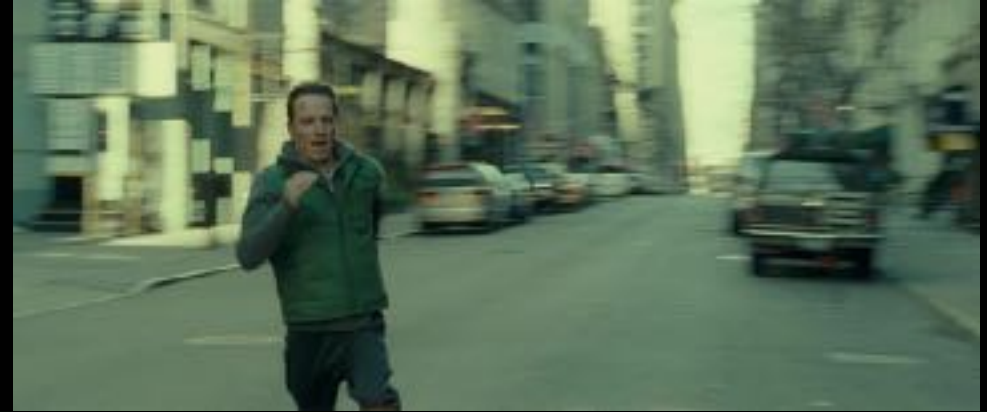


He interacts with a merchant in this underground space. After a quick exchange, he receives an item which we don't reveal yet, keeping the audience curious. This deviation hints at a brewing plan or change in his usual day-to-day life.

## SCENE 7

This scene marks a pivotal moment in the narrative. Our protagonist, always seen walking in one direction, is now sprinting the opposite way, defying the norm. The contrast is stark: while the masses move in one direction, he breaks free, going against the tide.

As he makes his bold escape, the atmosphere shifts at the factory where DAYA and the workers are. Noticing his act of rebellion, an awakening stirs among the workers. Energized by DAYA's powerful chorus, they too find their spirit. They raise their tools skyward, chanting in unity. It's a moment of empowerment, as the spark of life and hope is rekindled among the workers.





## SCENE 8

In this final scene, we see our protagonist taking his very first steps outside the walls, stepping into a world he's only dreamt of. The vast landscapes stretch out before him, providing a stark contrast to the confined city life he's known. For the first time, his eyes light up with genuine wonder, and a sense of freedom washes over him.

Driven by newfound joy, he can't resist but to run, exploring terrains he'd only seen in old pictures. His excitement is palpable, and his smiles are genuine.

## SCENE 9 (TAIL)

Our hero stops after walking for miles away from the city. He's about to show the item he got from the black market. But before we see it, the scene suddenly changes.

We see DAYA in a car, woken up by a friend. She looks outside and spots a big billboard saying: "Red Nexus: The Escape - New at WalkerWorld Theme Park." It's a fun twist, hinting that it might have all been a dream. This also teases the upcoming November 11th album and its theme park concept.



# EXTENDED CONTENT

# PROMO SHORTS

## SEARCHING: THE WORLD BEFORE THE SOLAR STORM



Our protagonist, types into a search bar on his phone: "*the world before the solar storm.*"

**"NO MATCHING RECORDS FOUND"**  
Indicating that info is hidden or restricted to the public.

## DAYA's "FIT FOR WORK" scan.



Witness DAYA face the Red Nexus 'fit for work' scan in this sneak peek short. As the scan concludes and DAYA starts to move, we cut. Leaving you wanting more... music video coming soon.

## GOOD MORNING



Every morning, our protagonist awakens to the Red Nexus morning broadcast on his radio. A daily dose of propaganda begins his day. He opens the window, revealing the dystopian city beyond. A preview of the world you're about to enter in the upcoming music video.

# THE DIARY

Utilize the 48-hour premiere countdown on YouTube to provide added depth and context to the story. A looping trailer video will play during this countdown period. Embedded within this video, a distinct link directs viewers to an external website.

This website gives viewers access to the protagonist's personal diary. Here, they're drawn deeper into his psyche, his doubts, hopes, and fears about the world around him.

Once the music video ends- the story continues in the diary.

As the video narrative concludes with his escape, the diary expands beyond, offering fans an insight into his explorations, discoveries, and challenges in the uncharted world outside.

With regular updates, this living diary becomes an engaging platform, bridging gaps between content releases. It teases potential plotlines, sparks fan theories, and even provides a promotional avenue for upcoming continuations of the story. The diary serves as both a promotional tool and a narrative device, ensuring our audience remains deeply connected and invested in our protagonist's ongoing journey.

Whoa, okay. This is... new. I mean, who even writes in a diary these days? But I just... I don't know. Had to get these thoughts out. Something feels off, and I can't shake it. Like there's this itch in my brain I can't scratch. Every day, it's the same thing. Wake up to that mind-numbing 'Good Morning' from the Red Nexus broadcast, spitting out stories of how great they are. Stories of safety, of order. But the more I listen, the more something inside me screams that not everything's as rosy as it seems. It's crazy, right? Everyone trusts them. We've got food, a roof, and the streets are clean. My friends... they're all into the Nexus way. But sometimes, just sometimes, I catch a glimpse. A hint in someone's eyes, a whispered convo they cut short. And it makes me wonder. Am I the only one feeling this way? They call them 'Walkers' - the ones who left. Just upped and left everything behind. No one really talks about them, not out loud anyway. It's like they're ghosts, but not the scary kind, more like legends. There are so many stories, you know? Some say they've built whole communities out there, away from Red Nexus. Living free. But no one really knows. All I know is that not a single Walker has come back. Why? A mate told me, in hushed tones, about a rumor. It's said that the Walkers are planning something big. A rebellion or something. But I guess that's just wishful thinking from some of the folks who are fed up. Who knows? Sometimes I think about leaving, you know? To walk. To find out if those stories are true. But the unknown? It's terrifying. More than

the patrols, more than the is worse? What if the Wal

But then, what if it's not? a sky full of stars and a w world where you can spea

I can't help it. At night, I imagining what it would be monitored, where every th well, me.

But here's the crazy part. diary thing is just a phase. Nexus Kool-Aid? Ugh. It's m head.

And the Walkers... I wonder two worlds. Between the drapes too. And fears. But Writing. Wondering.



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