



DOVE'S GO FRESH RANGE
Photographers and Directors Brief

08 December 2016

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BRIEF OVERVIEW

DOVE'S GO FRESH RANGE

The GoFresh range brings together fruits and flowers in new, surprising combinations to create a refreshing shower experience. The purpose of the brief is to promote the GoFresh Range new additional variant 'Pear & Aloe Vera'.

There are 5 variants in total:

1. Pear & Aloe Vera
2. Pomegranate & Lemon Verbena
3. Mandarin & Tiare Flower
4. Plum & Sakura Flower
5. Cucumber & Green Tea

N.B. Ideally, we would prefer 5 collisions but also understand the time, logistics and potential budget could effect how much we could realistically achieve. We have already considered this and think the concept will still work with just 3 variants.

THE CONCEPT

Fresh can be seen. Fresh can be heard. Fresh can be felt. This concept explores the multi-sensorial richness of 'fresh': what fresh looks, sounds and feels like; inspired by elements bursting with excitement that we feel on our skin.

VISUAL:

Our core ambition is to achieve in essence; the visual beauty of each variants unique combinations by colliding the two essential ingredients together to create the Dove GoFresh product variant - which should be central to the key visual.

SOUND:

We'd film these moments with slow-motion capture and give them sound effects to transmit the reinvigorating nature of the GoFresh range.

BRANDING:

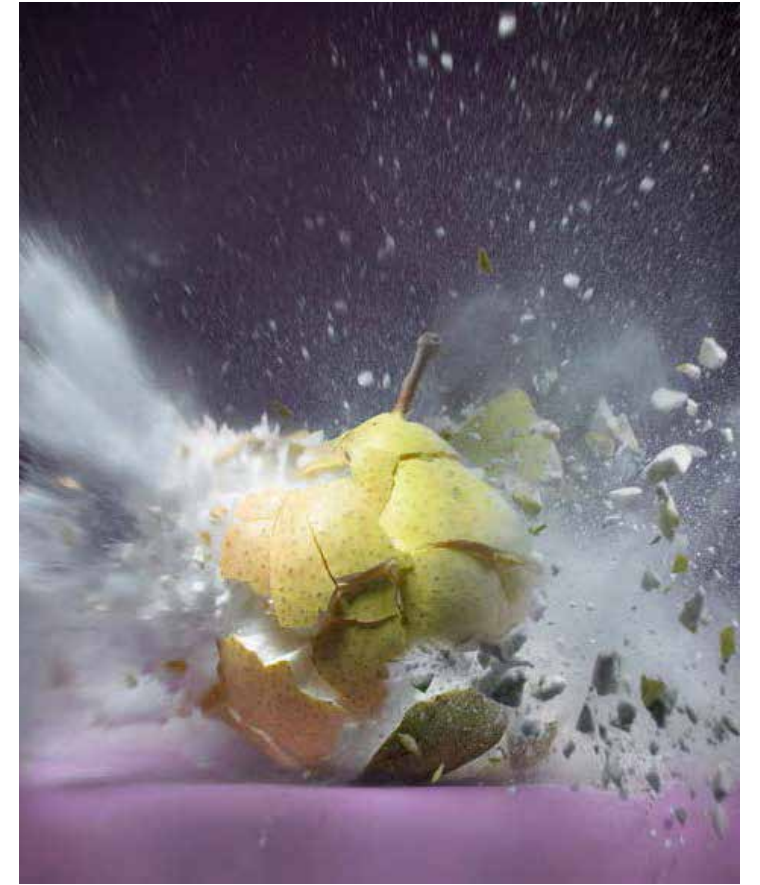
We would like to emphasise the importance of capturing the detail in each collision of ingredients: the water / liquid and ingredient residues bursting together against a white background to create the desired visual execution and direction, but most importantly, to also fit within the Dove brand's 'white world'.

The branding of the bottle and its variant ingredients should be legible on each collision visual.



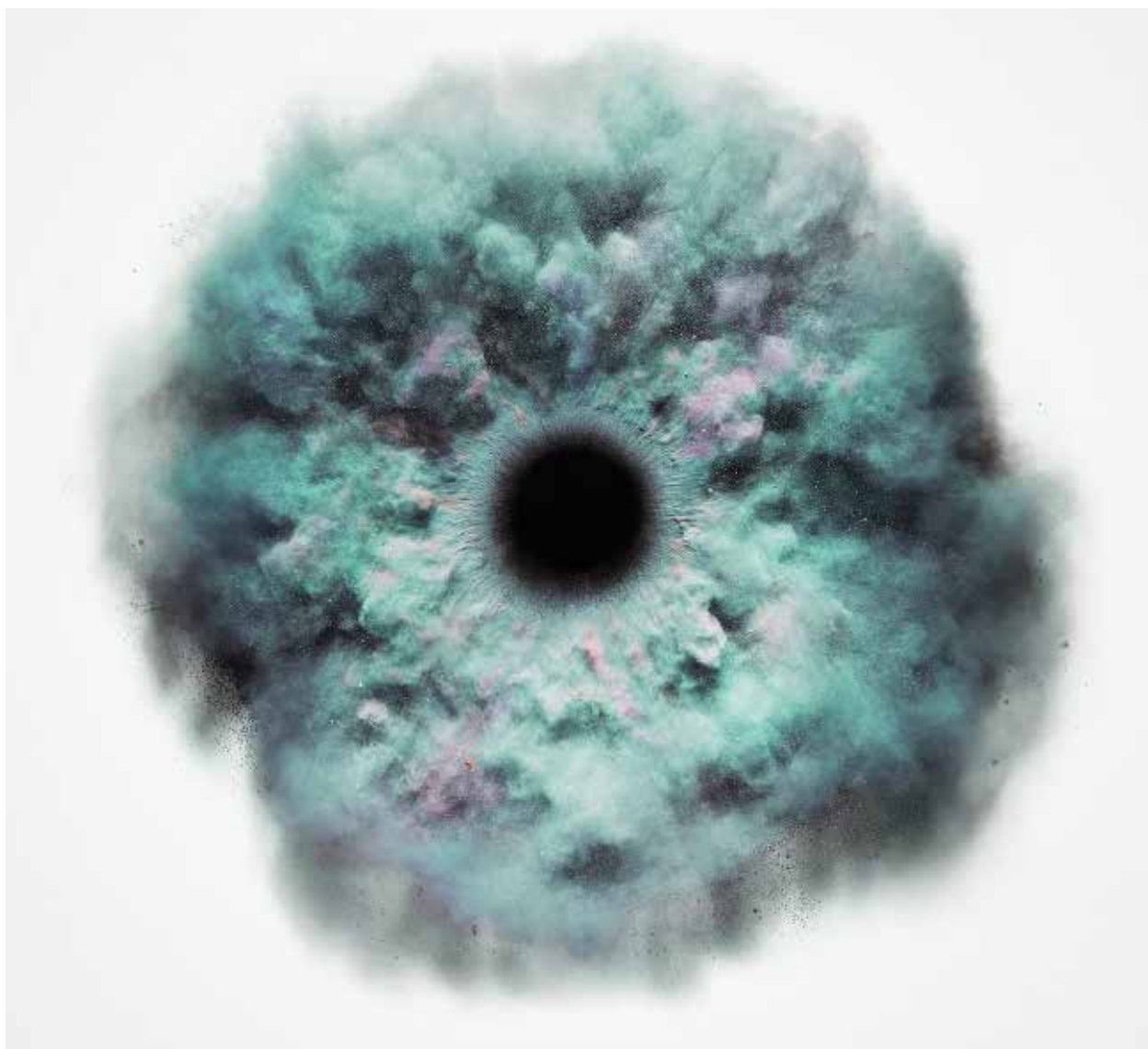
BRIEF OVERVIEW

closest visual ref goes here with descriptions



VISUAL INSPIRATION

Hi-definition bursting collisions and movement



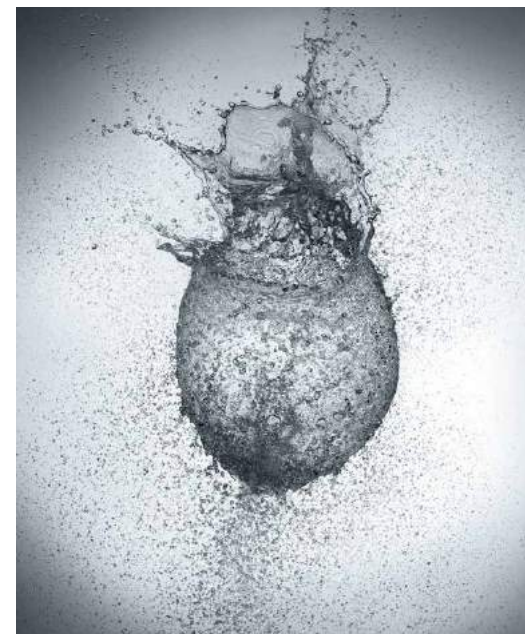
VISUAL INSPIRATION

Real, beautiful explosions shot against white / light background



VISUAL INSPIRATION

Liquid beauty and movement



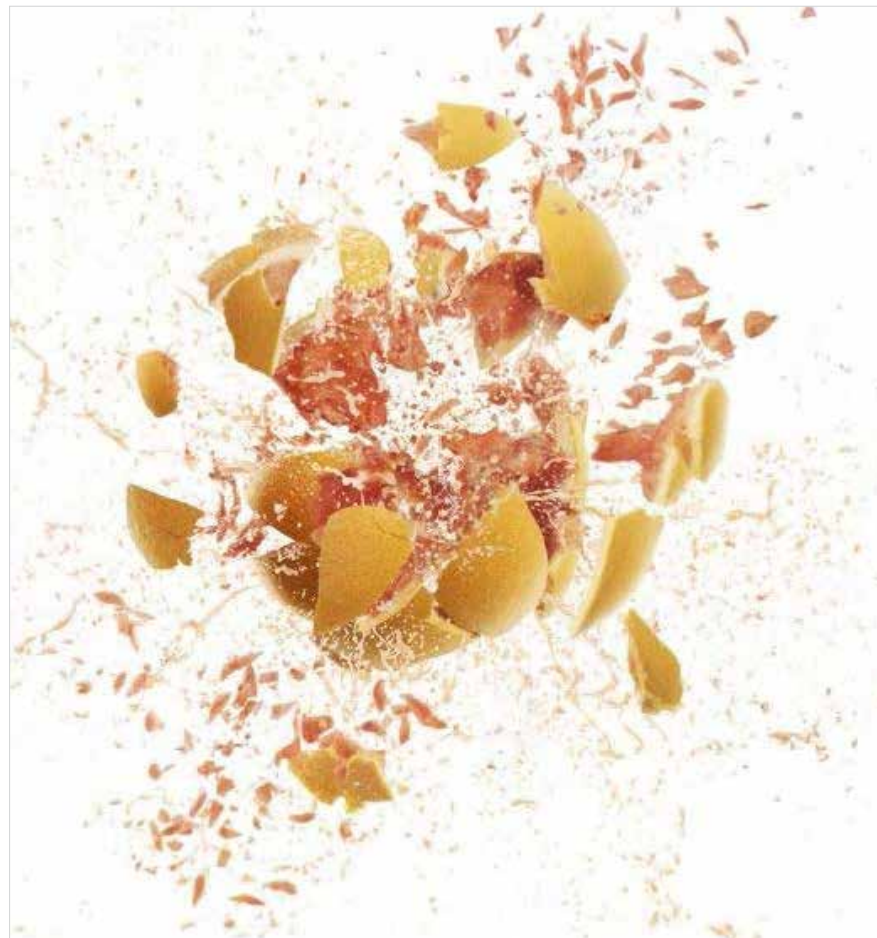
VISUAL INSPIRATION

Video references



WHAT TO AVOID

Fake-looking explosions or collisions



KEYWORDS

REFRESHING

PHOTO REALISTIC

COLLIDING EXPLOSIONS

CLEAN, LIGHT ENVIRONMENT

FRESH INGREDIENTS

BEAUTIFUL

DYNAMIC

VIBRANT

LIQUID WATER

MOVEMENT

DETAIL

BURSTING

KEY VISUAL & ASSETS

DEIVERABLE ASSETS

- 2 x KV Visuals for portrait and landscape:
 1. Pear & Aloe Vera Variant
 2. 2nd variant TBC with client
- 5 x Variant pairing explosions with hi-defintion slow motion capture that will be used across various social and digital media. There will be 10 types of explosions in total with each variant made up of 2 ingredients; for example Pear and aloe vera, including product variant bottle shot.
- End frame product range shot with shower cues, shower water drops or steam shower glass and water puddle or plinth. TBC by client.

SIGNED OFF PORTRAIT KV

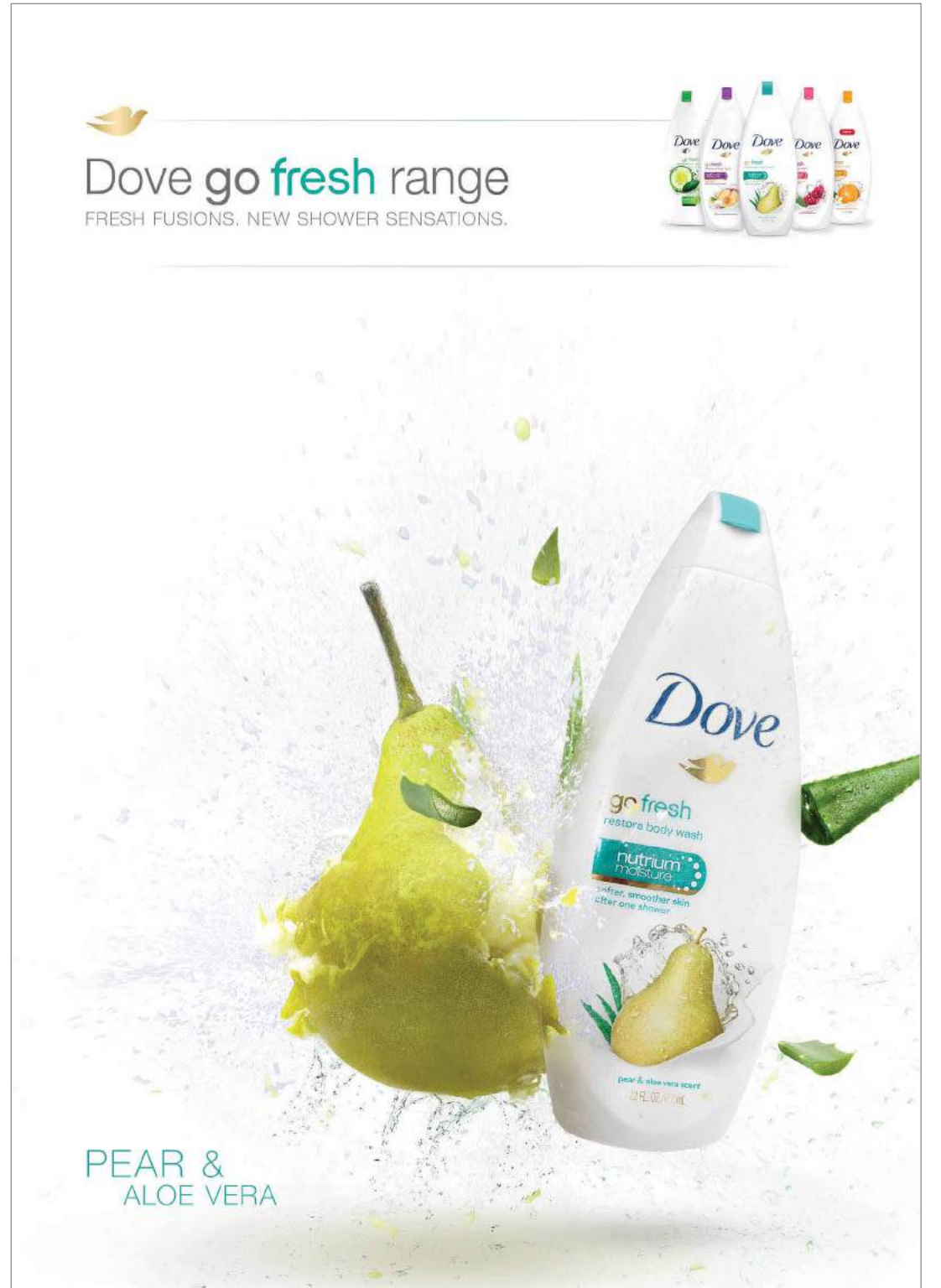
- Preferred KV layout from last creative presentation
- The energy of the explosion and the collision of the pack and ingredients should follow through to other pairings



LANDSCAPE KV



RANGE KV

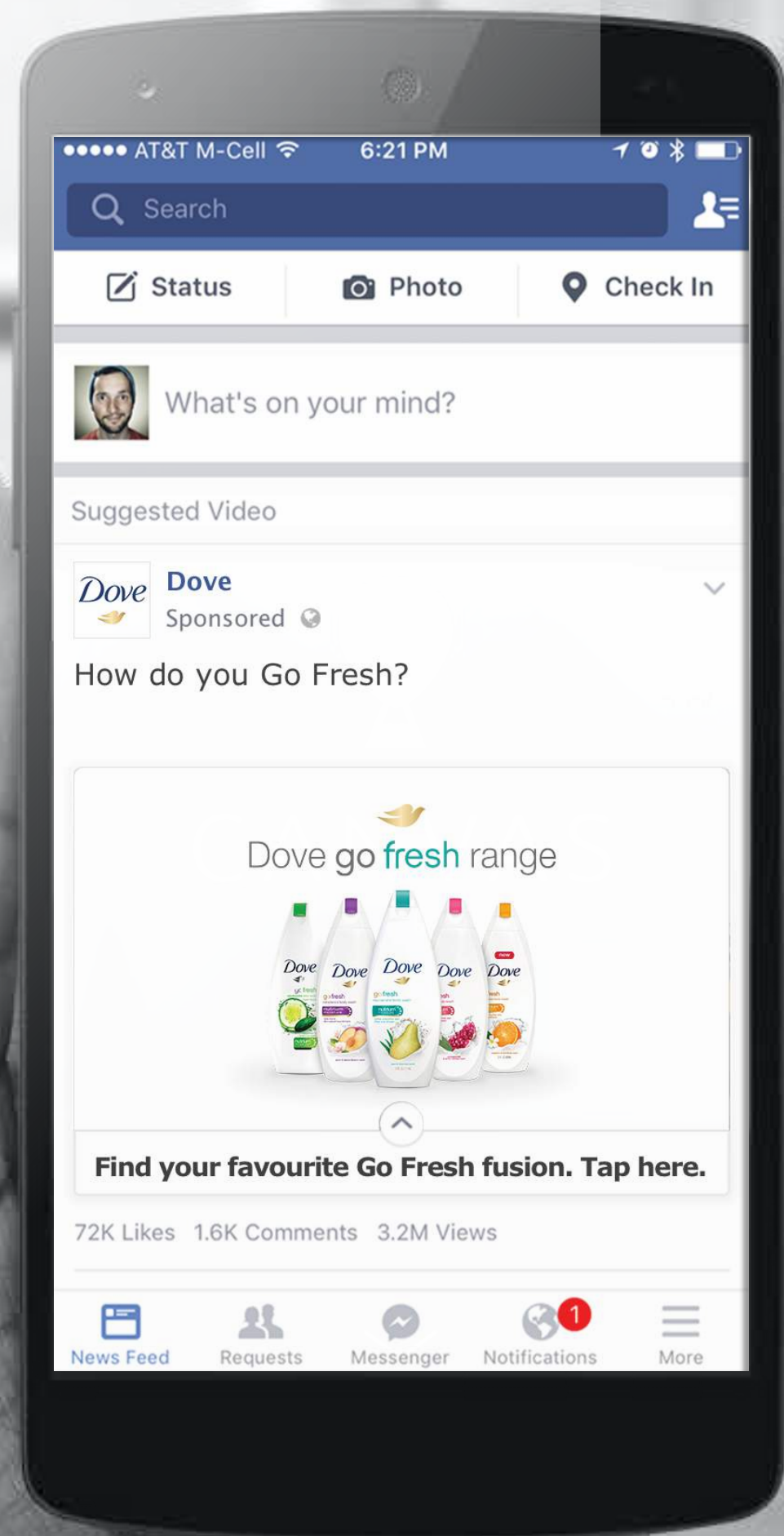


DIGITAL CREATIVE

Facebook Canvas mockup

Please note explosions will be filmed at 2500fps for slow motion capture when the photography takes place. Mockups shown here are just for illustrative purposes only.

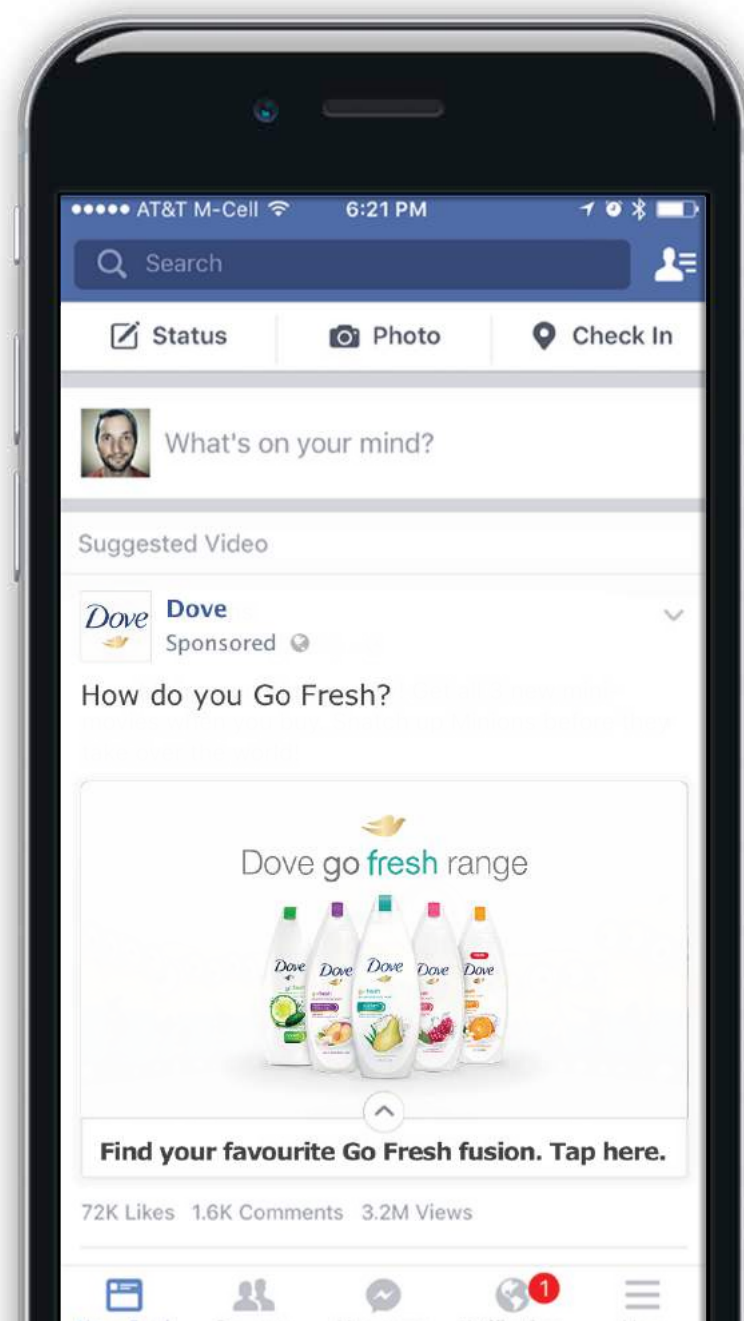
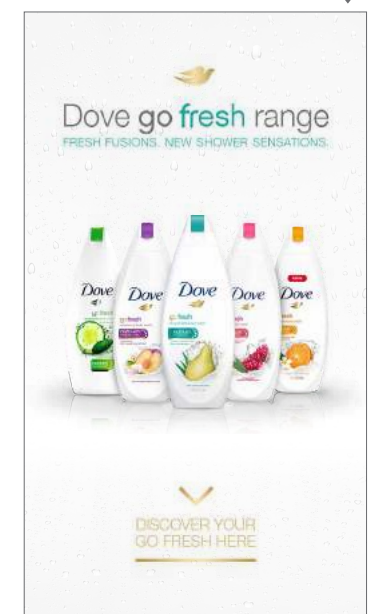
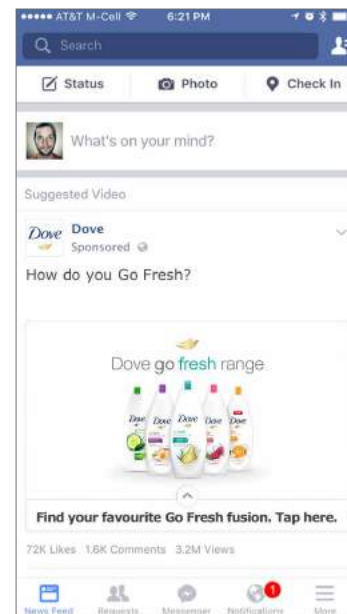
View demo on Celtra from your phone by scanning the QR code below or click the QR code to view on a browser:
N.B. The Celtra version is a stripped back version of the video displayed to the right.



DIGITAL CREATIVE

Facebook Canvas:

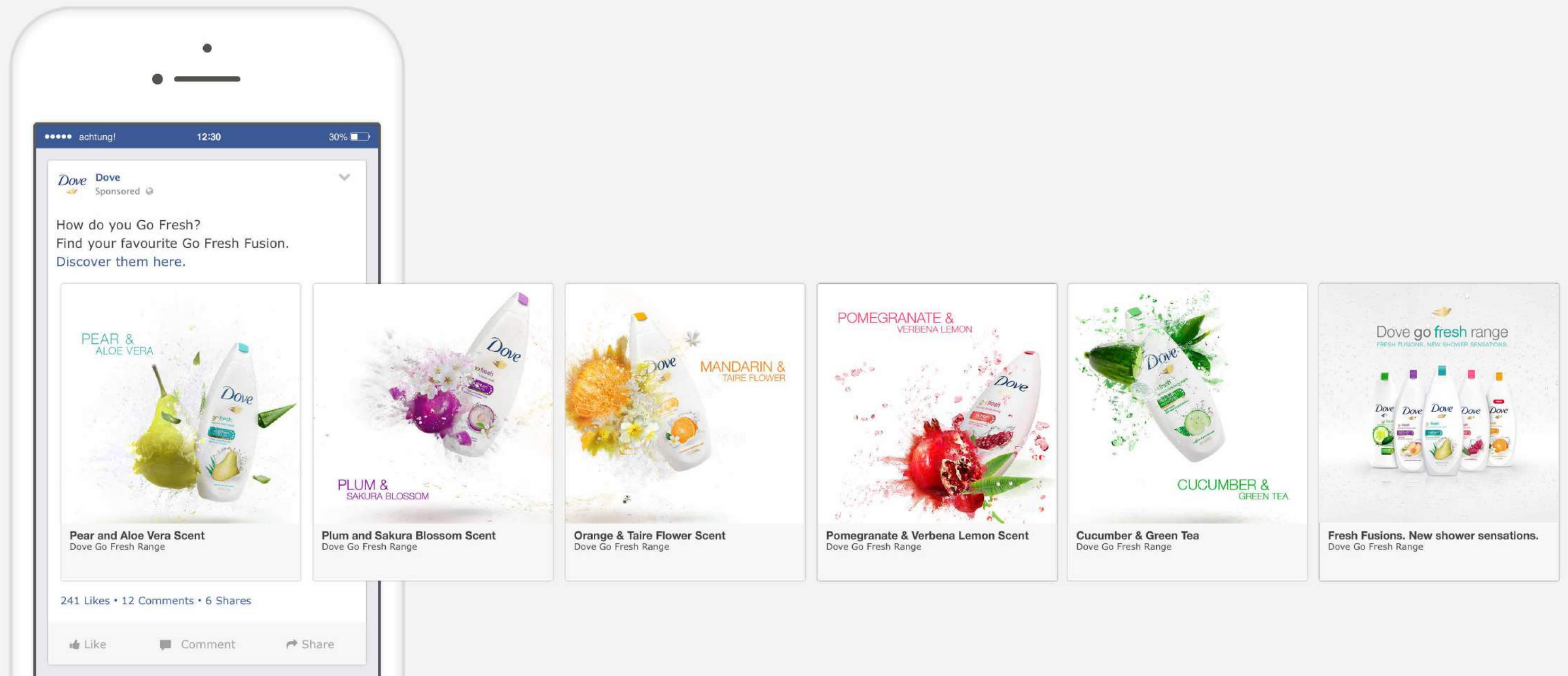
Pairing explosions will be animated across the screens along with the type.



DIGITAL CREATIVE

Facebook Carousel:

Pairing explosions will be animated across the screens along with the type.



DIGITAL CREATIVE

20s YouTube Pre-roll

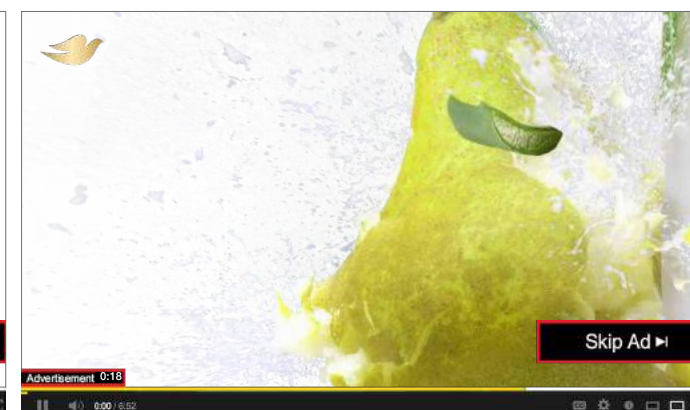
N.B: Explosions will be shot at 2500fps for slow-motion capture. Pairing text/type will enter from 2 directions (left and right) as the explosions take place to meet at its final position. The film will be pieced together to give the impression the collisions are taking place in the same space but at different times.



A pear appears flying through the air from the left of the screen. Suddenly it slows down and dramatically freezes mid-air.



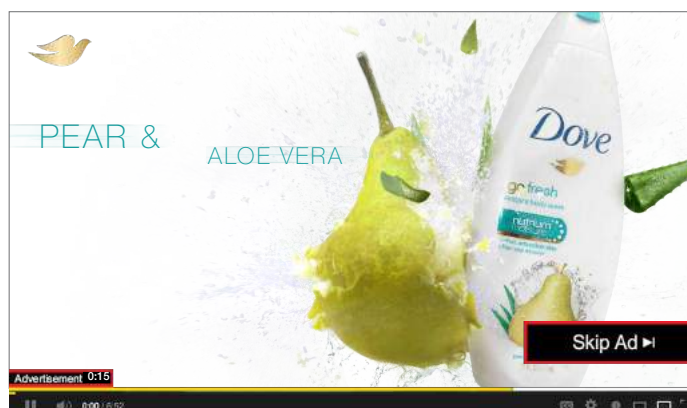
VO & title: **'Ready for something fresh?'**



The freeze frame is released: In slow-motion a pear and a leaf of aloe vera collide into each other.



As the explosion unfolds, the camera slowly zooms out.



We then see text appear into frame from 2 directions.



Title: **Pear & Aloe Vera**



We then see another explosion, beginning at actual speed but slowing down to reveal the bursting freshness of the ingredients.

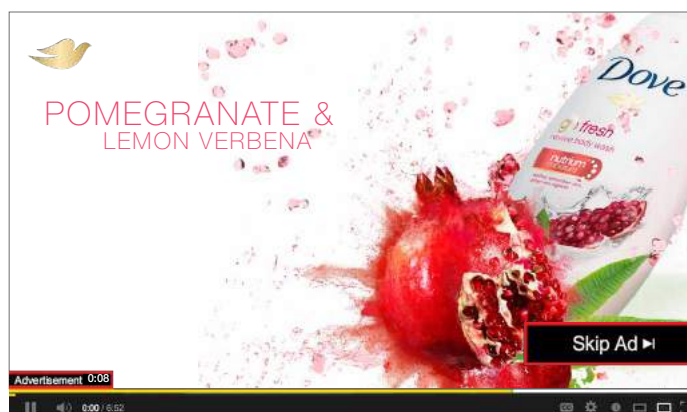


From another angle we see a new fruit explosion.

DIGITAL CREATIVE

20s YouTube Pre-roll

N.B: Explosions will be shot at 2500fps for slow-motion capture. Pairing text/type will enter from 2 directions (left and right) as the explosions take place to meet at its final position. The film will be pieced together to give the impression the collisions are taking place in the same space but at different times.



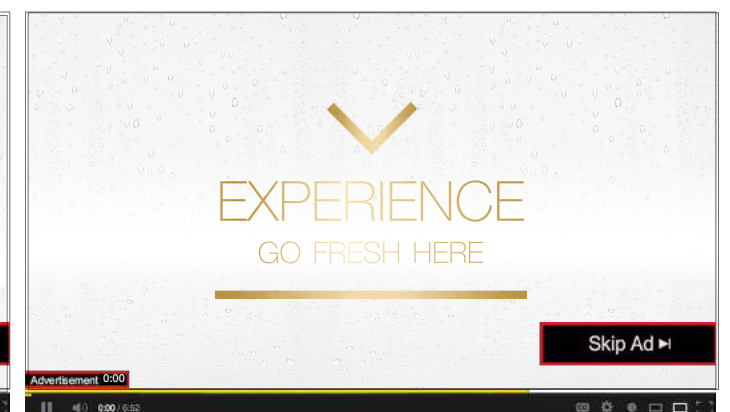
Then the pomegranate and lemon verbena collide.



And finally the cucumber and green tea.



We see the Go fresh range.



CTA Endframe: **Experience Go Fresh here**

When the user clicks through, they are taken through to a dedicated Dove Go Fresh webpage where they can access Go Fresh products at a discounted trial price.

DIGITAL CREATIVE

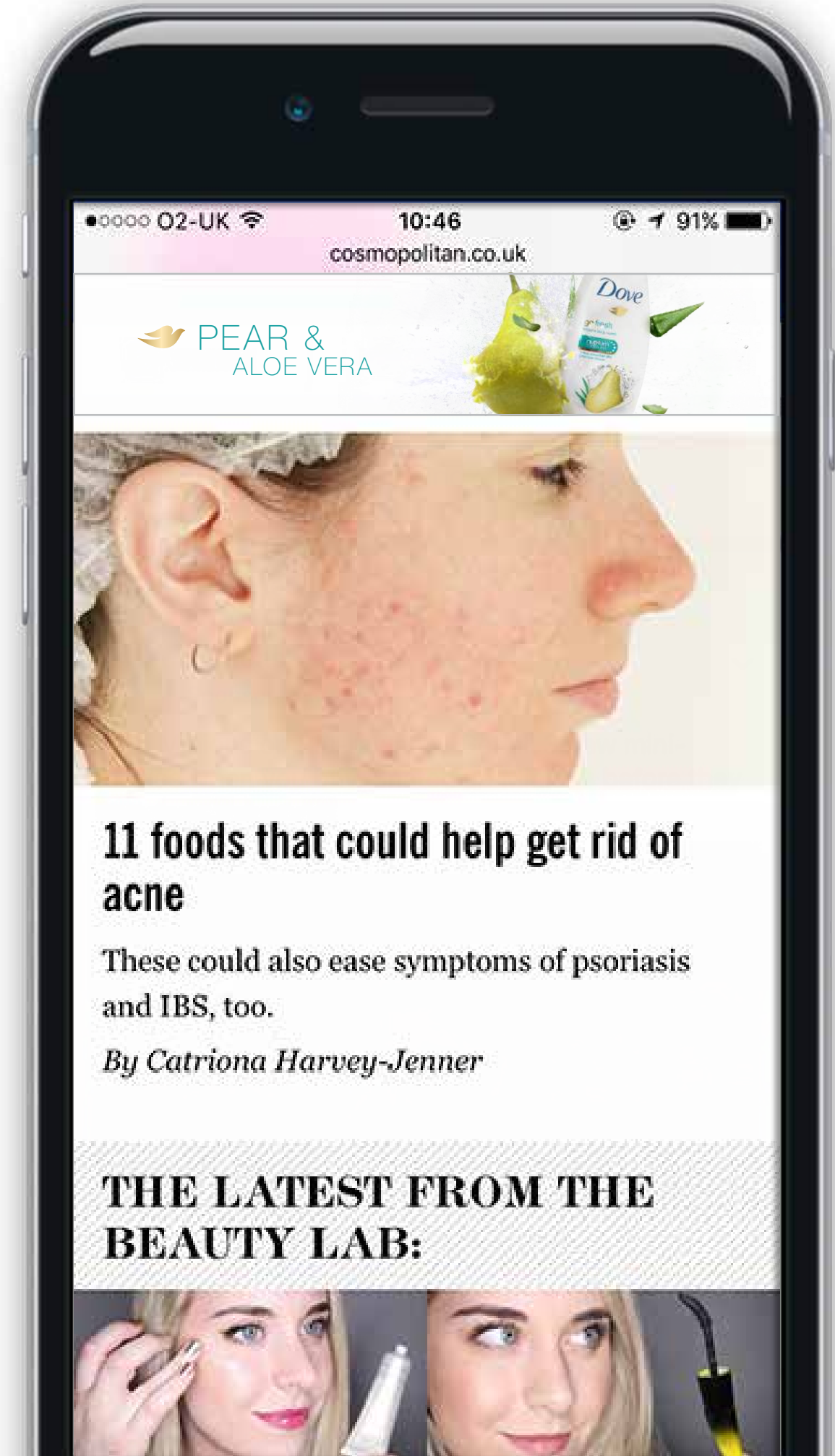
20s YouTube Pre-roll

Film photography direction - illustrated. But open to photographer's / director's direction for improvements.



DIGITAL CREATIVE

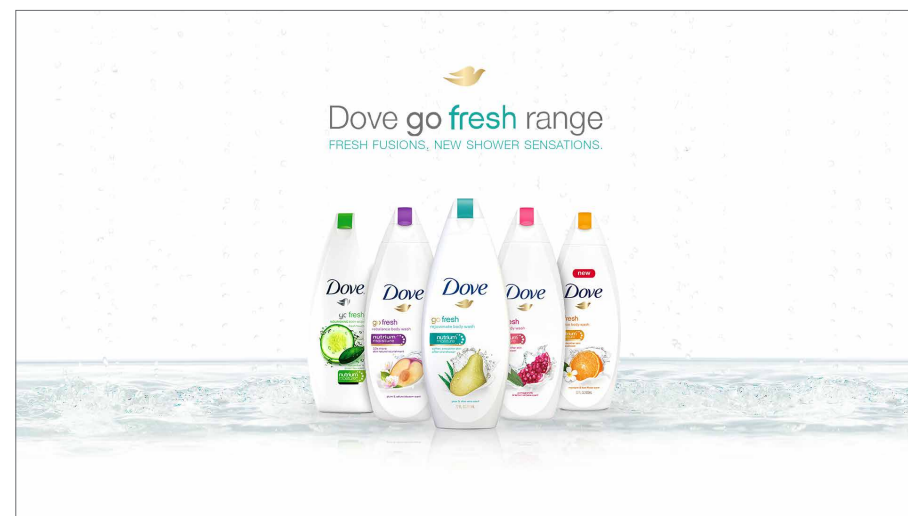
Mobile Banner Ad



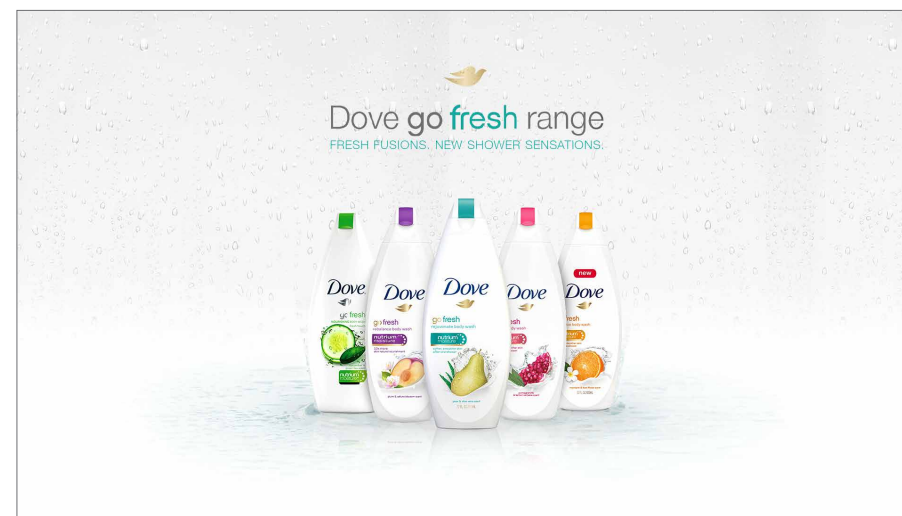
PRODUCT ENDFRAME

Endframe with shower cues and motion

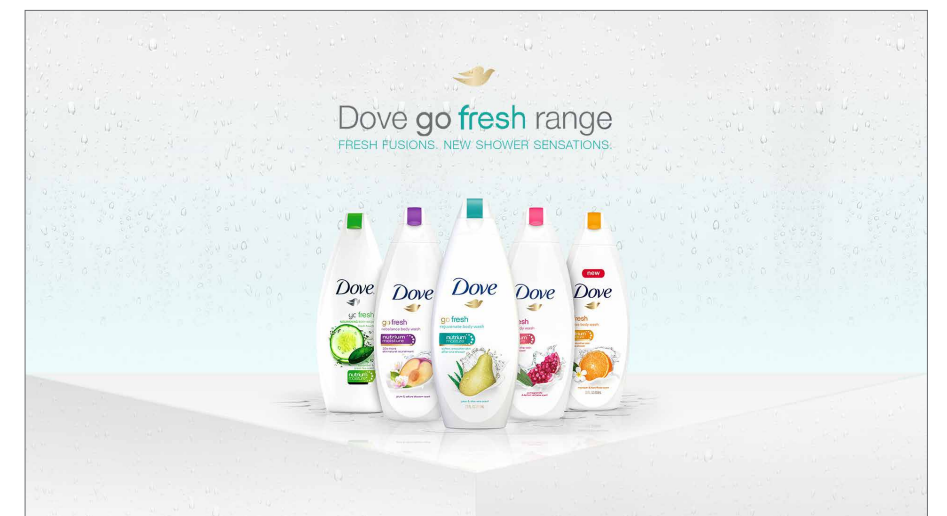
Shower water dripping, steamed shower glass with water droplets, plinths and water puddle surrounding product range.
Endframe yet to be confirmed by client.



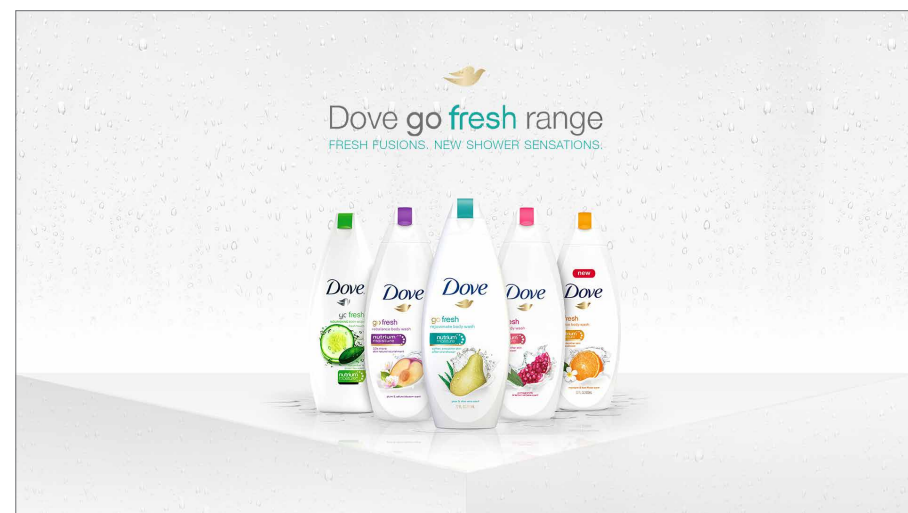
01



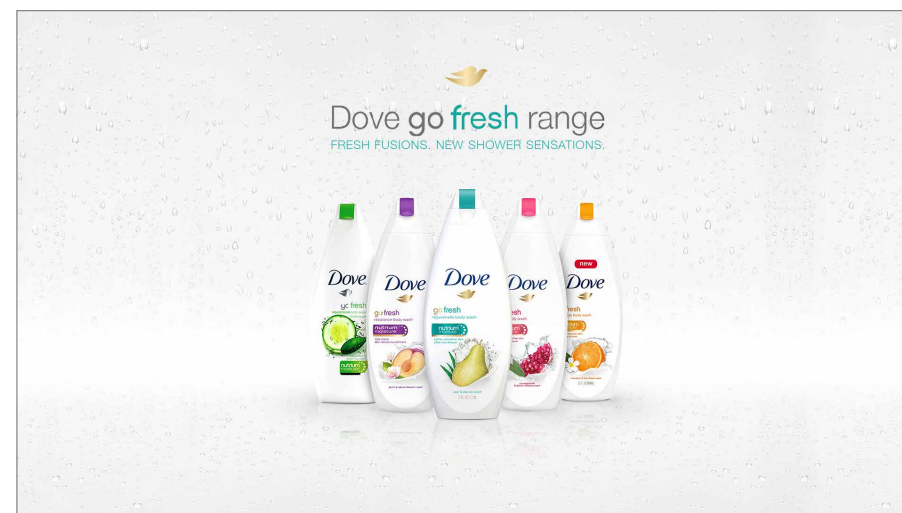
02



03



04



05

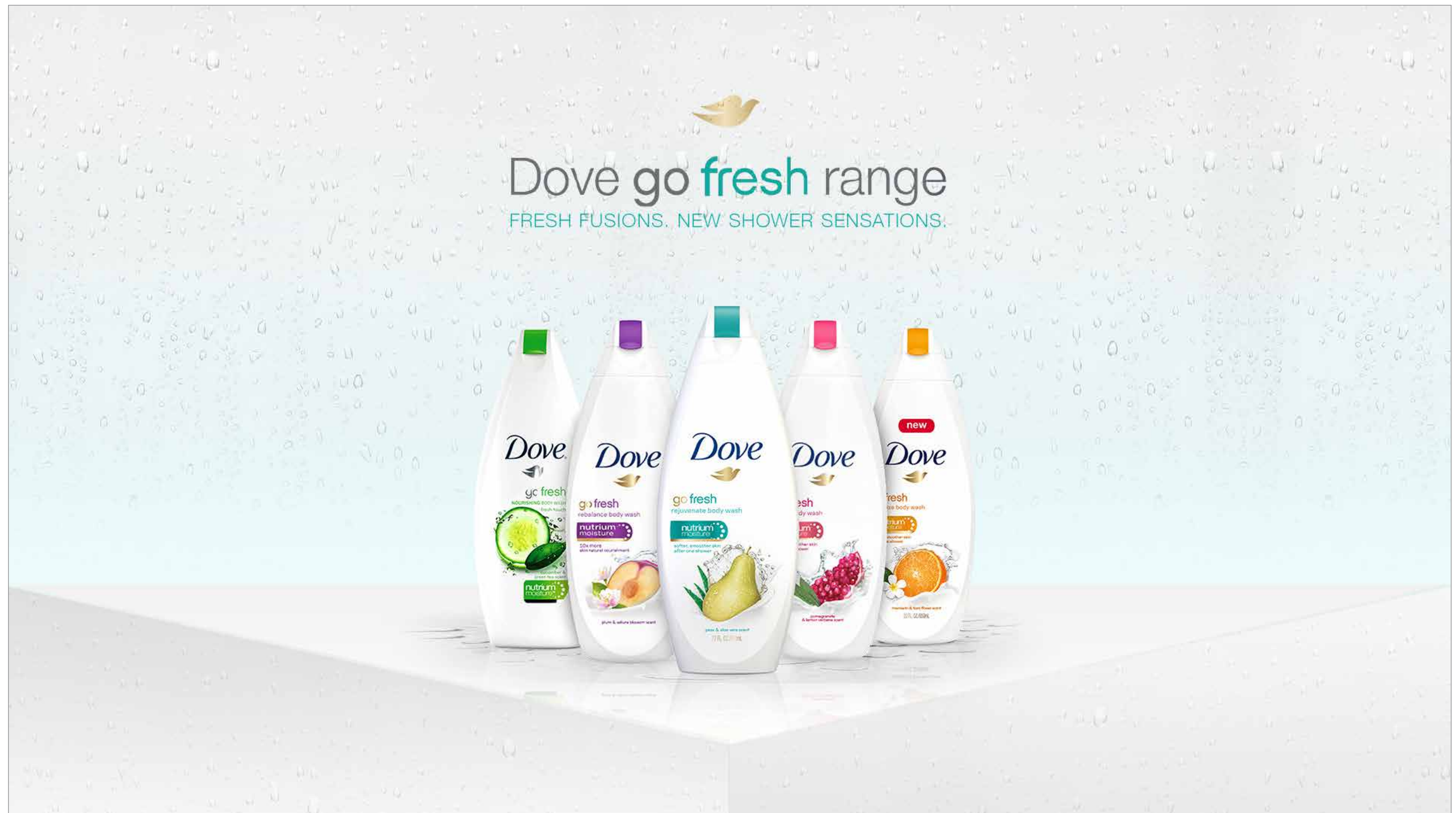
PRODUCT ENDFRAME 01



PRODUCT ENDFRAME 02



PRODUCT ENDFRAME 03



PRODUCT ENDFRAME 04



PRODUCT ENDFRAME 05

***Agency preferred route



PRODUCT VARIANTS & INGREDIENTS

01. Pear & Aloe Vera

Detail in colour and type of ingredients must be specific for each explosion, always selecting the freshest and most perfect looking for the shoot.



Go Fresh Product variant



Pear type



Aloe vera type



Collision

PRODUCT VARIANTS & INGREDIENTS

02. Mandarin & Tiare Flower

Detail in colour and type of ingredients must be specific for each explosion, always selecting the freshest and most perfect looking for the shoot.



Go Fresh Product variant



Mandarin type



Tiare Flower type
(Originally from Hawaii)



Collision



THANK YOU