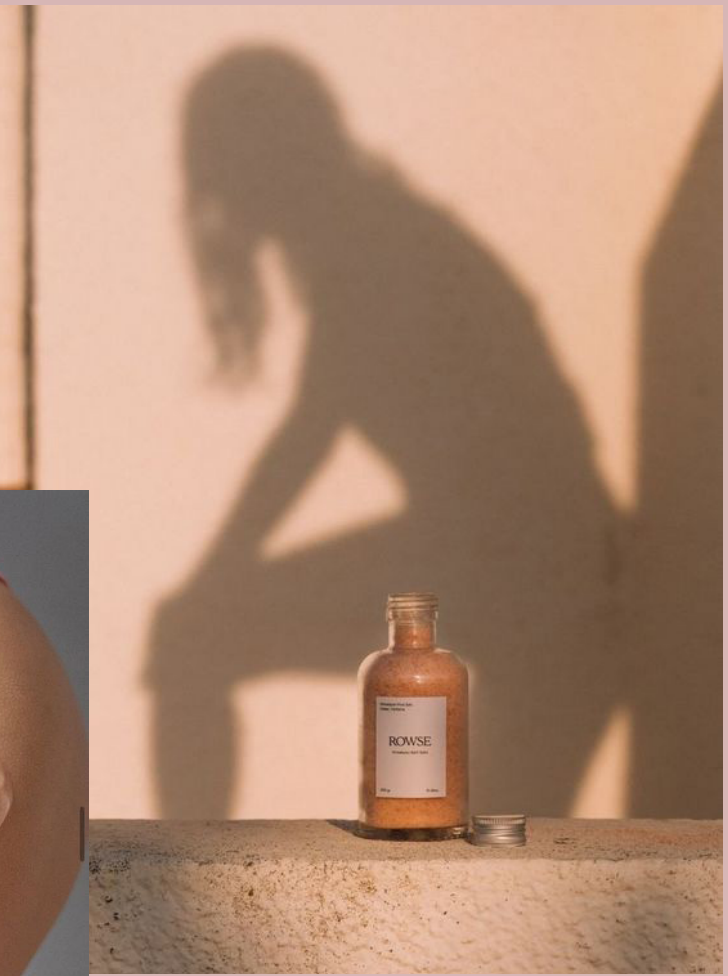
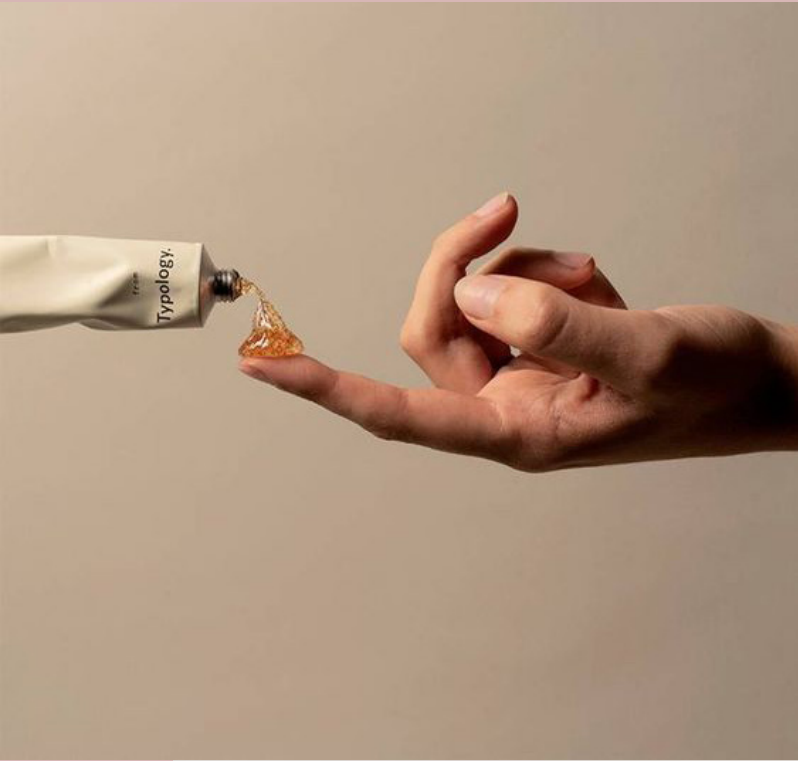


GILLETTE

PUBIC HAIR PRODUCTS VIDEO CAMPAIGN

Tone Board:
Light and Approachable



Casting



Janique, 35

Flight Attendant & mom
@j_alessandre



Fayola, 28

Lawyer
@fayolajamee



Tiffany, 23

Hardware Engineer & Pianist
@tiffanytsepiano

Hair & Makeup:
Natural, Barely there



Styling:
Pinks and Neutrals



VIDEO 1 – PUBIC 101

Shot No. 001

Description:

The participants will be prompted with female pubic anatomy facts. In a group setting the women discuss their reactions to the facts, and how much they did and did not know about their own pubic areas, highlighting the need for education on female anatomy and the importance of being comfortable using anatomically correct terms.

Shot No. 002

THE KIT X GILLETTE

Pubic 101

Description:	opening on a macro-shot with a soundbite of one of the girls saying a punchy line
Graphics:	title graphic with the kit x gillette Pubic 101 typing in
Movement:	Lets have the macro shot in focus, allow some squishing/ movement and then blur out when the title pops up.
Transitions:	jump cut to the girls sitting on couch
Audio:	voice over with one of the girls making a punchy statement

Shot No. 003

Description:	Opening on all three girls, two are together on couch, the other one has another camera on her that just shows the other girls in the background. The one in the chair will lead the prompts/questions of the video. The girl on the chair will explain what they are doing.
Graphics:	Facts/Questions will be put on screen.
Movement:	
Transitions:	jump cut to the girls sitting on couch from the macro shot
Audio:	voice over with the girl who is being voiced over in the previous intro

Shot No. 007

4/6
Correct

Description:	After a few questions, the women discuss how much/ little they knew about female anatomy, prompter is also involved in this conversation
Graphics:	we are going to have a counter of how many they got right and wrong
Movement:	video scales down and moves to the right while they are chatting and transitions into a CTA for the ending screen
Transitions:	
Audio:	

Shot No. 004

True/False

Pubic hair thins with age

Description:	Camera focus on the the person prompting the question,
Graphics:	text of the question of to the side of the screen
Movement:	After questions asked, camera is switched to the two girls reacting to the question.
Transitions:	Slide transition to the girls
Audio:	

Shot No. 005

True

Description:	While the girls are deliberating on the couch, camera can switch back to the prompter on the chair.
Graphics:	What ever the girls decided on lets have their choice up on screen, have it start black and flash green or red if its right or wrong. We will need a “ding” or buzz sound for this part as well.
Movement:	Pan back to the prompter to for an explanation
Transitions:	cut back and forth between cameras for reactions
Audio:	voice over the prompter as she is explain back to the girls

Softening Oil

Description:	When women are asked a product specific question, lets transition from them to a close up maco shot of that product being used.
Graphics:	Text of product pops on for a few seconds so there is more context to what is being used.
Movement:	
Transitions:	
Audio:	voice over about the girl talking about the product

Shot No. 008

THE KIT Venus

Call to Action

Ulluptatus que volorio ratus,
quas duntint prempelitas anis

Description:	End title slide has a CTA with a description under it, a gradient facing down, we can use a funny moment/ conversation between the girls as a continuing video for the end
Graphics:	
Movement:	Lets have the CTA appear first and have the description slide out from under it. Both logos appear right away.
Transitions:	

VIDEO 2 – Pubic Grooming

Shot No. 001

Description:

The women openly discuss their own experiences, difficulties, and preferences for pubic grooming. This could look like hearing their experiences before trying the Gillette lineup (were they using a men’s razor? Waxing? Did they just give up on shaving completely?) and what they noticed after trying a product specifically made for the area. This will be a mix of group discussion, b-roll footage of the products and individual interview shots.

Shot No. 002

THE KIT X GILLETTE

Pubic Grooming

Description:	opening on a shower shot with a soundbite of one of the girls explaining their experiences
Graphics:	title graphic with the kit x Gillette, Pubic Grooming typing in
Movement:	blur background out when the title pops up.
Transitions:	jump cut to the girls sitting on couch
Audio:	voice over with one of the girls telling their experience

Shot No. 003



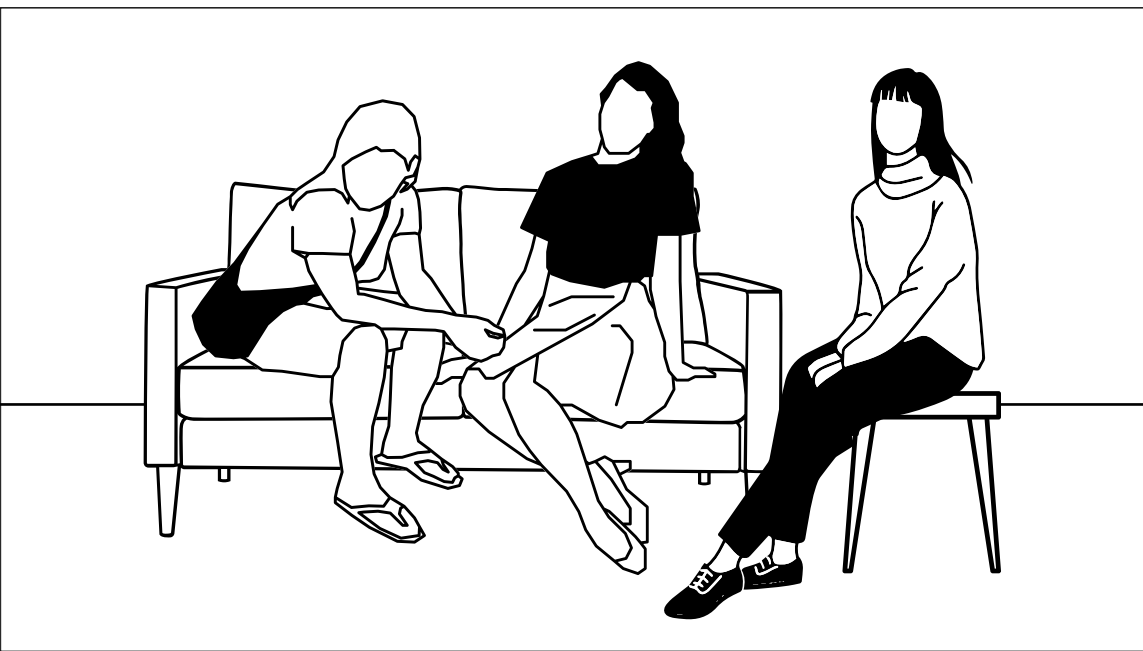
Description:	Opening on all three girls, two on a couch, one on a chair beside them who can lead and prompt any topic points.
Graphics:	
Movement:	
Transitions:	jump cut to the girls sitting on couch from the macro shot
Audio:	voice over with the girl who is being voiced over in the previous intro

Shot No. 004



Description:	B-Roll shot of the products or macro shots when relevant to the story.
Graphics:	
Movement:	After relevant product mentioned, jump cut back to the women on couch
Transitions:	
Audio:	

Shot No. 005



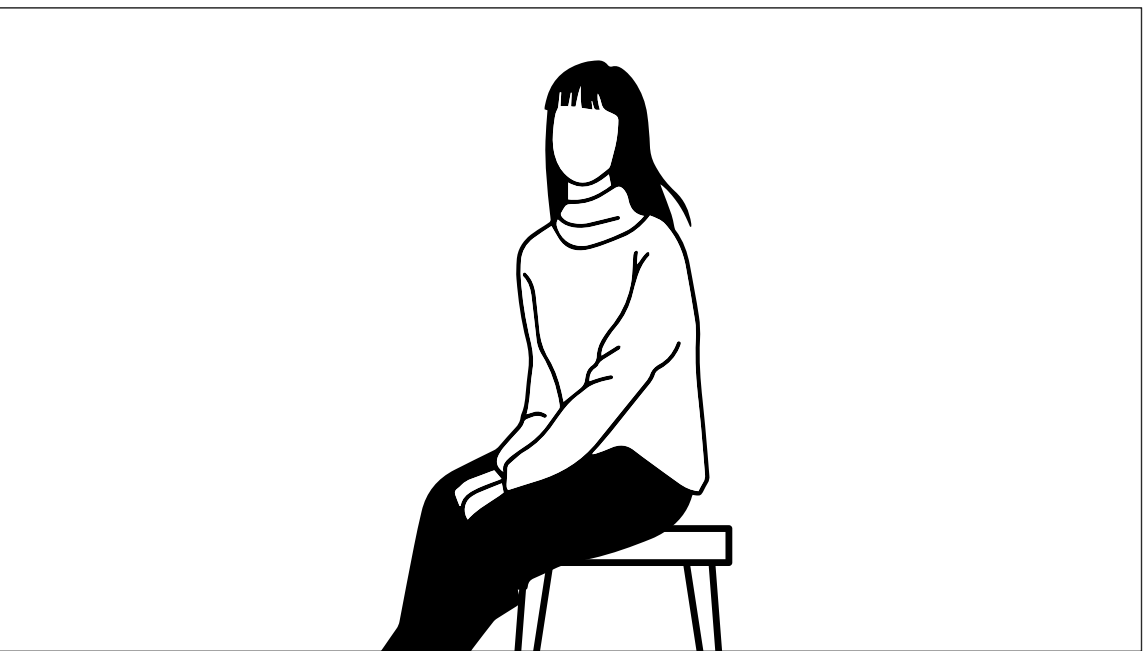
Description:	Switch back to the women on the couch chatting about their experience.
Graphics:	
Movement:	when relevant, lets have close up shots of the women talking
Transitions:	cut back and forth between girls for reactions
Audio:	voice over the prompter as she is explaining back to the girls

Shot No. 006

Softening Oil

Description:	B-Roll shot of the products or macro shots when relevant to the story.
Graphics:	Text of product pops on for a few seconds so there is more context to what is being used.
Movement:	
Transitions:	
Audio:	voice over about the girl talking about the product

Shot No. 007



Description:	layered in clips of the solo interviews explaining positive experience with the products, or how it helped their grooming experience
Graphics:	
Movement:	video scales down and moves to the right while they are chatting and transitions into a CTA for the ending screen
Transitions:	
Audio:	Audio continues on to ending title screen.

Shot No. 008

THE KIT Gillette Venus

Call to Action

Ulluptatus que volorio ratus,
quas duntint prempelitas anis

Description:	End title slide has a CTA with a description under it, a gradient facing down, we can use strong statement to end off on.
Graphics:	
Movement:	Lets have the CTA appear first and have the description slide out from under it. Both logos appear right away.
Transitions:	


VIDEO 3 - Social Expectations

Shot No. 001

Description:

Social Expectations & Pubic Hair – the women chat about why in the past they have chosen to remove pubic hair, and if that was linked to a feeling of social pressure, embarrassment or shame. They may discuss pressure from media, past relationships, discussion between friends, etc. This will take place in a group setting to show commiseration between the women and to also highlight the value in women supporting one another in this context

Shot No. 002



Description:

opening on a shower shot with a strong soundbite of one of the girls discussing frustrations with grooming

Graphics:

title graphic with the kit x gillette, Pubic hair typing in

Movement:

blur background out when the title pops up.

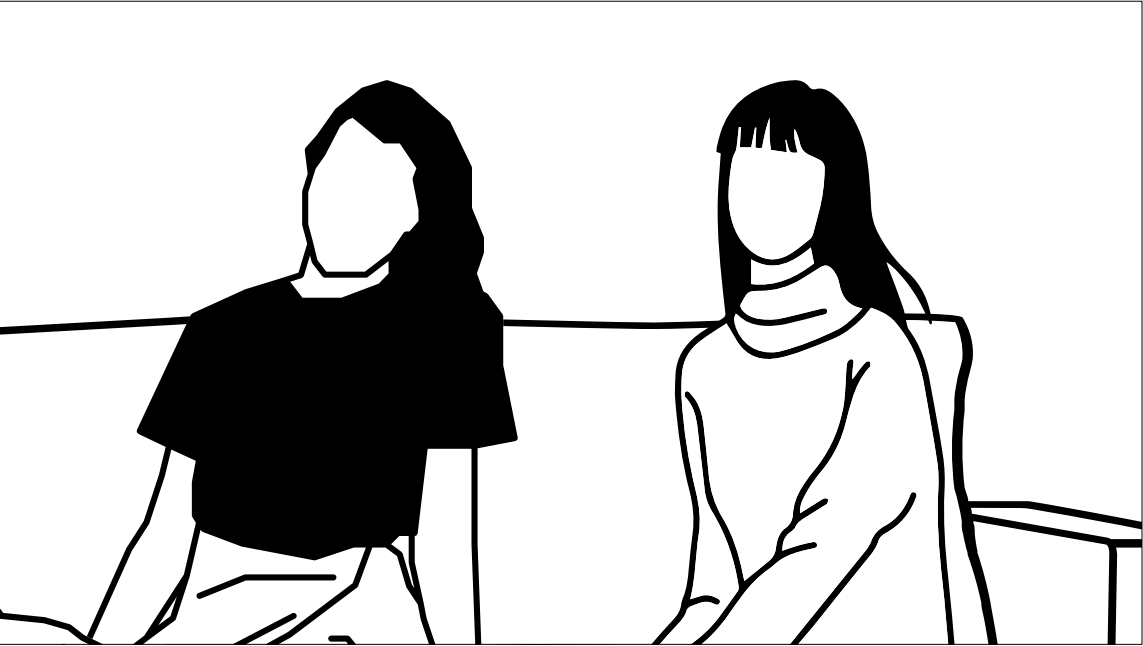
Transitions:

jump cut to the girls sitting on couch continuing her statement

Audio:

voice over with one of the girls telling their experience

Shot No. 003



Description:

Opening on all three girls on the couch. This shot is more conversational, more close up on them to convey the personal aspect of it.

Graphics:

Movement:


Transitions:

jump cut to the girls sitting on couch from the macro shot

Audio:

video close up of the girl who is being voiced over in the previous intro

Shot No. 004



Description:

B-Roll shot of the products or macro shots when relevant to the conversation

Graphics:


Movement:

After relevant product mentioned, jump cut back to the women on the couch.

Transitions:

Audio:

Shot No. 005



Description:

Switch back to the women on the couch chatting about their experience.

Graphics:

Movement:


when relevant, lets have close up shots of the women talking

Transitions:

cut back and forth between girls for reactions

Audio:

Shot No. 006



Description:

B-Roll shot of the products or macro shots when relevant to the story.

Graphics:

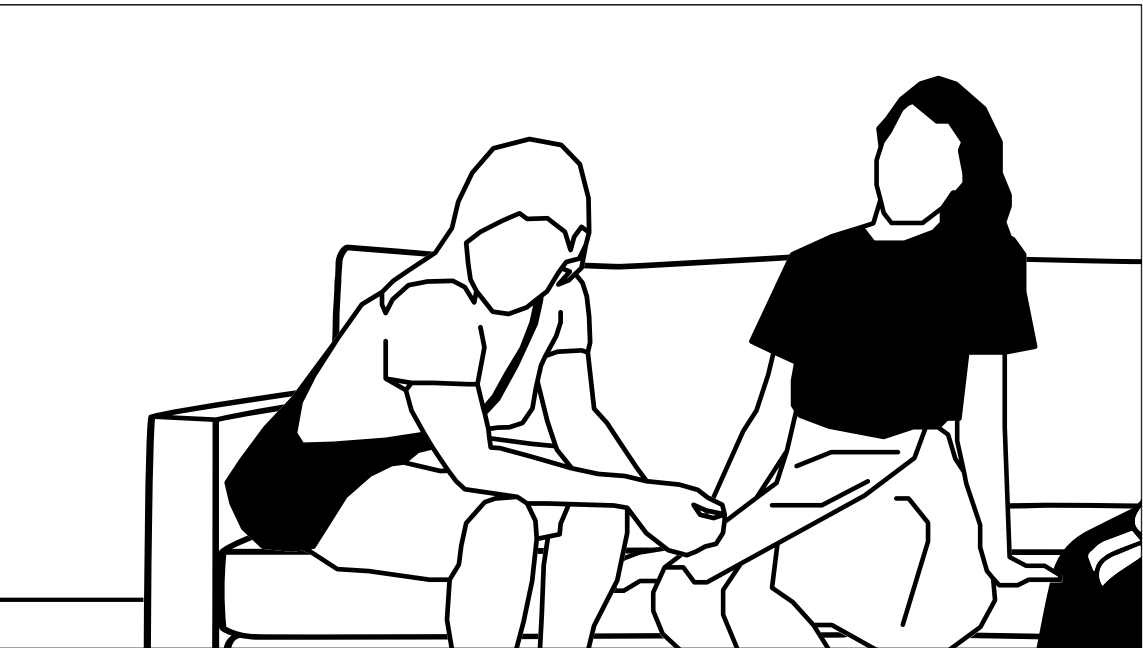
Text of product pops on for a few seconds so there is more context to what is being used.

Movement:

Transitions:

Audio:

Shot No. 007



Description:

Lay in clips of the solo interviews explaining positive experience with the products, or how it helped their

Graphics:

Movement:

video scales down and moves to the right while they are chatting and transitions into a CTA for the ending screen

Transitions:

Audio:


Audio continues on to ending title screen.

Shot No. 008

THE KIT Venus

Call to Action

Ulluptatus que volorio ratus, quas duntint prempelitas anis



Description:

End title slide has a CTA with a description under it, a gradient facing down, end on a thought provoking statement

Graphics:

Movement:

Lets have the CTA appear first and have the description slide out from under it. Both logos appear right away.

Transitions:

Audio: