# GILLE ETTE

PUBIC HAIR PRODUCTS VIDEO CAMPAIGN

THE KIT X GILLETTE MARCH 28th Page No. 2/ 12

## Synopsis:

Getting real and comfortable talking about pubic hair is what this project is about. We want to de-mistify pubic grooming and societal expectations around it. Through a series of videos that dive directly into our experiences with it, this co-branded content will run across multiple touch points from short social videos, to long form story driven videos.

### Video themes:

VIDEO 01

PUBIC 101

(sharing common facts and reactions)

VIDEO 02

PUBIC GROOMING

(past experiences with hair removal open discussion)

VIDEO 03

SOCIAL EXPECTATIONS and pubic

hair discussion

# Tone Board: Light and Approachable

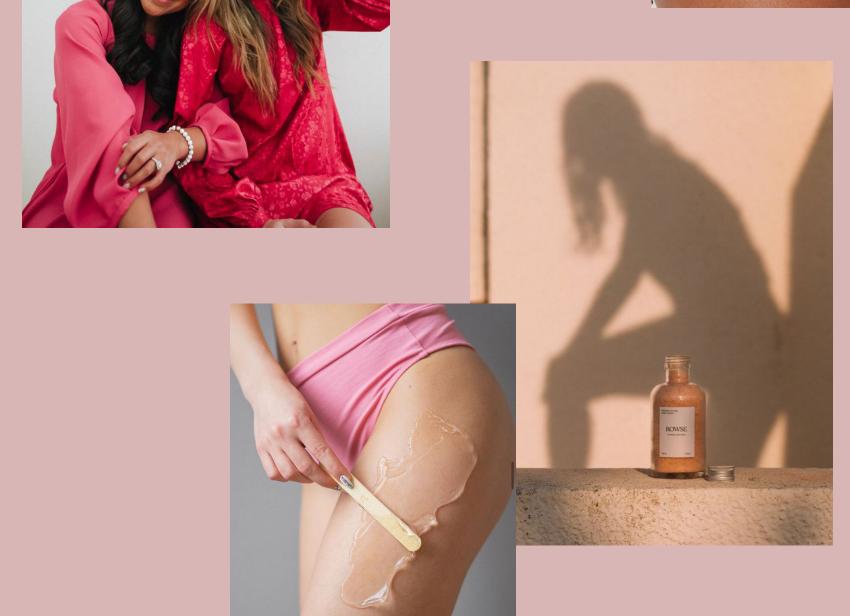
















### Shot List - VIDEO

MACRO SHOTS \*All zoomed in on small areas so no face is in the frame. These are short vignettes.

```
>>Model taking off and hanging up robe
>>Products on stool, Model getting into shower (Shot of Feet)
>>Shot of water turning on
>> shot of Hair + Skin softening Oil dropper with oil falling out
>> Shot of Skin Smoothing Exfoliate being squeezed out of bottle
>> Shot of 2-in-1 Cleanser + Shave Gel being suds into skin.
```

#### VIDEO 01

>> PUBIC 101 - All 3 women - Cards with facts sharing reactions

VIDEO 02 >> PUBIC GROOMING - All 3 women - past experiences - open discussion

VIDEO 03 >> SOCIAL EXPECTATIONS and pubic hair discussion

## Call Sheet / Team

Call time: 7AM

Studio: Adonis Workroom - 9 DAVIES AVE. #206 TORONTO, ON M4M 2A6

Building buzzer code: 4521
Studio buzzer code: 4796

Photography / Videography Michelle

905.808.1653

Kareen Mallon

116.996.3473

Art Director Oana Cazan

647.929.6909

**Stylist** Julia McEwer

647.746.4366

Makeup Jodi Urkchuck

416.992.2286

**Hair** Helen Kenny

416.770.7480

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## Timing / Schedule

Arrival / Hair Makeup	7:00 - 11:00 - MODEL THAT WILL BE ON MACRO SHOTS TO BE FINISHED FIRST.
Macro Shots	10:00 - 11:00
VIDEO 01	11:00 - 12:00
HEADSHOT / Individual	12:00 - 2:00
VIDEO 02	2:00 - 3:00
VIDEO 03	3:00 - 4:00
1 on 1 videos	4:00 - 5:00
STRIKE SET	6:00 - 7:00

<sup>\*</sup>Working lunch / Catering will be available

## Casting



Janique, 35
Flight Attendant & mom
@i alessandre



Fayola, 28
Lawyer
@fayolajamee

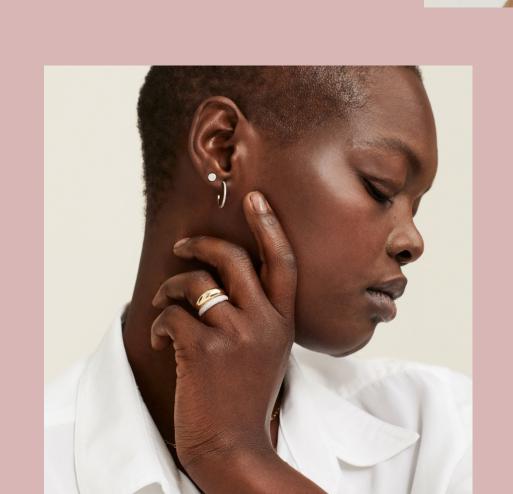


Tiffany, 23
Hardware Engineer & Pianist
@tiffanytsepiano

# 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



opening on a macro-shot with a soundbite of one of the girls saying a punchy line

title graphic with the kit x gillette

Pubic 101 typing in

Lets have the macro shot in focus, allow some squishing/ movement and then blur out when the title pops

Movement:

Transitions:

Description:

Graphics:

Audio:

jump cut to the girls sitting on couch

voice over with one of the girls making a punchy

statement

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/guestions of the video. The girl on the chair will explain what they

Description: Graphics:

Shot No. 003

Facts/Questions will be put on screen.

Movement:

jump cut to the girls sitting on couch from the macro

Audio:

voice over with the girl who is being voiced over in the previous intro

Shot No. 007

Transitions:

Opening on all three girls, two are together on are doing.

Movement: Transitions:

Audio:

Graphics:

Description:

Shot No. 004

After questions asked, camera is switched to the two girls reacting to the question. Slide transition to the girls

the question,

Camera focus on the the person prompting

text of the question of to the side of the screen

True/False

Pubic hair thins with age

Shot No. 005



While the girls are deliberating on the couch, camera **Description:** can switch back to the prompter on the chair.

> 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

Graphics: buzz sound for this part as well.

Transitions: voice over the prompter as she is explain back to the Softening Oil

more context to what is being used.

When women are asked a product specific question, lets transition from them to a close up maco shot of

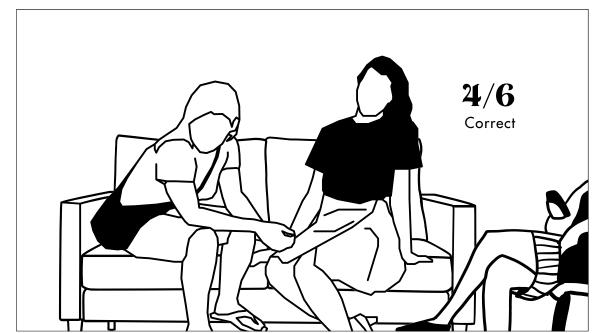
**Description:** that product being used. Text of product pops on for a few seconds so there is

Graphics: Movement:

Audio:

Transitions:

voice over about the girl talking about the product



After a few questions, the women discuss how much/ little they knew about female anatomy, prompter is Description: also involved in this conversation

we are going to have a counter of how many they got Graphics: right and wrong

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

Transitions:

Movement:

Shot No. 008

# THE KIT Venus Call to Action

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 Description: video for the end

Graphics:

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

Transitions:

Movement:

Pan back to the prompter to for an explanation Movement:

cut back and forth between cameras for reactions

Audio:

Audio:

### 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

Description:

Transitions:

Shot No. 006

Audio:



opening on a shower shot with a soundbite of one of the girls explaining their experiences

title graphic with the kit x Gillette, Pubic Grooming typing in

Graphics: blur background out when the title pops up. Movement:

jump cut to the girls sitting on couch

voice over with one of the girls telling

**Softening Oil** 

their experience

Opening on all three girls, two on a couch, one on a chair beside them who can lead and prompt any topic

Description: Graphics:

Shot No. 003

Movement:

jump cut to the girls sitting on couch from the macro Transitions:

voice over with the girl who is being voiced over in Audio: the previous intro

Shot No. 004



Description:

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

THE KIT Venus

Graphics:

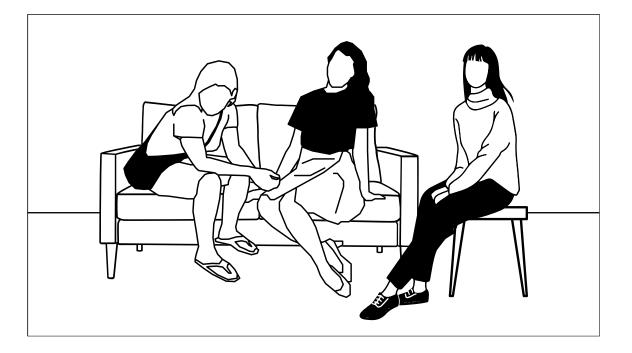
Shot No. 008

After relevant product mentioned, jump cut back to

Movement: the women on couch

Transitions: Audio:

Shot No. 005



Switch back to the women on the couch chatting about

Graphics:

when relevant, lets have close up shots of the women

cut back and forth between girls for reactions Transitions:

Audio:

Movement:

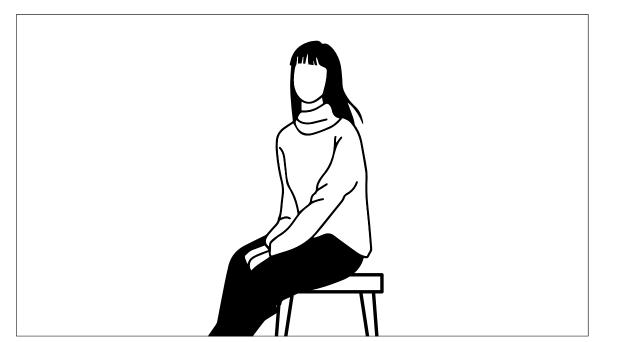
Description: relevant to the story. Graphics:

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

B-Roll shot of the products or macro shots when

Movement: Transitions:

voice over about the girl talking about the product Audio:



layered in clips of the solo interviews explaining positive experience with the products, or how it

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

Movement: Transitions:

Call to Action



End title slide has a CTA with a description under it, a gradient facing down, we can use strong state-

Description: ment to end off on. Graphics:

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

Movement:

Transitions:

Description: their experience.

talking

voice over the prompter as she is explaining back to the girls

Shot No. 007

Description: helped their grooming experience

Graphics:

ing screen

Audio:

Audio continues on to ending title screen.

### 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

Shot No. 002



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

Description: with grooming

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

Graphics:

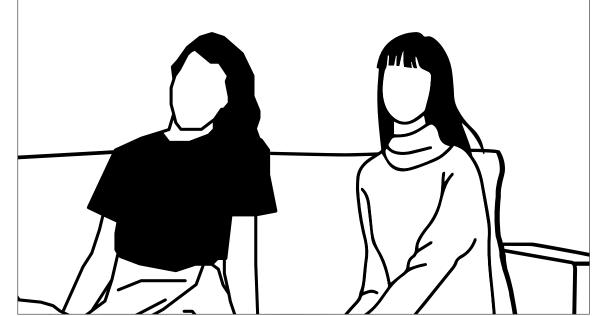
blur background out when the title pops up.

jump cut to the girls sitting on couch continuing her Transitions: statement

voice over with one of the girls telling Audio:

their experience

Shot No. 003



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.

Description: Graphics:

Movement:

Transitions:

Shot No. 007

jump cut to the girls sitting on couch from the macro

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:

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

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Movement:

Call to Action

Transitions: Audio:

Shot No. 008

Shot No. 005



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

Graphics:

Movement:

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

cut back and forth between girls for reactions Transitions:

Audio:

Shot No. 006

Movement:



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

more context to what is being used.

Movement: Transitions:

Audio:

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

Graphics:

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

Movement: Transitions:

Audio continues on to ending title screen.

Description: ing statement

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

Graphics:

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

Movement:

Transitions: Audio:

Text of product pops on for a few seconds so there is

Graphics:

Audio: