

NIVEA

A DIRECTOR'S TREATMENT



Nivea Deodorant commercials over the last few years have maintained a level for creating interesting situations and narrative styles. Here is yet another interesting situation - Anushka turning into a Yoga teacher and her fellow mates getting mesmerised by the look of her underarms.

As a situation it is very real - women go for workouts or Yoga and are most often conscious of exposing their underarms or the body odour. Nivea Pearl and Beauty deodorant is an ideal solution for both the concerns. I aim to keep the narrative of the commercial very easy flowing and organic in its story telling; while ensuring that the beauty shots interspersed in the middle underline the nourishing quality of the Nivea deodorant.



Agency Script

The film opens on Anushka in a locker room, spraying on Pearl & Beauty deodorant on to her underarms. She is wearing pearl earrings, a sleeveless tank top and leggings.

Cut to her walking into a bright and airy yoga studio with a yoga mat, greeting her yoga group with a cheery 'Hey!' We see the rest of the class standing in a huddle muttering. A young woman asks "Toh class cancel?" A young man exclaims "Arre yaar!" Anushka approaches them and asks "What happened guys?" A young woman replies "No teacher today" Anushka confidently smiles and replies, "So what? I'll handle it"

We cut to her standing in front of the class, where the teacher generally sits. She confidently raises her arms above her head, closes her eyes and says "Breathe in... and...bend" She then leans to her side in the crescent-moon pose. As she raises her arms, the class gets a glimpse of her smooth, beautiful underarms. We see the mesmerised looks on their faces and one young woman softly gasps "Wow!" As Anushka bends to one side, their heads bend slowly sideways in unison.

We cut to the product window.

We cut to product window, where Anushka sprays Nivea Pearl and Beauty deo in her underarm. We go close and see micro pearls disappear into sparkles, highlighting the smooth, beautiful texture of the underarm. The VO is heard: **Nivea Pearl and Beauty deo with caring pearl extracts gives you smooth, beautiful underarms. For a confident you.**

Supers: Pearl extracts | 0% Alcohol

We cut back to the yoga studio. Anushka has returned to the starting position. She opens her eyes and sees the rest of the class standing mesmerised, with their heads tilted to one side. Holding up her hands with a confused expression she asks, "Arre, what happened?" The class laughs sheepishly and we cut to Anuj and Anushka leaving the yoga studio with some of their classmates. Anuj turns to Anushka and says sweetly, "I wish kal bhi teacher absent ho." Everyone laughs together.

We cut to pack shot and logo.

VO: Nivea Pearl and Beauty deodorant.



FILM
NARRATION

The concept is about how with the right preparation and when equipped with the right tools, one is confident to take on almost any unexpected situations thrown our way.

The film begins with a shot of Anushka in a locker room, spraying herself with the Pearl & Beauty deodorant. She is dressed in a work out gear. She finishes spraying, casts a glance in the mirror and smiles, as if to say "You look great!" and walks out. She exuberates confidence as she exits the frame.

Cut to, we open inside a yoga studio. It is a group of young, fit people, awaiting for the Yoga class to start. Just then, Anushka enters in with her Yoga mat in one hand and waves a warm greeting to her work out buddies who are engaged in some serious discussion and are huddled together. It seems like the teacher has not shown up. a slightly disappointed young woman asks "Toh class cancel?" Another guy, who seems the most disappointed exclaims rather dramatically, "Arre yaar!" Anushka reacts to his reaction and inquires, "What happened guys?" A sincere lady, who looks like she has been practising yoga for a long time, replies rather coolly, "No teacher today"

Anushka's instant reaction is almost as though she is thinking, "What big deal yaar!" and very candidly says, "So what? I'll handle it"

We cut to her standing in front of the class. She looks around and smiles, indicating that the class has begun. She is not one bit conscious of anything as she closes her eyes and starts with the first yoga posture. She instructs the class to "Breathe in...and...bend" And as she says this, we see her arm going up above her head, heading into the crescent moon pose.

As we cut to the counter shot of the class following her count to get into the pose; we realise that they have all frozen in awe as they see her beautiful and flawless underarms. Men and women, all alike, have that mesmerised look on their face, almost as though they are seeing something unbelievable. The woman, who was the first one to conclude that the class would be cancelled, can't hold her thought and softly gasps, "Wow!"

As Anushka carries the pose further and bends to one side, everyone in the class also bend their heads in unison, but not for the pose but to have a better view of her unbelievably smooth looking underarms.

We cut to the product window, where we see Anushka spraying the Nivea Pearl and Beauty deo on her underarm. This is a mid close shot, and as she is spraying the deo, we go closer and see micro pearls disappear into sparkles, highlighting the smooth, beautiful texture of the underarm. The VO is heard:

Nivea Pearl and Beauty deo with caring pearl extracts gives you smooth, beautiful underarms.

For a confident you.

Supers: Pearl extracts | 0% Alcohol

We cut back to the yoga studio where we see Anushka has returned to the starting position. She opens her eyes and sees the rest of the class watching her, with their heads tilted to one side. Her instant reaction is bursting into a giggle at their funny posture, but that is instantly followed by confusion as to what really happened.

We cut to Anuj, walking up to Anushka while she is winding up to leave, and whispers to her, "I wish kal bhi teacher absent ho." The ones who overhear, can't help but burst into a laughter.

We cut to pack shot and logo. VO: Nivea Pearl and Beauty deodorant.



The key objective in this film is to communicate that Nivea Pearl and Beauty Deo has the right ingredients that work on your underarms' skin in a way that it leaves it smooth and beautiful looking after every application. And that not only helps the skin, but also boosts your confidence; allowing one to wear whatever they want and flaunt their underarms without being one bit conscious about it. The narrative very effortlessly stresses on these points. And we will create shots that are aesthetic and help us visually highlight what we are claiming in the voiceover.



PRODUCTION DESIGN
&
CINEMATOGRAPHY



The two major spaces that we will create in terms of production design will be the locker room and the Yoga Studio. Needless to mention, they will be premium looking spaces. What will be interesting is how we will incorporate the brand colours and create the Nivea world.





Nice big windows, wooden flooring, walls either white or light blue, and yoga mats playing important role to highlight the palette.





Lets create interesting soft sunlight patterns from the big windows for the Yoga room, where it strategically acts as interesting face light for Anushka and backlighting for the others while we capture their reactions in close ups.



In terms of shot taking, we will ensure that the narrative is presented seamlessly and aesthetically.

1. Application
2. Entry
3. Discussion
4. Anushka coming forward to help





Once Anushka gets into the Yoga pose, we will shoot her shots from the point of view of the others in the class, highlighting what they are focussing on so that it is underlined even for the viewer.

1. Establishing the arrangement
2. Anushka W/S from their POV
3. Reactions
4. Anushka reaction





PRODUCT WINDOW

When we cut into the product window, we swiftly move from the application on the skin to the macro close up where we see the micro pearls acting on the skin. I am looking at an interesting animation of the skin reacting to these pearls .

1.



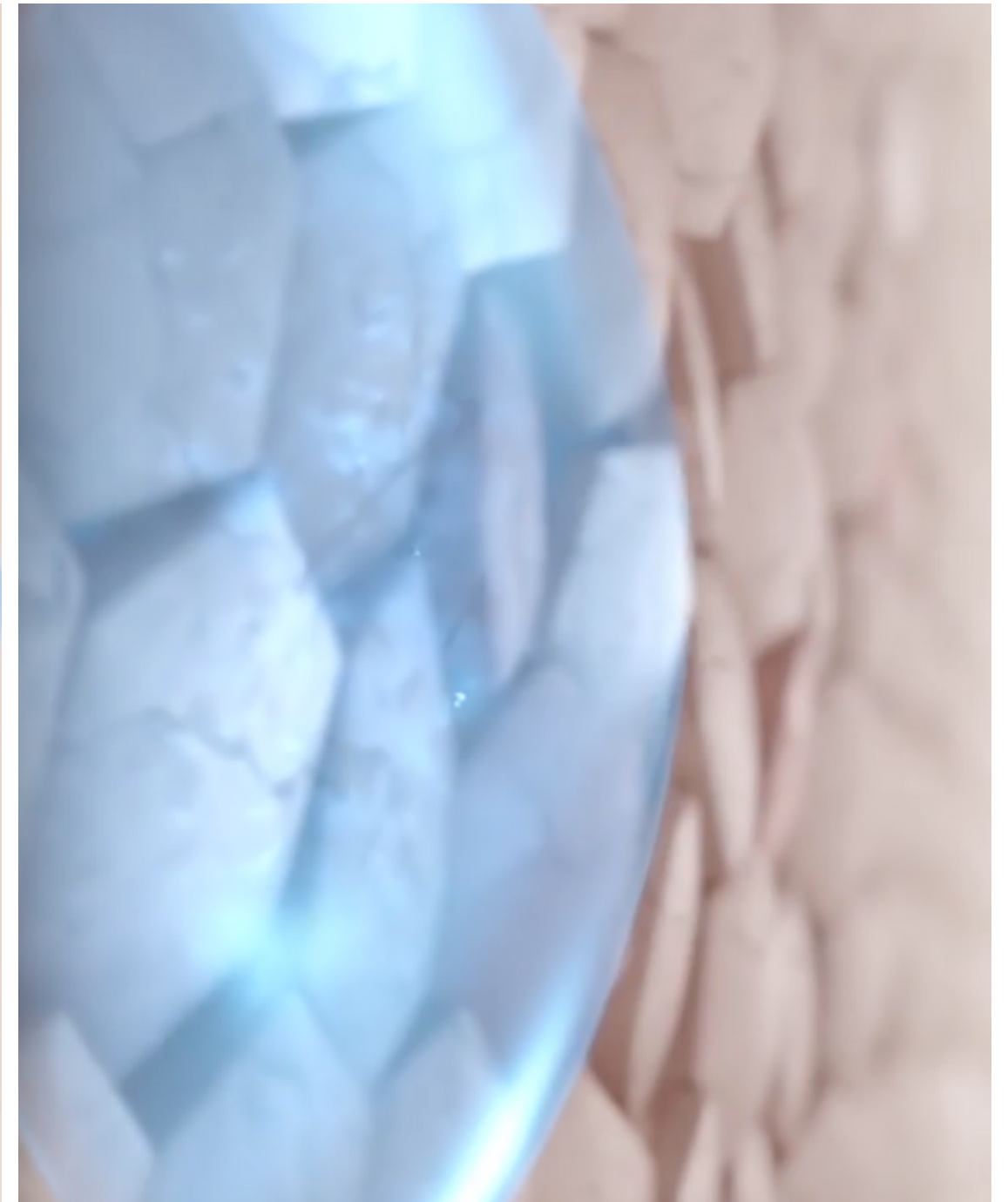
We begin with a shot of the surface of the skin of the underarm that is not ideal.

2.



We pan to right to see the droplets, which are like pearls, coming towards the arm.

3.



The pearl from the spray comes in contact with the skin and starts spreading on the surface. Instantly we see some slight change in the colour of skin - making it lighter.

4.



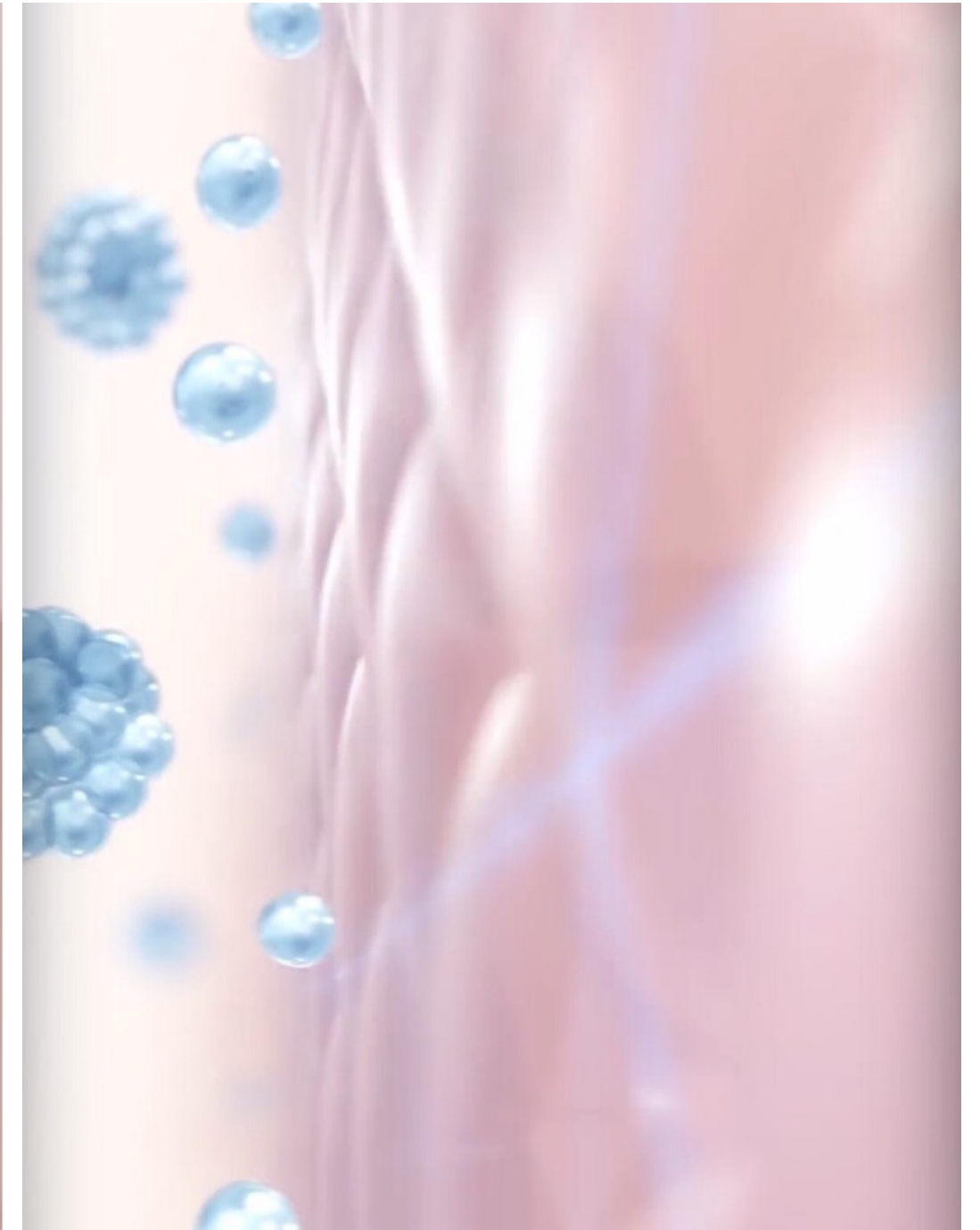
Then we see the pearls coming out of the liquid and getting absorbed by the skin. And with them, we also travel down beneath the layer of the skin.

5.



Next, we see how the pearls create their magic inside the skin. As we travel a layer under, we see how the skin looks a little damaged from the inside also.

6.



And again, as they come in contact with the surface of the skin, we can see an instant change.

7.



8.



And finally, once the skin has been healed; we travel back to the surface and how it has been drastically worked upon to create a much smoother and glowing texture. And we zoom out to see Anushka opening her eyes to see the class staring at her.



CASTING
&
WARDROBE



The secondary cast - the people in the class with Anushka - will be all fit young people in the 30 - 40 age bracket. We will aim to cast diverse fresh faces. We will give them different quirks, one could be a cheerful upbeat one and another person will be graceful and soft spoken. This will ensure we underline the fact that this product has a universal appeal and 0% alcohol - which makes it safe to use for everyone.





The secondary cast will all be dressed in normal yoga attire - leggings and t shirts. For Anushka we will give her a tank top and also introduce some elements of blue in keeping with the brand colour. We could even give her ripped leggings or a more detailed top to add that extra wow factor - setting her apart from the rest !





This is a fresh, upbeat, high energy script. It would be a joy to bring this to life.

Going ahead, lets work on finer nuances. .

Thank You