

FAMOUS

milestone
FILMS

St. Ives

PPM Deck

Director: Anand Iyer



Director's Note



THIS SCRIPT HAS ALL THE INGREDIENTS THAT A DIRECTOR LOVES...

Women and men have experienced that one pesky pimple that pops up unexpectedly, especially in their youth.

The primary focus and message of the film is to emphasise the root cause of it- Clogged Pores!

This of course leads us to our product as the one-stop easy solution to it. We follow an active young woman through a day in her life and experience all the everyday elements that cause this issue of acne.

Now in steps St.Ives Pimple Clear Face Wash! We demonstrate simply the effectiveness of the product and reveal what every woman really does want- clear, glowing, healthy skin!

Although the film has a functional approach - an oversized orange representing the pores in our skin and the impurities they face on a daily basis - we give the visuals a cinematic, beauty film feel.

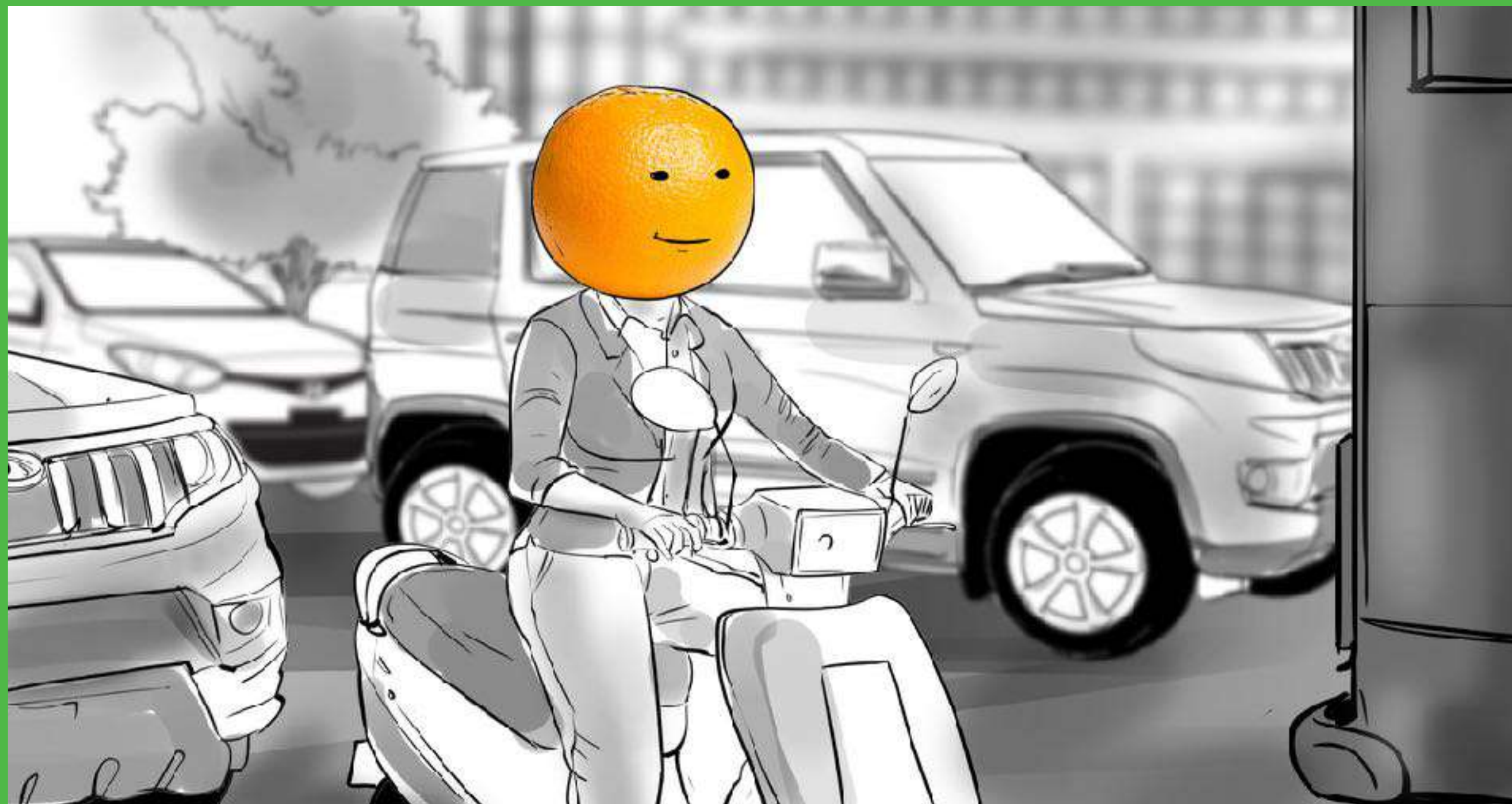
Storyboard



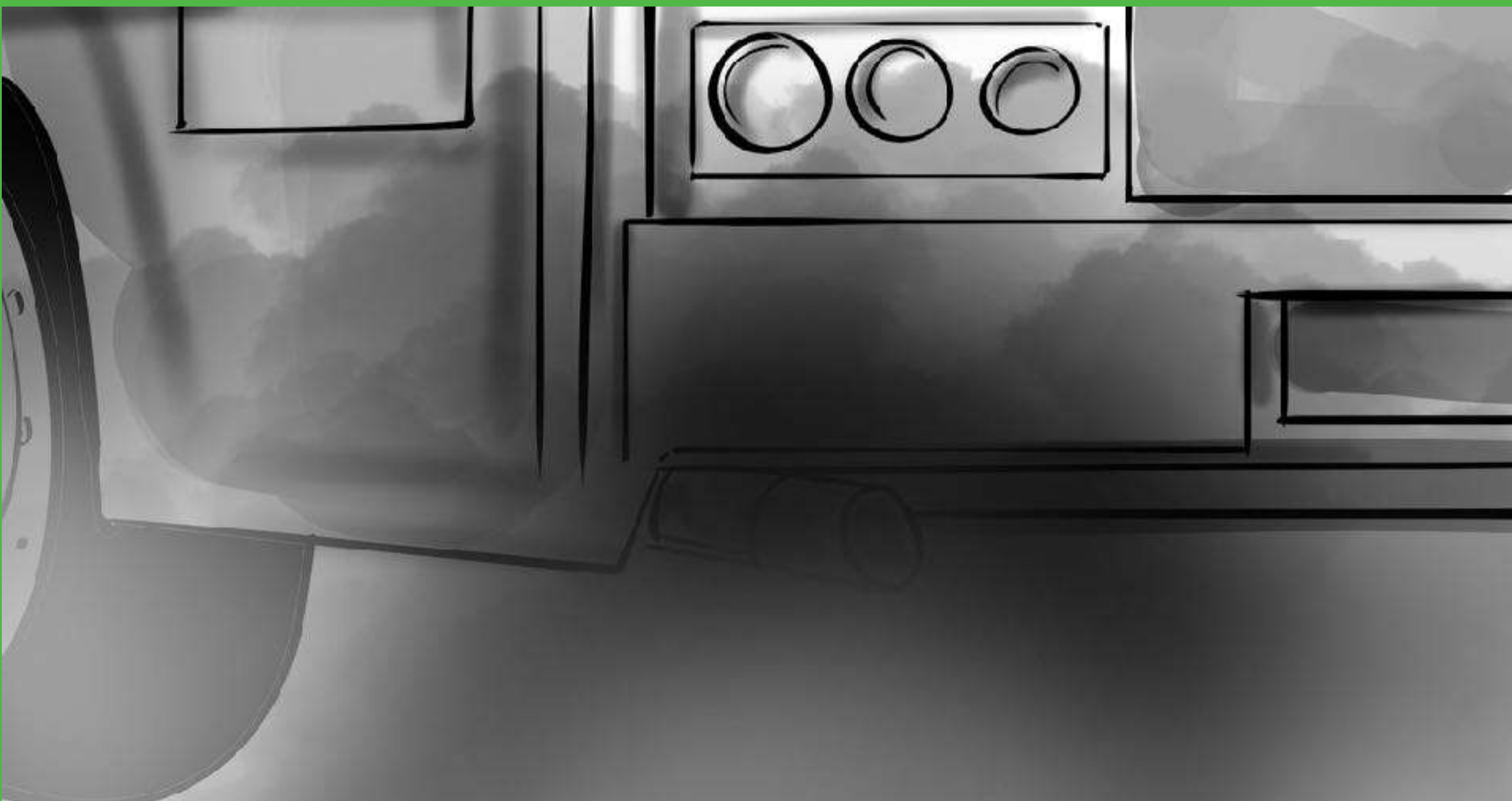
SCENE 1

The film opens with a wide shot of a woman waiting at the signal on her bike.

In a mid-shot, we get a closer look at our protagonist on her way to work. She has an orange head!

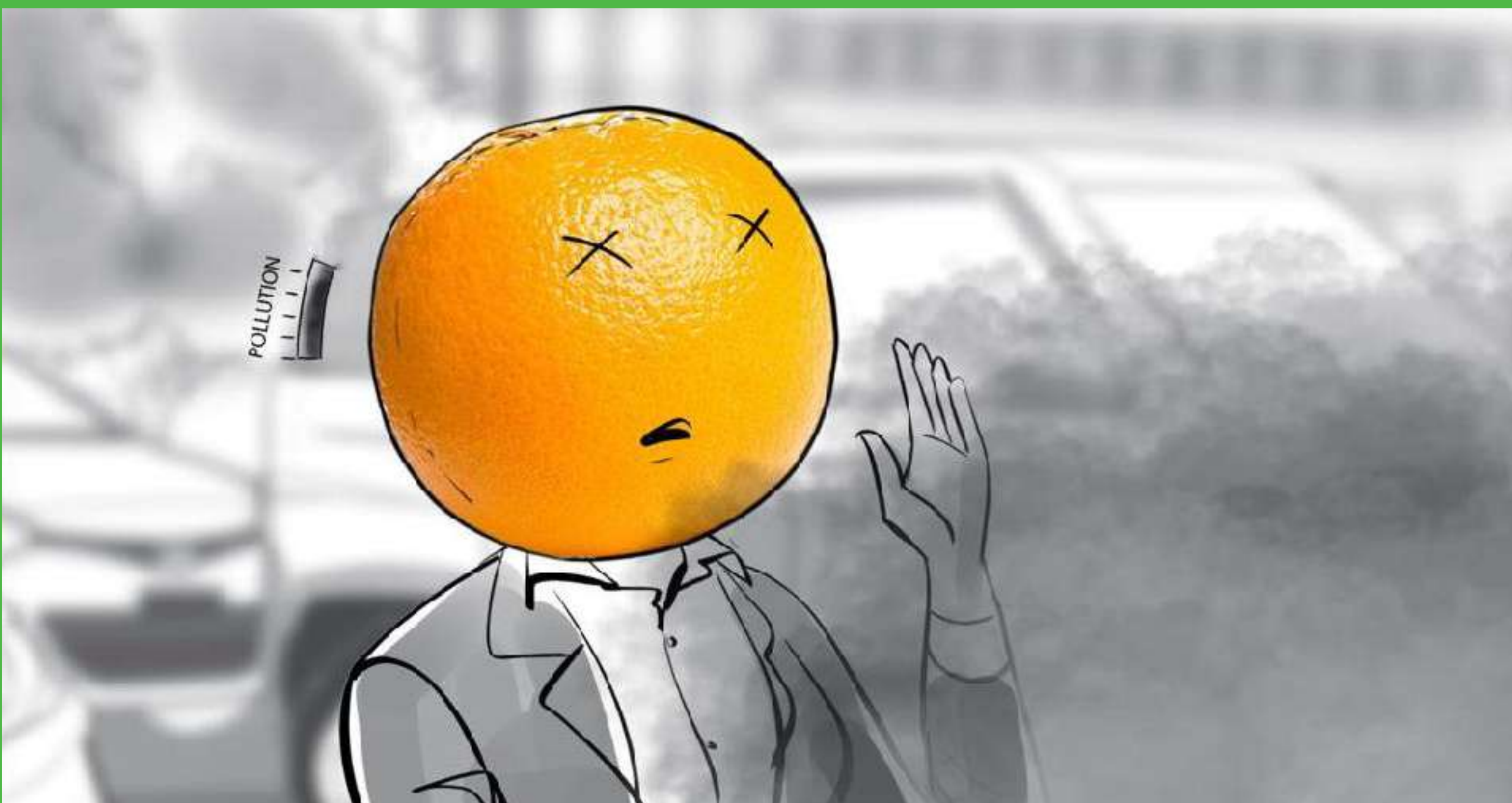


3.



A close-up of the exhaust of the bus in front of her releasing a cloud of smoke.

4.

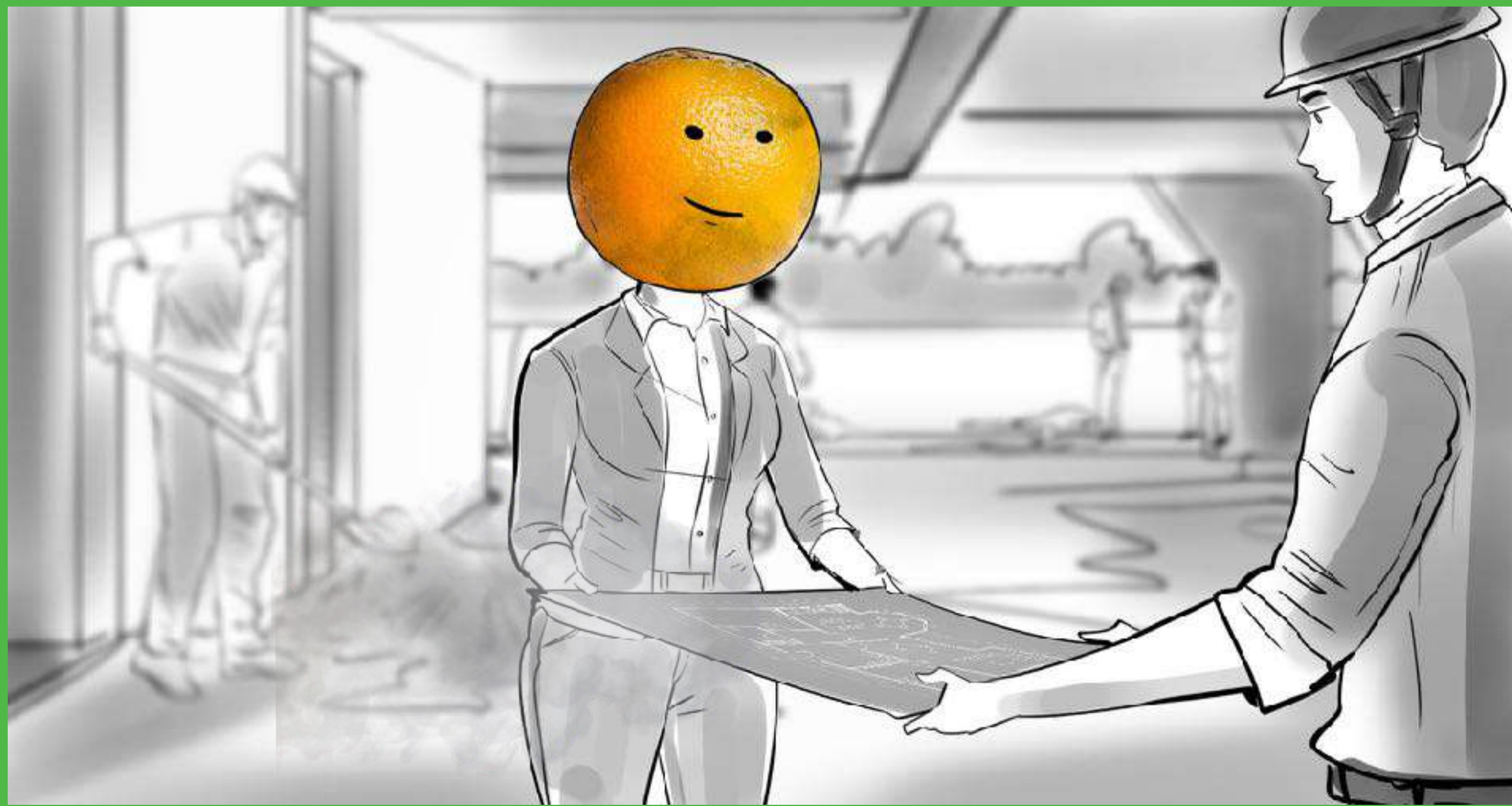


She tries to fan out the smoke that blew directly in her face. The impurities settle into the pores of the orange. A meter appears beside her head, indicating the level of pollution she is exposed to.



Gesture Reference

5.



SCENE 2

We cut to the protagonist at a construction site.

She examines some plans along with a co-worker.

6.



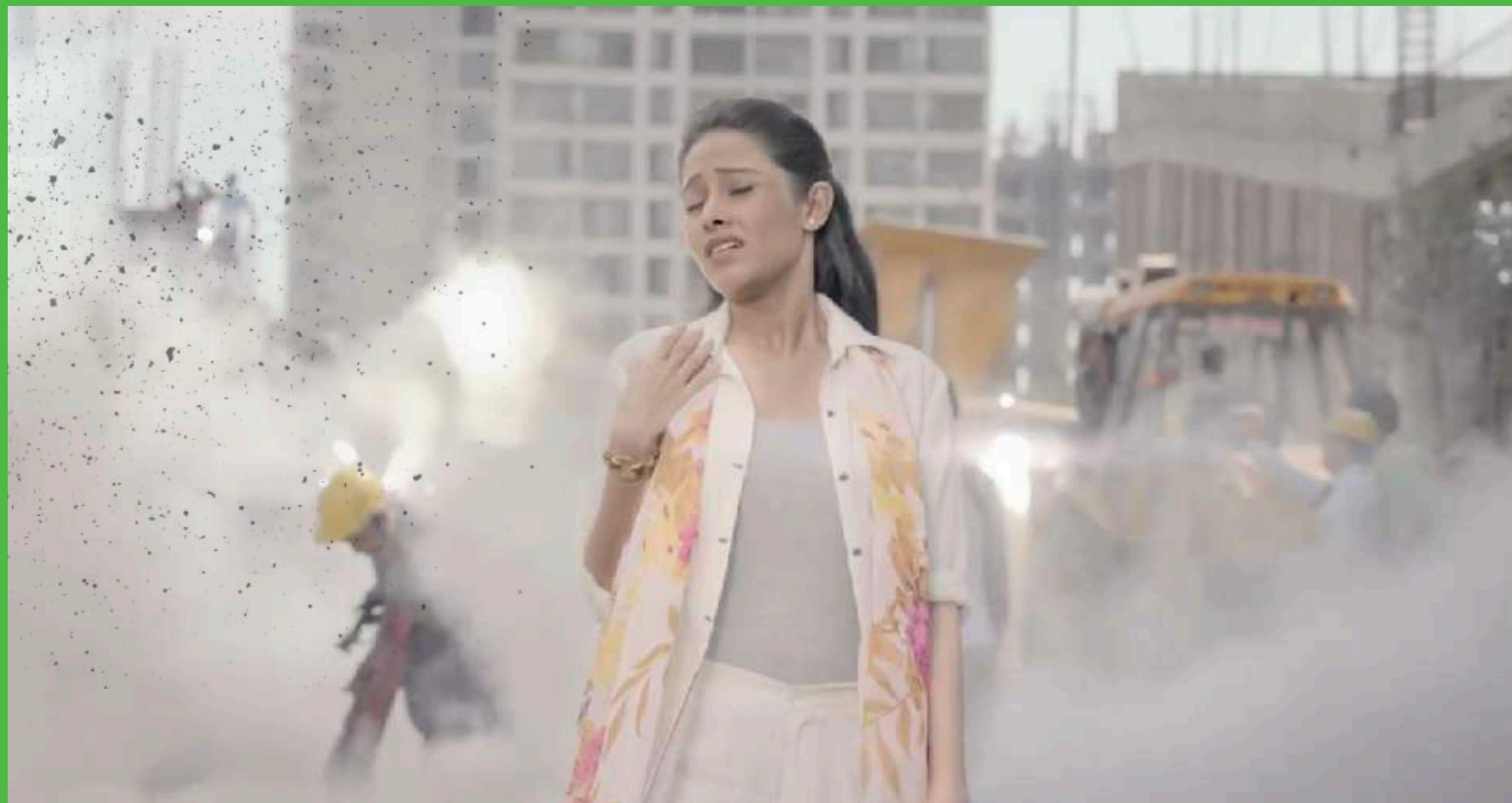
In a wide shot, we see a bunch of construction workers, engaged in their respective tasks.

However, one of them begins to drill a hole in the wall resulting in a wave of dust scattering over the place and some of it is blown towards the protagonist.



In a close-up, we see the protagonist trying to avoid the dust by turning her head away as her expression changes back into a distressed one. Some of the dust settles into the pores of the orange.

The meter appears again, now indicating a high dirt level.



Gesture Reference

SCENE 3

We then cut to the protagonist walking away from her bike and crossing a Chinese street food stall on a busy street.

As the man tosses and turns the noodles into the hot pan, we see a cloud of steam emerge from it.

In a close-up, we see her walk past the Chinese food stall, as a cloud of steam is released while the vendor cooks.



10.



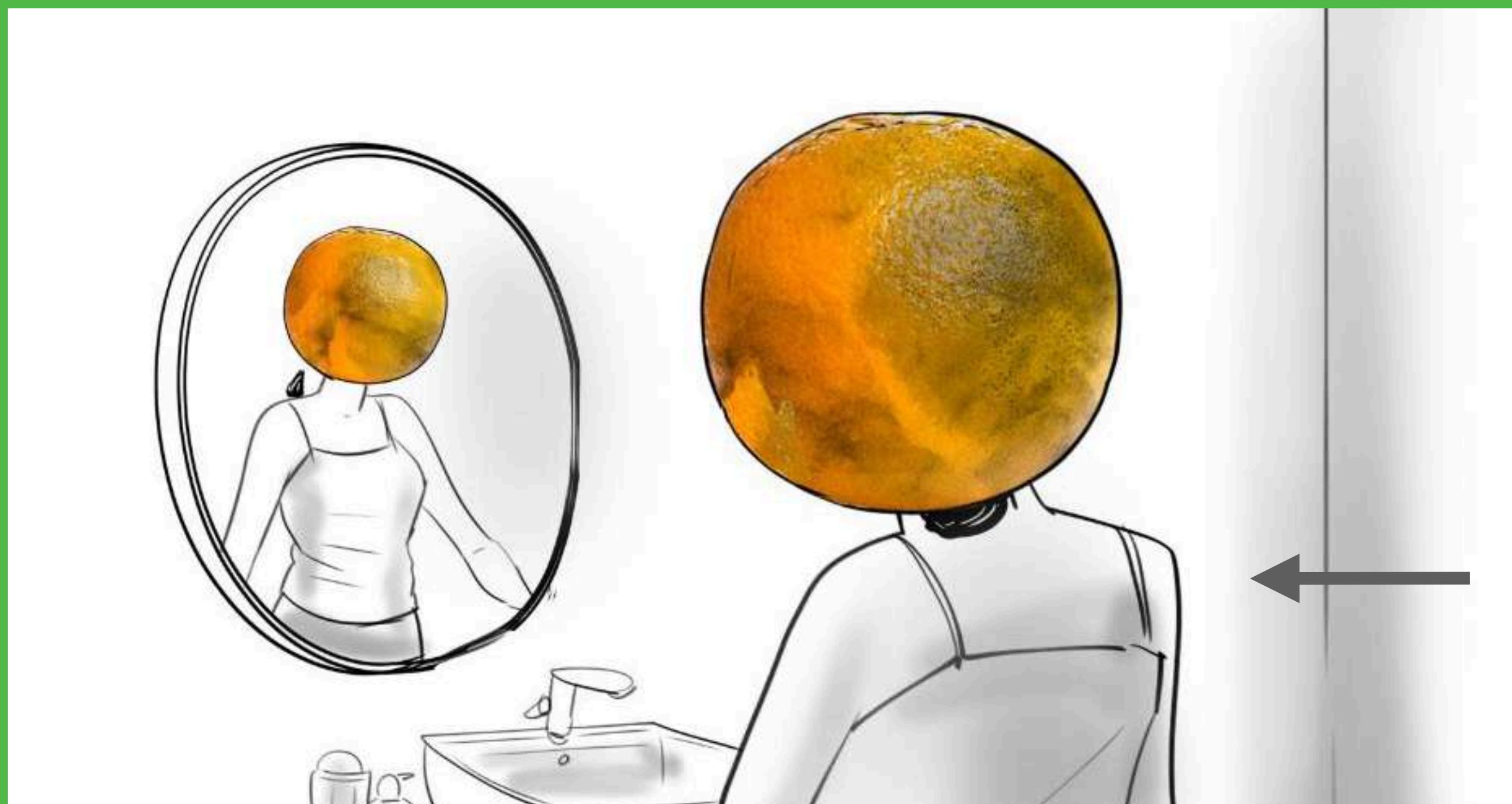
We cut to a mid-shot where we see the heat from the steam hit the protagonist right in her face. Some of the particles of the impurities once again settle into the pores.

The meter appears, indicating a risen level of heat.



Gesture Reference

11.



SCENE 4

We transition to the bathroom where the protagonist, as she steps into the frame, stands in front of the mirror in her bathroom.

12.



In an OTS, we see her taking off the orange head.

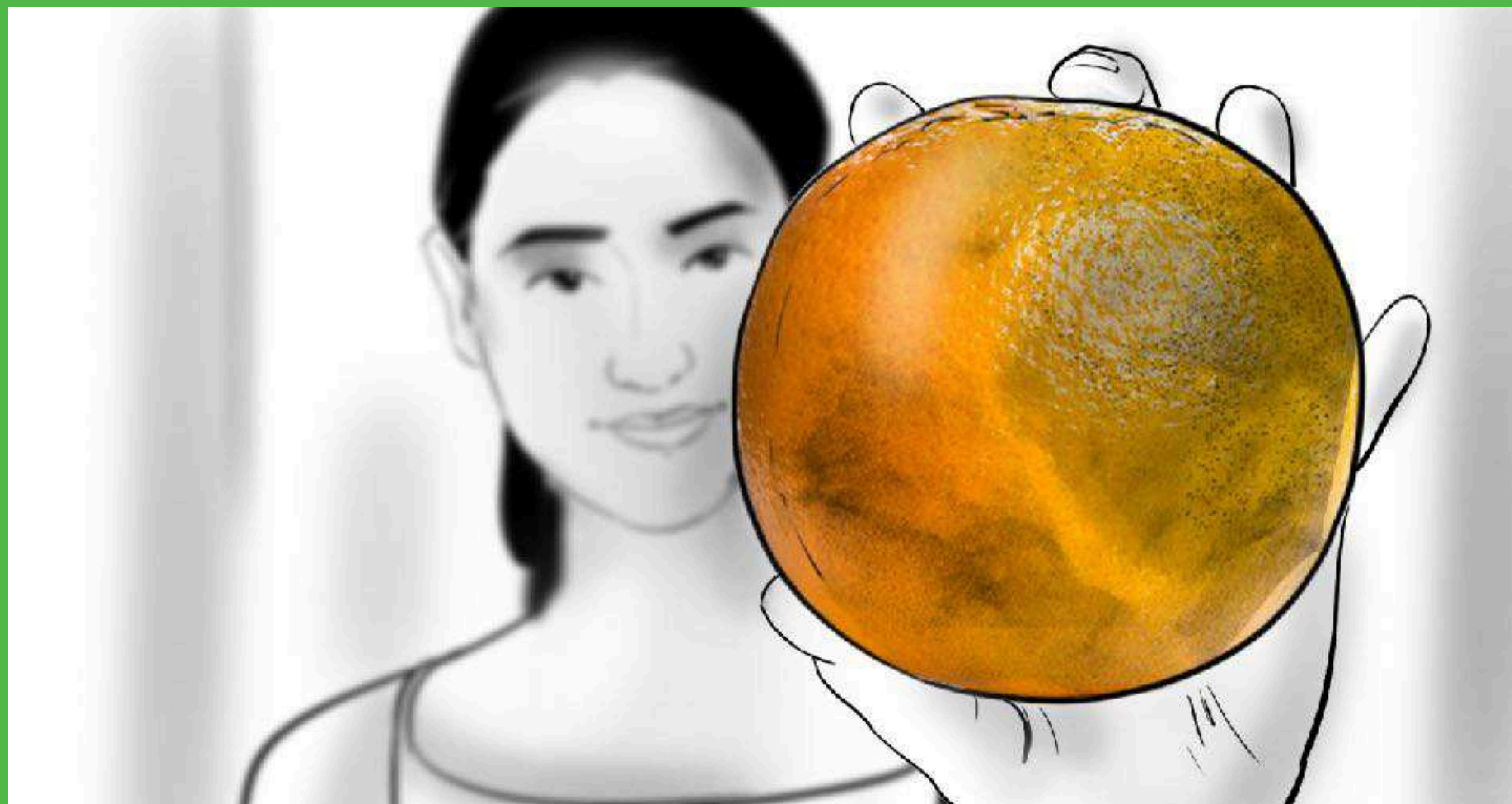
VO: "Yeh hota hain aapke skin ke saath. Har Roz!"

13.



We cut to the orange in her palm. Her face is now revealed.

14.



We cut to a close-up where the protagonist lifts up the orange to the camera to display the dust and dirt within the pores of the orange.

VO: "Clogged pores..see! Aur clogged pores yaane just one thing- PIMPLES!"

15a.



We cut to the Product window. A white stripe enters frame.

VO: "But worry not! St. Ives hain na!"

15b.



It takes the shape of the stripe on the pack.

VO: "Iska naya Pimple Care Face Wash sirf cleanse nahin, but deep cleanse karta hai. Chalo dekhein.."

16.



In a tight shot, we cut to her squeezing a coin-sized amount of face wash in her palm.

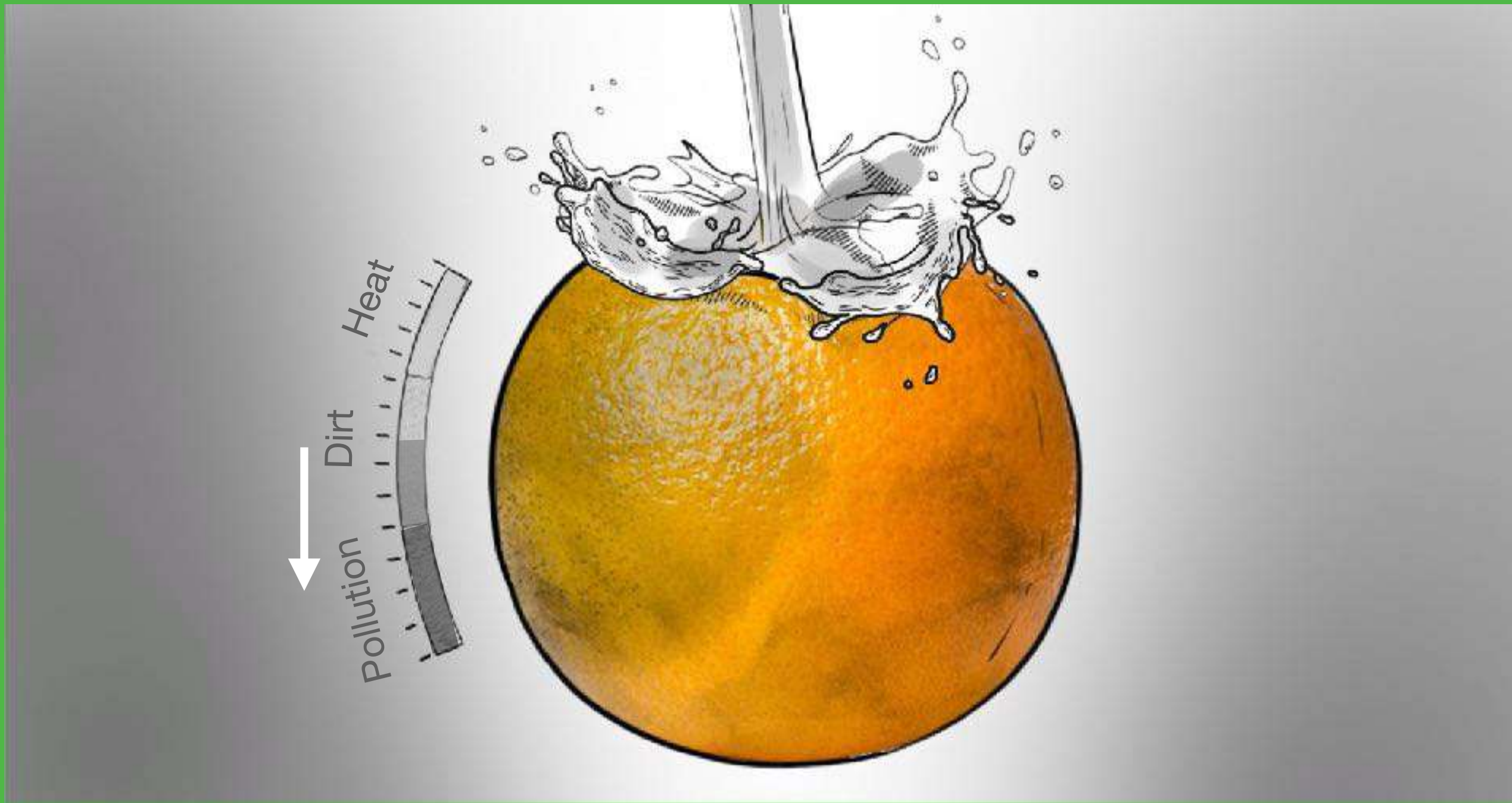
17.



In a mid-shot, we cut back to the woman now gently it all over the orange.

VO: "Yeh pores ke gehrai mein jaake..."

18.



We cut to limbo where we see water pour down over the orange. The level of impurities in the meter beside it drops.

VO: "...Dirt, pollution aur oil jaisi impurities

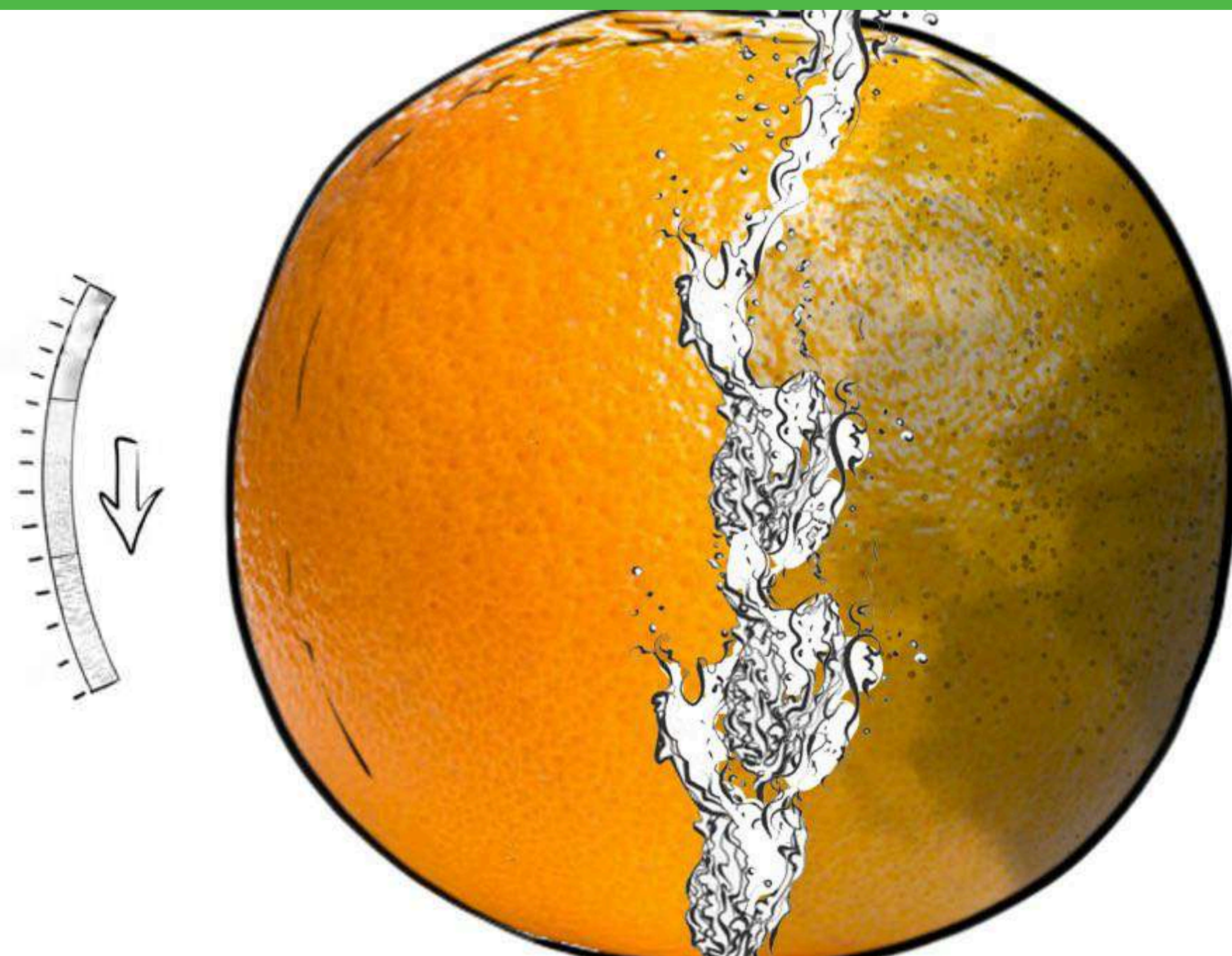
19a.



In a tight shot, we see a powerful line of water run down the orange...



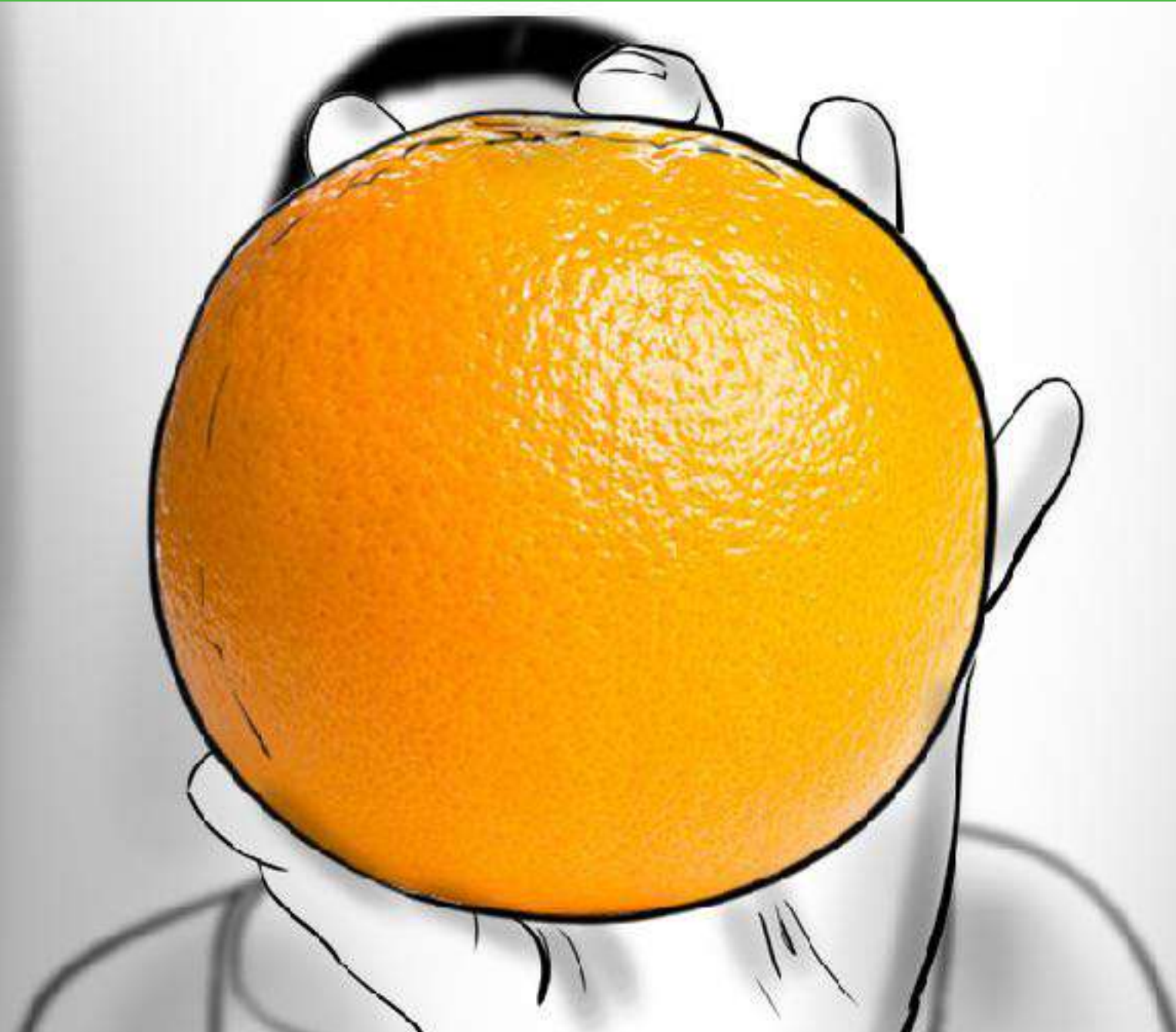
19b.



... we zoom out, to see the impurities leave the orange, as well as the impurity meter beside it, drops completely...

VO: "...ko jadh se hatata hai."

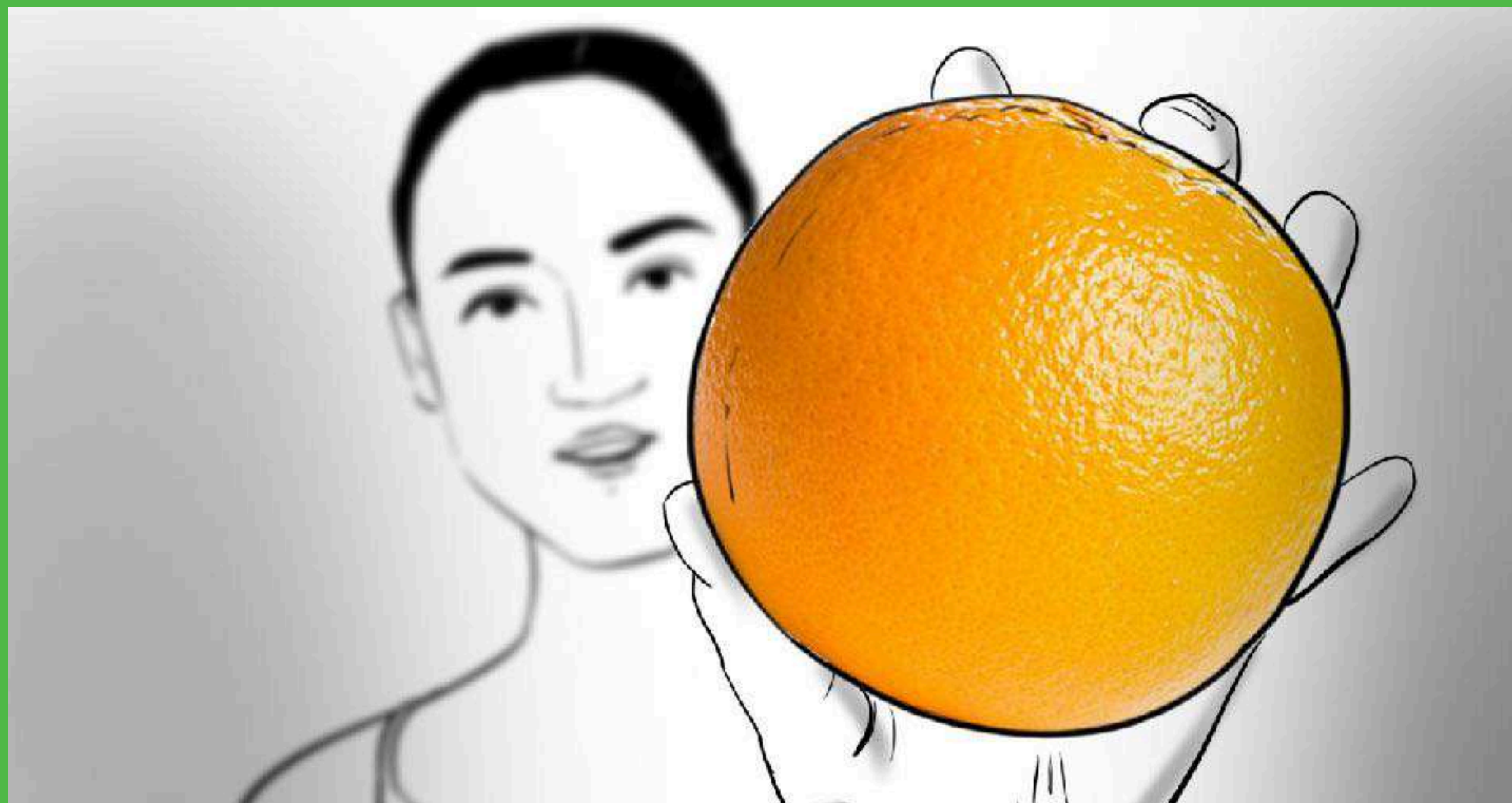
20.



We see a close-up shot of the orange, that looks clean and fresh as the protagonist holds it right in front of the camera...

VO: "Aur pores ko kar deta hai ekdum clear... See!"

20b.



... and pulls it back to reveal her clear skin.

VO: "And clear pores yaane pimples don't stand a chance!"

21.



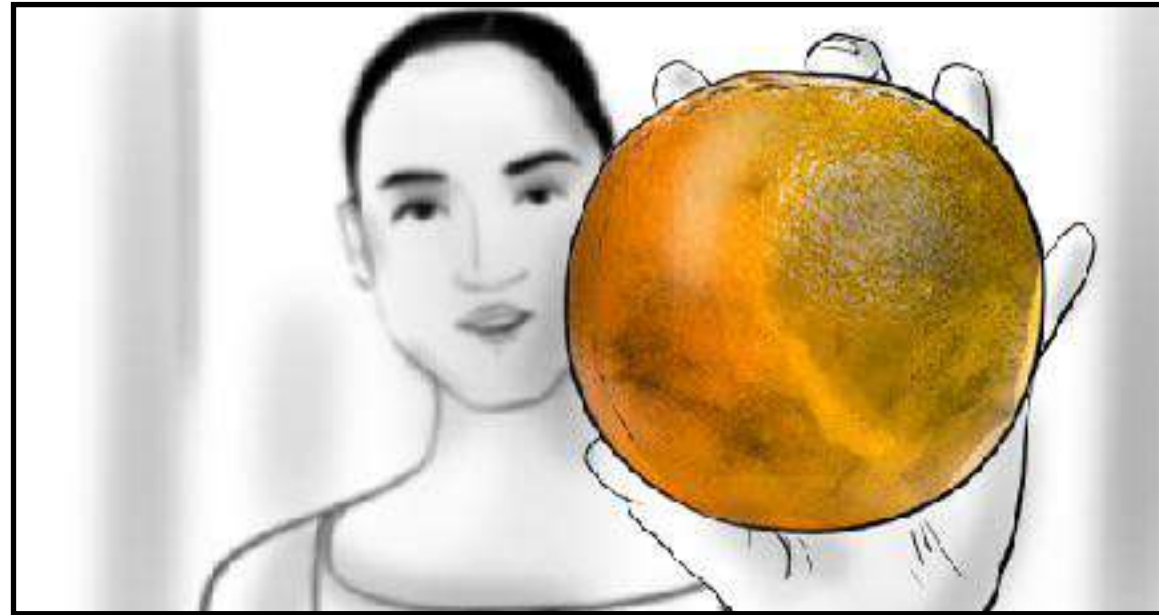
We cut to a close up of the protagonist now holding the product close to her face and smiling at the camera.

VO: "Ab khud try karke dekho!"

FIN.

Bumper AD

1.



The protagonist lifts up the orange to the camera to display the dust and dirt within the pores of the orange.

VO: For deeply clogged pores only the deepest cleanse will do...

2.



She holds the product close to her face and smiles at the camera.

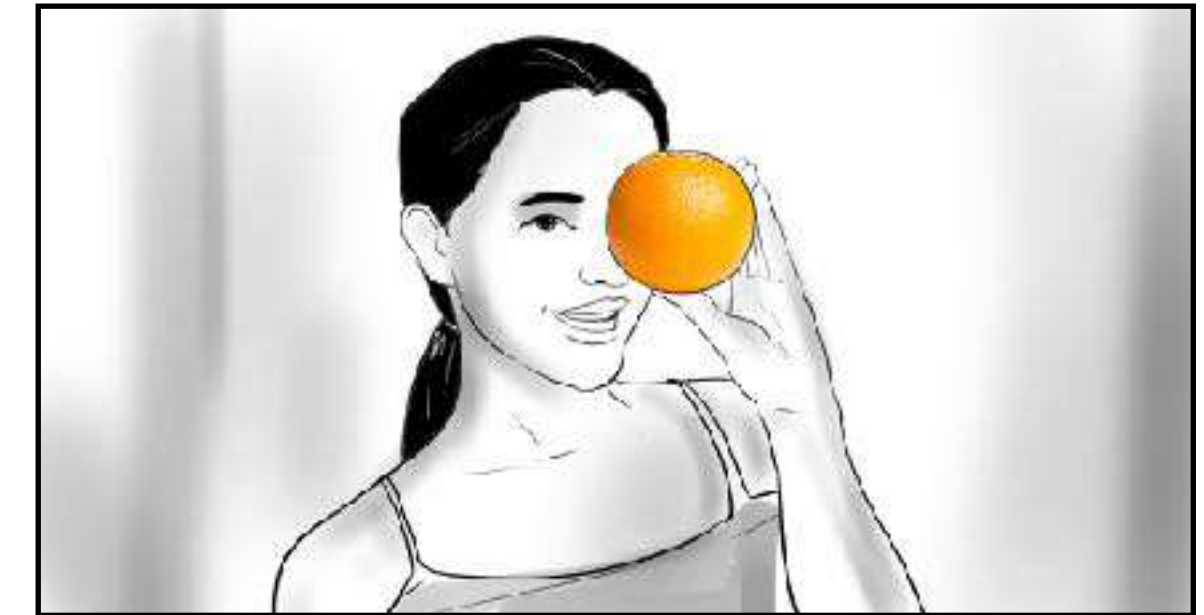
VO: St. Ives Face Wash..... Only for a 2x deeper cleanse than ordinary cleanser

3.



She applies the product on the orange.

5.



We see the protagonist holding up the clean orange.

VO: Clear pores, Clear skin, No Pimples.

Stills - Carousel



1.

2.

3.

4.

5.

Locations Street



Locations Street



Locations Street



Locations

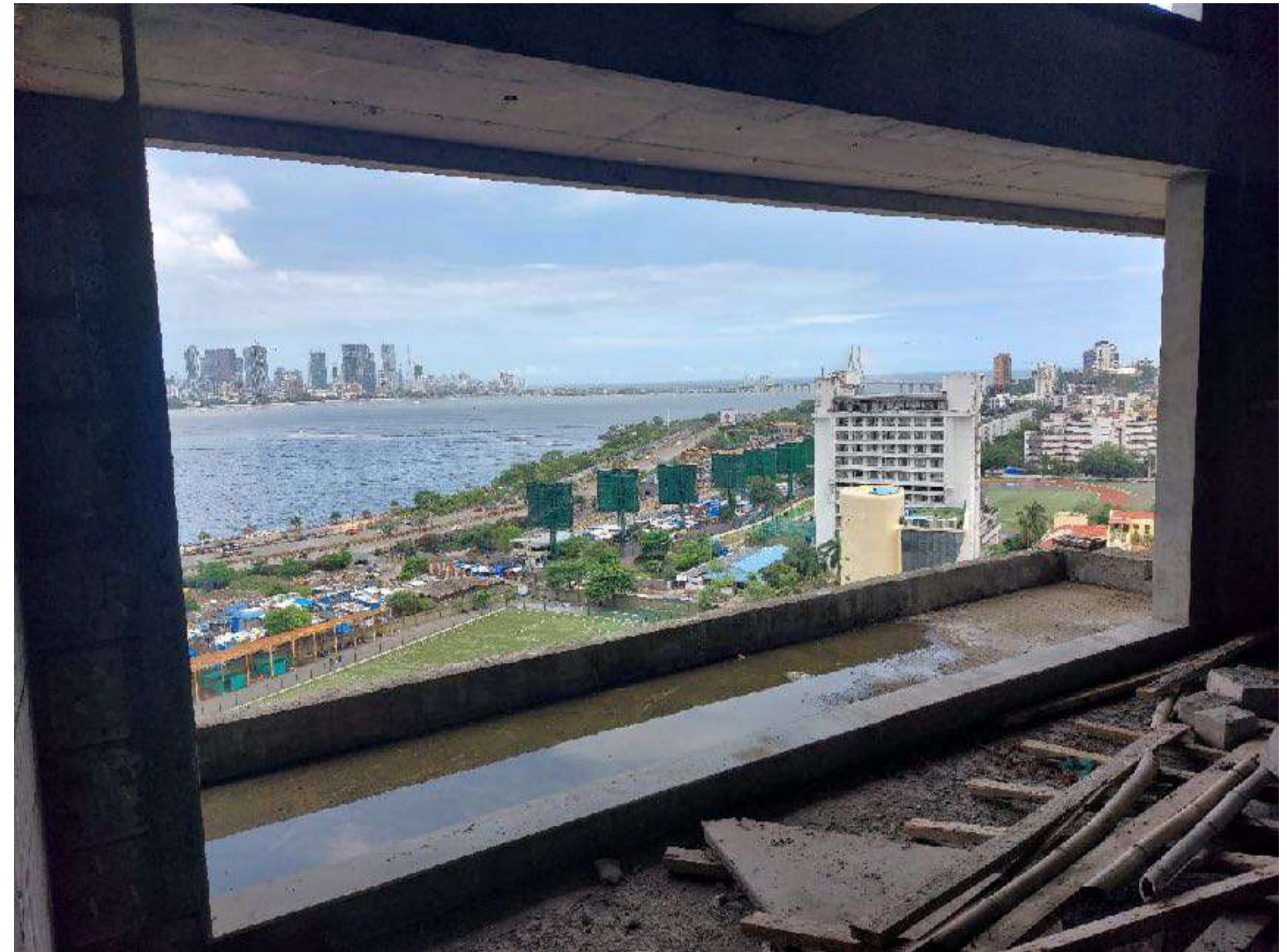
Construction Site



Locations Construction Site



Locations Construction Site



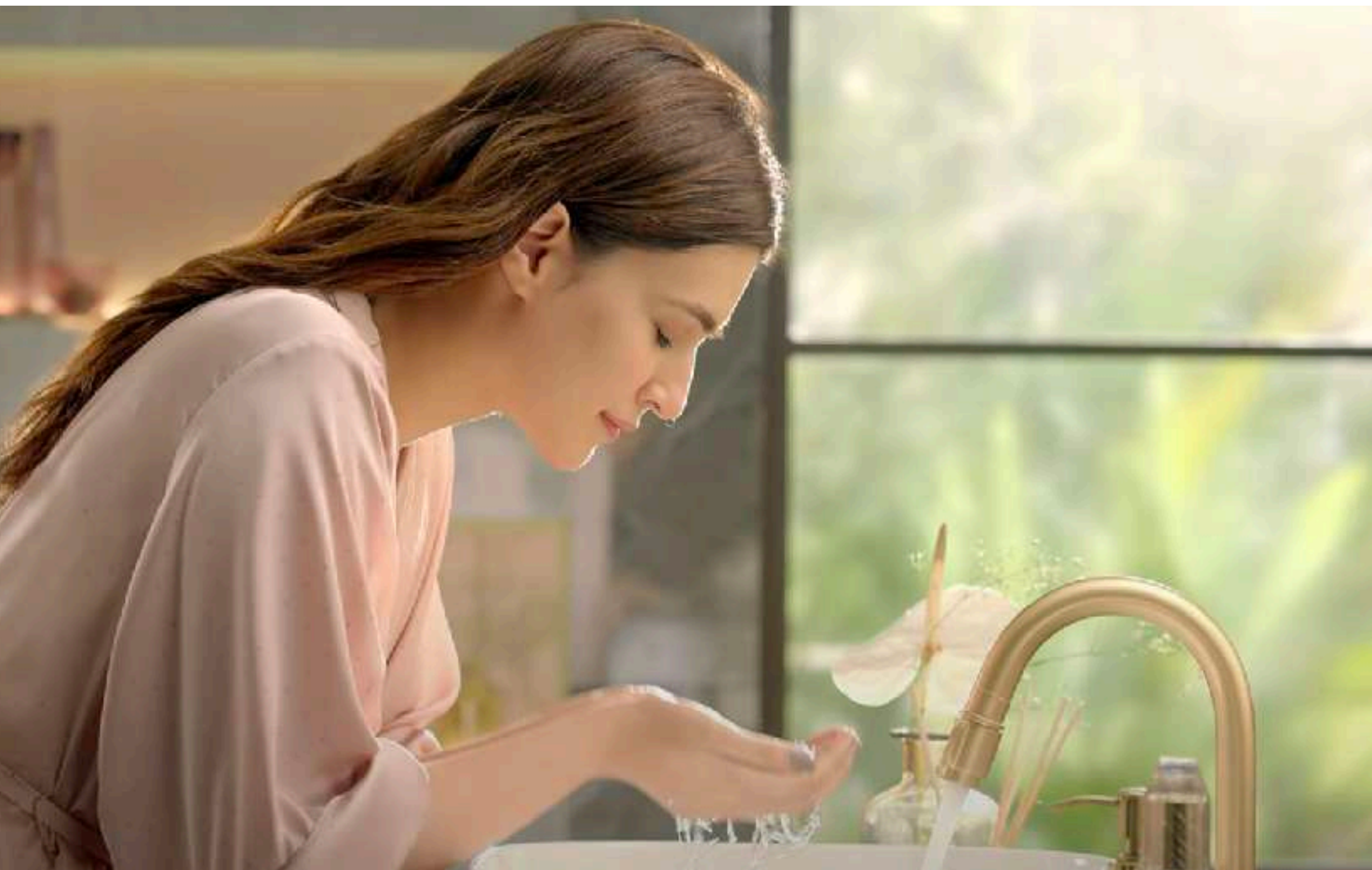
Look & Feel



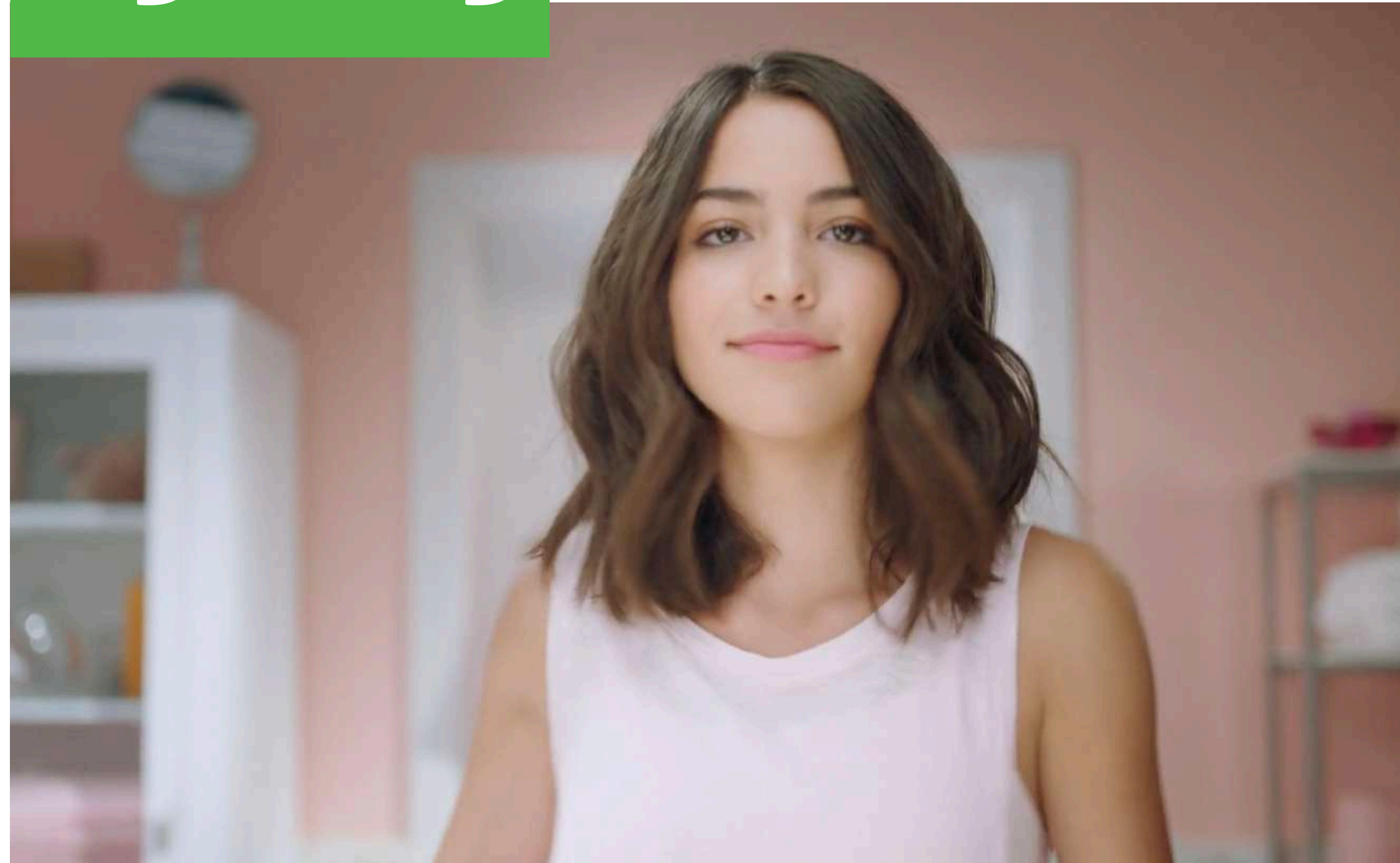
TO CREATE A STRIKING, FRESH PALETTE...

& Play with a palette of contrasting colours, a balance of deeper tones with subtle pops of brighter ones- shades of green and blue- with hints of pastels wherever required.



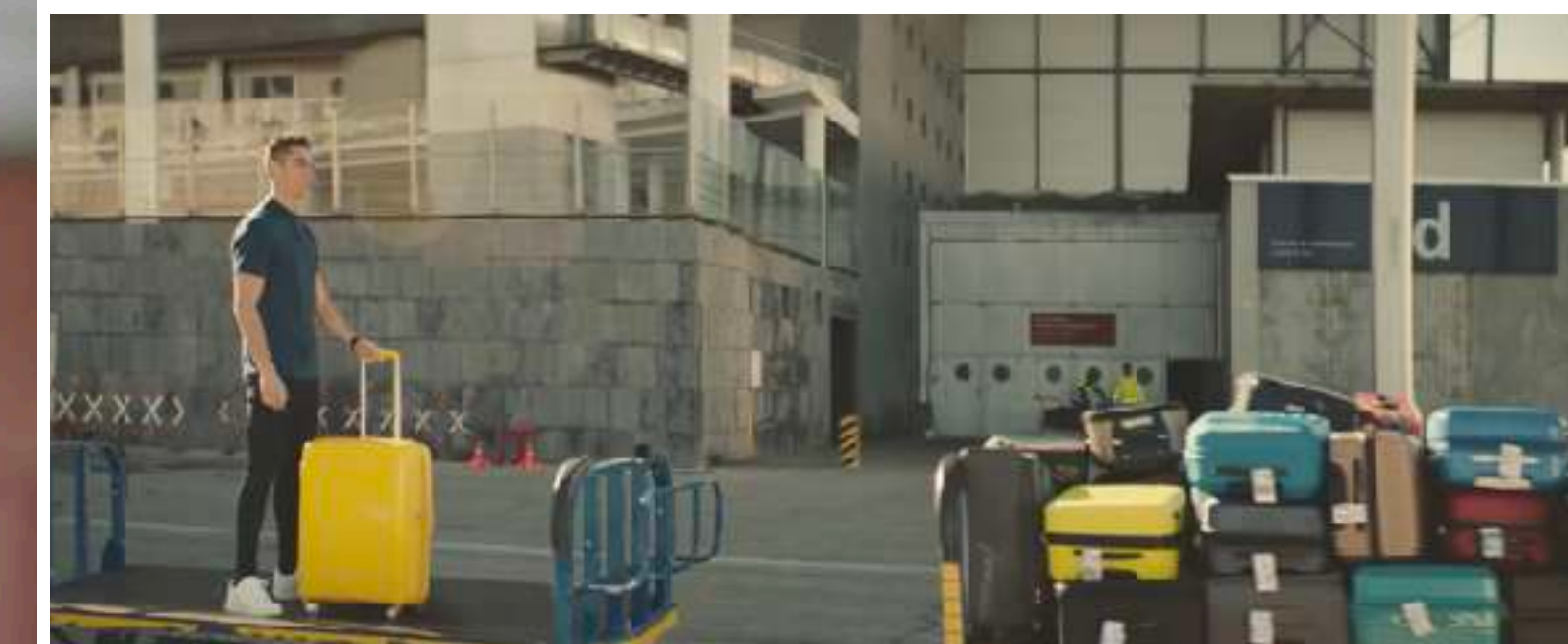


Lighting



TO COMBINE BEAUTY LIGHT WITH NATURAL LIGHTING...

& give the commercial its clean beauty feel. It should also feel natural, unforced, even and bright for the viewer to absorb every detail.





Impurity Meter



TAP TO PLAY REFERENCE



THE IMPURITY METER...

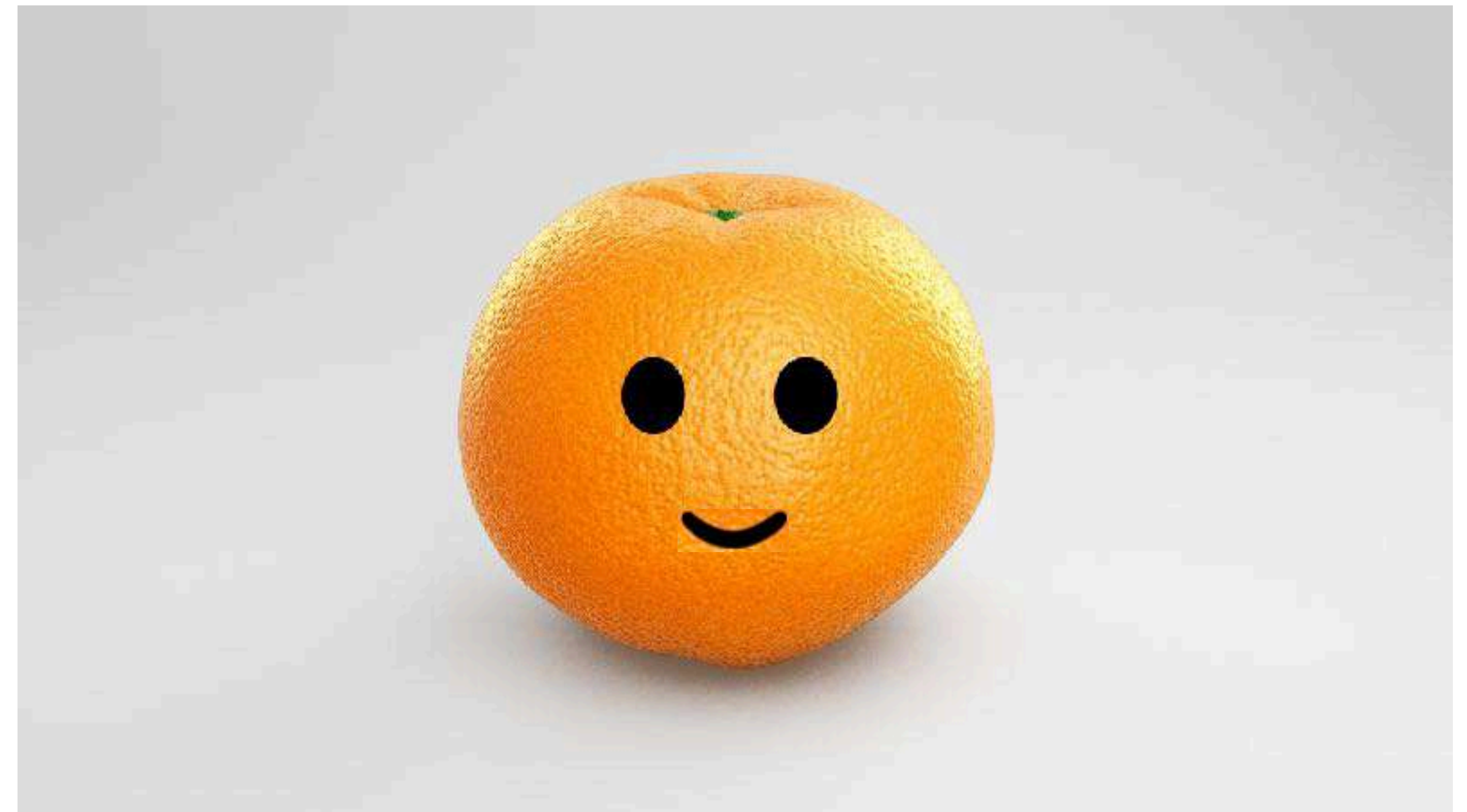
To visually tell us the actual amount of impurities gathered through the day. A semi-circular shape of the meter above the orange head. It pops up when she is faced with a cloud of smoke or dust.



Orange Head Expressions



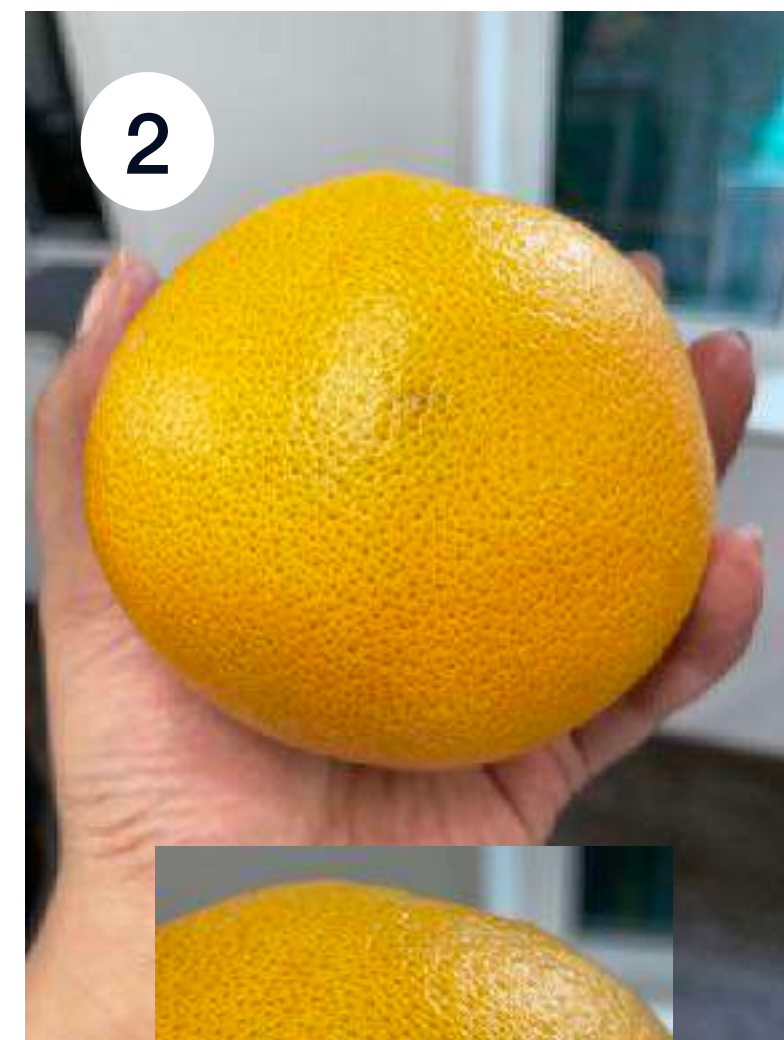
AROUND DUST, HEAT & SMOKE



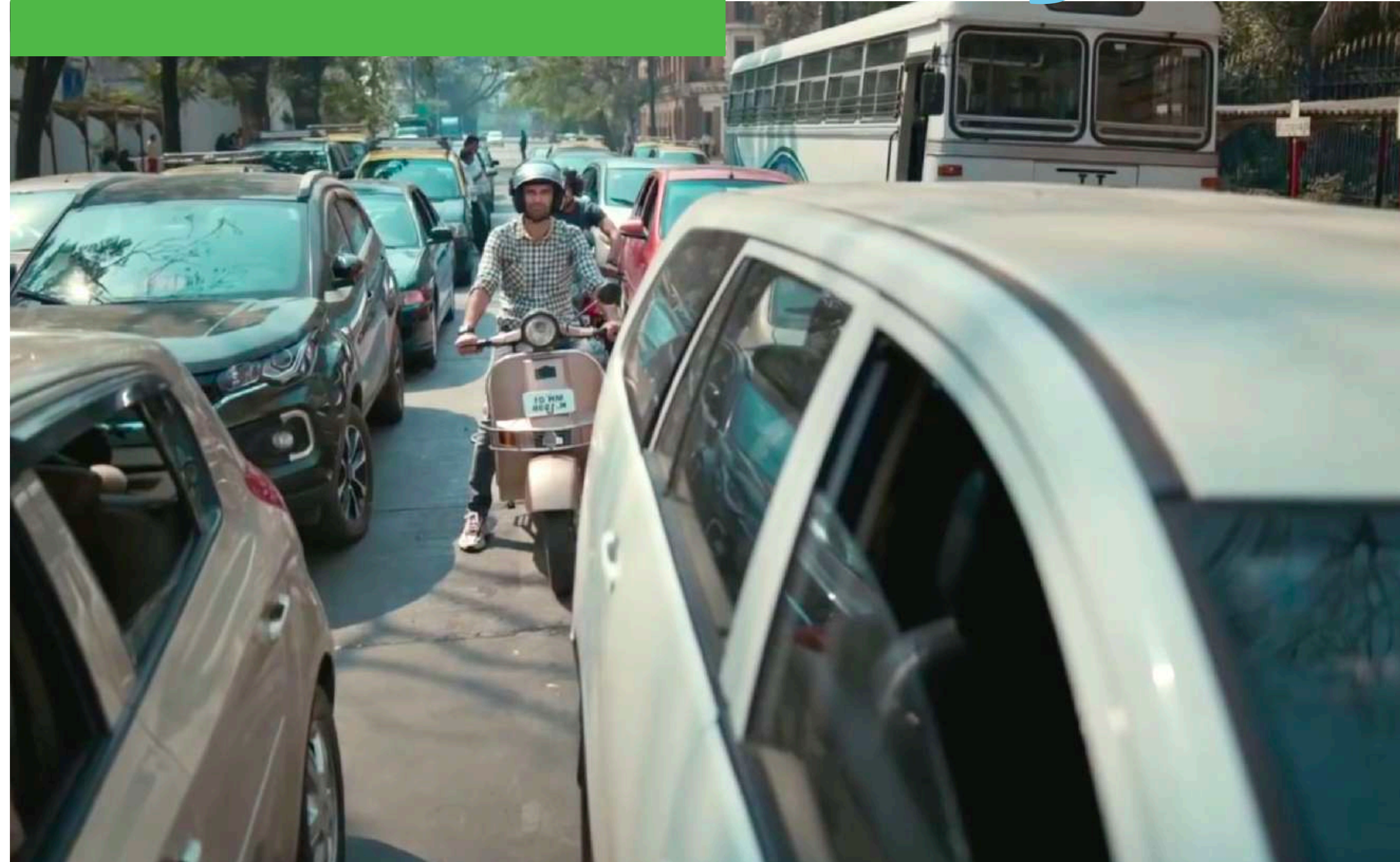
BEFORE BEING HIT BY DUST, HEAT & SMOKE

Orange

For Bathroom Shot



Production Design



LIFE ON THE GO...

& follow her through chaotic crowded streets, dusty workplace and finally her place, the calm after a frenzied day.



STREET



HERO SCOOTER



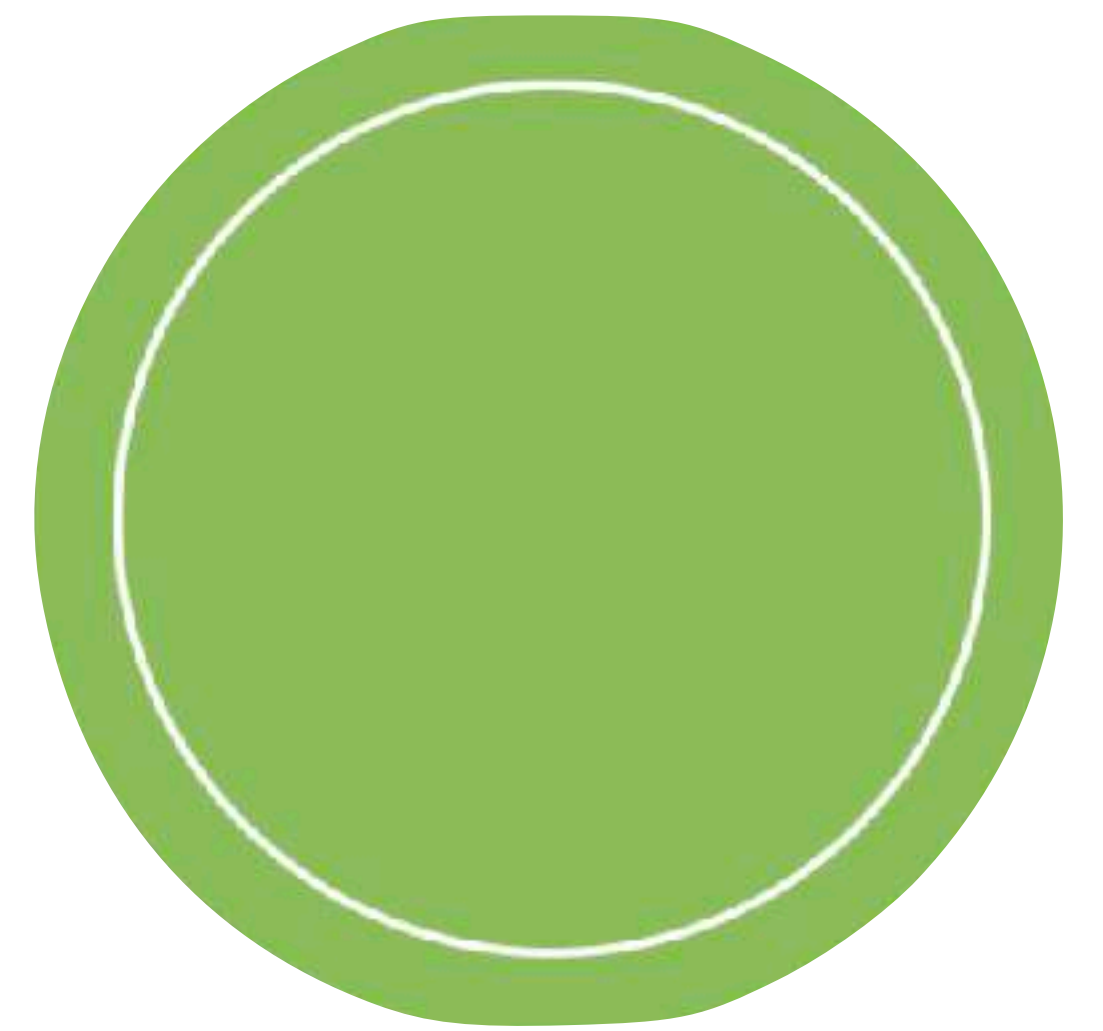
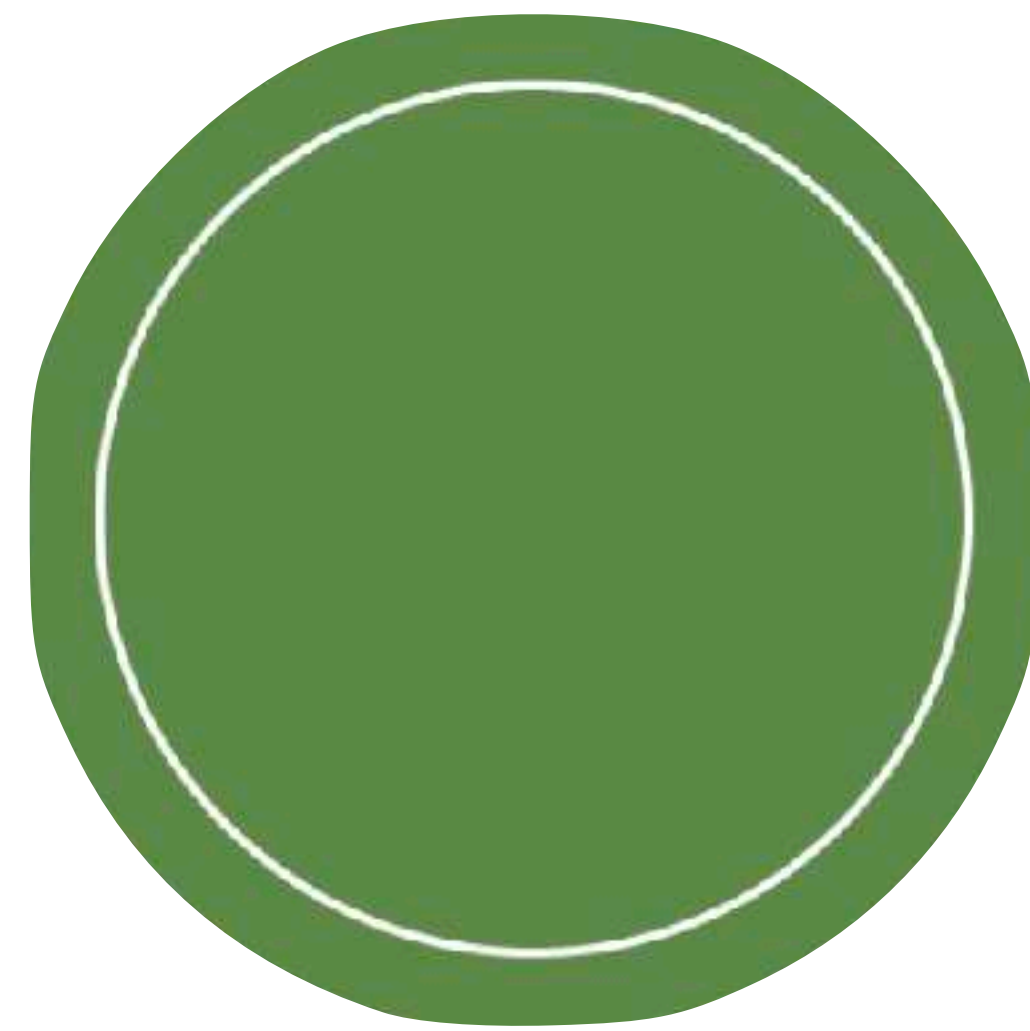
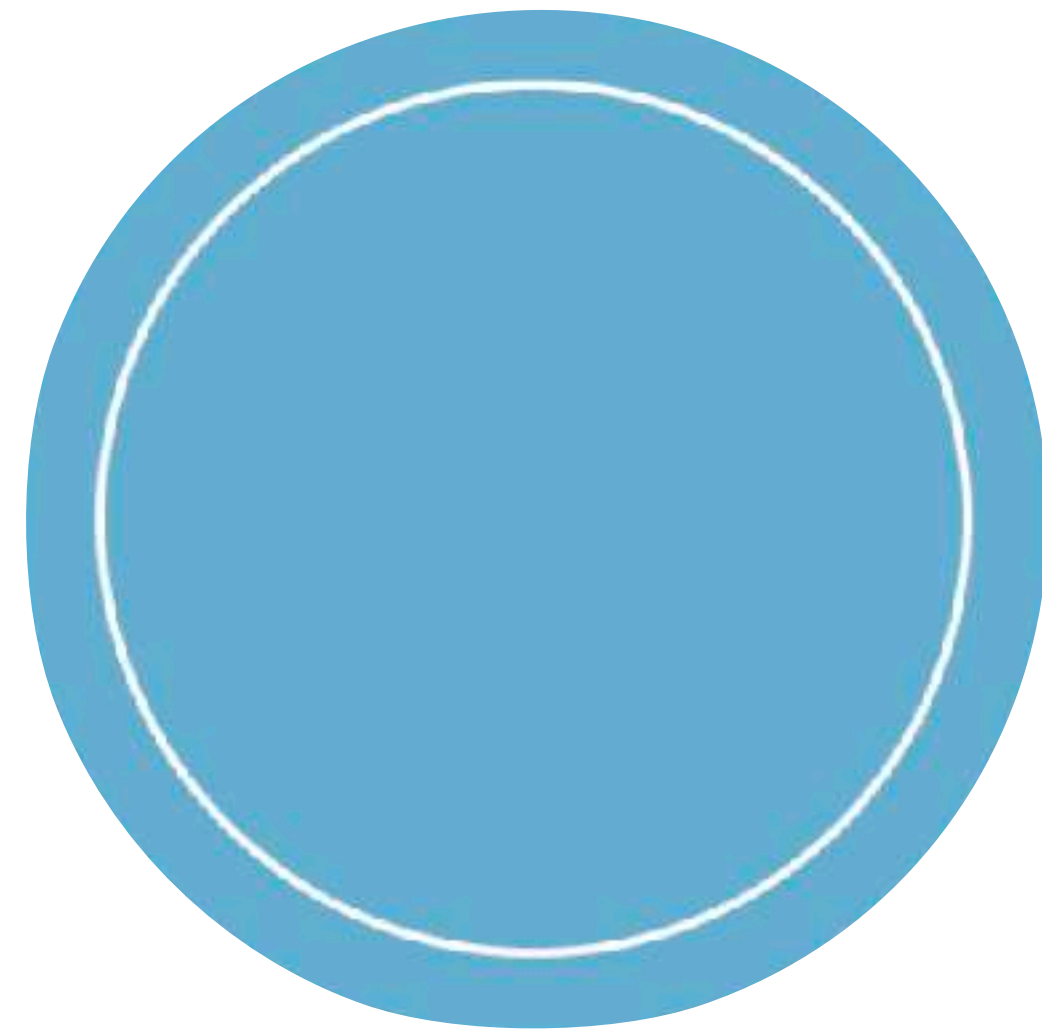
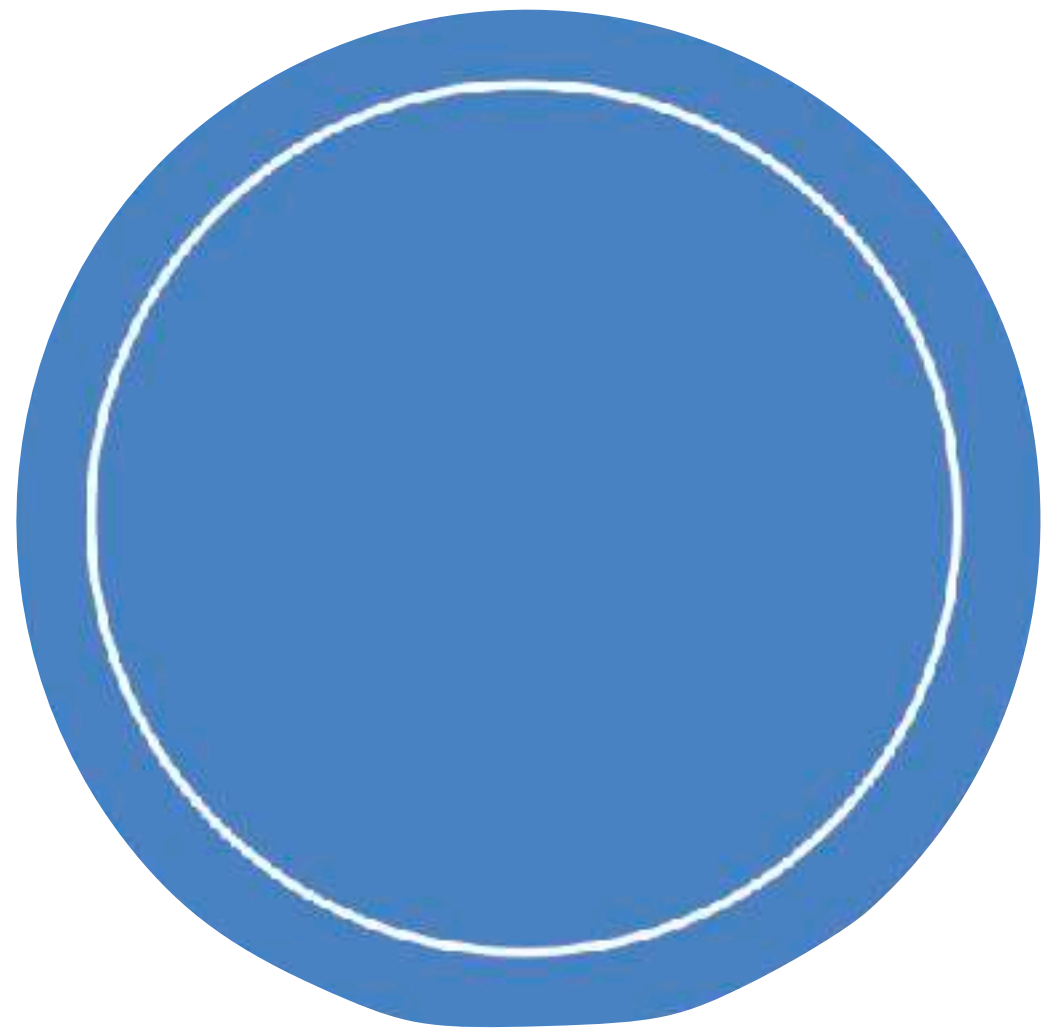
CONSTRUCTION SITE



CHINESE STREET FOOD CART



Colour Palette



BATHROOM



Foam

NEW

St. Ives

CLEAR SKIN AHEAD

MEET OUR ACNE CONTROL FACE CLEANSER TO FIGHT BLEMISHES ON THE DAILY.

MADE WITH 100% NATURAL ESSENCE

St. Ives ACNE CONTROL

DERMATOLOGIST TESTED, Fragrance-Free

NEW

St. Ives

CLEAR SKIN AHEAD

MEET OUR ACNE CONTROL FACE CLEANSER TO FIGHT BLEMISHES ON THE DAILY.

MADE WITH 100% NATURAL ESSENCE

St. Ives ACNE CONTROL

DERMATOLOGIST TESTED, Fragrance-Free

NEW

St. Ives

CLEANSER, GLOW REPEAT

MEET OUR HYDRATING FACE CLEANSER FOR GLOWING SKIN ON THE DAILY.

MADE WITH 100% NATURAL ESSENCE

St. Ives HYDRATING

DERMATOLOGIST TESTED, Fragrance-Free

NEW

St. Ives

KEEP CALM CLEANSER ON

MEET OUR CALMING FACE CLEANSER TO SOOTHE SKIN ON THE DAILY.

MADE WITH 100% NATURAL ESSENCE

St. Ives CALMING

DERMATOLOGIST TESTED, Fragrance-Free



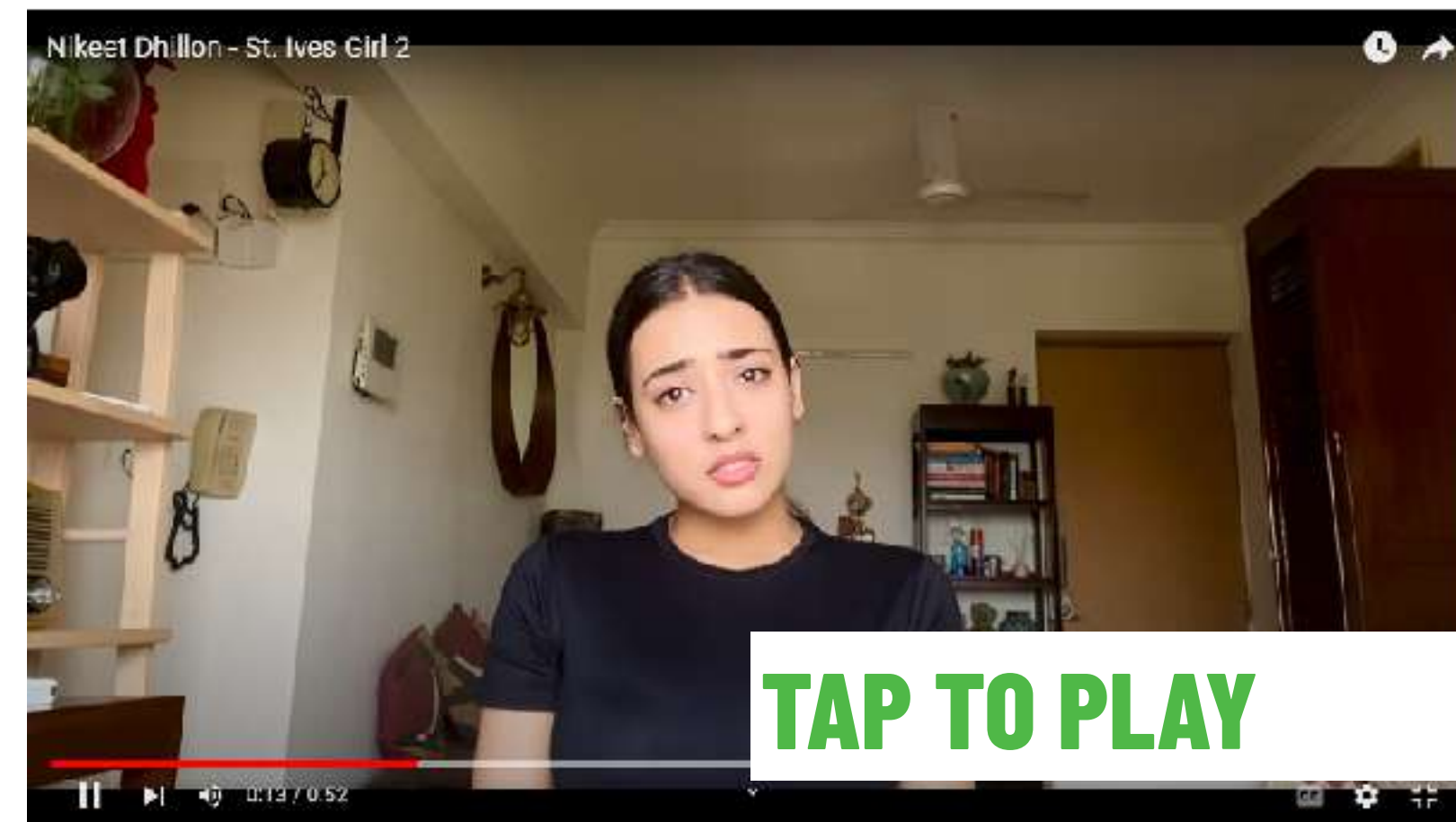
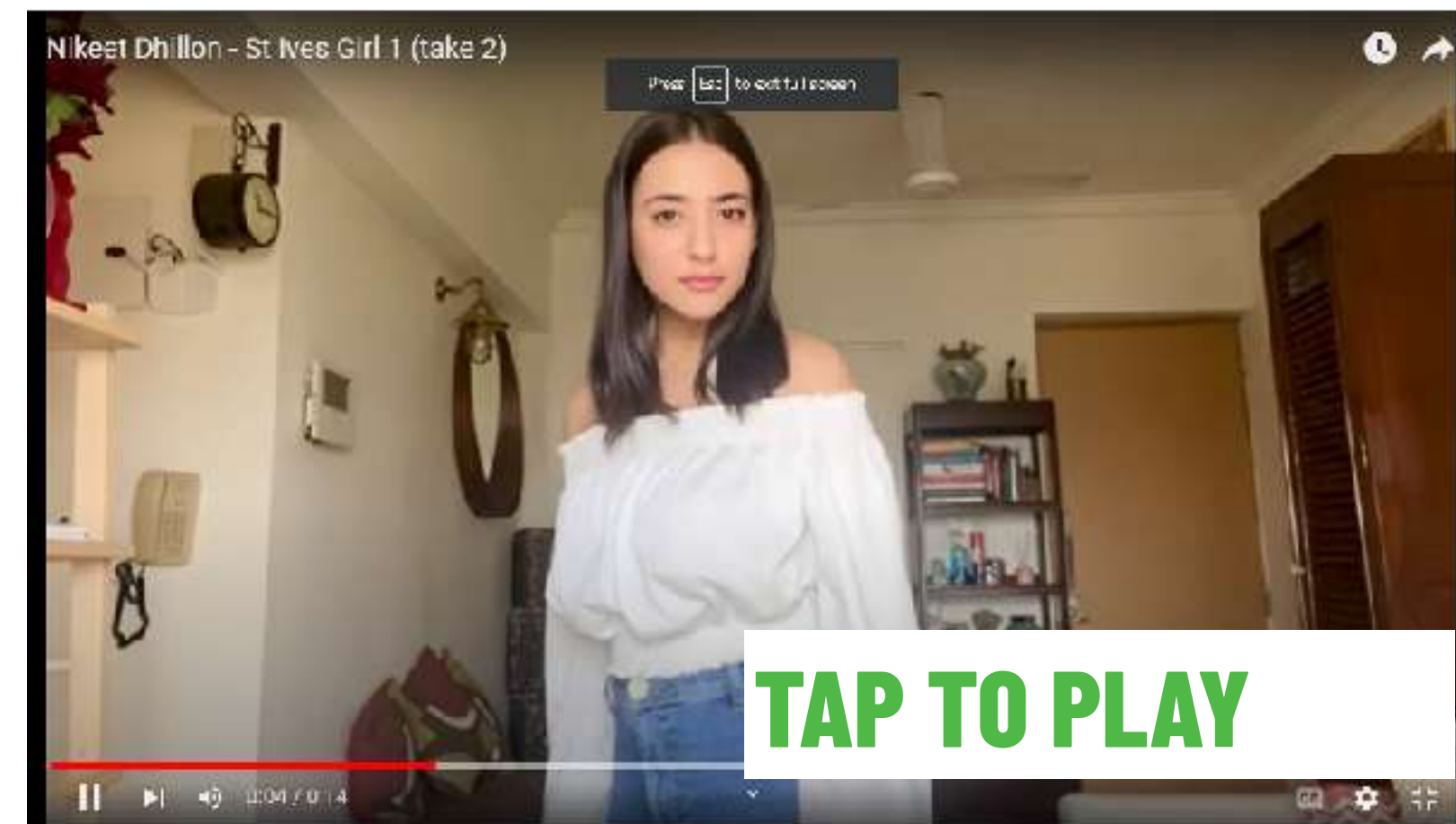
PRODUCT INTRODUCTION



POLLUTION BEING REMOVED

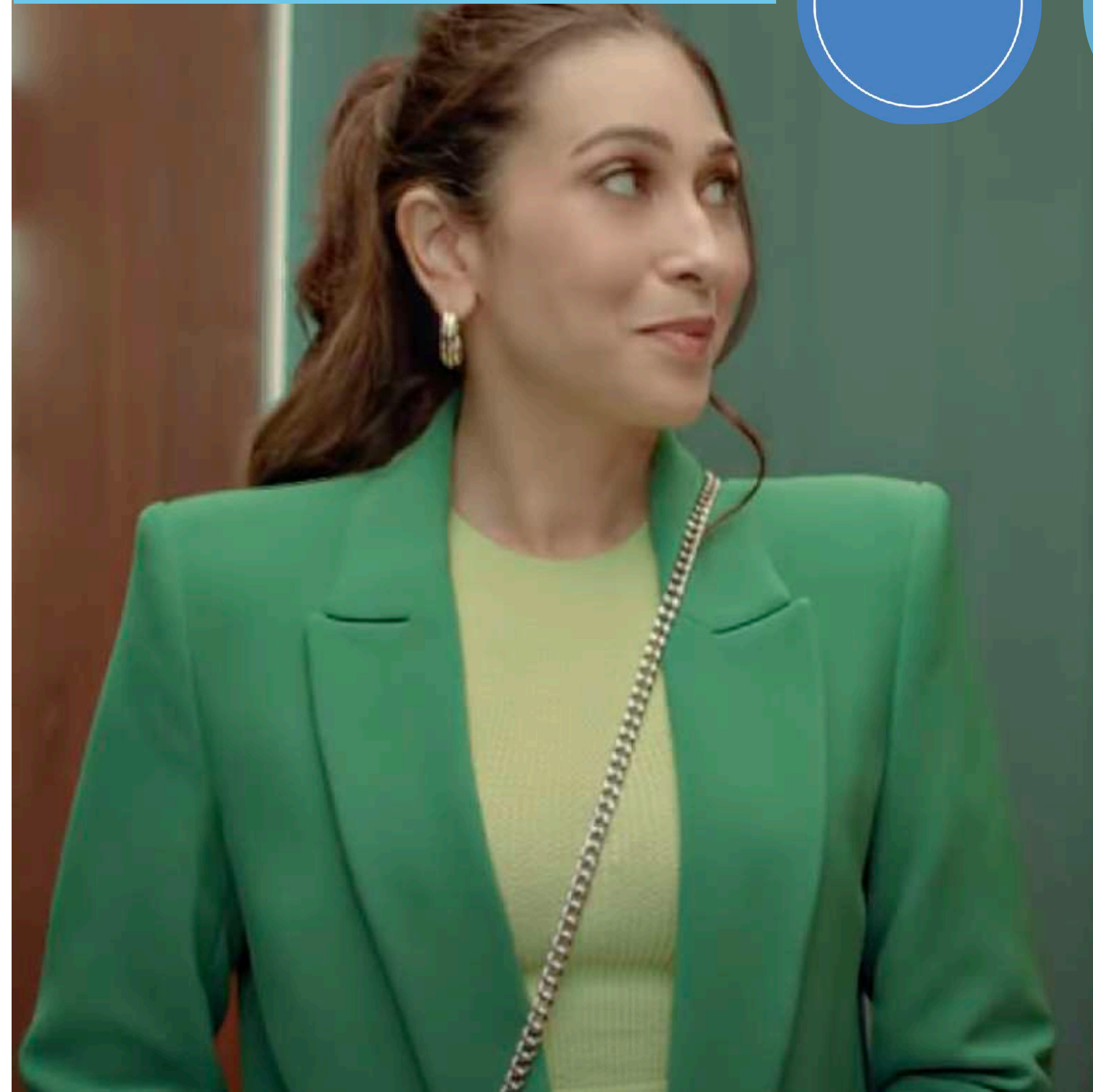
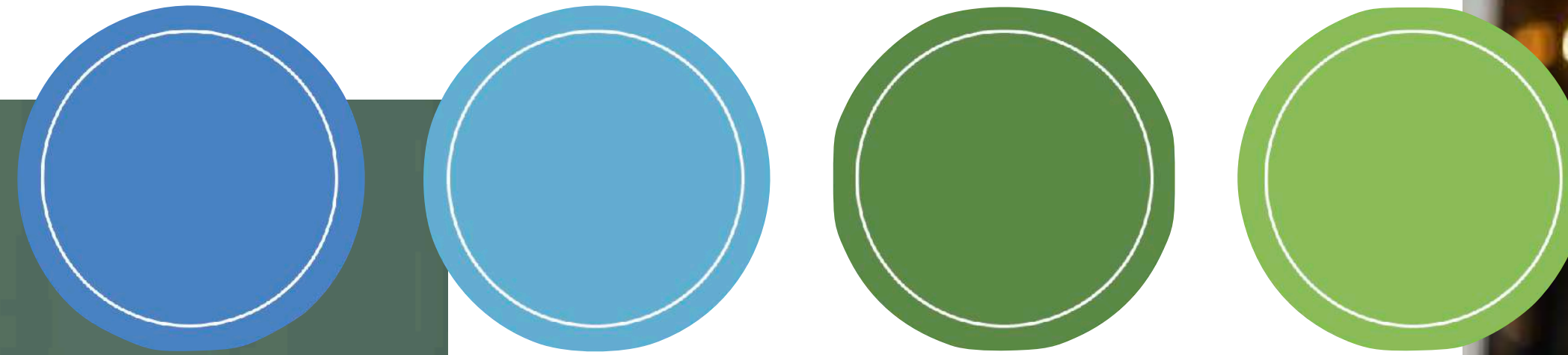


Cast Nikeet Dhillon



Costume

Colour Palette



**A MONOCHROME LOOK WITH
A DIFFERENT SHADE INSIDE
THE SUIT**

COLOUR COMBINATION



Make-Up & Hair



GLOW THAT PROMOTES 'WHAT'S YOUR SECRET?'

Music

& Sound



OPTION 1



OPTION 2

FAMOUS

milestone
FILMS



Thank You