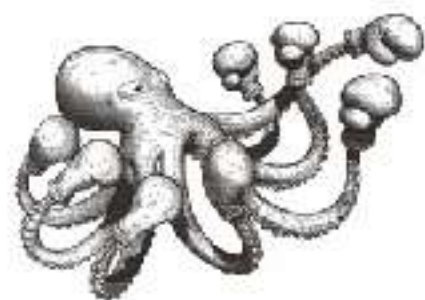




MULLEN LINTAS



PPM DOCKET

Lifebuoy Nrithalaya

milestone⁺
FILMS

- ASHWATHRAM

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DIRECTOR'S NOTE

In this film, we will witness how the art of Bharatanatyam blends into the world of hygiene and health as Lifebuoy makes a breakthrough in the Kannada market. With the intent of showcasing the merits of using Lifebuoy's neem and aloe bar soap, our film will highlight the day of a prodigy, a young girl who is part of a group rehearsal but is exhaustively distracted by a rash on her neck. Her obvious discomfort is noticed by her teacher who elucidates to her the potential in the ingredients of the product that will help get rid of her skin infections.

The uniqueness of this film will be the marriage of style with sanitation, a beauty film that promotes hygienic living. This treatment will be reflected through soft lighting and subtle camera movements that'll emphasise the character's skin and overall screen appearance.

Casting a prominent face for the teacher's role will not only help the product ease its way into the market but will also leave an impression and build a connection with the target audience.

Hence this will be an inclusive film that'll scale right through our Locations and Setting, very specific to the south market. I want to treat the film with a Fresh perspective and Motivating for the viewers and I am are very excited to see the emotions of it translates on screen.



AGENCY SCTIPT



Teacher reciting the taaal...

Teacher: "Stop! Nitya, neenu ee tvacheya sonku tadeyabeku". (Stop!!! Nitya, you need to stop this skin infection)

Girl: Adu matte matte barutte... (They keep coming)

Teacher: "tvacheya sonku ge kaarana Keetaanu. Inmunde baaradante tadeyalu, try maadu Hos Lifebuoy, eega Bevu mattu Aloe dondige". (Skin infections are caused by germs. To prevent this in future, try New Lifebuoy, now with Neem & Aloe).

Teacher: Bevu mattu Aloe galalliya uttamaanshavu needutte, tvacheya sonku untu maaduva keetaanugalinda 100% uttama suraxe"!

(The goodness of Neem & Aloe gives 100% better protection from skin infection causing germs).

OPTION 2: "Bevu mattu Aloe galalliya uttamaanshavu needutte, tvacheya sonku untu maaduva keetaanugalinda 100% suraxe, saadhaarana beauty soap gala tulaneyalli"!

(The goodness of Neem & Aloe gives 100% better protection from skin infection causing germs compared to ordinary beauty soaps).

Teacher: "Hosa Lifebuoy -Soft Healthy Twache gaagi"! (New Lifebuoy - For soft, glowing skin).

STORYBOARDS



The film opens with the Lifebuoy logo and we see a faint view of what looks like a dance class



We cut to a mid shot where we see a class of Bharatnatyam dancers rehearsing on their beat of their teacher's taal.



We now cut to a close up of one of the dancers, who seems distracted by something that has caught her attention



We cut back to a mid shot of the teacher who notices her distracted student as she recites the taal. **"STOP"**



We now see one of the dancers, who is itching the side of the neck, when other dancers take a break



We cut to a closeup shot where we see a close up of the rash on the girls neck

STORYBOARDS



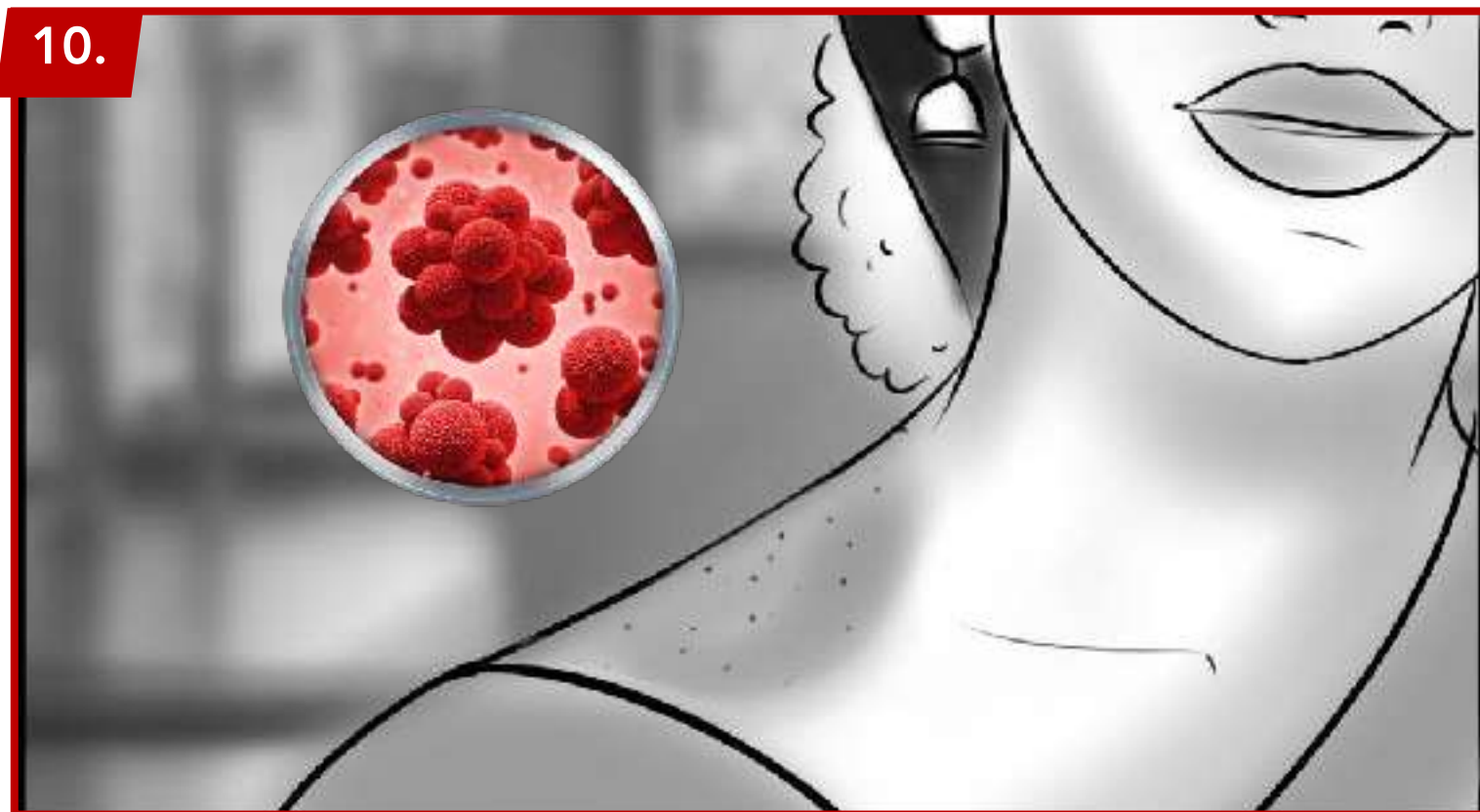
In a mid shot, we see the teacher approach the student, takes her aside and says "Nitya, neenu ee *tvacheya sonku* tadeyabeku". (*Nitya, you need to stop this skin infection*)



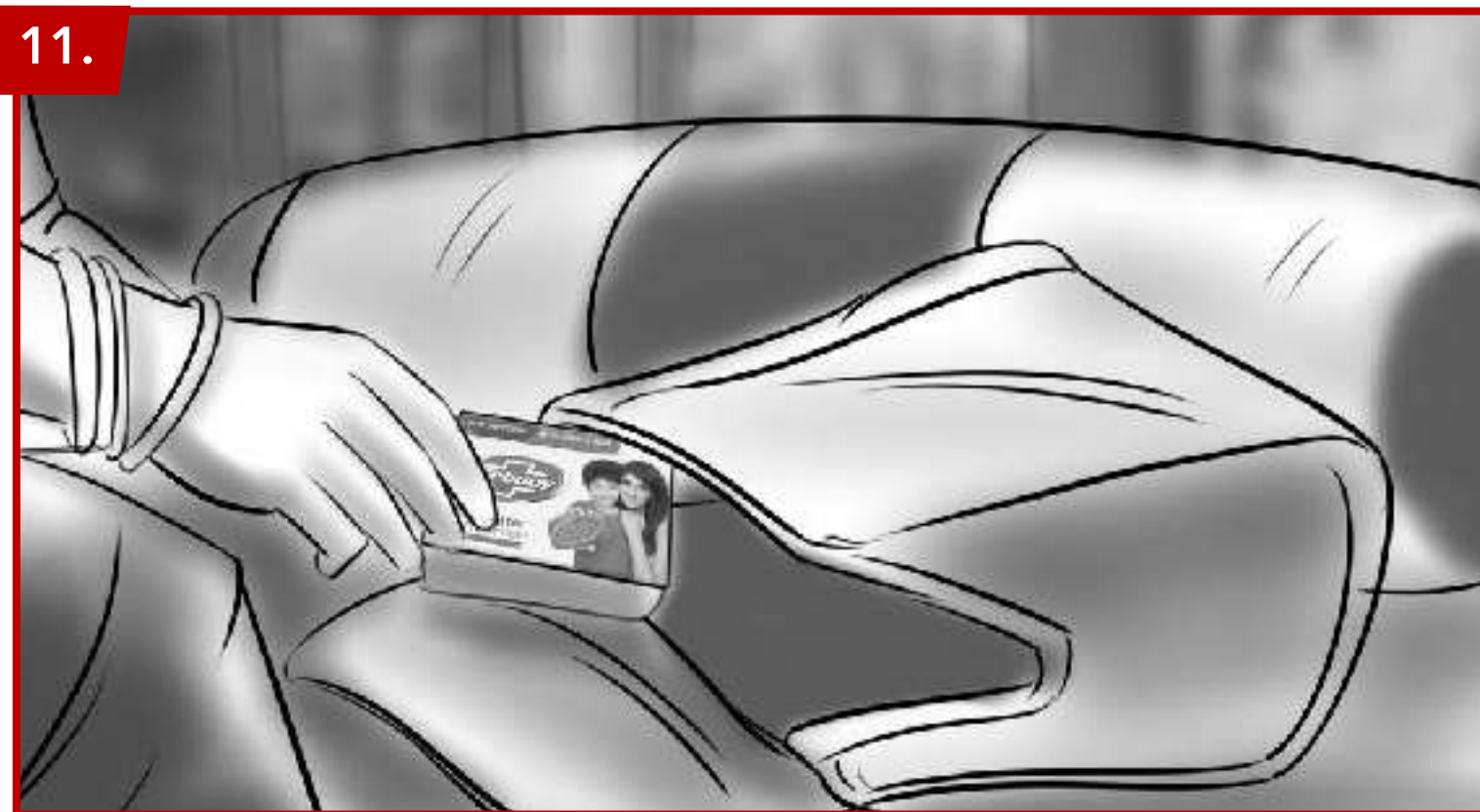
To which the girl replies, "Adu matte matte barutte". (*They keep coming*)



We cut to a close up where we see the teacher point towards the rash and says "*tvacheya sonku* ge kaarana Keetaanu"... (*Skin infections are caused by germs*).



..."Inmunde baaradante tadeyalu"... (*To prevent this in future*)



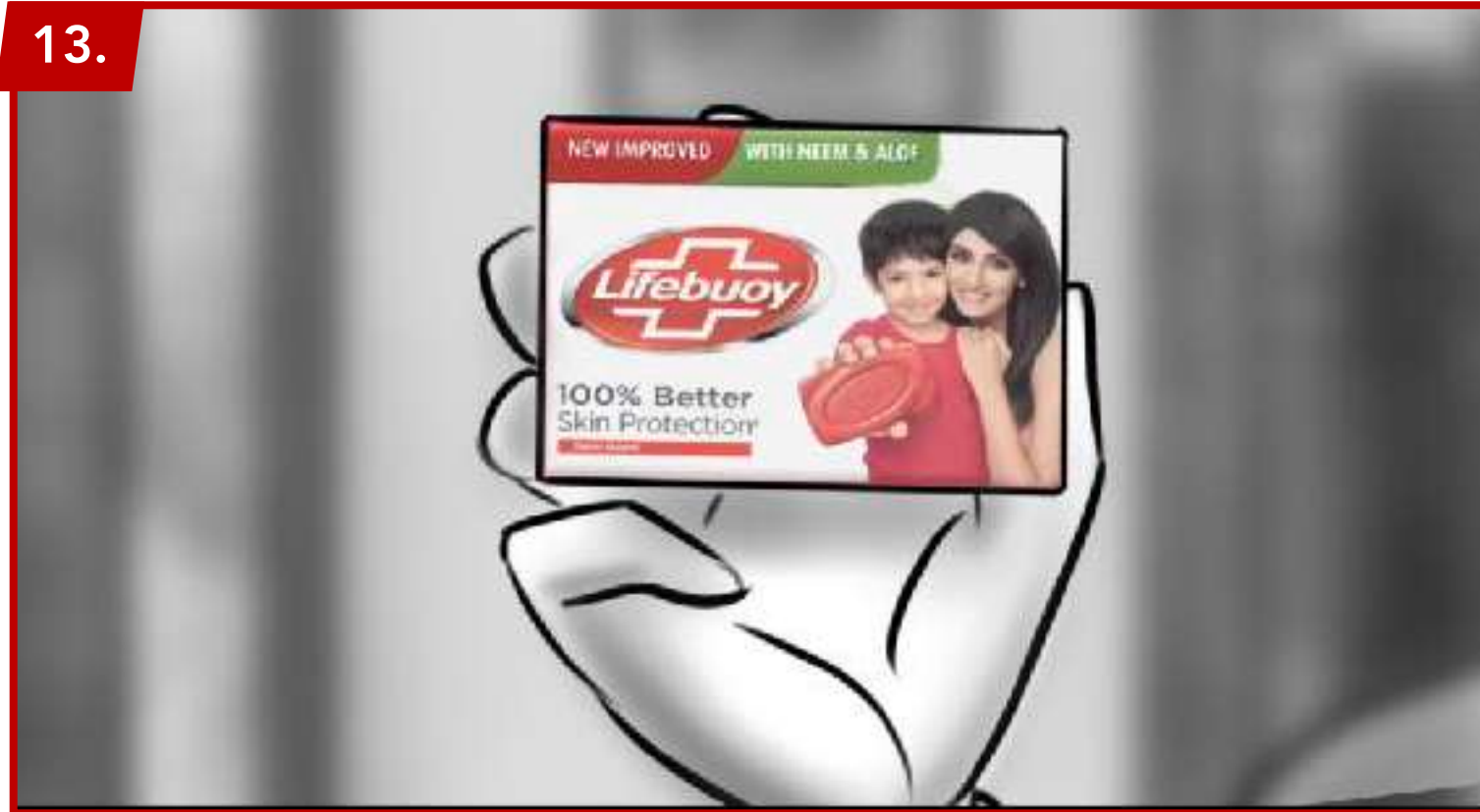
We then cut to a close up of a bag from which the teacher pulls out the product



We cut back to a close up of the teacher as she says, "try maadu Hos Lifebuoy". (*try New Lifebuoy*),).

STORYBOARDS

13.



In a tight close up of the product she continues,
"eega Bevu mattu Aloe dondige".
(*now with Neem & Aloe*)

14.



As the VO continues, we cut to the product window,
"Bevu mattu Aloe galalliya uttamaanshavu needutte,
(*The goodness of Neem & Aloe*)

15.



PW continues...

16a.



The VO continues,
"maaduva keetaanugalinda 100% uttama suraxe"!
(*gives 100% better protection*)

16a.



Product in frame...

17a.



We cut back to a close up of the girl bathing, using
the product as we see a germ detector in frame

STORYBOARDS



As she continues, we see the germs reduce.



we cut to a wide shot where we see the girl on stage performing with the teacher in front of the crowd...



... we now see the frame split into half as we see the product come in the frame



ANIMATICS



Nitya....you need to stop this infection.





LIGHTING

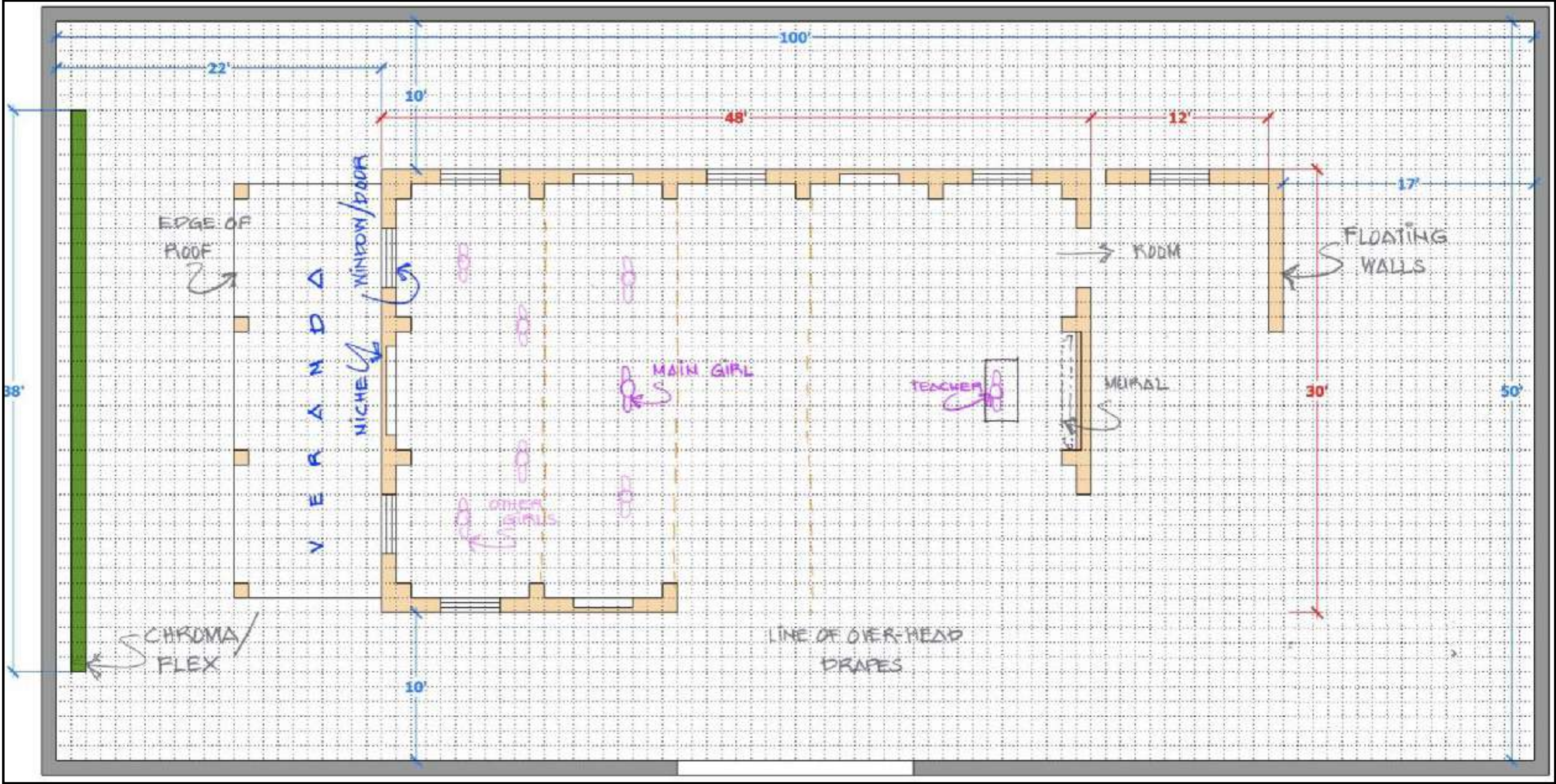


ART REFERENCES

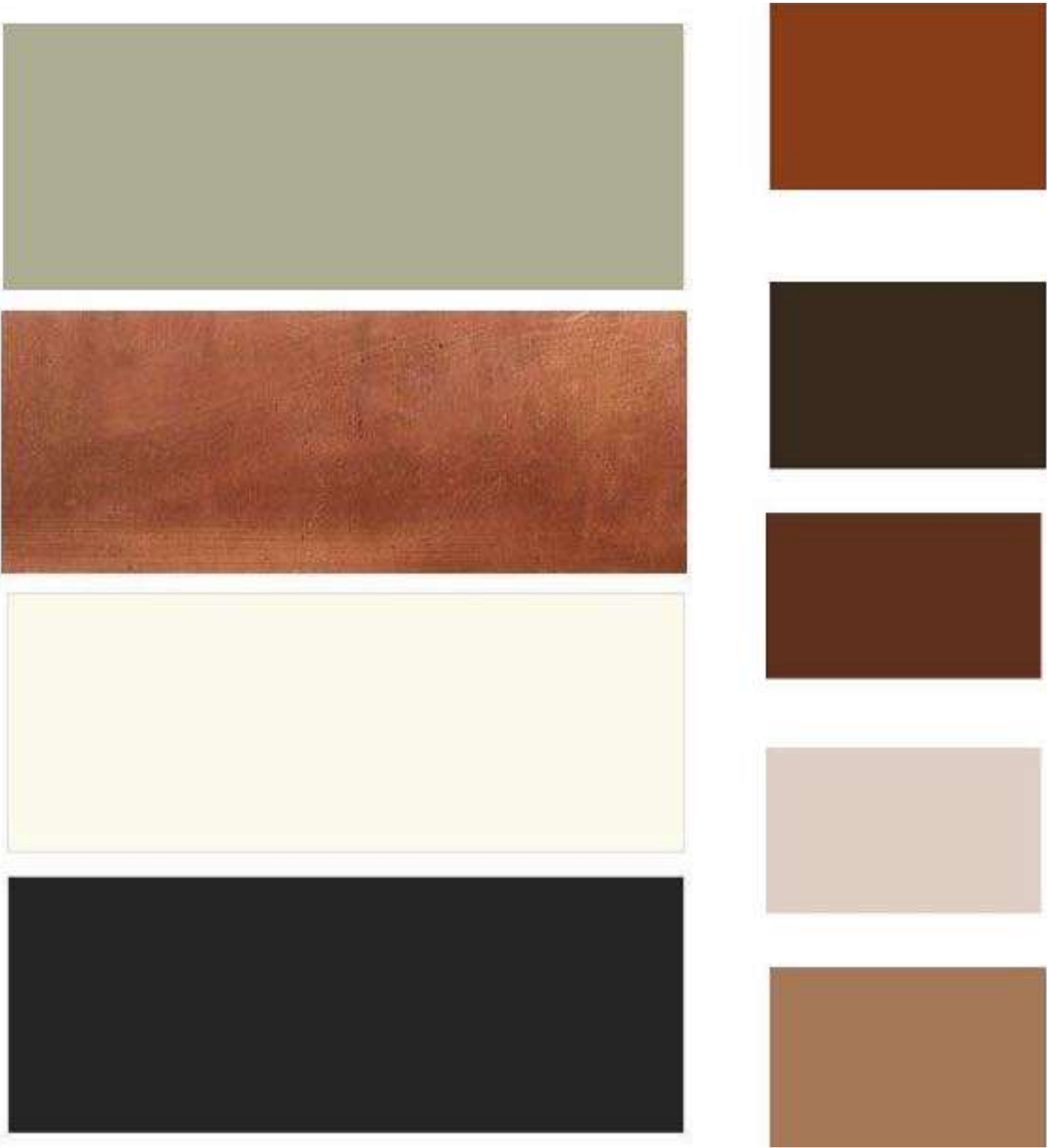


ART

FIRST HALF | REHEARSAL AREA



FLOOR PLAN



COLOUR PALETTE

ART

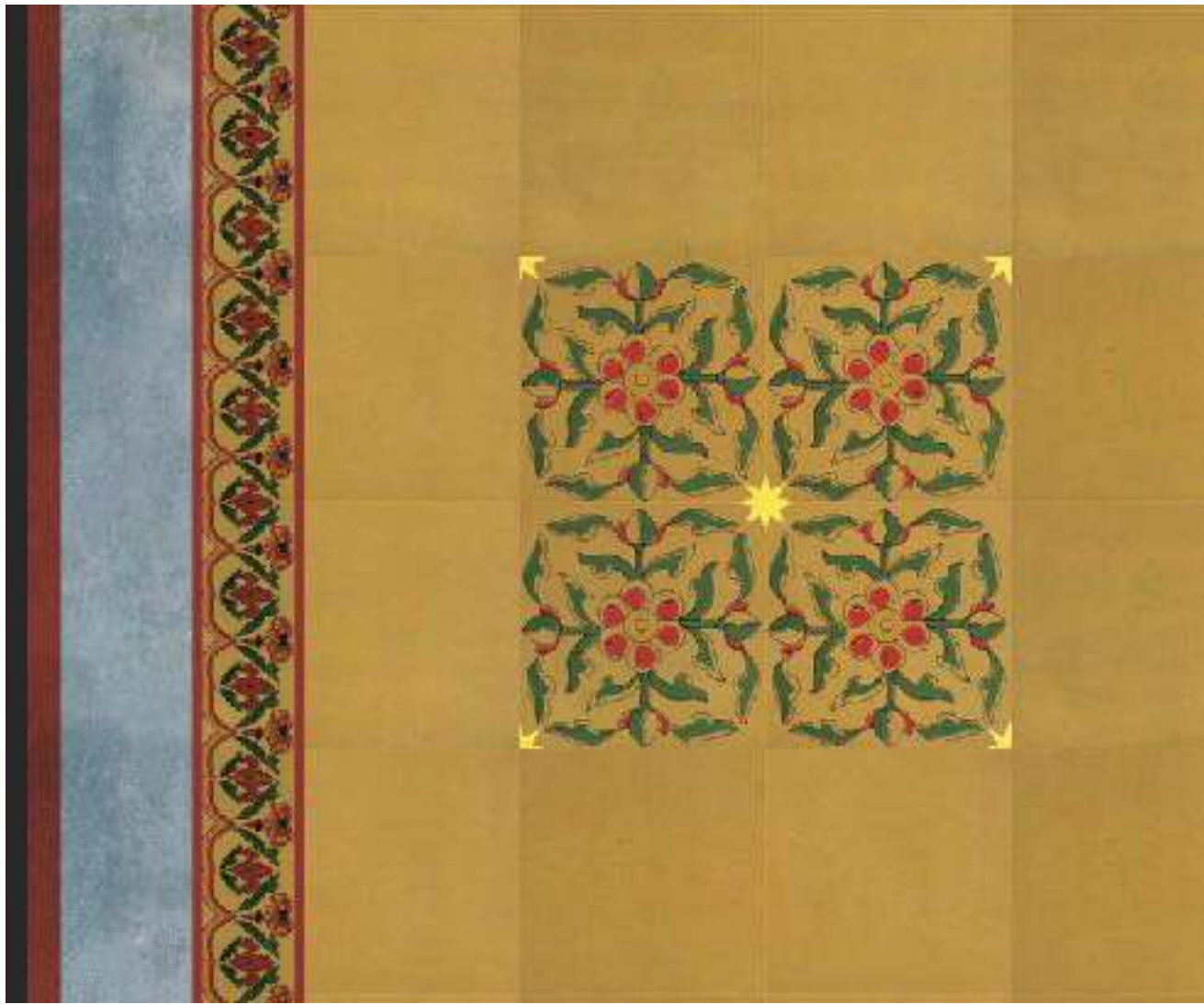
WALL & FLOOR | REHEARSAL AREA



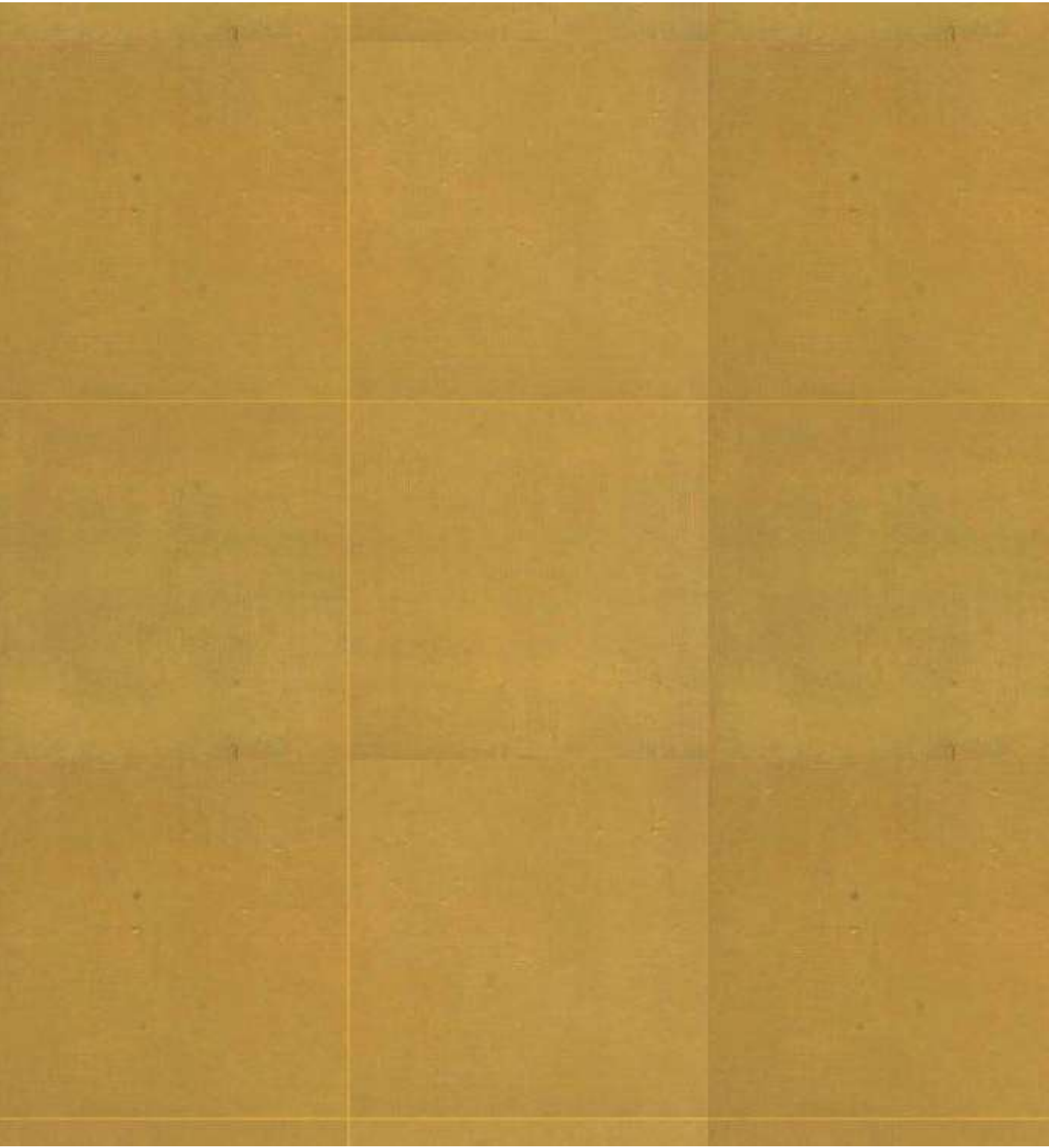
WALL COLOUR & TEXTURE



DADO

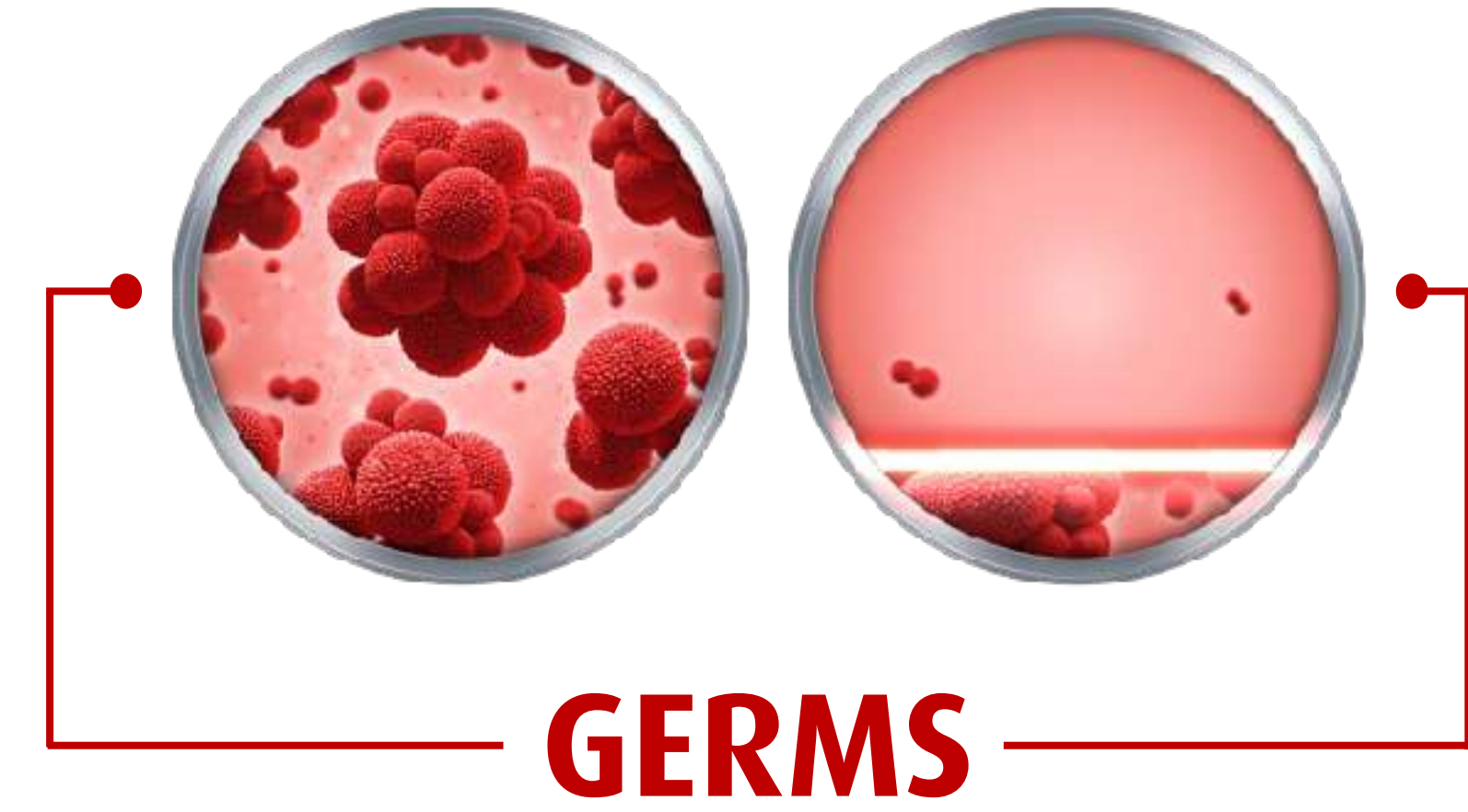


FLOORING DESIGN



FLOORING COLOUR & TEXTURE

EXISTING PRODUCT WINDOW



PLEASE NOTE: EXISTING PRODUCT WINDOW WE WILL BE USED AS IS.

BATHING SHOT REFERENCE



BATHROOM PLATES



CELEBRITY: TEACHER



INSTAGRAM

IMBD

MANJU WARRIER

TAP ON TEXT TO PLAY

ACTOR: STUDENT



VRITI VAGHANI



AUDITION

INTRODUCTION

TEACHER & STUDENT AT REHEARSALS



COLOUR PALETTE



TEACHER HMU



STUDENT HMU



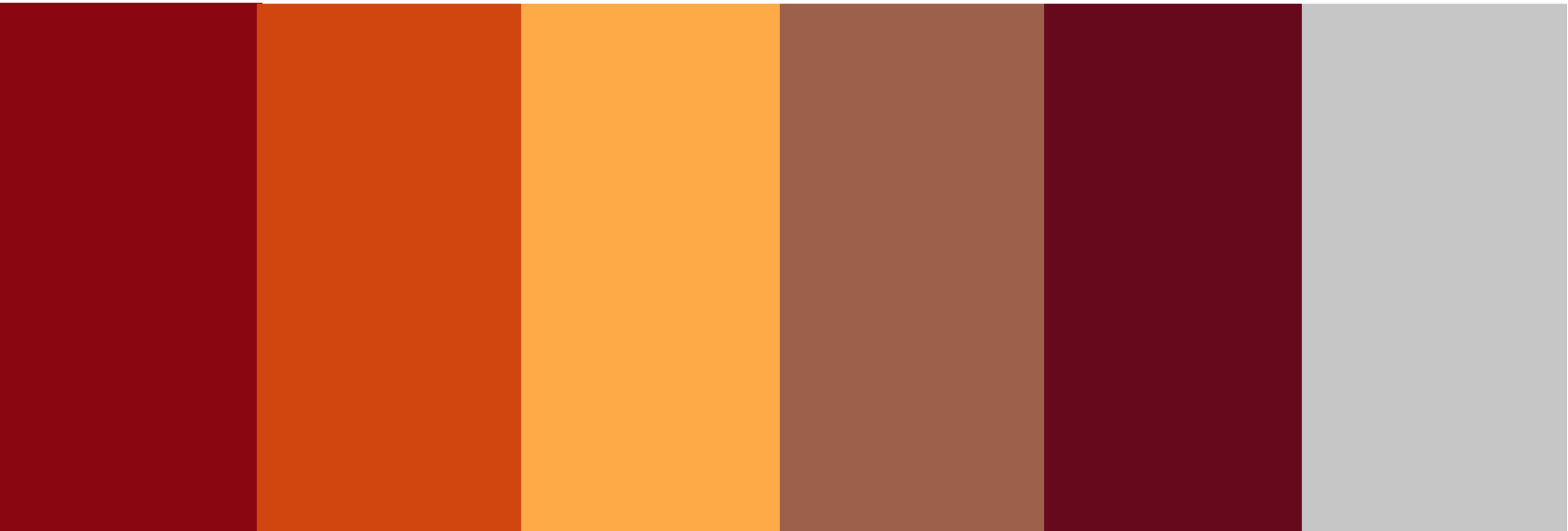
TEACHER



STUDENT

PLEASE NOTE THAT THIS IMAGE IS JUST FOR STYLE/ SILHOUETTE REFERENCE AND NOT COLOUR

TEACHER & STUDENT LOOK ON STAGE



MANJU WARRIER

HMU REFERENCE

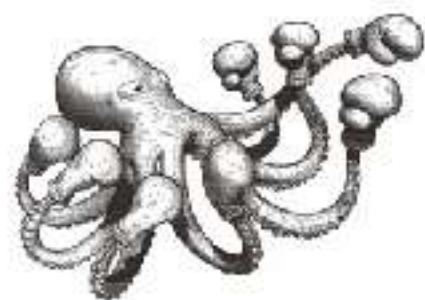
STUDENT



MUSIC



TAP ON IMAGE TO PLAY



MULLEN LINTAS



THANK YOU

- ASHWATHRAM