

Ponds

The most beautiful version of you is found within.

This campaign is about a heritage brand approaching a younger generation with a truly modern message. Many brands have an artificial vision of beauty that revolves around becoming someone else. They promise young women fairer, perfectly flawless skin that in turn forces them to aspire to an unrealistic, unnatural standard of beauty that really isn't about them at all. Instead, it forces many women to feel shame and frustration for not being able to achieve what they've been told is 'beautiful'.

This campaign is fantastic because Pond's is flipping that script - not only telling young women that their inner beauty is more than enough, but giving them a product to help it shine for the world to see. A very modern femininity that stays true to itself and that will explode on screen with eye popping visuals.

THE POND'S WOMEN

The Pond's women should feel like authentic, real people. But they each need to be *cool*.

Beyond our spokeswoman, I'd like to utilize street casting and social media casting to find five other good looking young women who embody this unique look. But they shouldn't just be models with flawless cheekbones. They need to fully embody the 'Hypebae' image. They not only possess an acute, streetwise fashion sense, but they are also strong, young and feisty. Overwhelmingly self-confident in how they look at the camera and perform their dance moves.

Most importantly, they need to just be natural in front of a camera, because their real personalities will be vital. True to the message of this campaign, we don't want to force them into a mold by pretending to be someone else. Instead, we want to embrace what they bring to the table — all of their quirks will be welcome. These subtle nuances will also add to our films, making everything even more interesting and relatable.

Each character should feel distinctive — in the way they act, how they're styled, and how they express themselves. Honest portrayals of individuals whose personalities are as compelling as they are real.

Additionally, it's important that we hire a choreographer to work with all of the cast. Especially our spokeswoman who isn't a professional dancer. It's important that we make their movements seem real and organic to who they are. Again, this campaign is all about expressing 'your true self', so their dancing needs to be true to them. Not just a series of cool moves.

Lastly, our characters' styling will be extremely important to this film. I've worked a lot with a fantastic stylist named Georgia Pendlebury who would be perfect for this based on her previous work with sportswear brands like Nike as well as luxury brands such as Saint Laurent. She's an expert at creating looks that will naturally stand out while seamlessly bringing out the flawless and fair skin of our cast.

THE VISUAL APPROACH

This campaign is all about self-confidence and honest self-expression, so our visual approach incarnates it. The films have a strong identity reflected in our choices of modern, fresh, pop imagery. The light is crafted but realistic, with patches of bright 'Millennial Pink' that will really pop visually while tying into the campaign itself.

The frames will be graphic, instinctive, natural and centered on our dancers and the moves they're performing. The camera is always moving and immersed in the action - to the point of dancing around these women as if it were a dance partner. To that end, I'd like to mostly utilize handheld shots to stay as close as possible - not only allowing us to feel their energy, but to also glimpse their natural skin up close.

At other times, the camera distances itself in epic Steadicam movements, contrasting with our handheld shots and allowing us to take a step back and gain an epic, cinematic perspective on the entire environment and dance performances.

As discussed, we'll also take special care to ensure that we'll be respectful of social norms in Indonesia when capturing our dancers' exposed skin.

THE LOCATION

The location has to be as cool, graphic and hip as the Hypebae style we're referencing. Staying true to the campaign's message, it's important that this space doesn't seem artificial or built on a soundstage - it absolutely needs to feel authentic. Worst case scenario, we can build a set in Bangkok. But, I think finding a real warehouse space with a view of a skyline would be the best idea.

Something gritty, that you can tell is a bit rundown - a place that would be a believable girl-oriented rehearsal space for a group of dancers. As if our cast took it over and converted it to suit their needs. Perhaps a few mirrors and ballet bars, and some furniture with different configurations throughout the space to not only show some variety for the camera, but also to show that our dancers have really appropriated the space and made it truly theirs.

Additionally, we'll add some square frames to set design that will match the white square frames we'll use to highlight the fairer skin of our dancers.

THE PACKSHOT

As I just mentioned, I plan on creating a neon square installation on set. Not only will it be an interesting, visually arresting piece to complement our dancers' performance - it will also complement the white frames that our cast will use to showcase their natural, radiant skin.

What I'd love to do is then create a packshot utilizing this eye-popping neon installation to feature the product at the end of each film. It'll feel intrinsically linked to the concept - equally as dynamic, unique and arresting as the style of our dancers.

THE MUSIC

The music will be modern and upbeat, it will drive the energy in association with the on-screen movements, with a fast tempo we can shape the edit around.

We need a track that will really capture the independent spirit of these young women. A hip hop track will not only be catchy but that will get our audience's pulse racing, their toes tapping, but is something that every woman who watches this film will want to get up and dance to.

Missy Elliot's 'Get Your Freak On' is a great example. But we want to find something fresh and new - a song we could make our own. So I'd love to connect with a music supervisor who I've worked with in the past to find that next hip hop hit. That perfect jam of the future that won't only be infectiously danceable, but will also help define the message we're communicating here.

THE FILMS

DANCE 30" V.1

We open in a warehouse space/DIY dance studio as a group of girls dance to an upbeat hip hop track.

Our first dancer steps into frame - happily moves to the beat like a badass B-girl. As she gets down, her clothing flutters with each move and step, revealing glimpses of skin normally protected from the sun.

As she leans into another move, her right shoulder is suddenly exposed as well, exposing another the patch of skin untouched by the sun.

We freeze frame on her pose... and a square frame, accompanied by the word UNEXPOSED appears on her shoulder to highlight the fairer skin tone of her shoulder.

VO: We all have skin that is unexposed.

The next dancer drops into a breakdance routine - pausing to pose in a gravity-defying handstand.

Now upside down, gravity slides her sleeve back a little to reveal her usually unexposed inner wrist. Noticeably fairer than her facial complexion, we capture it with a white frame as well: PRISTINE appears beside it.

VO: Pristine.

A third dancer appears. She stretches her arms towards the ceiling - spinning her head in circles, her hair flying wildly. The lower part of her neck that is usually shaded becomes exposed as her hair flies up and away... and we notice how fair the skin of her neck looks. The frame freezes and we capture the fairer skin tone with a white frame. SPOTLESS appears beside the frame.

VO: And spotless.

We cut to our fourth and final dancer. After a series of spins, she ends up in a pose with her inner arm facing camera. Usually hidden from the sun, her inner arm remains naturally fair as well.

The frame freezes and a white frame appears around her fair-skinned inner arm. The word TRUE appears.

VO: That is our true shade and it's the brightest of all.

She looks at the white frame... and grabs it out of the air like it's actually physical. She places the frame beside her face in one quick move, as if it were part of the choreography.

With the framed skin tone now beside her face, we notice that the skin on her face is a lot darker than the fairer framed shade.

VO: Reveal your most unspoilt true shade...

She playfully covers her face with the card.

VO: ...with Pond's White Beauty ...

And like a magic trick, she moves the card away to reveal noticeably fairer and brighter skin on her face that matches the shade on the card.

All the girls notice her transformation - look at her with awe and admiration. The word TRUE appears beside the frame.

V/O: ... and wear it with pride.

Cut to product shot of Pond's White Beauty.

Title: Live True. Pond's.

DANCE 15" V.1

The film opens with quick cuts of a dancer striking various poses in our warehouse/DIY dance studio. Each pose exposes a different unspoiled portion of skin.

As she leans into another move, her right shoulder is suddenly exposed as well, exposing another the patch of skin untouched by the sun.

We freeze frame on her pose... and a square frame, accompanied by the word IMMACULATE appears on her shoulder to highlight the fairer skin tone of her shoulder.

VO: Immaculate

She stretches her arms towards the ceiling - spinning her head in circles 'Flashdance'-style, her hair flying wildly. The lower part of her neck that is usually shaded becomes exposed as her hair flies up and away... and we notice how fair the skin of her neck looks. The frame freezes and we capture the fairer skin tone with a white frame. PRISTINE appears beside the frame.

VO: Pristine

She breaks into a series of spins. Ends up in a pose with her inner arm facing camera. Usually hidden from the sun, her inner arm remains naturally fair as well.

The frame freezes and a white frame appears around her fair-skinned inner arm. The word SPOTLESS appears.

VO: Spotless

She looks at the white frame... and grabs it out of the air like it's actually physical. She places the frame beside her face in one quick move, as if it were part of the choreography.

With the framed skin tone now beside her face, we notice that the skin on her face is a lot darker than the fairer framed shade.

VO: Your true shade is brighter than you think.

She then covers her face with the card playfully.

VO: Bring out millions of pristine cells with Pond's White Beauty...

She moves the card away to reveal a noticeably fairer and brighter skin that matches the shade on the card. TRUE appears beside the frame.

VO: ..and let your true shade shine.

Cut to product shot of Pond's White Beauty.

Title: Live True. Pond's.

THANK YOU

This is a unique opportunity of making a very modern campaign that will identify Pond's as a key player in women's modernity and female beauty.

I want Pond's to encourage all women to be proud of who they are and to showcase their self-confidence. This campaign has to stand as a snapshot of the modern woman, as true, natural and authentic as possible.