



FOREST ESSENTIALS™
Luxurious Ayurveda

Concept

To establish Forest Essentials as the brand of choice for the Indian Woman who has arrived. The brand will associate for the first time with a celebrity who represents the confident and independent new age woman.

She is active, she's independent and confident. She's a woman, a mom, a wife. She's also an entrepreneur and she is constantly faced with challenges in a man's world. She overcomes these challenges on a daily basis. She is also very outspoken and has a digital fan following for her ideals on new world problems like Pay Parity, Me Too Issues, Environmental issues, etc. She is also a philanthropist who does her bit for causes she believes in. She has reached a certain stage in life and knows what is best for her.

She doesn't experiment anymore with her hairstyle, skin or clothing. Her style is well established and people admire and aspire to be like her. A few years ago she started using Forest Essentials products and since then she has stuck with the brand as it suited her personality, ideals and her skin and hair needs.

She is the Forest Essentials woman and she represents all the Forest Essential's women.

The Forest Essentials woman





#MyEssentialLife

The campaign idea

Create a digital property for Forest Essentials with the start of this campaign and introduce the celebrity as a friend of the brand. The campaign highlights the life and lifestyle of the celebrity throughout the month while promoting the brand's value, products and visibility.

The overall idea of this campaign, the script and the image treatment will capitalize on the concept of celebrity audience intimacy to create a sensation of closeness (with the celebrity and of the celebrity with the brand)

To create this emotion and sensation, the video should evoke the possibility of virtually travelling in-between the space-time of the celebrity's private life and the space-time of the audience's domestic living. In short, 'Make believe' and conceal promotional intention.

In general, the videos may be short documentaries, FB/Instagram Stories, You Tube Videos, Candid moments etc., each with a product/brand link. The product and brand are woven subtly into the videos. There will be no promotional messaging such as pricing or offers.

Campaign Roll out Phases

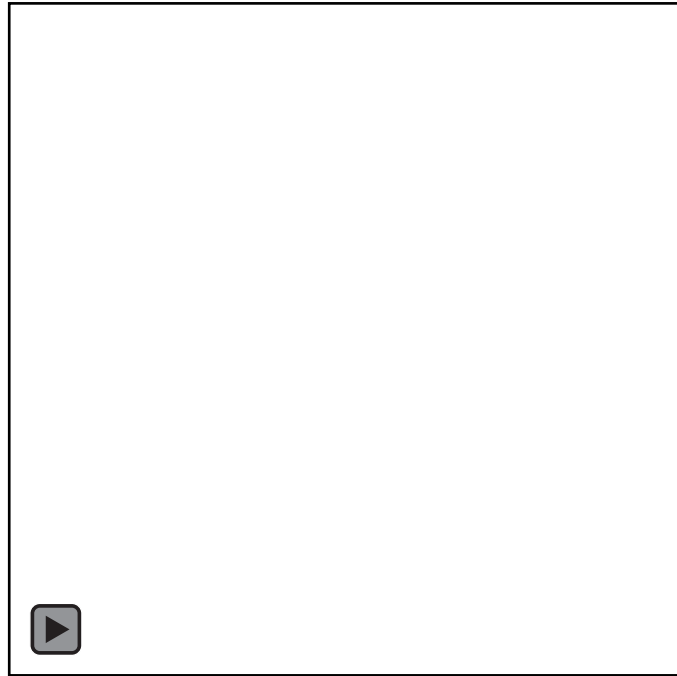
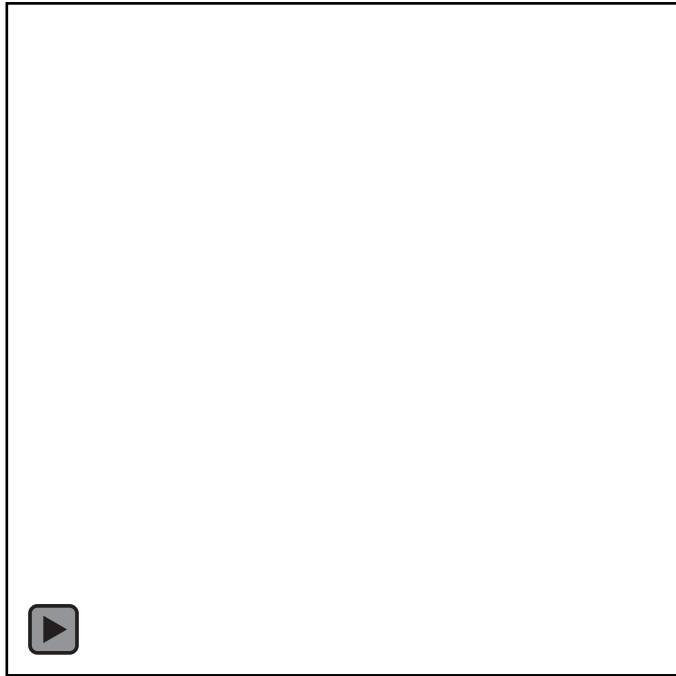
Execution

Phase 1 – Pre Teasers

In this stage we tease content with the celebrity from the shoot without revealing the brand. The videos will go up on the celebrity social handles to create curiosity, excitement and curiosity towards her fans, followers and in the online space.

- To capture and record some behind the scene images during the shooting itself (very candid, natural where her happiness and wellness is shown the most)
- Around 10 visuals to be chosen (a mix of static images, boomerang and short videos) to be posted on her social media stories on the day of the shoot.
- One week before the second phase – 3 or 4 posts total on her feed handles
- What brand is she going to collaborate with? The visuals in general along with the posts copies should reflect from her confidence, happiness and fun.

Execution

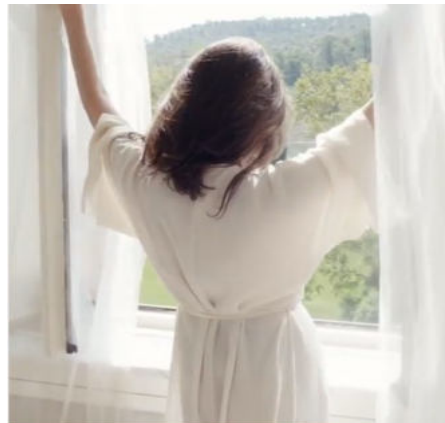


*The images/video released should be gradient from post 1 to post 3 to keep the audition interested and trigger more and more its curiosity. The image treatment will be more mature and different than the examples above.

Execution

Phase 2 – Campaign Teasers

Campaign launch teasers posts on the brands social media handles revealing a new campaign without disclosing who the celeb is or what the campaign is all about.



*Look and feel of the Instagram feed.

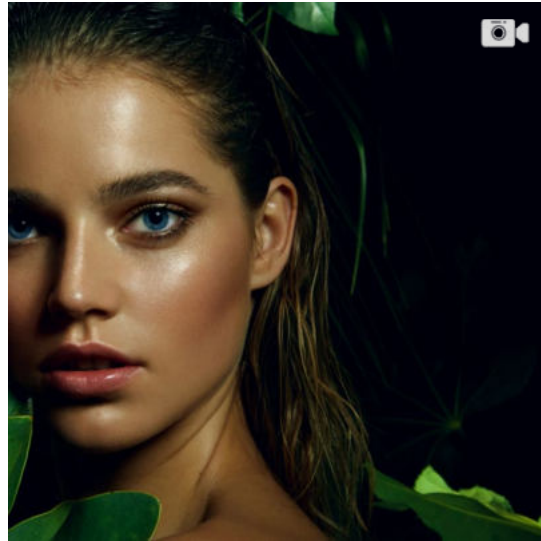
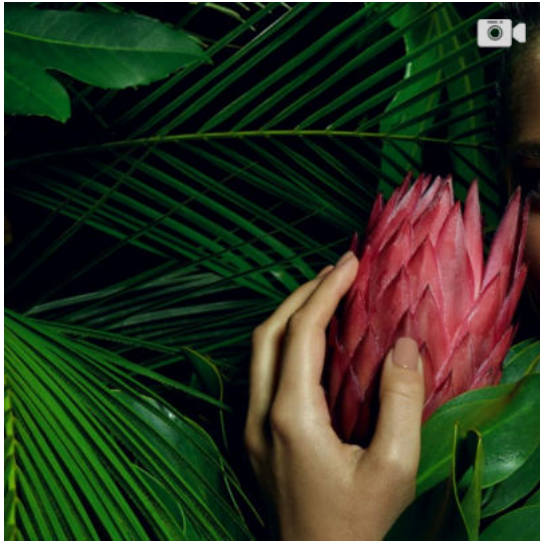
Execution

Phase 3 – Campaign Reveal

A documentary style short video that introduces the celebrity in her day-to-day life through a collage of shots, showing the celeb in a different situations – Images will be taken from the main campaign videos .

E.g. laughing with her children, A boardroom discussion, a red carpet appearance, a interview, her watching the sunrise from her balcony, etc.

While the shots are unravelling, the celebrity narrates in her own voice how you know the person but not the life. The persona and not the person. Then she says: *'Hi I am So and So and this is #MyEssentialLife'*



*Look and feel of the Instagram feed.



Execution

Phase 4 – Campaign Roll Out

#MyEssentialLife with XXXX is a 6 part video series retracing the celebrity's typical day from 9am to 10pm which showcases all her roles as woman by being a mother, wife, daughter, an individual, an entrepreneur and a voice of authority. Each video is a minute to about a minute and half long.

Execution

1. Morning routine, wake-up, get ready to start the day the Me Time Video

Sample Script:

The celebrity wakes up and is on the balcony looking at the sunrise, she sips some green tea from a glass mug next to her. She's then seen in a bath tub and with a few Forest Essentials products like bath oils, shampoo, body wash, etc. next to the tub. She talks about how she loves waking up earlier than everyone else in the house, so she can take time for herself and prep for the day. It also gives her time to think and ideate within herself about things she is passionate about. By the end of the video as she goes on about how when this me time is over, she's all set to step into the many roles she plays.

The video ends with her saying this morning ritual is a big part of #MyEssentialLife. As she steps out of home to meet with her children, there is a shot of Forest Essential products near a mirror.

Execution

2. She's at an ad shoot

Sample Script:

The celebrity is at a shoot where she is getting ready to go in front of the camera. We see her team get her ready with make-up, hairspray ect. After the shoot, her make up is removed and we see that all the products being used are of Forest Essentials. She talks about how much her hair and skin go through in these shoots. The different products, the lights, everything affects her skin and hair but that's why her after shoot ritual is extremely important to her. When she wants to shed of the persona she is portraying on camera and get back to being the real person she is, it's actually layers coming off her.

She is removing her make up as she talks and says, that's why I am very particular about the brands and products I endorse. If it isn't good enough for me, I won't make anyone else use it.

Execution

3. Lunch with her friends

Sample script:

After the shoot is over our celeb steps out and is seen walking into a restaurant where she is greeted by a couple of her close friends. It's a weekly lunch date with her friends which she makes a point to be a part of every week without fail. As we see the group chatter and laugh around the table, Several Forest Essential products happen to have made it out of their handbags and onto the table. Our celebrity talks about how important it is to not lose sight of where we come from and who our friends are. Moving ahead in life doesn't mean severing our past but how you carry it forward. Sometimes it becomes difficult for her to recognise her own self, that's when staying connected to friends from the past, beliefs, ideologies are important to stay grounded. She says no matter how far the world progresses, it can never replace what nature has to offer.

You can't make the essentials like water, land and air, they come from nature and without them we can't survive. And hence it is important to befriend and stay connected to nature as well.

Execution

4. Back to work, but this time on my passion

Sample Script:

After lunch our celebrity is headed off to a high rise office. This is where she works on one of her passions, ecology, supporting a cause or even working in a boutique Interior Design studio she has started with a friend. Business has been booming and contracts have been pouring in. Around a table with a miniature house interiors and lots of papers, we see the celebrity in animated discussion. The discussion seems to be quite heated but we can see that the celeb is agreeing to certain things that her colleagues are telling her but completely disagreeing on others. As the discussion continues, our celeb talks about how important it is to listen before you react. It's very important to not lose your vision or to not let people drive it in other directions, but if you don't listen no one will talk to you. That's another thing I've learnt from Forest Essentials, it seems like they really do listen to their users and that's why they've been able to deliver a good product every single time. They listen to both people and the environment. That's something I try to do in everything I take up. As she finishes her narrative, we see her leaving the office and everyone impressed and happy.

Execution

5. Going to party or a red carpet event

Sample script

As dusk approaches, we see our celeb in a car in a very lavish dress. As the car moves on we find her in a very reminiscent mood. She looks out the window and as she passes by some huts and shawls, she speaks to herself. Sometimes I feel there are two worlds out there, most of us choose to ignore it. We think that if we ignore it, the other world that's filled with poverty, pain and suffering will just cease to exist. I've tried to live like that too but the more I try to ignore it, the more harsher the reality becomes. What does it take to actually make a change? Acceptance. The ability to accept that you can do something to make a change. However small it may be, it's still a drop that can overtime accumulate into an ocean. At this point the car comes to a halt and there are camera's flashing outside. The celeb steps out and we realise this isn't a party but a children's cancer hospital. We see the Celeb, reading to children in the hospital and spending time with them.

Execution

6. Night back home to reset for the next day

Sample script

We see the celeb enter her home at night after her visit to the children's cancer hospital. She kisses her children goodnight and heads to her bedroom to freshen up. As she stands in front of the mirror removing her makeup and then following it with her routine of using Forest essential night products for her face and hair, she starts talking. Sometimes I feel the day is too short to do everything you set out to do. But, that's why we have tomorrow right. Tomorrow brings us another opportunity to move ever so closer to our goals and our passions. So for me today isn't ending, it's actually setting my goals for tomorrow and rebooting me for new challenges. We see the Celeb in bed, she picks up a book from the bedside table and starts making notes in it. As she puts the book back and is ready to switch off the lights, she spots her Forest Essentials products on a table and it brings a knowing smile to her lips. She says, I think I am going to be dreaming of the forests again tonight.



Execution

Phase 6 – Brand connect

Story telling – A short video of 1 to 2 minutes where she explains when and how she discovered the brand. How even before trying the product the concept of Ayurveda reminds her the time that she used to spend with her grand-mother who teach her the secret of plants, natural remedies to create a real emotional connect between her and the brand. Also, Forest Essentials products are made in the best labs and is using the best technology to extract what nature has to offer.

She finally tried the product and the texture, the smell and after sometime of using it. She simply realized that it's made for her skin.

*the video will be shot outdoor

Execution

Phase 7 – Product description and branded FAQ videos with Celebrity

In this Phase we will make 20 videos in a studio set up with the celebrity, close up on her (very neutral background, white with only Forest Essentials logo) specifically replying to questions that people have asked her on twitter, questions that people have asked Forest Essentials about product or company as well. As per the seasonality/industry events and national days - every 'week – One customer or influencer/fashion editor will question the celebrity about her #Essentials *the videos will be shoot under the format of couch interview

E.g. of Topics

#WeekEndEssentials

#MyWellnessEssentials

#DayEssentials

#PartyEssentials

#HolidaysEssentials

#KidsEssentials

#OfficeEssentials

#Day2NightEssentials

#DiwaliEssentials

#AgeDelayEssentials

#HomeRemediesEssentials

#WellBeingEssentials

#SuccessEssentials

Sample questions

1. Since when are you using Forest Essential products and what is your reason for using them?
2. What is your opinion on Animal Testing in the cosmetics industry? Do you think big companies are still practicing it and hence we should move to indigenous, ethical brands like Forest Essentials?
3. Why is Ayurveda so big in today's world? Why do people keep going back to age old traditions in a technology led age?
4. I am a 39 year old woman with the beginnings of wrinkles and crow's feet around my eyes. Is there a Day and night skin care regiment you would advice for me to retain my youthful skin?
5. Would you ever shave your head to support a cause? Do you think such acts by celebrities actually increase awareness about issues amongst general public?

Sample questions

6. Which Forest Essentials products are your favourite products and why?
7. What are you always carrying in your handbag ?
8. You are a daughter, mother, wife, actor, author and a successful entrepreneur. Which of these roles really define you and why?
9. What is the success of a perfect Diwali ?
10. What is your morning ritual. You always have such a busy day, how do you get ready for it?
11. Will you ever return to acting? Or would you take up direction as a career, because as an author you certainly are a good story teller.

Q&A Video Format

MyXxEssentials
with *Angelina*



Frame 1

Question 1

Frame 2



Frame 3

*Video mood and treatment reference given in next slide



International & Festive

Ideas

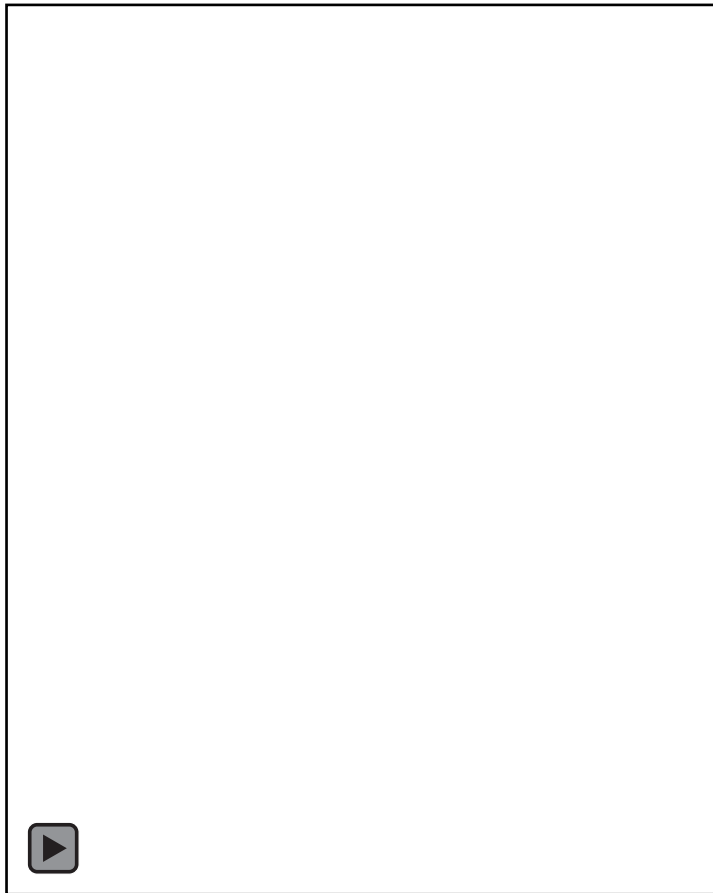
To create for each main Indian festival or important international days that are celebrated or honoured in the country. Create a series of campaigns that will be launched by the celebrity herself through a list of lines that will be recorded on videos on the day of the shooting. As per the event, the brand image or brand products will be in focus.

- For Festive and Diwali, focus on gifting packs
- For Independence day
- Christmas,
- Environment day

*We will create targeted campaigns. E.g. for Women's day : it's essential to

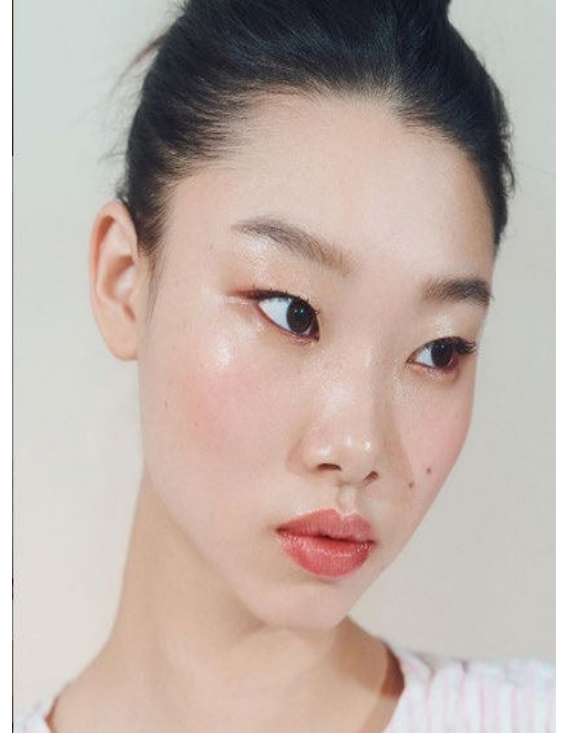
The celebrity will launch the campaign and more women, editors of fashion magazines, influencers and consumers

Video Reference



Celebrity Candid Images

General



Seasonal



Celebrity Product Images



Ingredient related Social Media posts

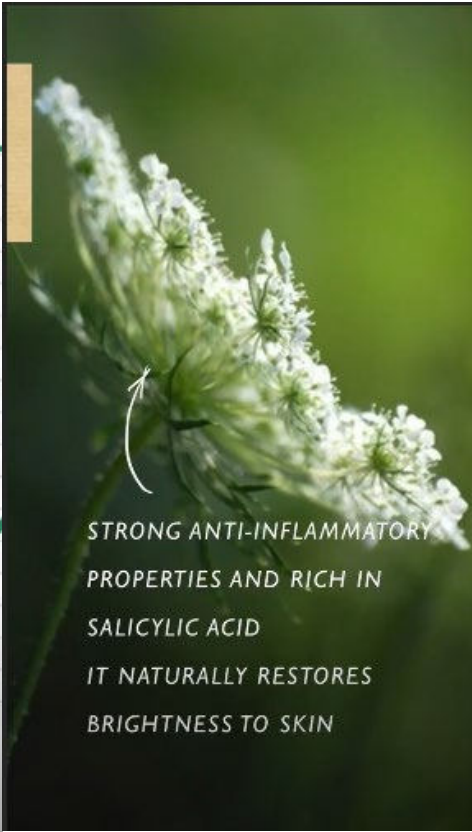


Ingredient related Instagram Stories


Ingredient focus



Reine
Blanche



STRONG ANTI-INFLAMMATORY
PROPERTIES AND RICH IN
SALICYLIC ACID
IT NATURALLY RESTORES
BRIGHTNESS TO SKIN



THESE LIGHT-LOVING
FLOWERS ARE PLUCKED BY
HAND AT AN ALTITUDE OF
over 1,000 meters

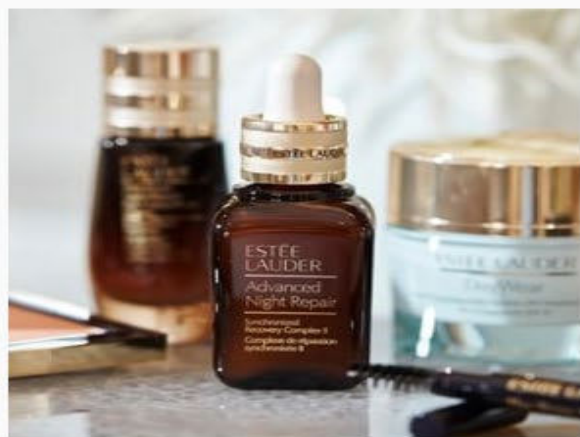


TO MAKE OUR FAMOUS
Reine Blanche
BRIGHTENING RANGE

Seasonal Social Media posts



Product Focus Social Media posts



Craftsmanship Focus Social Media posts



Influencers workshop and press trip

Ideas

Idea 1

Bloggers workshop for brand visibility and create credibility towards the influencers followers. They aren't paid for a shooting but really discovering testing enjoying and sharing a moment (one day - all the products to be presented) - record the whole day and edit it to get very engaging and relatable and real story.



Ideas

Idea 2

According to budget, and for the main product launch we could organize a press trip with the main beauty/lifestyle influencers and top 5 fashion editors to create extra video/digital content and sustain long in terms of visibility, brand affect and connect.



THANK YOU