
SOCIAL MEDIA AND VIDEO SCRIPT-WRITING: FOR LAKMÉ MOISTURISING CREAM

By Sarah Fathima

AD SCRIPT WITH VISUALS AND CAMERA ANGLES

AD VIDEO TOPIC: LAKMÉ MOISTURISING CREAM

[Scene: Wide Shot- Female character in her Living Room- Soft, muted colours, paintings of beautiful flowers hung on the wall, a vase of pretty flowers that look a little dry, placed upon a coffee table, dim lighting]

[Character: A relatable individual female (in her late 30s, with dry, dull skin)]

[Camera Angle: Medium Shot of the character sitting on the couch next to the coffee table, gently touching and examining the flower petals, looking concerned.]

Voiceover: “The harsh winter affects the freshness and beauty of your pretty flowers. Won’t you help them bloom back to life?”

[Scene transition: Character in a Bedroom setting- pastel, feminine colours- a medium-sized, ornamental, round mirror hung on a wall]

[Camera Angle: Close-up Shot of the female character standing in front of the mirror, peering anxiously into it, touching her face tenderly, with a worried expression]

Voiceover: “Don’t you think your precious skin is the same, looking lifeless, and could be pleading for your help?”

“Your skin deserves to bloom with freshness and youthful radiance, too. Revive your skin’s moisture and beauty with just one wise choice.”

[Scene transition: Brightly-lit, pleasing garden with plants and flowering shrubs-character holds Lakmé Moisturising Cream]

[Camera Angle: Close-up Shot of the product as the character displays it with a relaxed smile]

Person Talking: “Try Lakmé Moisturising Cream. With a unique and effective blend of Glycerin, Avocado Oil, and Shea Butter, it promises to restore your skin’s moisture and lustre like never before, even during the cold winter.”

“Glycerin traps moisture in your skin, giving it a youthful, healthy glow. It reduces wrinkles and also improves skin functioning. The conditioning properties of Shea Butter are enhanced with the “green gold” – Avocado Oil. The blend is specially created for dry skin in need of nourishment.”

[Scene transition: Close-up of the product’s ingredients on a clean, bright background]

[Camera Angle: Extreme Close-up Shot of the product’s ingredients, displaying the cellular structure and texture of its hydrating properties]

Voiceover: “Let the wondrous magic of Glycerin, Avocado Oil, and Shea Butter transform your skin’s dryness in the winter, for the better.”

[Scene transition: Character is back in the peaceful Bedroom setting, warmly lit]

[Scene: Character standing in front of the ornamental mirror, gazing into it, hopefully.]

[Camera Angle: Medium Shot, focusing on the character earnestly applying the moisturising cream onto her face, has an expression of anticipation and joy]

Voiceover: “Apply it on your skin and give it the ultimate moistening care it deserves, because true beauty is meant to bloom, not wither.”

[Scene transition: Evening light, a cheerful café setting, a group of females (supporting characters), and the main female character seated around a big table, sipping on refreshing milkshakes]

[Camera Angle: Wide Shot, focuses on the group of ladies, laughing, and enjoying conversation]

Person Talking: “Now my skin is beautifully moist and supple, the dryness has entirely vanished, and my confidence is sky high.”

[Scene transition: The character is back in the peaceful Bedroom setting, seated on a cosy chair, looking directly at the camera.]

[Camera Angle: Medium Close-up Shot, sincere and encouraging expression.]

Person Talking: “If your skin is feeling dry this winter and needs a comforting hug of moisture, choose Lakmé Moisturising Cream for rejuvenated, moist skin.”

[Scene: Close-up Shot of the product and a strong call to action.]

Voiceover: “Revive your skin’s moist glow, and experience it blossom back to life because, flowers or your skin, freshness is always in.”

“Click the link below to order this miraculous moisturising cream now; hurry before it sells out!”