

# Oudera

CONTENT BRIEF

This brief is meant to give you an idea of the **vibe** we're aiming for.  
**Please note that the final ideas may not be identical.**

# Table of Contents

- Brand Brief & Guideline
- Project Overview
- Products Highlighted
  
- Visual Direction
  - Profile and Highlights
  - Campaign Theme
  - Moodboard Directions
  - Video Ideation and Description
  - Graphic Design Direction
  - Stories Direction
  - Locations Options
  - Model Options
  
- Next Steps
  - Approvals / Edits
  - Shooting & Duration

# Project Overview

The campaign includes (**Deliverables**):

- **6 Pictures**
- **3 Video**

## The Content Type

Social Media

## The Content Goal

Conversions and Sales / Ads

## The Content Channels

- Primary platforms (Instagram, Facebook, TikTok)

Notes:

Any notes regarding the project for added context must be written here

Musk All over spray



Type: Body Spray  
Notes: White Musk, Iris, Silk Musk, Orris  
Description: Smooth, clean, and effortlessly elegant—this spray wraps you in a soft musky aura that feels like freshly washed skin and quiet confidence. Perfect for everyday wear, it leaves a subtle but lasting impression wherever you go.

Luscious



Type: Eau de Parfum  
Top Notes: Bergamot, Jasmine  
Middle Notes: Saffron, Vanilla Rose  
Base Notes: Musk  
Description: A feminine fragrance featuring a blend of bergamot and jasmine in the top notes, combined with the richness of saffron and vanilla rose. The base notes are masculine musk, creating a balanced and captivating scent.

Viorons



Type: home spray  
Top Notes: Lemon, Lavender  
Middle Notes: Nutmeg, Coriander  
Base Notes: Tonka Bean, Vetiver  
Description: A fragrance that captivates with its intricate blend of aromas, featuring delicate hints of geranium and rosemary that add depth and complexity, infusing the air with a sense of refined elegance. At its heart lies the rich and opulent essence of tonka bean and vetiver, enveloping you in a veil of timeless allure.

Nasaem



Type: Solid Incense / Bakhoor  
Top Notes: Aldehyde, Pineapple, Plum, Tarragon, Lime, Bergamot, Saffron  
Middle Notes: Orchid, Rose, Geranium, Jasmine, Lily of the Valley, Iris  
Base Notes: Cedarwood, Guaiac Wood, Agarwood, Sandalwood, Patchouli, Nagarmotha, White Musk, Tonka, Ambergris  
Olfactive Family: Floral-Sandalwood-Woody  
Description: A soothing fragrance reminiscent of a morning breeze, combining delicate floral and woody

Silver



Type: Solid Incense/ Bakhoor  
Top Notes: Bergamot, Apple, Pineapple  
Middle Notes: Rose, Birch, Patchouli, Moroccan Jasmine  
Base Notes: Musk, Vanilla, Oakmoss, Ambergris  
Description: A fragrance that captivates with its refreshing zest of lemon and the soothing aroma of lavender, enveloping the woody base notes. Enhanced with the exotic spice of nutmeg and coriander, this fragrance captivates the senses with its intricate blend of aromas.

# Visual Direction

MOOD BOARDS

# Campaign Slogan

## Elegant Scents. Elegant Moments

This slogan emphasizes the power and impact of Oudera’s fragrances, positioning them as more than just scents. They become catalysts for memorable experiences. It invites the audience to see their daily moments through the lens of fragrance, empowering them to make bold choices and embrace moments with confidence.



Photography Direction  
MOODBOARD



Close-ups Based  
MOODBOARD



MCS

Mood, Colors, Scenes.



Shooting Style

- [shooting\\_style\\_1](#)
- [shooting\\_style\\_2](#)

Description

This video shows Luscious perfume spilling into a martini glass, decorated with saffron, jasmine, and rose petals. The slow, elegant spill symbolizes how Oudera turns ordinary moments into luxurious experiences. The visuals focus on the elegance of the perfume and its ability to elevate someones life bold moments.

Duration Approx: 25-40 Seconds

Structure

- Scene 1:

A close-up of the perfume bottle and the all over body spray resting on a wooden display, beige background, vanilla rose and saffron in the background as decoration details with golden orange lighting.

Transition to Slow motion spill of the perfume into a liquid tank. (that has a back color of orange ).

Jasmine and vanilla rose petals going around the bottle inside the tank. (Like the video pearl)

- Scene 2:
- musk body spray falls on a milky white water.and jasmine petals around it.

A focus and a closeup of the perfume and the body spray around the props with floral elements.

- Scene 3:

Camera shifts to the full background showcasing both products.

- Scene 4:

Camera faded into an orange light with a blurred background. "Oudera..... Elegant scents  
Elegant moments."

Transitions and Editing

- [editing\\_1](#) (end of video)
- [editing\\_2](#) (motion)

Video 1

Vertical- Product Video

Product(s) For This Video



Location

- Studio

Language

- Arabic

Model

- No model

Wardrobe

Voice over

- No Voice over needed

Music

- [Music\\_1](#)
- [Music\\_2](#)

MCS

Mood, Colors, Scenes.



Shooting Style

- [Shooting Style 1](#)
- [Shooting Style 2](#)

Description

The video shows Nasaem and Silver bukhoor as part of an intimate, elegant ritual. With a dark, moody atmosphere and soft lighting, we focus on the smoke's journey as it rises and swirls around the scene. The video emphasizes the transformative power of the scents, blending tradition and luxury.

Duration Approx: 10-20 Seconds

Structure

- Scene 1:

A dark background with a closeup of the bukhoor stand being lit. Then the camera focuses on the first smoke.

- Scene 2:

The camera follows the smoke with the movements as shown in the shooting style( reference 1 second 8-10). The background also shows a soft light reflecting the smoke.

- Scene 3:

A wider shot then reveals Nasaem and silver bukhoor on a dark wooden surface with smoke floating on top of them.( same as reference 2 seconds 2-4). Then the camera slowly pulls back showing the overall dark minimalistic setting.

Transitions and Editing

- [Editing.1](#)

Video 2

Vertical- Product Video

Product(s) For This Video

Nsaem & silver bukhoor



Location

- Studio

Language

- Arabic

Model

- No model

Wardrobe

Voice over

- No Voice over needed

Music

- [Music 1](#)

MCS

Mood, Colors, Scenes.



- Pictures are for illustrative purposes

Shooting Style

- [Shooting Style](#)

Transitions and Editing

- [Transitions](#)

Description

- The video showcases Viorons Home Spray transforming spaces from a forest to a modern urban setting, then to a serene water scene with jasmine flowers, symbolizing its bold freshness. It ends with a glowing, impactful reveal of the product.

Duration Approx: 10-20 Seconds

Structure

- Scene 1:

The video opens up with dark background and the camera is moving forward until it reaches the top of the home spray.

- Scene 2:

As the camera continues to move, the scene transitions into a lush forest. The bottle remains centered but now surrounded by tall trees, green leaves, and a soft golden sunlight filtering through the branches. The mist from the spray gently fills the air, blending with the natural surroundings.

- Scene 3:

The camera then shifts, transitioning seamlessly into a modern house setting. The bottle is now positioned on a stylish marble countertop surrounded by minimalistic decor. The mist from the spray gently rises and disperses in the modern environment.

- Scene 4:

The camera transitions to a serene water scene, where the Viorons Home Spray bottle is floating gently on the surface of calm water. As it floats, jasmine flowers begin to slowly float around it, their soft white petals drifting across the water's surface.

- Scene 5:

The final scene zooms out to reveal the Viorons Home Spray bottle surrounded by gentle light and soft glowing particles. The camera slowly pulls back, showing the bottle as the centerpiece of a transformed environment.

Text on Screen:

"Viorons: Boldly Refreshing"

Video 3

Vertical- VFX Video

Product(s) For This Video



Location

- Studio

Language

- Arabic

Model

- No model

Wardrobe

Voice over

- No Voice over needed

Music

- [Music 1](#)



Silver & Nasaem



Luscious & Musk All  
over Spray



Viorons Home  
Spray, Silver,  
Nasaem



**Thank you.**