

GENTSHUB

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 Videos**

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

Zaran



- Type: Perfume
- Base Notes: Oud, Musk
- Middle Notes: Rose, Jasmine
- Top Notes: Bergamot, Lemon
- Description: A rich and opulent scent that evokes sophistication and elegance, ideal for those who appreciate luxury.

Love Fallen



- Type: Perfume
- Base Notes: Patchouli, Sandalwood
- Middle Notes: Rose, Jasmine
- Top Notes: Peach, Pear
- Description: A romantic fragrance with delicate floral notes and a grounding earthy base, perfect for those who embrace love in its many forms.

Strength



- Type: Perfume
- Base Notes: Oakmoss, Musk
- Middle Notes: Leather, Amber
- Top Notes: Bergamot, Black Pepper
- Description: A robust and masculine fragrance exuding confidence and resilience, commanding attention with every note.

Revolution



- Type: Home Spray
- Base Notes: Patchouli, Vetiver
- Middle Notes: Lavender, Basil
- Top Notes: Citrus, Mint
- Description: A modern and refreshing fragrance for individuals who embrace change, featuring a balance of freshness and depth.

Phoenix



- Type: Perfume
- Base Notes: Vanilla, Cedarwood
- Middle Notes: Amber, Leather
- Top Notes: Cinnamon, Cardamom
- Description: A bold and fiery fragrance symbolizing rebirth and strength, perfect for those seeking power and intensity.

Nutmug



- Type: Perfume
- Base Notes: Sandalwood, Musk
- Middle Notes: Vanilla, Cream
- Top Notes: Nutmeg, Cinnamon, Clove
- Description: A warm and cozy scent ideal for the colder months, offering comfort with a spicy and sweet twist.

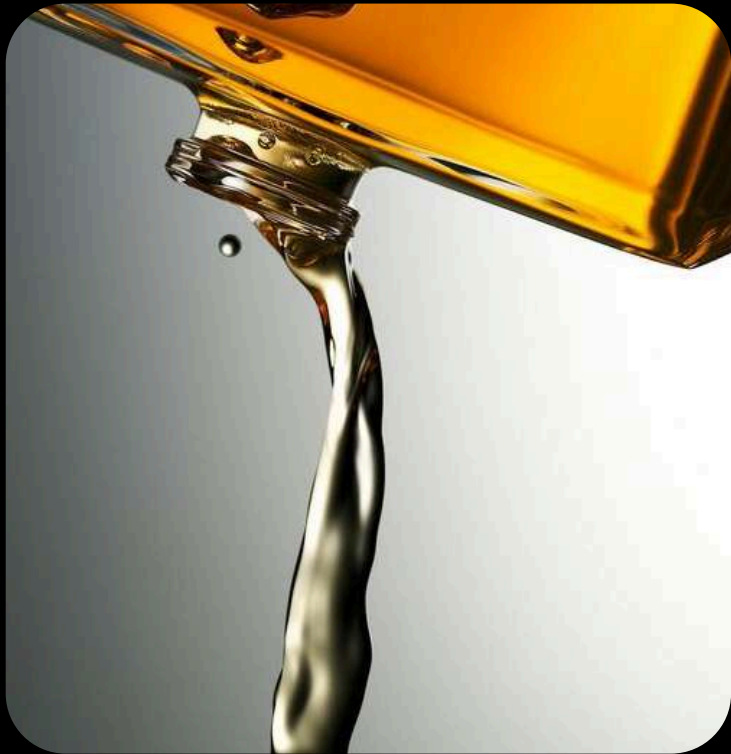
Visual Direction

MOOD BOARDS

Photography Direction
MOODBOARD



Close-ups Based
MOODBOARD



MCS

Mood, Colors, Scenes.



Shooting Style

- [shooting_style_1](#)
- [shooting_style_2](#) (0-5 seconds)

Description

The Zaran video shows gold flakes gently falling onto polished wood, representing the blend of luxury and warmth. The video emphasizes the timeless, refined nature of Zaran, with soft lighting and a calm atmosphere.

Duration Approx: 10-25 Seconds

Structure

Scene 1:

- Gold liquid falls gently onto a wooden surface. The camera zooms in slowly, showing the smooth blending of the gold and wood.

Scene 2:

- The scene transitions to the Zaran perfume bottle, surrounded by falling gold liquid (or gold flakes), softly lit as it falls on the bottle and background. The camera focuses on the bottle.

Scene 3:

- Close-ups of the bottle, showing the details, the name of the perfume, and the GentsHub brand.

Scene 4:

- The perfume stands still on the liquid gold, with the logo outro appearing in the same scene without a black screen.

Video 1

Vertical- Product Video

Product(s) For This Video

Zaran Perfume



Location

- Studio

Language

- Arabic

Model

- No model

Wardrobe

- No model

Voice over

- Voice over needed

Music

- [Music_1](#)

MCS

Mood, Colors, Scenes.



Shooting Style

- [Reference 1](#)

Description

The video features Love Fallen, with the perfume bottle on a floating glass surrounded by swirling rose petals. Soft, romantic lighting highlights the bottle's design, creating a sense of elegance and sensuality.

Duration Approx: 10-20 Seconds

Structure

Scene 1:

- The video starts with the Love Fallen perfume placed on a glass that seems to float in mid-air (hanging with threads or wire)

Scene 2:

- The camera moves around the floating glass, showing the perfume bottle from different angles. The rose petals continue to fall on the product and background, adding to the dreamy vibe.

Scene 3:

- The camera zooms in on the perfume bottle as it floats calmly. The petals settle around the base, and the camera lingers on the bottle, showcasing its design, before fading out.

Scene 4:

- The camera briefly blurs, creating a soft effect, before the GentsHub logo fades in.

Transitions and Editing

- [Editing 1](#) (closeups, zoom in)

Video 2

Vertical- Product Video

Product(s) For This Video

Love Fallen Perfume



Location

- Studio

Language

- Arabic

Model

- No model

Wardrobe

- N/A

Voice over

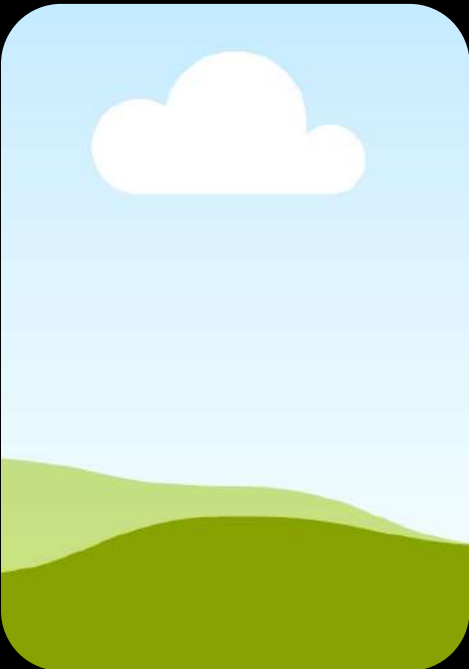
- No Voice over needed

Music

- [Music 1](#)

MCS

Mood, Colors, Scenes.



Shooting Style

- [Shooting Style](#) (0-1 second)
- [Shooting Style 2](#) (11-25 seconds)

Description

- The Strength perfume video shows the bottle on a rugged, textured surface, with smoke rising and blending with oak leaves and leather, representing its rich Oakmoss, Musk, Leather, and Amber notes.

Duration Approx: 10-20 Seconds

Structure

Scene 1:

- The video opens with a close-up of a dark, rugged surface, with the Strength perfume bottle sitting on it. Faint smoke rises, and soft lighting highlights the bottle's edges.

Scene 2:

- The camera zooms out to reveal a strong wind blowing oak leaves (representing Oakmoss) and pushing smoke around the bottle. The bottle remains firm, symbolizing the fragrance's strength.

Scene 3:

- The camera pulls back, showing the bottle on leather surface highlighting the fragrance's richness.

Scene 4:

- The scene lingers on the bottle, with smoke rising in the background, emphasizing the fragrance's enduring power with a zoomout with the logo of gentshub.

Video 3

Vertical- Product Video

Product(s) For This Video
Strength Perfume



Location

- Studio

Language

- Arabic

Model

- No model

Wardrobe

- No model

Voice over

- No Voice over needed

Music

- [Music 1](#)



Love Fallen



Zaran
Light background



Strength





Phoenix



Nutmeg



Revolution



Thank you.