



SKIN FOOD GLOBAL TVC:

30/15/6 SEC OPTIONS

CAMPAIGN 2022
04.22

WELEDA SKIN FOOD TVC, 30 SECONDS.

WELEDA SKIN FOOD TVC, 30 SECONDS./VER B+

WELEDA
Seit 1921

FRAME 1



ANNCR: WELEDA SKIN FOOD

We start on a tube of Skin Food exploding. Oil drops and all the plant ingredients are set free and swirl through the air in front of a field of ingredient flowers.

FRAME 2



INTENSIVELY NOURISHES

Floral transition. We see Sarah in front of a bouquet of ingredient flowers.

FRAME 3



AND REPLENISHES DRY SKIN

Cut. We see Sarah in front of a meadow.

FRAME 4



WITH THE POWER

Camera zooms in. Sarah is holding a bouquet of flowers.

FRAME 5



OF NATURE.

Camera zooms in. Sarah is holding the flowers moving them to in front of her face. The bouquet flows into the CGI oils and plants.

* **Above:** Note request for US label art/deco on tube

WELEDA SKIN FOOD TVC, 30 SECONDS./VER B+

WELEDA
Seit 1921

FRAME 6



WELEDA'S MINDFULLY CRAFTED,
we see a colourful mix of petals of the
ingredient flowers swirling around.

FRAME 7



ULTRA-RICH BLEND OF
continued flowers swirling around.

FRAME 8



PLANT EXTRACTS
In between the petals we see oil drops
floating in the air.

FRAME 9



AND OILS
forming themselves together
with the petals to a tube

FRAME 10



INSTANTLY
that then changes to a real Weleda Skin
Food tube.

* **Above:** Note request for US
label art/deco on tube

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label art/deco on tube

WELEDA SKIN FOOD TVC, 30 SECONDS.

FRAME 11



AWAKENS, REVIVES, AND
Sarah puts some lotion on her hand

FRAME 12



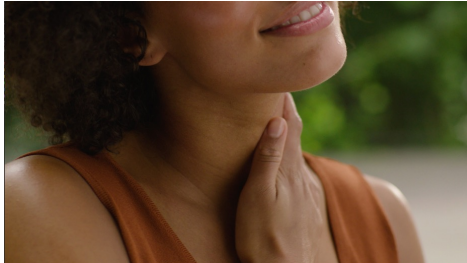
ENERGIZES THE SENSES.
and smells her hand

FRAME 13



WHILE IT HYDRATES
and gently applies it her arms.

FRAME 14



AND SMOOTHES
gently strokes her neck.

FRAME 15



YOUR SKIN-

Note: Did the team capture footage
where she warms the lotion in her
hands?

WELEDA SKIN FOOD TVC, 30 SECONDS.

FRAME 16



LEAVING YOU WITH A BALANCED
Sarah feels visibly confident in her skin,
touching her chin.

FRAME 17



AND WELL-NOURISHED FEELING
She's in balance, calm, meditative.

FRAME 18



FROM SKIN TO SOUL.
She opens her eyes, confident inside and
out.

FRAME 19



WELEDA SKIN FOOD.
Pack-Shot and reverse explosion.
All the petals and oils drops swirl back
into the Skin Food tube.

FRAME 20



NOURISHING BY NATURE.
Weleda Logo with some petals and oil
drops swirling around.

B Corp Logo Fades up and in.

* **Above:** Note request for Seit logo.

WELEDA SKIN FOOD TVC, 15 SECONDS.

WELEDA SKIN FOOD TVC, 15 SECONDS.

FRAME 1



ANNCR: WELEDA SKIN FOOD

We start on a tube of Skin Food exploding. Oil drops and all the plant ingredients are set free and swirl through the air in front of a field of ingredient flowers.

FRAME 2



REPLENISHES SKIN

Cut. We see Sarah in front of a green field with ingredient flowers, gently stroking her arm to her elbow, checking the skin.

FRAME 3



OF NATURE.

Transition with flowers to Sarah holding a bouquet of flowers.

Natrue logo fades up and in.

FRAME 4



HANDCRAFTED PLANT

Sarah smells the flower bouquet which transitions to the plant extracts.

FRAME 5



EXTRACTS AND OILS

that then changes to a real Weleda Skin Food tube.

FRAME 2B/ Can we get this frame in between 2 and 3?



WITH THE POWER

Camera zooms in. Sarah is holding a bouquet of flowers.

WELEDA SKIN FOOD TVC, 15 SECONDS.



FRAME 6



AWAKEN YOUR SENSES,

Cut. Sarah is squeezing the lotion onto the back of her hand, lifts her hand and smells.

FRAME 7



BALANCING YOU FROM

Sarah rubs her arm.

FRAME 8



SKIN TO SOUL.

Sarah feels visibly confident in her skin.

FRAME 9



WELEDA SKIN FOOD.

Pack-Shot and reverse explosion. All the petals and oil drops swirl back into the Skin Food tube.

FRAME 10 - Updated/Centered B Corp



NOURISHING BY NATURE.

Weleda Logo with petals and oil drops swirl around.

B Corp Logo Fades up and in.

* **Above:** Note request for Seit logo.

WELEDA SKIN FOOD TVC, 6 SECONDS.

WELEDA SKIN FOOD TVC, 6 SECONDS.



FRAME 1



ANNCR: WELEDA SKIN FOOD
We start on a tube of Skin Food exploding Oil drops and all the plant ingredients are set free and swirl through the air in front of a field of ingredient flowers.

FRAME 2



NOURISHES
Sarah is rubbing the lotion into her arms.

FRAME 3



YOUR SENSES,
Sarah smelling her hand

FRAME 4



SKIN,
Sarah is rubbing the lotion into her arms.

FRAME 5



AND SOUL.
Sarah rubs her chin and looks out in the distance.

FRAME 6 - centered B Corp + updated end card type



Weleda Logo, tagline fades up from the background and in.
Petals and oil drops swirl around.

B Corp Logo Fades up from the background and in.

APPENDIX

FINAL STORYBOARD DELIVERED TO GLOBAL

WELEDA SKIN FOOD TVC, 30 SECONDS.



FRAME 1



"WELEDA SKIN FOOD

We start on a tube of Skin Food exploding. Oil drops and all the plant ingredients are set free and swirl through the air in front of a field of ingredient flowers.

FRAME 2



INTENSELY NOURISHES DRY SKIN

Cut. We see a Sarah in front of a green field with ingredient flowers, gently stroking her arm to her elbow, checking the skin.



FRAME 3



WITH THE POWER

In the fresh morning light the women strokes some flowers with her hands.

Coverage Requested: in a meditative state/yoga.



FRAME 4



OF NATURE.

Camera zooms in. With the women touching the flowers

Coverage Requested: Surrounded by the flowers. Model interacting with nature thoughtfully.



FRAME 5



CAREFULLY SELECTED NATURAL,

we see a colourful mix of petals of the ingredient flowers swirling around.

Coverage Requested: Pan up to the sun between the trees

WELEDA SKIN FOOD TVC, 30 SECONDS.

FRAME 6



PLANT EXTRACTS

In between the petals we see oil drops floating in the air,

FRAME 7



AND ESSENTIAL OILS

forming themselves together with the petals to a tube

FRAME 8



INSTANTLY

that then changes to a real Weleda Skin Food tube. We see a woman's hand grabbing the tube,

FRAME 9



SOOTH,

putting some cream on her fingertips

Coverage Requested: Model squeezes formula on the back of her hand and smells it.

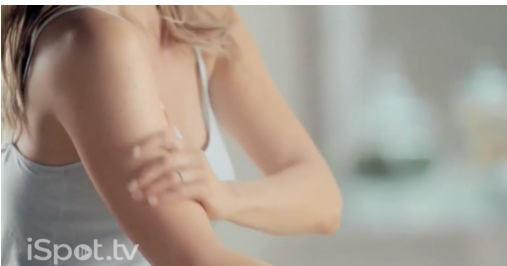


FRAME 10



REPAIR AND

and gently applying it on her knee



WELEDA SKIN FOOD TVC, 30 SECONDS.

FRAME 11



PROECT DRY SKIN –

and shinbone.



FRAME 12



LEAVING YOU WITH A SMOOTH

The woman feels visibly confident in her skin and dances through the flower meadow.

Coverage Requested: Model is confident, head up, eye contact with camera, a soft smile, she touches her skin.



FRAME 13



WELL NOURISHED FEELING FROM SKIN TO SOUL.

She looks over her shoulder and smiles.

Coverage Requested:
Yoga/meditative shot.



FRAME 14



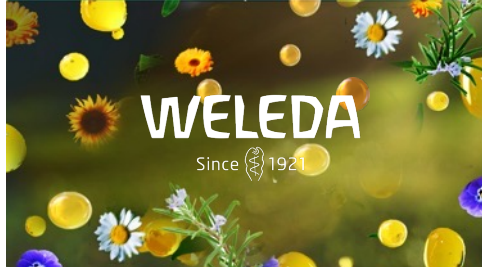
WELEDA SKIN FOOD.

Pack-Shot and reverse explosion. All the petals and oils drops swirl back into the Skin Food tube.

Coverage Requested: Multi-product shot.



FRAME 15



NOURISHING BY NATURE."

Weleda Logo with some petals and oil drops swirling around.

FIN - THANK YOU!