



1

VO: Hi Neighbors! I'm Brent and I'm Josh and we are the founders of Beekman 1802. We are so excited to announce that we are launching into Ulta Stores this year!

Scene: Open with Josh & Brent in merc background.

Animation: Graphics with their names pop up

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VO: Goat milk has the same pH as human skin, which led us to develop our Triple Milk Complex adding Colostrum and Milk Probiotic.

Scene: To show what makes up our triple milk complex and its skin benefits.

Animation: Words Triple Milk Complex pops onto screen one by one. The milk drop builds itself downward by revealing each of the sections. Then the arrow graphics glide across screen to reveal benefits saying Boosts Skin Health, Fights Dullness, Controls Oil & clears Pores, all fairly simultaneously.

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VO: You're only 3 steps away from cultivating beautiful skin.

Scene: Cleanser, serum and moisturizer lined up in mercantile scene- fairly still frame showing the 3 Steps.

Animation: Yellow arrow glides across bottom revealing each of the 3 steps from left to right- simultaneously, "3 steps to cultivate beautiful skin" text writes onto the screen.

2



VO: In 2008 we bought a farm in upstate New York and inherited a farmer

Scene: Drone Footage of the Farm plays while they begin their story

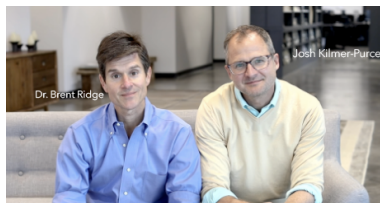
7



VO: And we boosted it with our Active Botanical Blend – powerful botanical that we grow right here on our farm.

Scene: Show close up of flowers in garden or drone shots of the flower garden, vegetable garden. Drone flying from one part of the farm to another to highlight the ingredients that come from the farm.

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VO: Now head over to our display to snap & post with our baby goats!

Scene: Back to Josh and Brent in Mercantile

3



VO: and his herd of 100 goats. We googled What can we make with goat milk?

Scene: B-roll of Goats on the farm

8

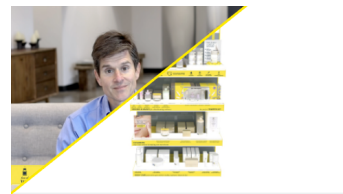


VO: All of our skincare is formulated with your microbiome in mind. This is the diverse community of healthy bacteria on your skin that helps protect and keep it in balance.

Scene: Back to Mercantile setup with Josh and Brent to describe what the microbiome is.

Try using file "B-Cam-Alternative view" for this scene.

13



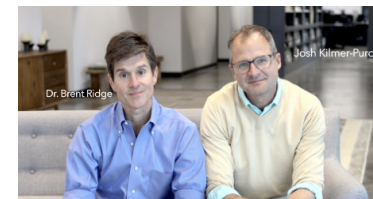
Animation: Scene transitions to reveal our ulta display

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Animation: Scene zooms in on goat snapchat icon on display.

15



Scene: back to brent & Josh- They snap their fingers and shake heads

Animation: After they snap their fingers, the goat snapchat filter overlays onto the screen around their heads to show you what the experience would be like.

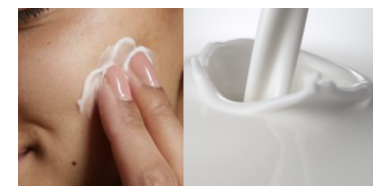
4



VO: Well, soap of course!

Scene: B-roll of washing hands with bar soap

5



VO: We discovered the power of goat milk and it's amazing skin benefits from our neighbors who loved our product and wanted more!

Scene: Split Screen have closeup shot of models skin, subtle motions of her applying product next to shot of milk pouring to connect your skin and goat milk

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VO: Our beautiful range of skincare includes cleansers, moisturizers and treatments.

Scene: Products lines up/staged on shelf and camera pans over them from left to right. Then models hand reached in and grabs one of the products.

10



VO: That are clinically kind, lab & allergy tested and safe for all skin types.

Scene: Split Screen- model applying product that she just pulled out of last frame, while speaking to clinically kind skincare claims.

Animation: Starts full frame with model image shifting to the left of frame while text slides in from right on white background during voiceover. Could be nice to animate yellow line behind text