

1



VO: We know that the #1 question you get from your Ulta beauty guests are

Scene: Start with Main footage

Graphics: Beekman 1802 white logo with yellow streak motion graphics to start video

2



VO: what do you have for sensitive skin?

Scene-Footage:
<https://www.istockphoto.com/video/woman-scratch-the-itch-with-hand-neck-red-spots-on-the-neck-allergies-psoriasis-gm964091790-263224218>

Graphic- overlay text graphic- in graphics folder

3



VO: And now Beekman 1802 has an answer for you.

Scene: Main Footage

4



VO: Its our most famous product EVER. Beekman 1802 GOAT MILK BODY BAR SOAP.

Scene: B-roll Footage 0:04: Brent Points Down to Bar Soaps please crop in so its similar to scene above

Motion Graphics: 5 yellow stars (appear on lower screen animation and spin stars) – in graphics folder

5



Script: We started making the soaps about 12 years ago, and we gave one to a neighbor that has eczema, they used it and it changed their skin!

Scene: Main footage

6



VO: and they gave a bar to their neighbor who had rosacea and it changed their skin,

Scene: B-roll Footage: 3:20- handing bar to camera

7



VO: and the goat milk difference started to catch on.

Scene: main footage

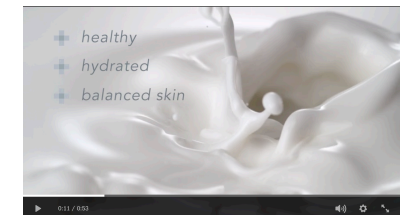
8



VO: the word quickly spread among more neighbors and then everyone started sharing the positive effects of the goat milk on their skin

Scene: B-roll 8:03-8:07 overhead handing off of BAR SOAP then gets opened by top hands

9



Script: Now Why? Because Goat Milk is rich in lactic acid and gentle on skin– it helps calm redness and soothe irritation.

Scene: footage:
<https://www.dropbox.com/s/7vomxbo7928yrtv/Frame%205-option1.mov?dl=0>

Graphics: In graphics folder-Check marks pop up on screen with words as milk pours behind it
+ Rich In Lactic Acid
+ Gentle On the Skin
+ Calms Redness
+ Soothes Irritation

10



VO: Just ask our neighbors we've sold over 15 million bar of this soap.

Scene: B-roll Footage 4:01- Bar soap to camera

Graphics: add goat chyron with 15million sold to bottom right corner

11



Script: which makes it the perfect way to introduce your guest to beekman 1802

Scene: B-roll 1:22-1:25ish

12



Script: and a perfect stocking stuffer.

Scene: B-roll 7:53-7:56ish- play in reverse so it appears as if he is placing the soap into the stocking.

Graphic: yellow circle #1 Best-Seller appears on frame- in graphics folder

13



VO: Its so rich, its so creamy, its so lathery, its our goat milk body bar.

Scene: B-roll 8:40

Graphic- add bar soap image on bottom left corner-in graphics folder

14



B-roll- 5:00

15



B-roll- 5:11-5:12

16



B-roll- 6:03

17



B-roll- 6:40-6:42

18



B-roll- 5:50-5:53

VO: and if your guest is looking for even more moisture this season, add on our PURE body cream. It's deliciously whipped, deeply hydrating and packed with the goat milk and completely fragrance free.

Scene: Holding jar facing camera, taking top off, closeup of cream whip, dipping finger in and holding above head

19



Script:

So the next time your customer asks for something for sensitive skin, Tell them about the goat milk in Beekman 1802.

Scene: Use main footage

20



Script:

We're counting on you to share the goat milk difference with every Ulta beauty guest.

Scene: B-roll 2:15-2:17

21



Script:

Remember, every Beekman 1802 item contains goat milk and is CLINICALLY KIND and made for sensitive skin

Scene: Use main footage

Graphic- icons bars glides across bottom of screen- in graphics folder

ULTA EDUCATION-BAR SOAP

FOOTAGE:

Entire Folder: <https://www.dropbox.com/sh/stnbd5y8n6f4t3p/AADK-KcXm3rsWGExRcC-PUrca?dl=0>

Main Footage: <https://www.dropbox.com/s/egm8g24tldmqttm/Take%20%20Soap%20%281080%29.mov?dl=0>

B-Roll: <https://www.dropbox.com/s/mksmp2v3yzfgcrj/Soap%20B-Roll%20%20.mov?dl=0>

Graphics & Assets Folder: https://www.dropbox.com/sh/tr6ayiiuj8ty4m2/AADlb5Nng_Aitg4A32Tk-B0pa?dl=0

SPECS:

- 16:9
- MP4 and MOV
- With and without closed caption
- With music

DUE DATES:

- R1- end of day 10/21
- R2- 10/22
- R3-10/23

EDITING NOTES:

- Please color correct all footage
- Please send first round with an audio mix
- For main footage, please crop in so you don't see the bottom of the table or too much of the sides. Pay close attention to the crops on the storyboard.