

INTRODUCTION

First of all, thank you for inviting me to your pitch and for our interesting and informative conference call. This new multi-faceted Gold Bond campaign addresses a broad spectrum of both health and cosmetic needs. Whether we are talking about the visceral discomfort of diabetes symptoms or those unwelcome early signs of the aging process, the Gold Bond product line is the go-to.

After our call, I spent some time thinking about the overall, unifying theme across all six spots. Upon reflection, I felt that all of the Gold Bond products function to empower the consumer to live their very best life. This message of empowerment should come across in every frame's performance, cinematography, staging and sound design.

These must feel like intimate, relatable stories about women who have found a renewed sense of personal freedom and individual beauty. Particularly, the testimonials must feel natural and organic. These women, I would call them Patty and Eliza should come across as that personal friend that we know who suffers from diabetes or eczema. Nothing should feel forced or staged in these starkly honest windows into their daily sufferings.

With the more cosmetic, anti-aging products, any woman in her early 40s who is experiencing those first visible signs of aging should see themselves reflected in these women's eyes. As we discussed in the call, facial and anti-aging beauty products are a billion-dollar business. Where these spots will stand out from the crowd will be in their uniquely honest approach. These won't have the glossy, airbrushed look of a magazine ad. Rather, their appeal will be found in the core sense of personal integrity that emotes from these truth-tellers.

Starting on the next page, you will find my director's treatment in greater detail. You will find that I have offered a number of alternative endings to each of the spots. These additional choices are intended to infuse these peak moments with a greater level of dynamism. These are women who have uncovered a richer degree of personal freedom and confidence from using Gold Bond. These options are presented in that same spirit.

I have also enclosed as many visuals as possible in order to best convey my ideas. Of course, nothing set in stone. Please see these notes as a conversation starter, meant to further stimulate our creative interchange.

STORYTELLING & STAGING

HEALTHY LOOKS GOOD

In a sun kissed, modern living room we find Patty, diabetes sufferer. Despite the fresh sheath of light from the nearby window that caresses her profile, we can still sense her discomfort. This is a woman who has always cared about herself and her surroundings. From the well-thought out green and gold-toned interior design of her home, to her modestly fashionable dress, we know that Patty has an eye for detail and a preference for quality. In fact, these high personal standards initially made her diabetes diagnosis all that much more devastating.

Cut to her feet, we note that her toes are tightly clenched, now a second nature position. For the first time, we hear her matter of fact statement about her recurring diabetes symptom.

Patty: With diabetes, having dry, cracked feet isn't just a skin issue.

We cut in to her sincere expression as she continues.

Patty: It's a health issue.

From the gravitas in her voice, we can imagine that Patty's diabetes and its related symptoms have greatly curtailed her quality of life. Here is a woman who no doubt lived with a zest for the outdoors, hiking and going on long runs. Now, however, reveling in running her toes through the moist sands at water's edge is a mere distant, almost painful memory.

We cut to our first pack shot. The Gold Bond sits elegantly on an airy, bathroom counter. The bathroom's eggshell blue walls form a perfect complement to the light golden counter on which the Gold Bond Diabetic Skin Relief sits. Just at the edge of frame, we get a hint of a bathtub filling with water. Soft light dances on the water in the tub and reflects off of the Gold Bond bottle.

We think about Patty's new ritual. She might enjoy a relaxing warm bath, then take her time applying the cream to her water-moistened feet.

VO: Gold Bond Diabetic's Dry Skin Relief...

Then in a smooth, easy montage, we see the Gold Bond Diabetic Skin Relief applied to our models' arms, hands and legs and feet.

VO: ...for long-lasting moisturization...

Cutting in close, we see a smooth, hydrated pair of legs and feet, post Gold Bond's application.

VO...90% saw noticeable improvement.

A gentle hand caresses her heel, now alleviated of all dryness.

VO... in one hour.

A new, perkier Patty completes her rapport with us.

Patty: Healthy looks good.

ALTERNATIVE ENDINGS:

Here I would like to suggest some alternative, more energetically engaged endings, in which we stage Patty now more in command of her life and her domain. These are just a few initial thoughts, all meant to leave a greater visual imprint of Patty's newfound empowerment. The bottom line: Vibrancy on the move.

- Let's talk about having Patty seated in center-frame in the middle of her sofa. Arms outstretched across the top of the couch, we catch her just as she is about to casually cross her barefoot legs on her glass coffee table. She looks to camera and delivers, *"Healthy looks good."*
- Or perhaps as in the enclosed image, she now lays across the couch, gently kicks off one of her sandals and turns to lens, *"Healthy looks good."*
- Patty gently rubs her renewed feet, and then casually, *"Healthy looks good."* She emits a small, relieved, intimate chuckle.

We close on the pack shot, in Patty's blue and gold-themed bathroom, featuring the product in all sizes.

VO: Gold Bond Diabetic's Skin Relief. Ultimate Lotion. Ultimate Skin.

ITCH CYCLE

Forming a sharp contrast to the relaxed, sun-washed bay window in which we find her, is Eliza's pained expression. A powerful, slightly transparent modern animated graphic circle seems to imprison her. She gently rubs her neck, gingerly attempting to alleviate her pain, while not further aggravating her raw skin.

We cut in to her rubbing a sensitive patch on her tender shoulder.

Eliza: Eczema is exhausting.

She seems to almost succumb to the tedious, painful, recurring absurdity of it all.

Eliza: The itching, the scratching, it's endless!

We cut to Eliza's source of relief, Gold Bond's Eczema Relief Cream. Dappled, golden light flits in through a gauzy, peach-colored curtain. Here, at midday, in this generous modern bathroom, we find the Eczema Cream on a wicker chair next to the bathtub.

VO: Gold Bond Eczema Relief Cream breaks the cycle...

In a series of complementary graphic cards, the benefits of Gold Bond are detailed.

VO: relieving 5 frustrating symptoms of eczema.

In close-up we see her delicately rub a swath of the eczema cream into her affected shoulder.

VO: With 2 times the colloidal oatmeal.

A moment later, we find a relieved, completely empowered Eliza, filled with the vigor to face all of life's major and minor challenges.

Eliza: So much better.

ALTERNATIVE ENDINGS:

- I would love to see Eliza in her garden, clipping an American Beauty Rose. As she inhales its fragrance, she delivers, "*So much better.*"
- Maybe Eliza's on her way out the door. Dressed in open-toed sandals, she tosses her purse over her previously irritated shoulder, opens her front door, turns back to camera and just tosses, "*so much better*" over her shoulder to the audience.

We return to Eliza's airy bathroom, to close on the pack shot, the product in close-up.

VO: Gold Bond Eczema Relief. Ultimate Lotion. Ultimate Skin.

A NOTE ON GRAPHICS:

As we discussed in the call, I would love to see the graphics with a more modern, Apple/iOS 8 feel. Perhaps we might just use writing, not the tight circle.

One additional note: I feel as the spot works just as well without the closing "Soothe/Relief" graphic.

NECK EMPOWERMENT

We open on a montage of women proudly revealing their necks. We can imagine that every one of these women have read Nora Ephron's novel, "I Feel Bad About My Neck" and chuckled to themselves at her honest account of the aging process.

Today however, they have accomplished a level of freedom and comfort that Nora only dreamed about.

Over an anthemic, upbeat score, a woman in her early 50s almost cheekily pokes her head through her V-neck sweater. An easy breeze rustling in the trees seems to capture her spirit and starts to play with the hair around her face.

Woman VO: V-necks on!

Confidently striding down a walkway in a park, another 43-year old whips off her drab silk scarf.

Woman VO: ... Scarves off.

We cut to the product shot, introducing the New Gold Bond Neck and Chest Cream. Imbued with the same confidence as our heroines, it sits on a weathered, wooden table next to an ivory bathroom sink. Shot with a shallow depth of field, we catch a hint of the greater outdoors peeking in through a nearby window.

Woman VO: New Gold Bond Neck and Chest Cream is here.

We witness a carefree montage of satisfied, smiling women applying the cream.

One African-American woman infuses her neck with her Gold Bond in her light-blue toned bathroom.

Woman VO: Increases elasticity and smoothness.

Seated at the edge of her bed, a slightly greying blond in her late 40s shows visible signs of contentment, as she rubs the lotion into her upper chest.

Woman VO: 97% had improved firmness in 2 weeks.

Now dressed for a romantic night out, a woman in her early 50s proudly dons a necklace to showcase her smooth, wrinkle-free décolletage.

She almost winks to camera, "Love it."

ALTERNATIVE ENDINGS:

- A woman in her early 50s enjoys a Sunday drive in a convertible. Seated in the passenger seat, she unabashedly allows the wind to blow through the first few open buttons on her blouse. She turns to camera, *"Love it."*
- In her bathroom mirror, getting ready for her busy day, a woman in her late 40s, unbuttons yet another button on her blouse. Her casual attitude lets us know that her action is a mere afterthought. She smiles to camera, *"Love it."*

We close on the product shot and tag. The Gold Bond Neck and Chest Cream majestically basks in the sunlight, as it sits on the weathered wooden chair in an ivory and gold-toned modern bathroom.

VO: New Gold Bond Neck and Chest Cream. In the Body Lotion aisle.

SUPER: Ultimate Lotion. Ultimate Skin.

SHOW OFF

We open on Christine, a woman in motion, as she enjoys an energetic walk in the park. From her expression, we know that she's keeping a little secret. Without breaking stride, she addresses us.

Christine: I used to show off my scarf.

We punch in a bit tighter as she whips off her silken scarf. It catches flight and drifts out of sight.

Christine: Now I show off my neck.

We introduce the Gold Bond solution. A product shot of Gold Bond Head and Neck Cream. The product's purple tones form a perfect complement to Christine's gold and ivory toned skin. Late afternoon golden light infuses the bathroom with a timeless halo.

We shift into an intimate montage of satisfied women applying their Gold Bond in different situations and domestic spaces.

Under bluish, morning light, a shy African-American woman rubs the cream into her neck.

Woman VO: Increases elasticity and smoothness.

At just about midday, a blond in her late 40s shows visible signs of fulfillment.

Woman VO: 97% had improved firmness in 2 weeks.

Back with a renewed, fully empowered Christine, she now proudly sports a trendy ath-leisure v-neck t-shirt.

Christine: Back to V-necks.

ALTERNATIVE ENDING:

- Christine, dressed in her v-neck tennis whites dashes into her car, tennis bag in hand.

We close on the product shot and tag. The Gold Bond Neck and Chest Cream is staged in afternoon light in Christine's crisp, Spartan gold and ivory-themed bathroom.

VO: New Gold Bond Neck and Chest Cream. In the Body Lotion aisle.

SUPER: Ultimate Lotion. Ultimate Skin.

MOMENT OF DISCOVERY

Today will present one of life's turning points for Corinne. No, she's not graduating college, or giving birth to her first child. Nevertheless, today represents a key rite of passage for her and all women. Today is the day that she knows that her battle against the aging process must kick into high gear. There is no shame, just a calm, prosaic realization that time is no longer on her side. Her weapon in the fight: Gold Bond Dark Spot Minimizing Cream.

Over subtle piano strains, we open innocuously enough. In the midst of her quiet, personal morning ritual, Corinne spots something on her forearm that has never entered her visual consciousness before. Dressed in her camisole, we see her navy suit jacket resting on a chair at the edge of the frame.

VO: One day it appears.

Corinne leans in closer, then closer still. In the sudden silence we know that she is experiencing mild feelings of dread.

Corinne to herself: Is that?

VO: A dark spot?

We introduce the Gold Bond solution, a product shot of New Gold Bond Dark Spot Minimizing Cream. It rests next to her bedroom mirror. The product's purple and gold tone juxtapose nicely against the room and mirror's wooden tones.

VO: NEW Gold Bond Dark Spot Minimizing Cream...

In close-up we see the product being applied to a dark spot on Corinne's forearm.

VO: Targeted treatment helps fade...

We widen out slightly to see more of Corinne in her relaxed, warm-toned bedroom.

VO: ... and even the look of dark spots.

Back with a fully empowered Corinne, we find her with an almost bemused expression. Her secretive, satisfied smile and posture lets us know that she has uncovered a key tool in her arsenal against time.

VO: Visible results begin in 4 weeks.

We push in tighter on Corinne to take in her bright eyes and broad, charismatic smile.

Corinne: That's better.

ALTERNATIVE ENDINGS:

- We see Corinne, now dressed in her work suit, pushing open the glass door to her office. She turns to us and delivers, *"That's better."*
- Professionally dressed, Corinne hails a cab and hops in. She turn to us, *"That's better."*

We close on the product shot and tag. The Gold Bond for Dark Spots sits center frame on Corinne's vanity mirror.

VO: New Gold Bond for Dark Spots. In the Body Lotion aisle.

SUPER: Ultimate Lotion. Ultimate Skin.

MINIMIZE/ MAXIMIZE

On a rosy, sun-splashed day, we open on a softly focused shot of Sharon, looking at her arm in a subtle combination of dismay and puzzlement.

VO: Time to minimize dark spots

We rack focus and sharpen on beautiful, radiant Sharon, seated on a lakeside bench.

VO: and maximize you.

We cut to a dynamic product shot. Situated on Sharon's nightstand in her wintergreen and ecru toned bathroom, midday light seems to form a subtle aura around the bottle.

VO: New Gold Bond Dark Spot Minimizing Cream.

In close-up we see the product being applied to a dark spot on a model's forearm.

VO: Targeted treatment helps fade...

We widen out slightly to see more of our model in her relaxed, bathroom environment.

VO: ... and even the look of dark spots.

Cutting to a vibrant graphic, we see the number 4 emerge from the grid.

VO: Visible results begin in 4 weeks.

We cut to the product sequence, where we find the New Gold Bond for Dark Spots sitting on the edge Sharon's light-yellow themed bathroom's sink.

VO: New Gold Bond for Dark Spots. In the body lotion aisle.

SUPER: Ultimate lotion. Ultimate skin.

CASTING

All the women in our ensemble should be able to genuinely embody the empowerment that Gold Bond products provide.

These are women who are beautiful and aging gracefully. Though not slick, glossy super models, they definitely still turn heads.

In terms of their personality, they should come across as approachable, honest and relatable. They should remind our audience of a close friend or an aunt. We can imagine that they live full, multi-faceted lives. Patty and Eliza our diabetes and eczema sufferers, are women who are determined that their quality of life only be marginally impeded by their ailments.

LOOK & FEEL

We are looking to visually epitomize these women's newfound freedom. For this reason, these stories virtually call out for a highly subjective handheld lensing. We should situate our ensemble in the most natural, organic environments. It should feel as though these women are "at home" in these spaces. Art direction, color and light will enhance each and every narrative. Overall, we would lean towards a more summery, Hamptons-ish palette.

Let's take for example, diabetes sufferer, Patty. Her living room, and specifically her sofa must feel as though it were her personal refuge. This is a space that she can retreat to when her diabetes symptoms are almost overwhelming. Nevertheless, it cannot feel claustrophobic. This must be a breathing space filled with light.

Meanwhile, Corinne's feminine figure might be kissed by a sun flare, as she inspects herself in her bathroom mirror.

Our graphics and product sequence must also seamlessly and holistically complement the live action portions.

SOUND DESIGN

Each individual spot should have its own unique sound palette. Our sound design must function to add yet another layer of depth and intensity to the narrative. Every audible moment should feel as real and native to the environment as possible. I would look to taking full advantage of organic sounds found in these bed and bathroom environments. In some sequences we might layer in the sound of running water, or the sound of tree branches rustling just outside a window.

IN CLOSING

Once again, thank you for inviting me to put my thoughts on paper. I am confident that a creative collaboration between myself and your team will be able to fully elevate these boards.