



Kleenex

2 Heros, 2 scene swaps, 2 text swaps, reformatats

4:5

9:16

Summary

Must-haves

- Logo on screen throughout
- Swaps
- Be on brand

CTA

- Nosebleeds: “Say goodbye to snot bubbles”
- Bubbles: “Take on unpleasant surprises”

Hero A - Nosebleeds

Hero Concept 01

Benefits/Key Messaging Description:

- Make it Meta friendly
- Fun
- Add logo all the way

Hero B - Bubble

Hero Concept 02

Benefits/Key Messaging Description:

- Make it Meta friendly
- Fun
- Add logo all the way

Concept 01

—

Hero A Nosebleeds



Concept 01 Storyboard

1



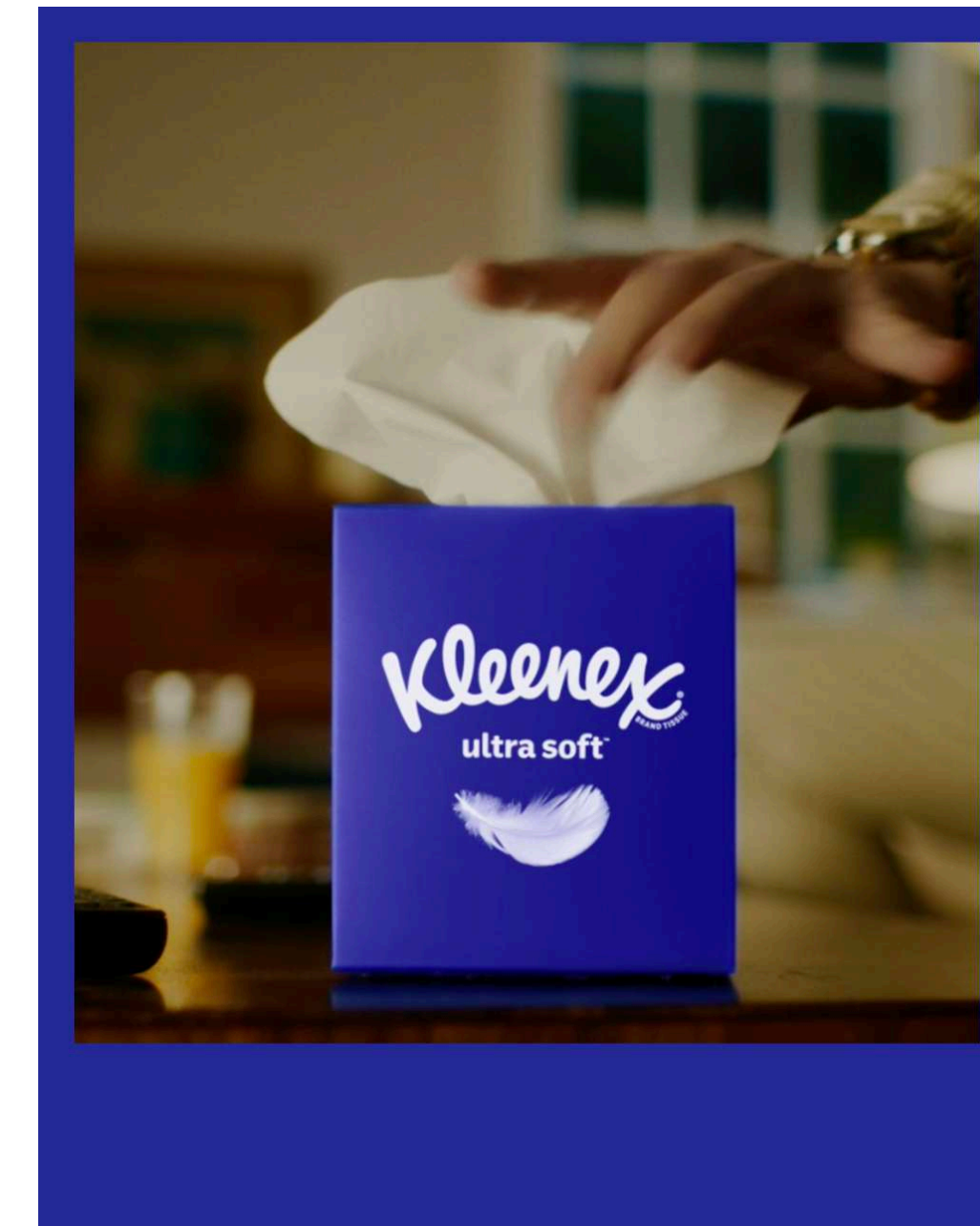
We keep the video as it is, but we optimize so that we see the brand sooner. The blue frame is already in scene, the Kleenex box is already there, but gives little jumps through the whole video to catch the viewer's attention. The text passes from left to right through the whole video. The text path is a curved line.

2



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3



The package of Kleenex jumps out of the scene to the right as if it was a little character in the moment that we see the actual package.

4



The blue frame disappears making itself bigger, we see the scene as it is.

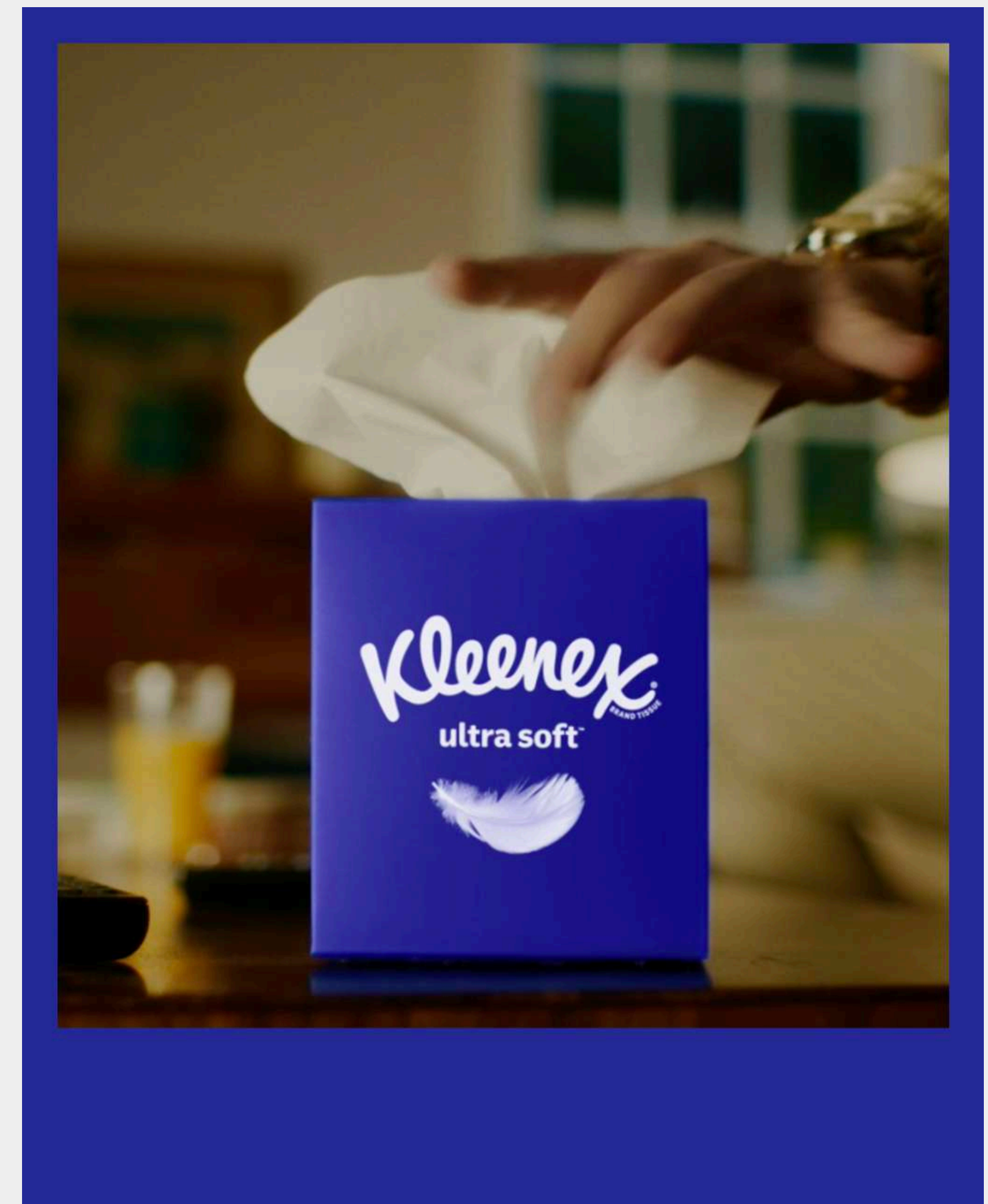
Concept 01

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Variation Hero A

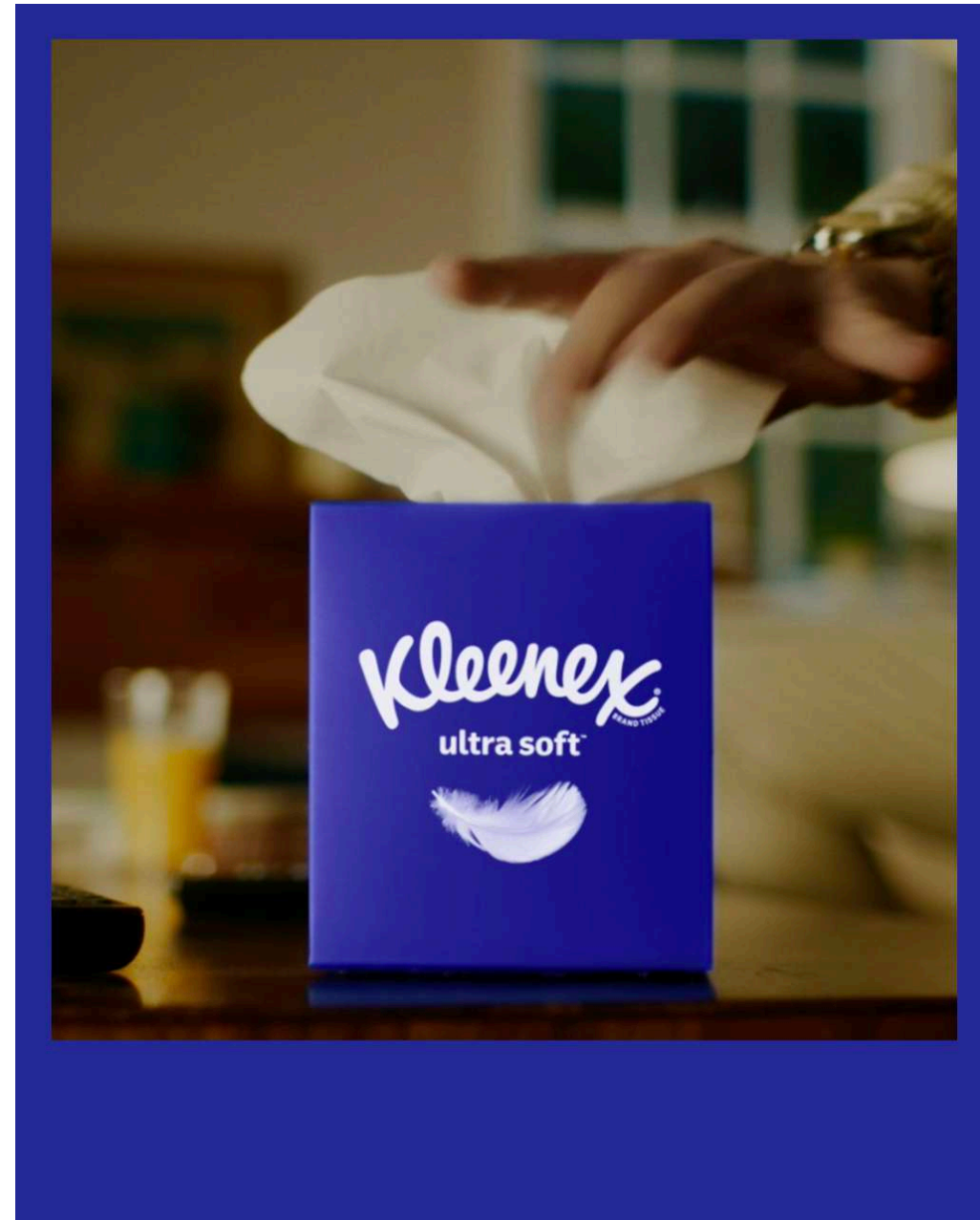
Nosebleeds

-First scene swap-



Concept 01 Storyboard

1



The blue frame is appears in scene by reducing its size, the Kleenex box is already there.

2



The Kleenex blue box goes into the lower right side of the scene. It gives little jumps through the whole video to catch the viewer's attention. The text passes from left to right through the whole video. The text path is a curved line.

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Concept 01

—

Variation Hero A

Nosebleeds

-Text swap-



Concept 01 Storyboard

1



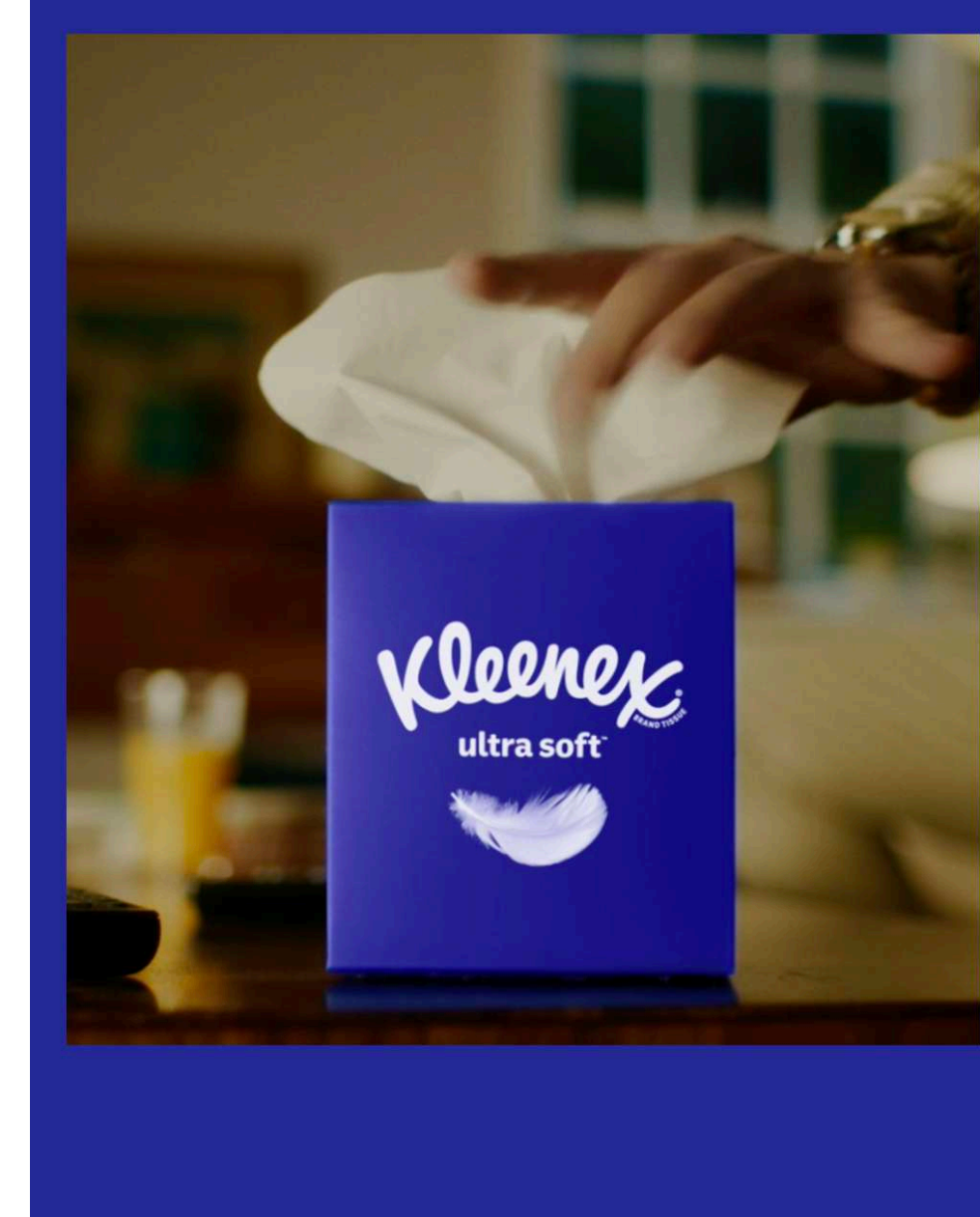
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Concept 02

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Hero B Bubbles



Concept 02 Storyboard

1



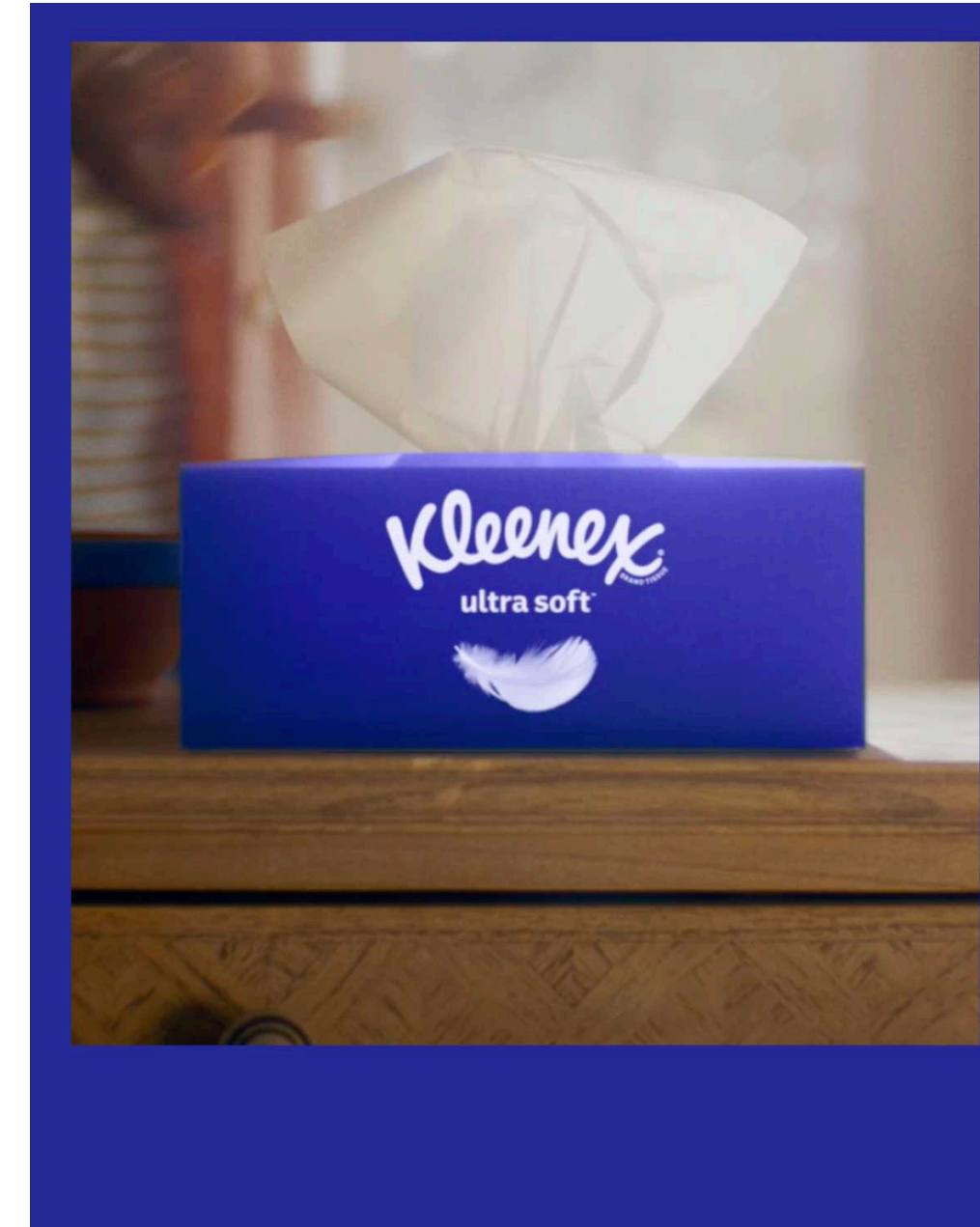
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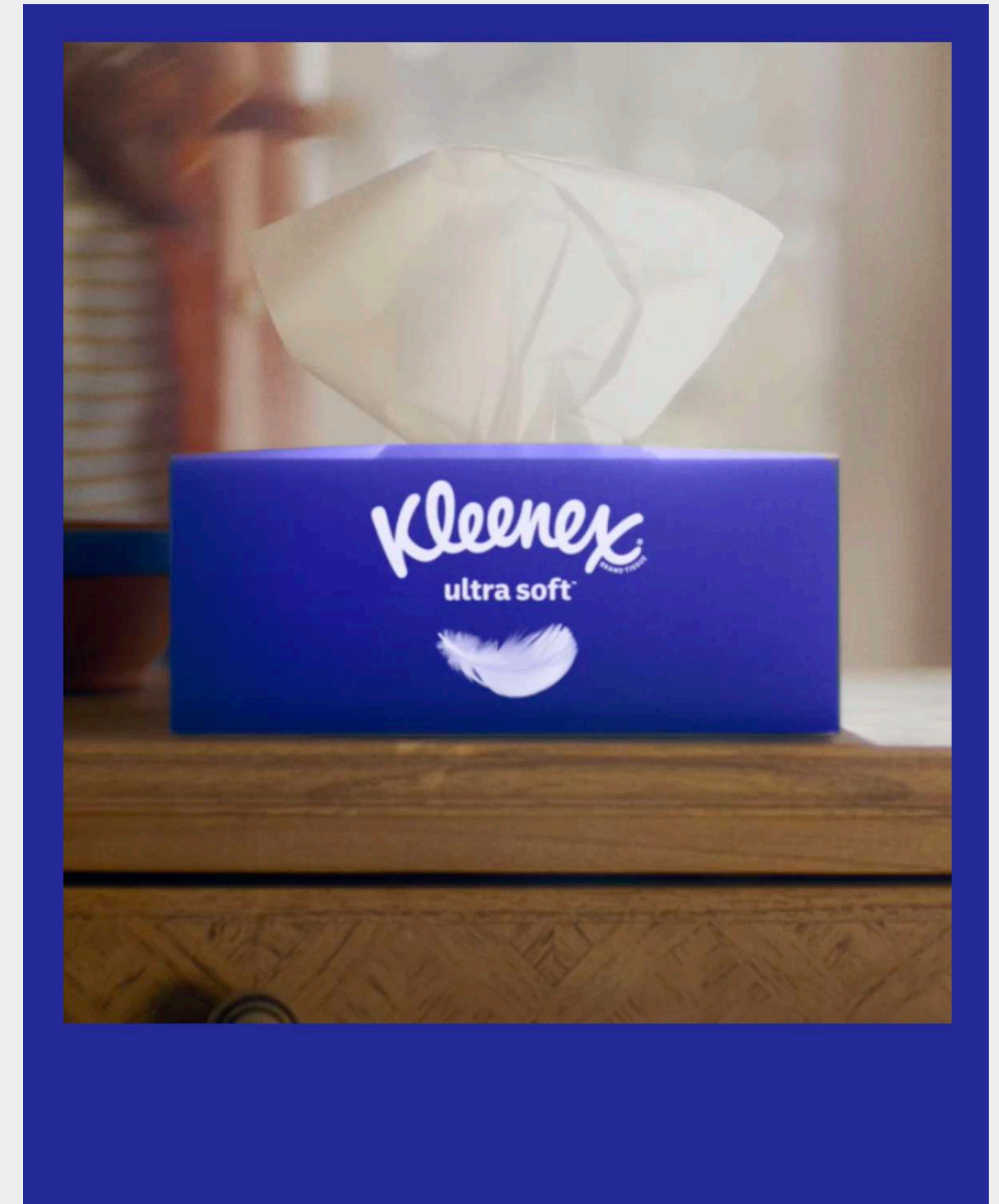
Concept 02

—

Variation Hero B

Bubbles

-First scene swap-



Concept 01 Storyboard

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Concept 02

—

Variation Hero B

Nosebleeds

-Text swap-



Concept 02 Storyboard

1



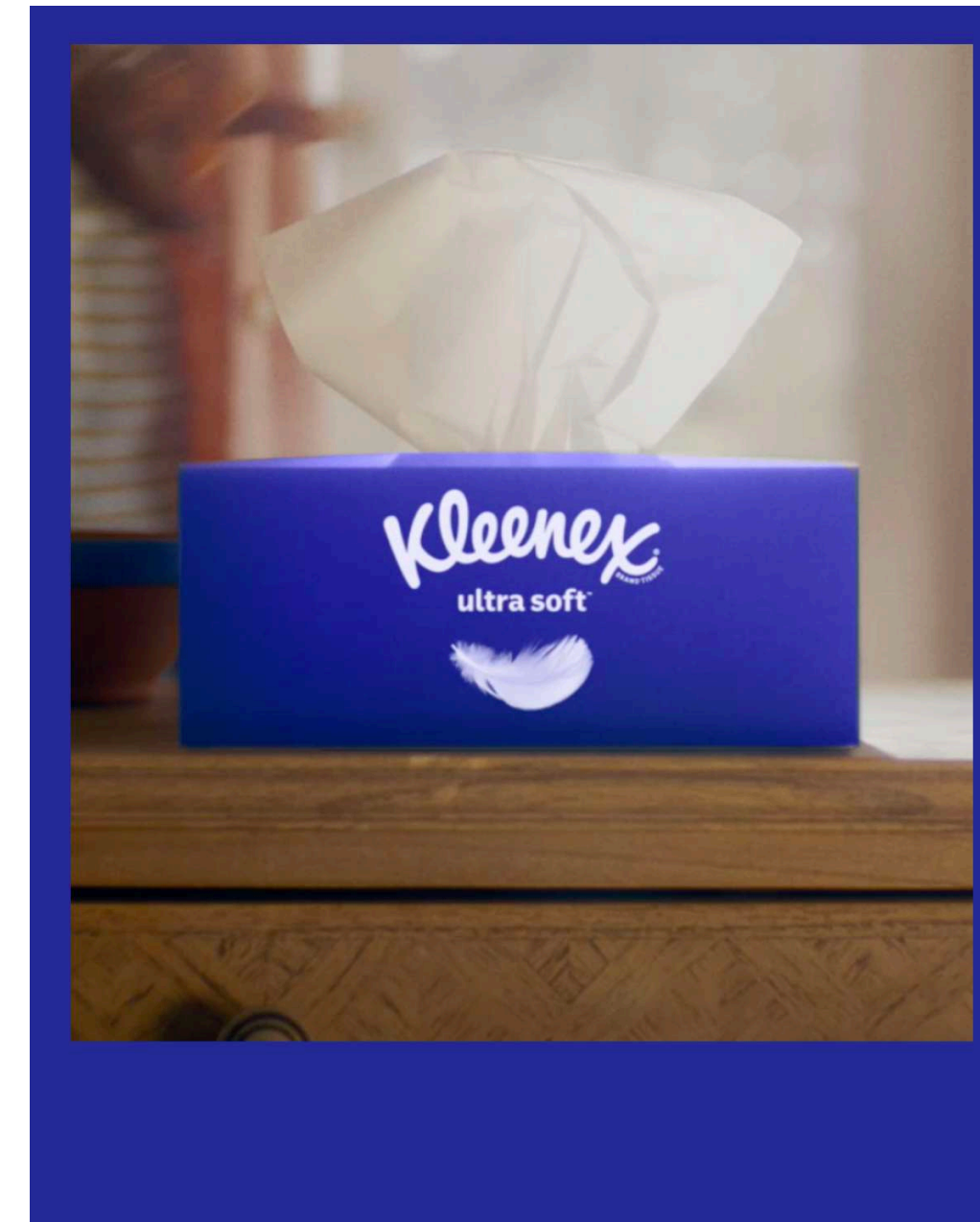
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