

## BRAND LINKS

[Website](#)

[Facebook](#)

[Instagram](#)

[YouTube](#)

## OUTPUTS

	Concept	Format	Duration
1	Waterproof	9:16	8 seconds or less
2	Comfort	9:16	8 seconds or less
3	Combined	9:16	8 seconds or less

## DIRECTION

The overall tone and feeling for motion and music should be **bold, cool, and fun** in a **stop motion style**.

Use your best creative problem solving and motion expertise to elevate the designs.

If motion suggested in the Scripts isn't working well, do what looks the coolest/best.

WATERPROOF

1

2

3

4



Stop motion style.

Utilize all design elements to bring bold, fun motion and visual interest to the designs.

Product bounces down into frame from the top as the bottom 3 elements come into frame.

Background water pattern shifts around throughout each scene.

PSD:

VidMob\_BandAid\_Hero1\_Waterproof\_1080x1920\_v3.psd

Product plops down and wobbles. Splash marks animate in. Pool floaties sway. Text reveals from behind the product after it drops down.

Text animates in.

Text and logo animates in. Pool elements animate in like the rest of the frames.

COMFORT

1

2

3



Stop motion style.

Utilize all design elements to bring bold, fun motion and visual interest to the designs.

Background texture shifts around throughout each scene.

PSD:

VidMob\_BandAid\_Hero2\_Comfort\_1080x1920\_v3.psd

Product quickly shifts through these 3 angles.

Red and purple transition in a cool direction. (Doesn't have to be vertically.)

Text animates in line by line.

Products and emojis animate in and shift side to side in the area.

Text animates in line by line.

Products and emojis animate in and shift side to side in the area

4



Text animates in with logo along with product and emojis.

COMBINED

1

2

3

4

5



Stop motion style.

Utilize all design elements to bring bold, fun motion and visual interest to the designs.

Background texture shifts around throughout each scene.

Product rises from the bottom.

PSD:

VidMob\_BandAid\_Hero3\_Combined\_1080x1920\_v3.psd

Product and beach elements rise up and text animates in line by line. Burst lines pulse/shift.

Product and beach elements rise up and text animates in line by line. Burst lines pulse/shift.

Dark blue and beach elements transition down and clouds rise and pan.

Product rises up and floats. Text animates in line by line. Burst lines pulse/shift.

Product rises and floats. Clouds pan. Text animates in. Burst lines pulse/shift.