

Bref WC SVR 2.0
TVC “Freshness Squeezer”

This new campaign represents is an entirely new, exciting direction for Bref. Whereas in the past, Bref used one hero to tell its story, now it uses a married couple's inherent chemistry and somewhat playful interaction to tell a far more dynamic story.

It is the casual, domestic interaction between this likeable couple that makes our story truly relatable. The new campaign uses the classic, comedic storytelling contrast of a husband who invents a complicated contraption to freshen his toilet. We can imagine that he has spent many hours measure at a drafting table, thinking about how to best construct a self-made lemon squeezer.

Meanwhile, his wife is already kilometers ahead of him. Armed with the Bref Freshness Boost's explosion of clean, crisp, refreshing fragrance, the scent of their bathroom is quickly transformed. Her new Bref Power Active simplifies their life, by providing the same powerful freshness as dozens of lemons.

This campaign will hinge on the both the authenticity of the emotions and comedic, loving chemistry between our couple, and a realistic, handmade-feeling lemon squeezer.

Their bathroom must not have a staged, sterile feeling, but feel quite lived in. It should have a cinematic quality to it, with an organic feeling that you often find in movies.

It is great news that Henkel wants to open a new chapter for Bref and I would love to be involved in such an important step. This whole new feeling of a married couple's joint energy, when compared to Bref's earlier solo protagonists makes these films far more engaging and relatable. Starting on the next page you will find my director's interpretation in greater detail..

STORYLINE

We follow a likable young woman, through the door into a cozy bathroom. Over her shoulder, we see a likable man in work clothes putting the proud final touches on a do-it-yourself project in the bathroom. We are not quite sure what he is building at this point.

A moment later, we see the curious expression on her face, as she looks at the amazing construction above the toilet, which is filled with plenty of lemons.

Her husband proudly rises to present his innovative lemon-toilet contraption.

MAN: Tadaa....

With a subtle flourish, he joyfully pushes a button to activate his machine together with the toilet flush.

Some wheels in the machine start turning.

MAN: ...Now every flush...

Some lemons roll inside the machine, get cut and squeezed by the turning wheels and finally the extracted juice pours inside the toilet. Occasionally, one lemon slips off the top of the machine and lands on the floor next to the toilet.

MAN:provides intense freshness.

The woman looks speechless at the machine - with an amused smile in her face. We can tell from her face that this isn't the first time her husband has invented a domestic solution. The man smiles excited – it works!

This opening scene will show with whom we are dealing: two opposed characters, an easy-going combo with a great sense of humour and a deep connection to each other. I plan to shoot this scene from different camera angles with an organic feel of feature film cinematography, to create a seamless flow of authentic interaction. Also an intercut of a close-up of the machine with its self-made elements will underline the man's character.

WOMAN: "Great..."

The woman says, overpraising him ironically. She carries on and casually throws the Bref pack to him in a way that feels very easy-going.

WOMAN: "...but Bref has an easier way."

To strengthen (reinforce) this feeling of easiness we go close and we see the flying Bref pack in a beautiful backlight. This moment will be shot in slomotion and it will mark the turning point in our story.

Next we see the man holding the Bref pack. Obviously he's amazed about this simple solution.

MVO:

"New generation Bref Power Active

Cut to the demo:

The fragrance boost icon pops out and the halved ball turns slowly towards the camera.

MVO: With a Fragrance Boost core ...

Tons of lemons rush in from all sides and inside the core until it almost seems to burst. The core glows and boils powerful like magma.

MVO: ... filled with 40% more scent!

Cut into the toilet bowl with the product under the rim. A flush hits the product and activates some lemon slices and foam

MVO: For cleanliness ...

Next we see how the balls become smaller. An inserted counter displays the amount of flushes. Despite of becoming smaller, the balls emit foam and lemons constantly.

MVO: ... and intense freshness ...

As soon as the outer layer is gone, we switch to slow motion and go close: the glowing core activates its whole power and tons of lemons shoot out.

Cut to the last flush: Even the tiny balls are strong. Cleaning foam covers the water in the toilet and a lot of lemons fly up and spread in the room. A glow runs through the toilet bowl.

MVO:... until the last flush.”

A few days later, we are back in the couple's bathroom. The man, now in a casual dress inhales deeply and is very impressed by the lasting, fresh lemon scent. As he turns around to enjoy the clean, fragrant air, his wife enters the bathroom (in a different dress). Still enjoying the Fragrance Burst, he says,

MAN: “Wow!

His wife mistakenly assumes that his „wow“ refers to her entrance. She snuggles up to him with an easy smile. The man turns his head toward her, a bit surprised. She proudly says:

WOMAN: ”Thanks!”

We close on the pack shot. The Bref pack and product sit majestically on the toilet lid. It is awash in beautiful back lighting that flatters the pack's attractive and modern design. We gently track in to a tighter shot on the Bref logo.

MVO:

”New Bref Power Active with Fragrance Boost.”

CAST

At the heart of the film are our protagonists. So it goes without saying -- We need great actors! They are a cute, relatable modern couple who enjoy their life together but who couldn't differ from each other more.

These new permanent protagonists are interesting characters. What first drew him to her was her sense of pragmatism and love of simple, pure things. She, on the other hand was, and still is, attracted to quirky sense of humor and ingenuity. They represent remarkable, everyday folk who are very reliable and natural onscreen and who are sympathetic and instantly likeable.

The way they look is important. They are attractive, in a simple, non-modelesque way. But even more important is the way they are - how they move, gesture and natural body language. Their performances should have a very natural feel and should be filled with subtle reactions and actions - the kind of unscripted, brilliant moments you can only get when people are free and just being themselves.

We are not casting two individuals but a duo.

Their active chemistry is the basis for our films. This means that in our casting sessions, we need to have our characters together to see them interact as a modern couple. They should feel like someone you already know or perhaps like someone you'd like to know.

Actors love to play scenes like this! I intend to give them the space to improvise with the script. In this manner, we will get the most natural and credible way of embodying the story. For this reason I would incorporate script-based staging and improvisation techniques during the shooting. As a result, we will harvest some great unscripted and authentic moments.

MAN
(mid 30s)

Our man is relaxed and has sweet face, with a bit of boyish energy. Building is his passion. He's an expert at fixing things, and spends hours looking at do-it-yourself magazines. If anything breaks in the house, he will either fix it, or think of an ingenious, do-it-yourself solution, to improve on the initial design and purpose. Likeable, in a casual easygoing way, his great smile is instantly infectious.

When he first thought about his toilet dilemma, he might have gone to a nearby hardware store, drawings in hand, and explained his unique, innovative idea to his favorite salesman. Together they found the right set of materials to solve this common household situation.

When we first meet our husband, he is dressed like a handyman with a flannel, checked work shirt and worn trousers. Though not dirty, we can tell that these worn in trousers are the ones that he feels most comfortable wearing for do-it-yourself projects. Around his waist is a simple tool belt with a basic tape measure, wrench and screwdriver. He's tucked a pencil behind his ear for easy access.

Later when we see him at our conclusion, he is casually dressed in an oxford and khakis, ready to head out for the day.

WOMAN
(early 30s)

Our wife is smart in a relaxed sort of way. Though open-minded, she is always aware that her beloved husband sometimes "overthinks" household problems. Her spirited smile conveys a sense of loving irony at her husband's antics.

We need to find an actress who is believable, warm and approachable, and of course with a great smile. There is a sense about her that is contemporary. She conveys this not so much by her wardrobe or hairstyle, but by her personality

She is the opposite of her handyman spouse. Where he finds the most complicated way to solve household problems, she's always thinking about speed, ease and convenience.

As she walks into the bathroom, our wife is dressed stylishly, but casually in jeans, sneakers and a few brightly colored accessories.

At the end of our film, she might wear a spring dress in colors that complement the Bref palette.

LOCATION & ART DIRECTION

The setting of our film will be an extension of the new Bref personality. Our cozy, family bathroom must feel like a part of a real functioning household. This is not a sterile, sparkling stylish space that comes off feeling like a showroom. It has life and shows this modern couple's style.

Specifically, in terms of design, I imagine a window through which we can get a hint of the greenery and trees outside.

Through the bathroom door we would be able to catch a glimpse of the rest of their European-style house or flat. It is of average size with a contemporary, tasteful interior.

For our art direction, it is important that we give particular attention to personal props and styling. Our location has to be one that is universally recognizable across several countries. Here we can set subtle highlights, add nuances and give our characters the finishing touch.

LOOK & FEEL

This film must feel personal and emotional. It should be naturally lit, with premium, feature filmic cinematography. I envision a lovely warmth of light that is very flattering for our cast, while at the same time feels completely natural - like afternoon light spilling in from outside and filling the room with a lovely ambience. I would find simple but fascinating camera angles to give the pictures depth and to make the environment tangible.

The story will be told with a simple approach of elegant camerawork and strong compositional framing that focuses us on the characters and their interactions. It should have the feeling of a hand held camera, even though gentle dolly movements will draw us deeper into the characters without drawing attention to the camerawork.

LEMON SQUEEZER & PINE PRESS

These key props should serve two functions. First, the lemon squeezer and pine press, will function as a bit of a product teaser. We will know within the first few seconds that our man's goal is a fresh smelling bathroom. So we can think of this first few moments, as the "pre-demo" portion of the film.

In addition, these contraptions should provide a picture of our man's character. Not too perfect, but sincerely going about its mission. This is something that could actually exist in real life. ... hand-made but technically skilled and ... In fact some imitator might even try to copy the design.

It would be hand-made and work on set. Built with different things found in the household and in a building center but used for purposes other than originally intended. It should be a bit bulky and slightly awkward.

One quick note about our Pine Press – it should look more like a shredder. We should get the sense our hero took his inspiration from a lumberyard's wood chipper.

FINALLY

These are my initial ideas for this charming couple's story. I hope I was able to give you a small glimpse into the way I see this film. Please feel free to call me anytime if you have any questions or comments.

Thank you