

# Choobs

"Look Good, Do Good"  
Brand Video





## PURPOSE

To increase social media interaction between Choobs and its followers through increased brand awareness that shows what a shopping experience with Choobs looks like.



## DELIVERABLES

- One 1.5 minute Brand Video
- Two 15-second Social Media Ad Videos



# TARGET AUDIENCE

Socially conscious and intentional consumers living in urban areas.

People who primarily identify as female between age 22 and 40.

This audience will be reached by sharing the project videos organically on the Choobs website, YouTube, and social media.



# KEYWORDS

## LOVE

Choobs' end goal is love. Love for self, love for others, love for doing good in the world. When you give love, you get love. We'll visually bring to life this fulfillment.

## EMPOWER

Choobs empowers consumers by directly connecting them to brands that are doing good and giving back. We'll leave viewers feeling empowered and ready to take action.

## IMPACT

Every purchase through Choobs makes an impact. We'll show these real-life impacts and leave viewers ready to go out and make their own impactful purchases.

# OUR APPROACH

For the main video, we'll take a narrative, story-driven approach in which we'll follow our fictional main character as she expands her conscious, intentional lifestyle to include her wardrobe purchases. We'll make a point of showing how her new lifestyle brings her and others around her fulfillment.

We'll cast several actors (main and background) and film in multiple locations (indoor/outdoor) over the course of one production day.

The story will be told visually (through imagery and on screen text/graphics) and musically (without spoken dialogue or voice over). The action of the piece will be fully scripted, and a virtual audition session will be held from which the Choobs and Talus team will cast actors.

In keeping with the same style as our main video, the short video ads will be comprised of key moments from the brand film and focus on the impact Choobs' purchases have out in the world.





# THE STORY

Our story follows a young woman as she arrives home from a grocery store, arms laden with reusable grocery bags filled with produce and healthy food. On her walk, she passes a couple and watches another person get into their car and drive away. They are all wearing similar beige outfits. She looks down at her own outfit to realize it's also matching beige. She sighs, frustrated.

She enters her apartment and heaves the groceries and her purse onto the kitchen counter. We see something glowing by her purse, but it's covered by the groceries. As she unpacks the bags, it becomes more and more visible. She notices this and picks up her purse. The glowing graphic reads, "proceeds went to providing tuition fees to underprivileged girls".

She looks down at her beige outfit and back at her purse. She smiles.

Next, we see the young woman sitting on her couch eating a salad lunch while navigating and beginning to shop on the Choobs website.



# THE STORY

We hear the doorbell ring and see a stack of Choobs boxes outside her door. Our young woman grabs them and brings them inside.

We see a montage of her pulling clothing and accessories from their boxes and trying them on. A glowing graphic accompanies each item stating its impact. The clothes are bright and colorful - quite different from the beige outfits from before.

We see our young woman ready to go out for a run in her new, colorful Choobs apparel. She smiles at herself in the mirror, clearly filled with joy.

As she exits her building, she holds the door open for a person absorbed in his phone and wearing a beige outfit. He doesn't bother to thank her.



# THE STORY

Next, we see our young woman post-run checking her pulse and leaning against a park bench. As she looks over her shoulder, she see a man near a trash can. There is litter strewn all over the ground, and the man is stooping to pick it up.

She notices a glowing graphic near him that states, “proceeds went to increasing workers salaries and ensuring a living wage for them.” She crosses to join him in picking up the litter. They smile at each other as they continue their work.

The following appears on screen:  
“Choobs. Look Good, Do Good.”

# OUR CHARACTERS

## YOUNG WOMAN

Our main character is a young woman (approx 25 - 35). She lives in an urban setting and has worked hard in her career. We see her transform from someone who is not fully fulfilled in her life to someone filled with love, joy, and empowerment in living a truly intentional life with Choobs help.

## BEIGE OUTFIT PEOPLE

Throughout, our main character will encounter several people dressed in beige outfits. These folks represent the many people we encounter on a daily basis who don't think about living intentional, conscious lives.

## FELLOW CHOOPS CUSTOMER

This character also lives in the city and cares about living an intentional, socially responsible life and makes purchases via Choobs. They help our main character realize she's not alone and shows her yet another way to make an impact in the world right around her.





## THE LOOK

The visual approach to this piece will be clean, polished, cinematic, bright, and authentic. Nothing will look fake or staged.

The visuals of the piece will help the audience feel close and connected to our main character. They'll be able to see themselves in her because she seems like a real person to them. She's accessible which will then in turn mean that Choobs apparel is accessible to them.

Real clothes, worn by real people, making real impacts.

# VISUAL INSPIRATION



## COCA COLA - BROTHERLY LOVE

We love this ad for its visual storytelling and music - it doesn't rely on voice over or dialogue, just as our piece won't. The way it's shot (look and feel) and the pacing is also what we'll be aiming for.



## DOLCE & GABBANA FALL WINTER 2019/20

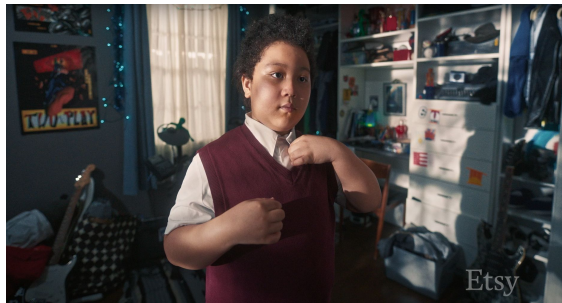
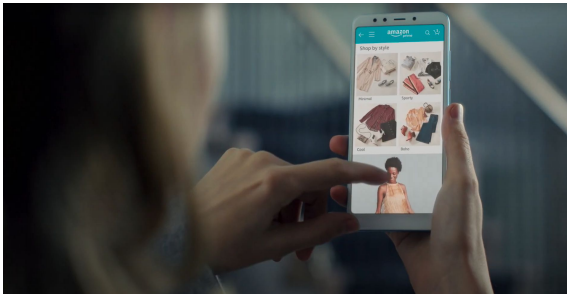
We like this ad and would draw inspiration from it when we show our Young Woman trying on her Choobs apparel. We want to show the quality and care that goes into each piece up close. This ad doesn't show the model's reaction to the garments, but we'd ensure reactions are a part of our piece.



## OCEAN'S 13 MASS WINNINGS SCENE

Our inspiration is drawn from 3:30 to 3:48 and the fun, bright, colorful graphics above/next to the characters. We'd draw from this when we craft our on screen graphics for this piece.

# VISUAL INSPIRATION



# ON SCREEN GRAPHICS





## MUSICAL INSPIRATION

The music in this piece will be instrumental and will take on a transformation to match our main character's transformation.

Before she encounters Choobs and while she is living intentionally but not wholly fulfilled, we'll use music that is mellow and meditative to match the reflecting she does on her own life.

Once Choobs enters the picture, the music will be upbeat, bright, and optimistic to reflect her expanded, joyful, impactful, and intentional life.

# MUSICAL INSPIRATION



## SIMPLE MEDITATIVE PIANO

This track is our inspiration for before our main character fully begins to use Choobs. It's meditative and simple to match her contemplative place in life.



## BACKYARD BOOGIE

This track has a catchy energy and includes a broad range of musical influence and instrumentation. It is infectious, fun, and matches our main character's lifestyle once Choobs enters the picture.



## WATCH ME POP

The upbeat vibe of this track helps the listener feel a new, invigorating, and fresh energy. This type of energy will help drive home the "feel good" message of this piece.

LET'S DO THIS!



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FILMS



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