

Client: Nature's Products

Project: Point of sale retail videos for BJ's new all-natural Generation Earth Multivitamins and Supplements

Strategy: Three video loops ran continuously in stores: [intro loop](#), [multi-vitamin loop](#); [probiotics/supplements loop](#)

Shown on next 3 pages: short excerpts from all three loops written that also featured my visual suggestions

Intro loop:

Video	Audio
<p>Dynamic fly in-/fly-out montage: couples, families, combined with supers below. Outdoors, warm interiors. Lush lawns, bright blue skies, kitchen with morning sun streaming in: symbolizing healthy energetic new start w/GE. Recommend 1-2 work shots, rest family/social.</p> <p>Montage supers accenting the visuals: "natural" should stand out in each Natural energy Natural vitality Natural health Natural vigor Natural well-being</p> <p>Opening montage ends w/zoom in to super: Generation Earth Natural Supplements: the difference is <u>natural</u>.</p>	<p>:00-:06 High energy, motivating feel-good music. Dramatic fx timed to closing shot (GE positioning line)</p>
<p>Big Q and A on screen to grab attention: Do you take vitamins?</p>	<p>VO: Do you take vitamins right now?</p>
<p>Animated sequence. First we see capsule on left with title slug underneath "Most Vitamins". It fills XX% of the way with dark muddy color. Super appears above capsule or in it: "Fillers". Then GE title slug and capsule appear for side-by-side comparison, filling to top with lush green color. "Natural" super at top or inside.</p>	<p>Did you know most vitamins contain up to <u>25% filler</u>? BJ's proudly introduces an all-new line of premium supplements that nourishes your body <u>naturally</u>.</p>
<p>Gen Earth Logo flies on-screen w/Headline:</p> <ul style="list-style-type: none">• Formulated by Naturopathic Physician• Purer food-based ingredients• Better absorption	<p>Developed in collaboration with respected Naturopathic physicians, Generation Earth Natural Supplements contain pure ingredients that absorb <u>better</u> in your system.</p>
<p>Headline: Certified Organic: Fly-in animation - each ingredient in its own circle, w/big red line slashed through it: Artificial colors Flavors Sweeteners Allergens Harmful solvents Preservatives</p>	<p>Without the common allergens, artificial ingredients and harmful solvents found in most vitamins.</p>
<p>Corner snipe: BJ's member exclusive!</p> <p>Headline: Better Quality: Bigger Savings than specialty stores and premium brands</p>	<p>Best of all, BJ's members enjoy big savings over comparable specialty stores and brands. Find the full line of Generation Earth natural supplements in the vitamin aisle now!</p>

Excerpt from multi-vitamin loop: wrote 30-second loops for men's and pre-natal lines as well.

Video	Audio
<p>Montage: woman at work, mom with little ones, "date night" couple out on town</p> <p>transitioning to product close up, timed to VO</p>	<p>Brief music snippet: 02-:03 as background behind VO:, VO: The busier a woman's day, the more important it is to maintain natural energy and healthy systems.</p> <p>Generation Earth Natural Multivitamins for WOMEN promotes <u>both</u>.</p>
<p>Sunlit shot of grains, foodstuffs, wholesome ingredients with super (or an official organic stamp/seal, if available): Certified Organic:</p>	<p>These food-based vitamins are brimming with the natural goodness your body deserves.</p>
<p>Headline: Natural, Food-Based Fly-ins, timed to VO</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> NO sugar, lactose, dairy, yeast <input checked="" type="checkbox"/> NO artificial colors, flavors, sweeteners, preservatives or harmful solvents 	<p>Without the additives you <u>don't</u></p> <p>No sugar, lactose, dairy or yeast. No artificial colors. Flavors. Sweeteners. Preservatives. Or harmful solvents.</p>
<p>Headline: Nourishes You <u>naturally</u>: Woman's silhouette: animated graphics: show supers absorbed into body. Vitamins Minerals Antioxidants Herbs</p>	<p>Just one tablet a day nourishes you <u>naturally</u>:</p>
<p>Graphic - image strong/bone related Calcium and magnesium:</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Bone health <input checked="" type="checkbox"/> Breast health 	<p>Supporting bone and breast health with <u>1,000 IUs</u> of Vitamin D</p>
<p>Graphic: plant-based graphic? Something lush/green with supers below: Herbs:</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Stress relief <input checked="" type="checkbox"/> Hormone balance 	<p>Providing better stress and hormone balance with herbal blends</p>
<p>Supers: Bonus protection: Enzymes and probiotics:</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> easy, gentle digestion without stomach upset 	<p>Plus probiotic and digestive enzyme blends to support immune health. That's something most other multivitamins don't offer.</p>
<p>Shelf shot: WOMEN's Multi as focal: clear view of full GE assortment behind. Corner snipe: USA-Made: available only at BJ's! Call-to-action: In the vitamin aisle now</p>	<p>Final :02-:03 of background music with VO over it: Generation Earth Natural Multivitamins for WOMEN available only at BJ's!</p>

Excerpt from Digestive Health Loop: other scripts included probiotic blend and gummy formulas.

Video	Audio
<p>Montage of 3 typical “problem” foods, each representing fats, protein, carbs</p> <p>transitioning to product close up, timed to VO</p>	<p>02-:03 background music, with VO speaking over it. VO: O: You <u>love</u> food. But food doesn’t always love you!</p> <p>If you suffer bloating, gas or cramps after eating, Generation Earth Natural Digestive Enzyme Blend can help.</p>
<p><i>Cartoon silhouette of human stomach.</i> <i>A line of 3-4 foods is headed down, “trying” to get in. Each is blocked/pushed aside.</i> <i>Transition to next scene: Now DEB capsule leads the way first, Once it enters stomach, line of foods slip through easily and instantly break down.</i></p>	<p>As we get older, it becomes harder to digest everyday foods.</p> <p>A digestive enzyme blend is often needed to help us to break down our meals more successfully.</p>
<p>Graphic animation: we see the words “plant-sourced enzymes” and “brush border enzymes” fused together, then working as one team to break up 3 supers (“protein”, “fat”, “carbohydrate”)</p>	<p>Most digestive products only address one or two factors. Our vegetarian capsules contain multiple enzymes that break down <u>all three</u> digestive challenges: Proteins. Fats. And complex carbohydrates.</p>
<p>Headline: Easing Discomfort...<i>Naturally</i></p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> NO milk, eggs, nuts, fish or shellfish <input checked="" type="checkbox"/> NO yeast, lactose or dairy <input checked="" type="checkbox"/> NO artificial colors, sweeteners, preservatives, flavors, harmful solvents 	<p>Here’s what you <u>won’t</u> find: common allergens. artificial ingredients. Or harmful solvents.</p>
<p>Shelf shot: show DEB as focal point, with clear view of full GE assortment</p> <p>Corner snipe: USA-Made: available only at BJ’s! Call-to-action: In the vitamin aisle now</p>	<p>Find Generation Earth Natural Digestive Enzyme Blend in the vitamin aisle.</p>
<p>Fade out on logo and positioning line: The difference is <u>natural</u>: Generation Earth</p>	<p>:02-:03 music: The difference is <u>natural</u>: Generation Earth</p>