

Feels Like Home. 

# Colgate

perio  
gard




Director's treatment by  
**Christina  
Hodnet**



**Do you realize how important your gum health is? Do you have bleeding or inflamed gums and do not know how to get relief?**

**—————→ You do now!**



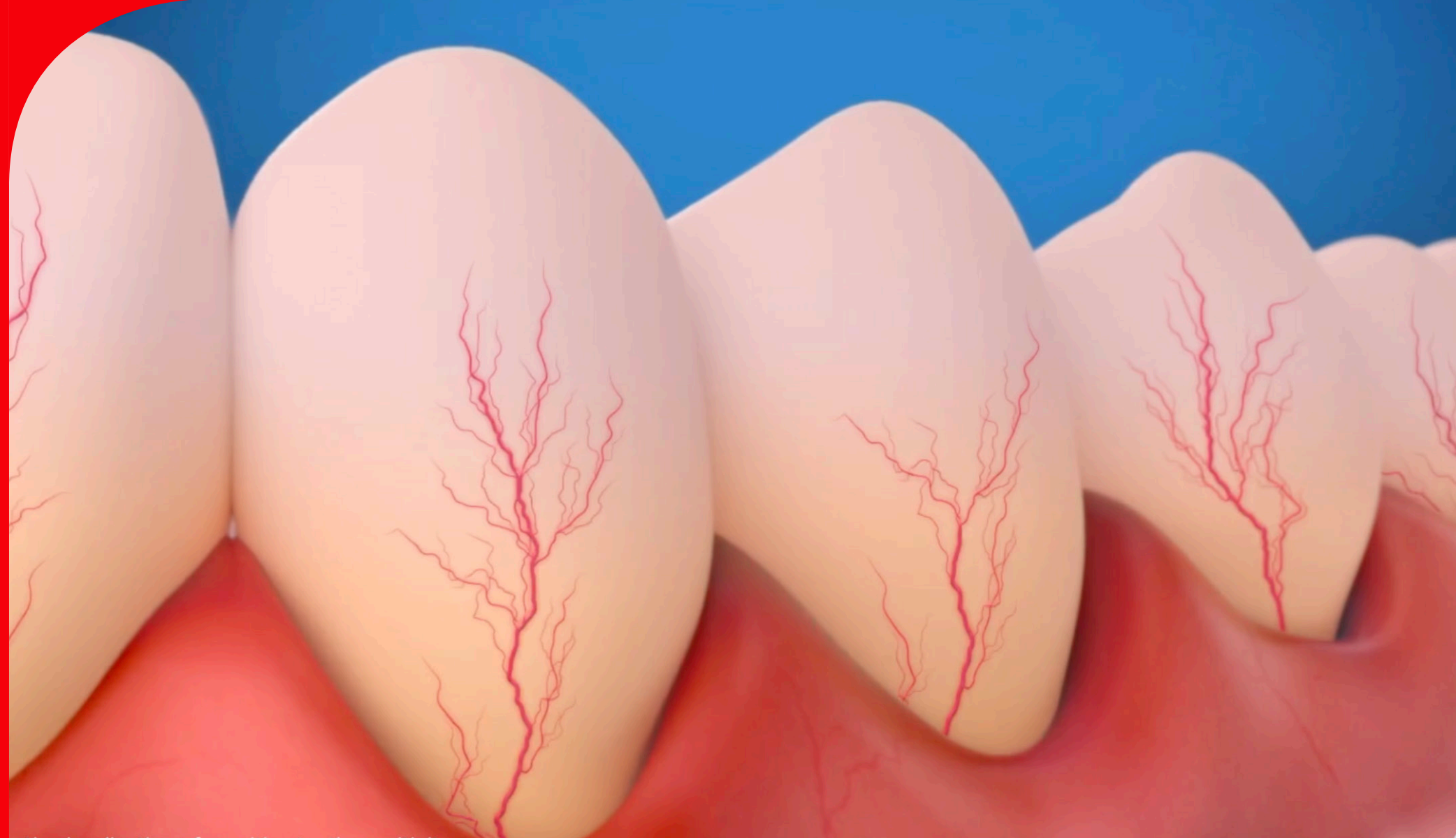
NEW Colgate PerioGard fills your screen with its attention-grabbing content you can't help but pay attention to. Its intriguing visuals and caring tone come together to create a relatable dramatization. It is educational and informative. Claire, a personable compassionate dental hygienist speaks to you in her warm credible tone, creating an emotional engagement we feel as we boldly prioritize Colgate's pack and product recognition.

These 3 approaches all communicate a more human element to a common problem. They are intimate with a bright, open look to the film that reflects the brand's health. They are educational whilst still experiential. Clear in the messaging and branding, we are grateful for the solution.



**Storyboard 1** → **Opening**






Bold and engaging from the very first frame. This opening approach at first shocks you into paying attention. It immediately engages you into thinking about your own gum health. Hitting hard with an intense close-up, a super, and a voice-over that all scream “Are your gums bleeding and inflamed?” You are reading, hearing, and seeing your inflamed gums.

We cut to Claire, our warm dental hygienist, talking directly to us. She is comfortable and confident. We trust her opinion. She brings relief to the previous shock. She wears her name tag proudly alongside a pack of Colgate PerioGard in her hand. As she speaks she pulls the Colgate PerioGard up and into the frame. The focus tracks with the pack as she softens in the background. Keeping focus on the pack as she brings it closer to the lens is a beautiful way to flow from the emotional engagement the viewer feels with Claire to drawing the viewer’s attention to the product.



Cut to a close-up shot of the pack of NEW Colgate PerioGard in Claire's hand. She confidently holds it up into the lens as we clearly register the branding. Claire is soft in focus in the background but we still feel her friendly trustworthy voice talking to us "... for healthier gums"





**Storyboard 2** → **Opening**





This opening approach draws the viewer in immediately through Colgate's caring and warm approach to their consumers. Known for their compassionate and optimistic branding, we open on Claire's open and bright personality. She's here for us and wants to help us. We feel comfortable with her. Her warm smile is engaging.



As if she's just spotted the viewer in the dental office's waiting room she spontaneously stops and looks at us as she kindly asks, "Are your gums bleeding and inflamed?" She really cares. We immediately pay attention. Our inside voices scream, YES as she holds up a pack of New Colgate PerioGard. She continues as she gives us her solution to our problem, "New Colgate PerioGard is clinically proven..."



We are now crisp and clear on the pack dominating the frame. The shot is graphic and bold, visually prioritizing the pack as Claire is soft in the background. We don't see her clearly but feel the confidence in her voice that she is still with us. "New Colgate PerioGard is clinically proven for healthier gums." The pack is full frame with a close focus.



**Storyboard 3** → **Opening**





Pain! What's more attention-grabbing than seeing someone in pain? This opening approach opens with a man brushing his teeth and experiencing the pain of his inflamed bleeding gums. We feel for him as we relate to the emotional experience. He cringes, looking at his toothbrush as his hand comes up to his mouth. We hear Claire's concerned voice ask "Are your gums bleeding and inflamed?" We read the same question as a super over the left side of the frame.



We cut to Claire, our warm dental hygienist, talking directly to us. She is comfortable and confident. We trust her opinion. She brings relief to the previous feeling of pain. She wears her name tag proudly alongside a pack of Colgate PerioGard in her hand. As she speaks she pulls the Colgate PerioGard up and into the frame. The focus tracks with the pack as she softens in the background. The viewer flows from the emotional engagement of pain to Claire who draws the viewer's attention to the product.



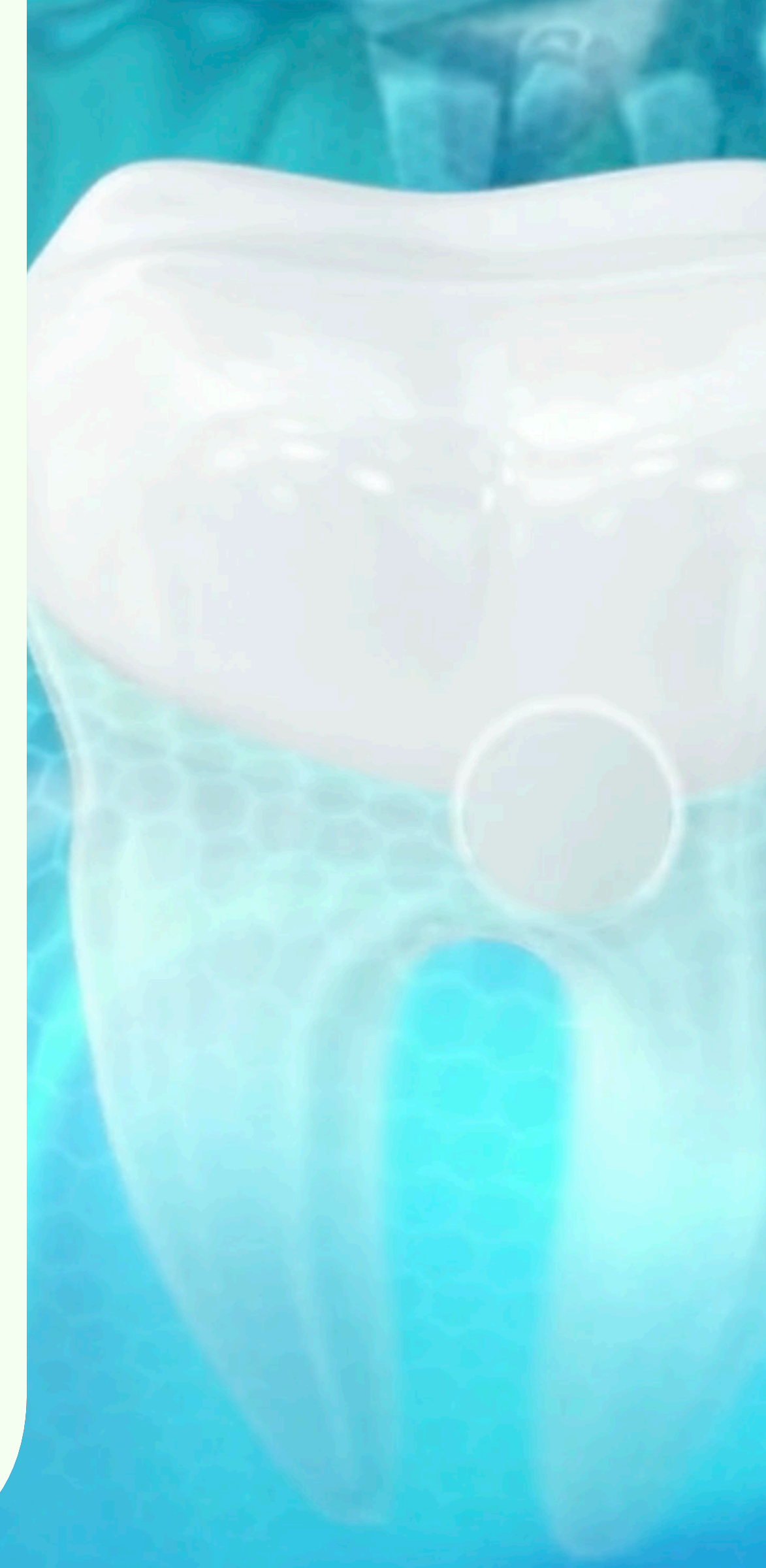
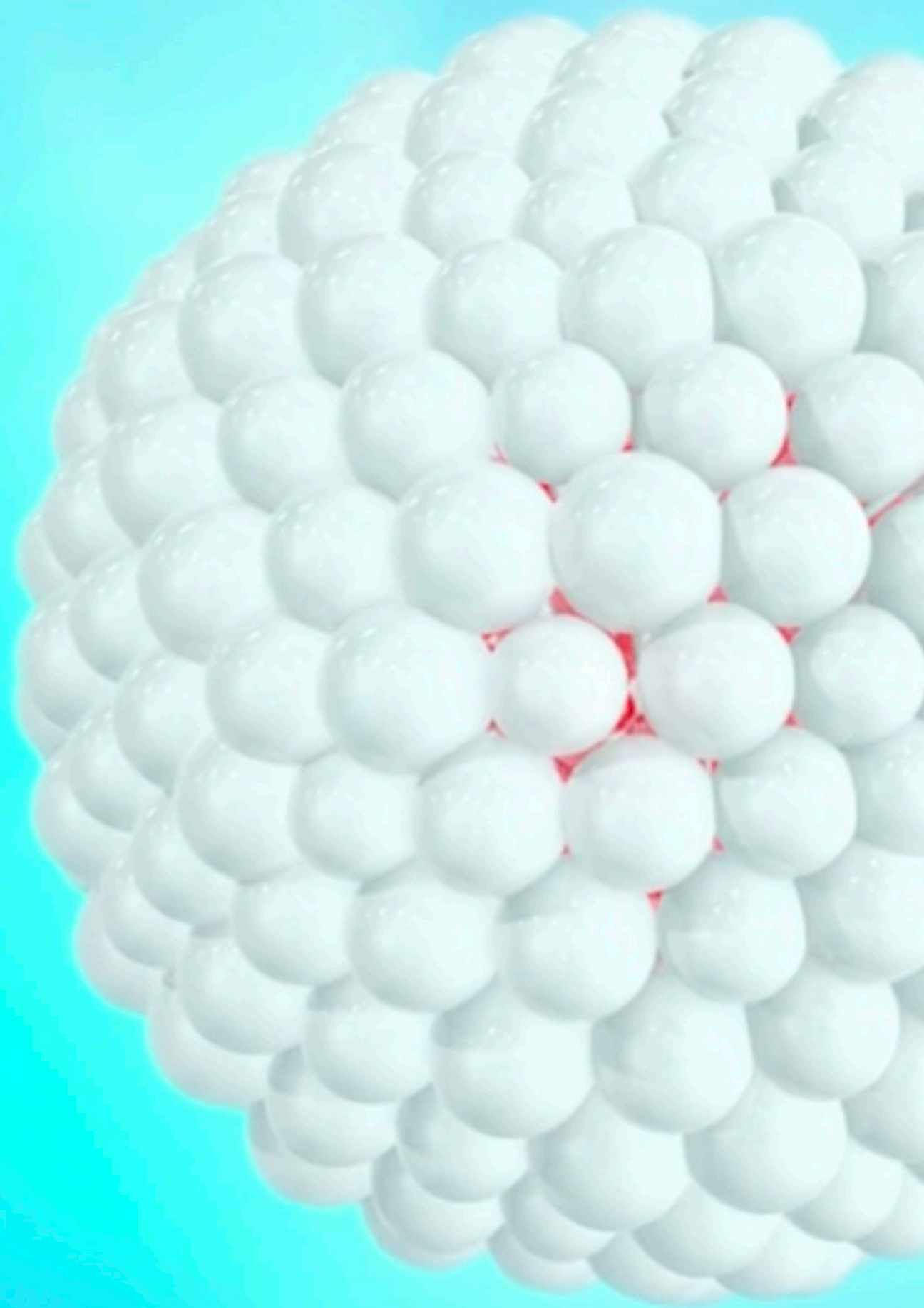
**We are now crisp and clear in on the pack. The shot is graphic and bold, visually prioritizing the pack as Claire is soft in the background. We don't see her but feel the caring in her voice that she is still with us. "New Colgate PerioGard is clinically proven for healthier gums." The pack is full frame with a close focus.**

# in closing

All three openings now cut to CG animation of inflammation and bleeding with educational supers. We learn how NEW Colgate PerioGard works as we are visually taken from unhealthy gums to healthy pink gums. Wow!

We cut back to our friendly dental hygienist, Claire, who has a big healthy smile on her face as she holds up a pack of Colgate PerioGard. She's framed graphically to the right of the frame as she leans into the camera speaking intimately and with confidence, directly to us, "New Colgate PerioGard." Her delivery is personable with authority.

As Claire brings the message home, she explains "Helps to significantly reduce gum bleeding and inflammation." She organically leans back out of the line of focus as she continues to hold the pack crisply in focus. As she goes soft in a very natural organic way the supers on the left side of the frame come up. This feels fluid. We never lose the emotional engagement of Claire but are visually directed to what to pay attention to next. The supers come up over a simple background, calling attention to them. 'Significantly reduces gum bleeding and inflammation'. The frame cuts to the end slate with the Colgate logo and with the sonic logo.



→ **casting  
claire**





Claire is a dental hygienist with a huge heart. She is relatable and friendly. She speaks to us in a very personable tone with all the credibility and trustworthiness of a dental professional. She has a great smile and perfect teeth and gums. She connects with the viewer on an emotional level. Her smiley eyes are warm and engaging. We trust what she is sharing with us.



She is ethnically mixed in a way that you can't really put her in any cultural category. This is the beautiful thing about Canada. Our diversity makes us very unique.

Casting two talents, one English speaking and the other French Canadian. Both are relatable and feel like you know them. They are just like a good friend of yours.



# look of the visuals

Reflective of Colgate's healthy and caring brand, the visuals are bright and open yet warm and intimate. Natural light spills through the dental office brightening the scene in an authentic and genuine tone. Nothing is overly saturated or processed.

The camera's shallow depth of field allows us to play with that sharp line of focus. This brings a sharpness and attention to the pack that is memorable. The feel is more cinematic than commercial. There is a feeling of candidness as we just happen to capture Claire speaking to us in a very familiar friendly tone.





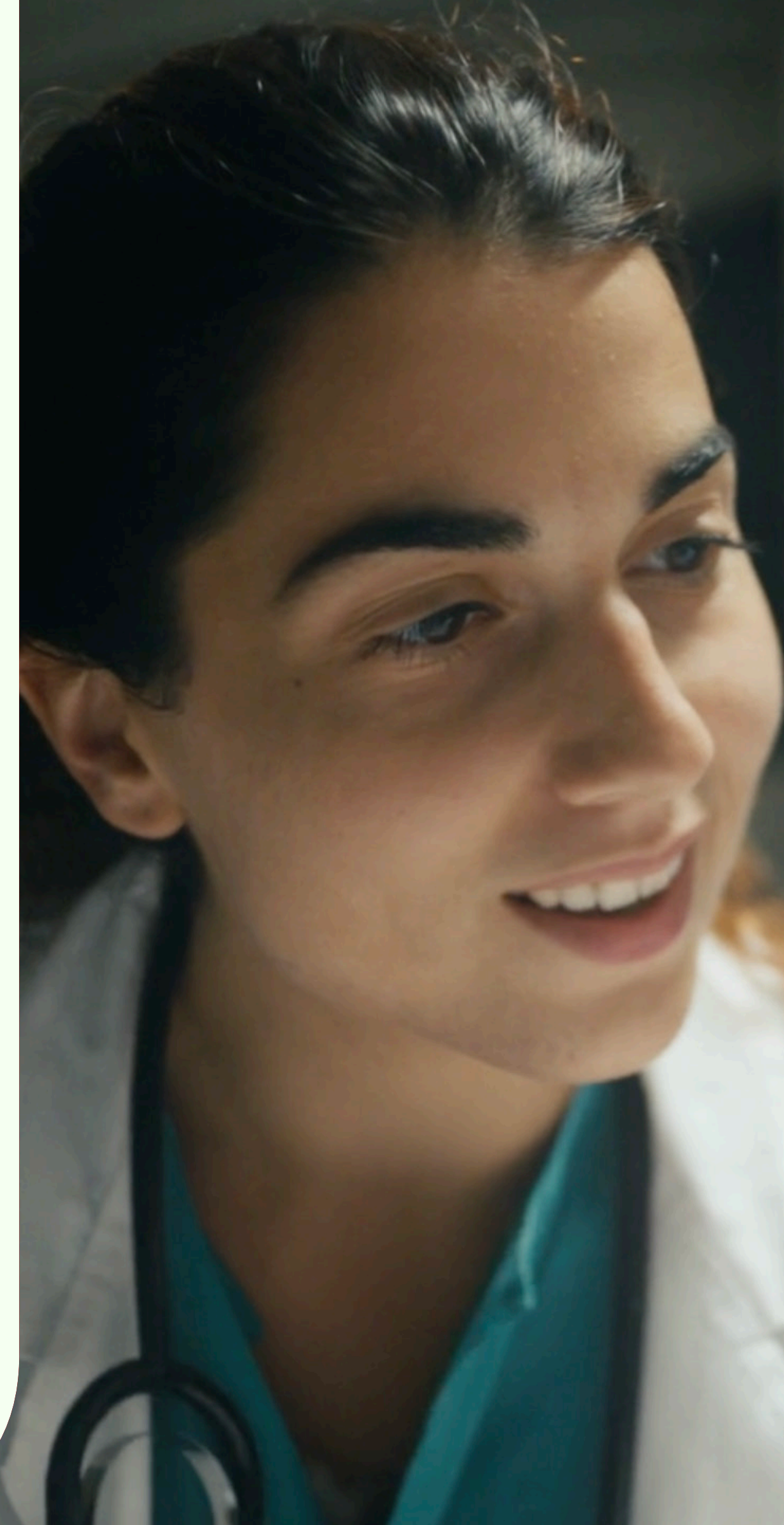
# prioritising the pack



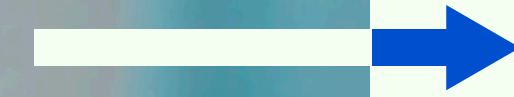
Keeping the pack in situation, meaning in Claire's hand, is important to link the human engagement we feel with Claire to the product. We also want the pack and branding to be the priority and stand out. I like the organic approach and the messaging of Claire 'showing' or presenting the pack to the camera. This is her professional recommendation, not just a cut away to a product shot. It adds that little bit of extra attention to the pack. Allowing Claire to be the one that the focus softens from creates a natural scenario where the pack is ALWAYS in focus.

# branding colours and art direction

Bringing some subtle brand colours into the art direction will add a fluid feel to the visuals. Hints of dark blue in the office and pink work scrubs. We should also choose Claire's name tag so it clearly reads Hygienist.



# location



The dental office is warm with all its natural sunlight spilling in. It feels professional but not cold. A window can be felt soft in focus adding to the depth of the location. The message and pack are the priority. We should know where we are but it's less defined than seeing every corner of the waiting room.

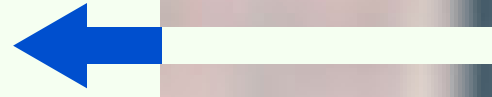
The man brushing his teeth is also in close focus. We feel his background and know he is in a bathroom but the priority is to focus on his emotional experience of pain.







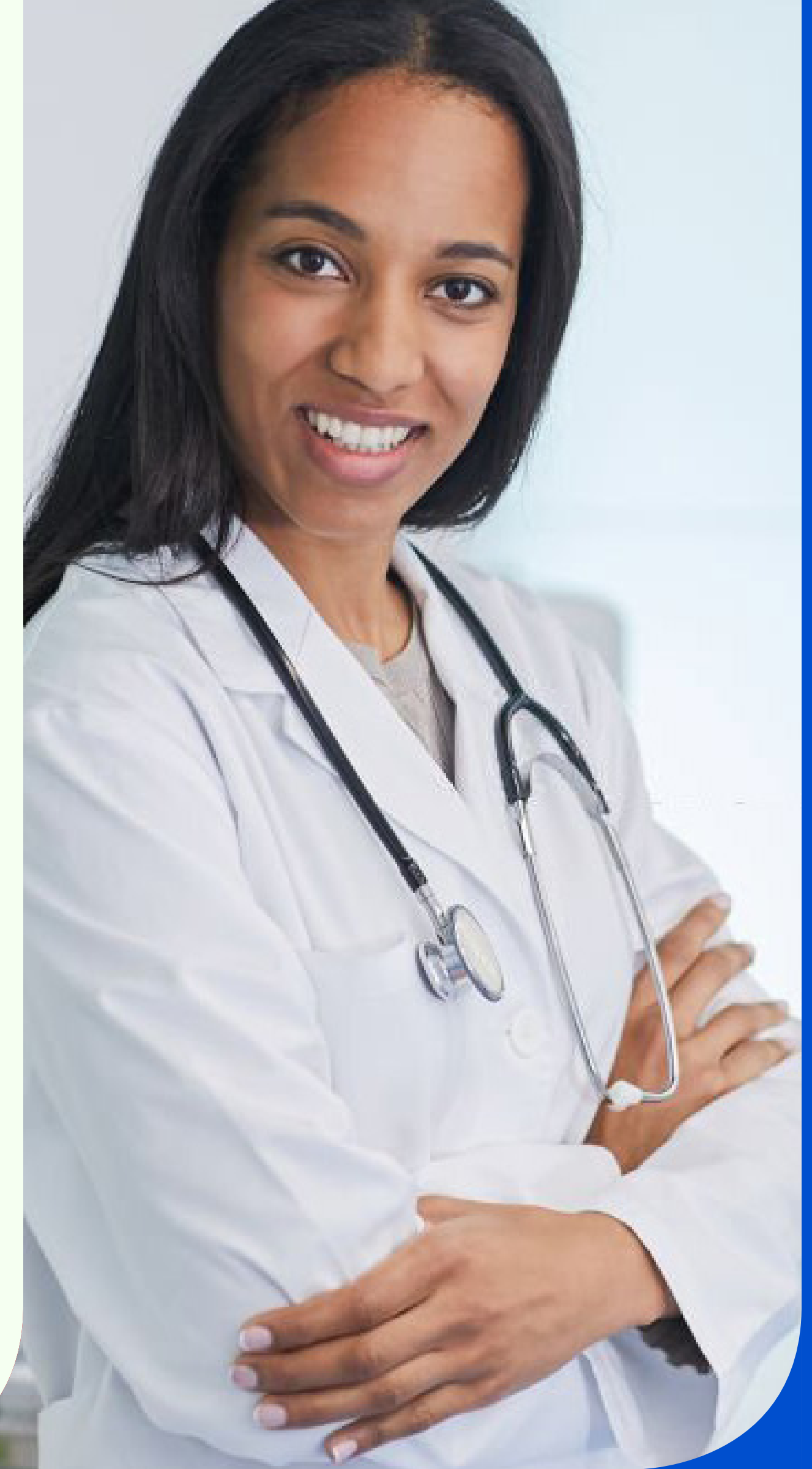
So often the super competes or get lost visually within the frame. Knowing we want the viewer to hear not only the message but also read it, the supers become very important. We can graphically design the frame to naturally have the supers come up over a piece of the background that is more monochromatic and simple. This will make the whole scene feel more integrated and smooth.



**supers**

# 15 Seconds

→ A fifteen-second spot goes by SO fast. If it has too many cuts it starts to feel choppy. It takes the viewer a beat to register a new framing. By integrating Claire talking straight through to a beautiful close-up of the pack all in one shot will make the whole of the spot feel more fluid. It will keep the viewer's attention on the message, not the cuts that are happening. I am confident I can get us from Claire speaking to a memorable close-up of the pack all in one shot. Let's try it. I can always shoot a separate close-up of the pack as a cutaway as an editorial option if we are feeling like staying closer to the storyboards. Happy to talk this through!



# 9:16



**framing  
for  
socials**

As it is hard to turn a 16 x 9 frame into something that works for TikTok I suggest that we flip the camera vertically and shoot unique 6 second framing with the proper frame ratio. This will allow us to compose the shot so everything works graphically and nothing feels cut off.

# thank you

These hard-working 15-second spots focus on problem-solving, specifically your problem of bleeding and inflamed gums. Maybe you don't realize how important your gum health is. Or do you think that there is nothing you can do about it?

Colgate comes in and in a warm compassionate tone offers you New Colgate PerioGard. Known as a caring brand, the creative approach is intimate and relatable.

I would look forward to working further with the brand to deliver very effective attention-grabbing content that is educational with a human element.

*-Christina*

