

# **BLEACH LONDON**

## **Online Campaign**

# INTRODUCTION

**BLEACH LONDON**

**CONTEMPORARY**

**FUN**

**PLAYFUL**

**HIGH QUALITY**

**ACCESSIBLE**

**COLOURFUL**

**BLEACH**  
LONDON



**WHITE  
TONER**

BANISH YELLOW FROM YOUR BLONDE!  
NEUTRALISE BRASSY PIGMENTS  
WITH OUR POST-BLEACH TONER

THIS BOX IS MADE FROM RECYCLED CARDBOARD  
VEGAN AND CRUELTY FREE | AMMONIA FREE

**BLEACH**  
LONDON

WE'VE REMOVED THE PLASTIC BOWL AND BRUSH FROM THIS KIT!

LESS  
SINGLE-USE  
PLASTIC



**PLEX  
BLEACH**

BLEACH WITH ADDED ANTI-BREAKAGE  
PROTECTION FOR STRENGTH AND SHINE

THIS BOX IS MADE FROM RECYCLED CARDBOARD  
VEGAN AND CRUELTY FREE

**BLEACH**  
LONDON



**CHAMPAGNE  
SUPER  
TONER**

FOR A PEARLY BLONDE FINISH

THIS BOX IS MADE FROM RECYCLED CARDBOARD  
VEGAN AND CRUELTY FREE



# CONCEPT

**INSPIRED BY THE BLEACH LONDON PACKAGING WE CREATE A PLAYFUL TAKE ON THE YOUTUBE “HAIR TUTORIAL”**

**WE MEET DIFFERENT CHARACTERS WITH THEIR OWN VIBE**

**EACH CHARACTER HAS THEIR OWN COLOURED BACKGROUND + GREEN SCREEN PICTURES BEHIND THEM**

**PICTURES BEHIND THEM INSPIRED BY THE TEXTURES OF BLEACH LONDON:  
WET BLEACH - HAIR - BRUSHES**

**THEY TELL US ABOUT WHY THEY LOVE BLEACH LONDON:  
DOES IT MAKE THEM FEEL FREE? PLAYFUL? UNIQUE? EXCITED?**













# THE PERFORMANCE

**THE FIRST FRAME IS A HEADSHOT OF THE CHARACTER WITH THEIR UNIQUE COLOURED BACKGROUND**

**EACH CHARACTER STARTS BY LOOKING INTO THE CAMERA: ENGAGING WITH US**

**THEY INTRODUCE THEMSELVES AND TELL US WHY THEY LOVE BLEACH LONDON**

**THE GRAPHIC GREEN SCREEN BACKGROUND COMES IN AFTER THAT: PLAYFUL JUXTAPOSITIONS AND MUSIC**

**THE CHARACTERS LAUGH, SMILE, PLAY WITH THEIR HAIR, WINK, BLOW A KISS TO THE CAMERA**



**THANK YOU**  
**X**