

INTRODUCTION

BLEACH LONDON

CONTEMPORARY

FUN

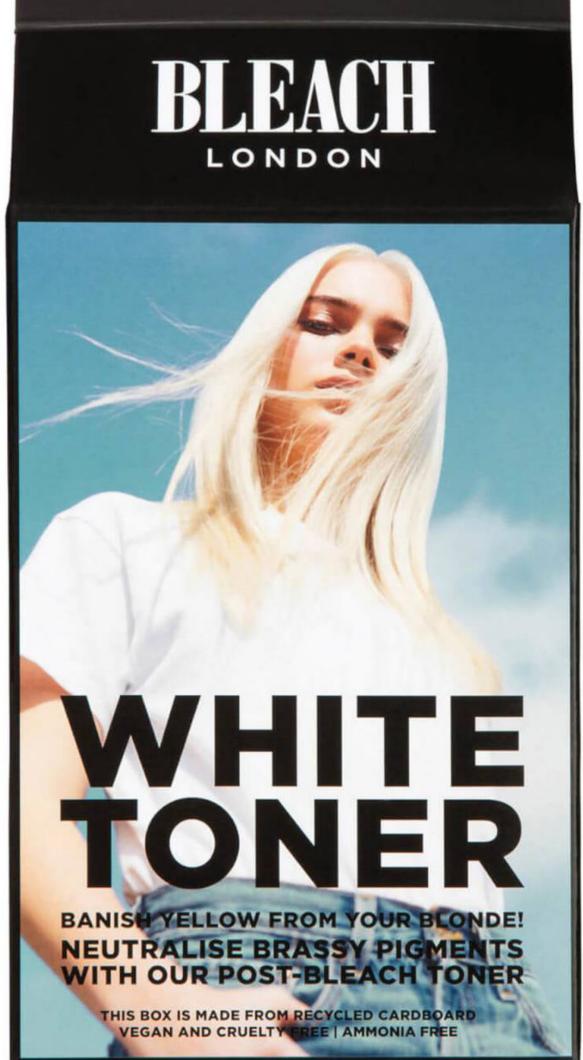
PLAYFUL

HIGH QUALITY

ACCESSIBLE

COLOURFUL

BLEACH LONDON - ONLINE CAMPAIGN









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?





BLEACH LONDON - ONLINE CAMPAIGN







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



