

Creative Brief

Company: ArômeFrance

Brand: Le parfum

Product Category: Air Care

Creative Strategy Statement: To introduce experience seekers to the new air care product, Le parfum, that brings scents from dream destinations into the home because of the product's ability to recreate memories through smell.

1. Target:

- **Persona:** Jillian and Bryce live in the city center of Baltimore, MD. They don't have kids but they both have well paying jobs and like to occasionally splurge on the latest technology and trips. They visited Paris for their honeymoon where they went to the spas, indulged in expensive chocolate, and took private tours around the city. They met at Penn State and both graduated with finance degrees. Four years after they met, they got engaged at an expensive restaurant in downtown Baltimore.
- **Demographic:** The target is Brite Lites, Lil City. They are middle age couples, college educated with double income and no kids. They have money to spend on luxury items, trips and technology.
- **Geographic:** They live in the United States in metropolitan and satellite cities such as Richmond, VA, Baltimore, MD and Philadelphia, PA. They live in a nice house in the center of the city, near many of the shops and restaurants.
- **Psychographics:** They like to travel to new places and stay in nice hotels. They usually don't go on tightly budgeted trips. Instead, they like to indulge in the experience of their destinations.

2. Current mindset: The target has not been introduced to the brand, but they are aware of air care products such as aerosol sprays, candles, and scent diffusers. The target often sees air care advertisements presented in a problem-solution strategy where air care products are used to mask unpleasant odors.

3. Desired Mindset: The customer will be aware of ArômeFrance, Le parfum, and the product's app that allows control over the air diffuser. The scents will take users back to their adventures.

4. Competitors and their mindset: Air Essential, Aroma360, Scent Air, and other air care brands, stress discounts, lower costs, and disposable products. Other brands such as Febreze, Glade, and Lysol focus on a problem-solution approach. Trends in ads typically show a female, or mother, eliminating the bad odors of a room with an air care product. Ads directed toward male audiences show trends in sports stars removing odors from gym/sports gear. Competitors are low involvement and have their products in retail stores, casinos and hotel resorts.

5. Creative Strategy Statement/ Big Idea/ Consumer Promise: To introduce experience seekers to the new air care product, Le parfum, that brings scents from dream destinations into the home because of the product's ability to recreate memories through smell.

6. Evidence:

- Traditionally, in commercials and ads for air care products the actor is usually a woman who is cleaning the house and trying to remove a bad odor. If the company intends to advertise to males, then the trend is directed around sports and smelly equipment.
- People with a white collar job in finance and double incomes have extra money because on average one kid costs \$14,000 annually (CBSNEWS.com), therefore they have more money to spend on non-necessities, such as vacation, technology, and home goods.
- Le parfum is a luxurious product because of the expensive price tag, refills, controllable app, and features such as a wider fragrance range. Other air care products are cheaper and disposable, therefore, not a high end product.

7. Tone:

- Adventurous
- Romantic
- Nostalgic

Brand **ArômeFrance**

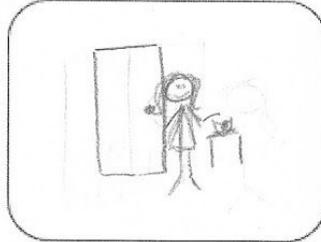
29.5 Sec.

Title **Date Night**

Page 1 of 2

INT MLS

The wife, carrying luggage, closes the door, and drops the keys on the side table. (2sec)

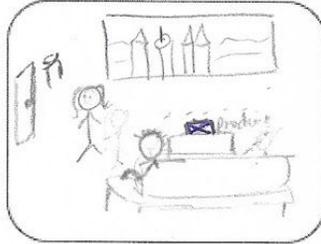


Wife:
(Sighs from being tired)

SFX: Ambient noise of keys dropping and her walking in

LS

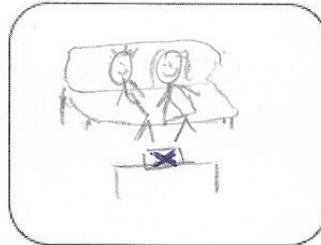
The wife walks into the living room, passing by the product. The product is on the coffee table in front of the couch. This establishes a view of the skyline through the window. (3sec)



Wife:
The house looks great! You've been busy!

MS

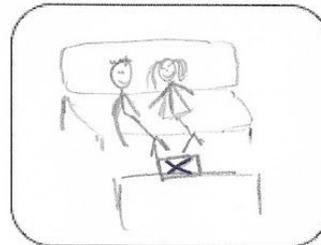
The wife sits down on the couch next to her husband. She inhales through her nose. (2sec)



Wife: (Sniffs)
(Pleasantly surprised)
Oh, what's that smell?

MLS

The couple is still sitting on the couch. The husband gestures to the coffee table that has the product on it. (5sec)



Husband: It's a new French air diffuser called Le parfum. It's made by ArômeFrance, and look, it comes with an app that I can adjust.

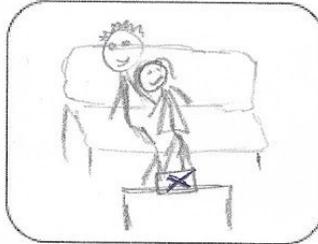
OS

Husband adjusts the scent of their room using the app on his phone. He opens the app, adjusts the scent levels and talks about the product to his wife. (7.5sec)



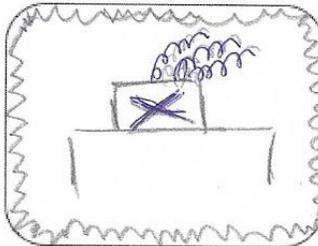
Husband: I can control the scent levels on the app. And the best part is, I can bring our memories into our home.
(Pause)
Does this scent remind you of anything?

CU
The couple is still sitting on the couch. The wife pauses to think about where she recognizes the scent from. The wife rests her head on her husband's shoulder. (3sec)



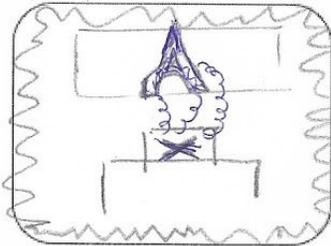
Wife: (pause)
Wife: Aw honey, it reminds me of the last time we went to Paris.

SFX
INT CU
Cue vintage film camera with a vignette and sepia tone. The product starts to diffuse with purple swirls and it becomes a vintage camera scene. ZO: continuously zooming out. (2sec)



Music: "La vie Parisienne"

SFX
LS
Vintage Shot
The product is still diffusing purple swirls. The window comes into view and the Eiffel Tower appears from the swirls that are coming out of the product. ZO: continuously zooming out with the window in view. (1sec)

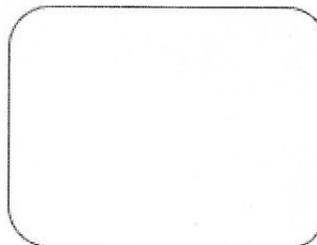


Music continues.

SFX
LS
Vintage Shot
The product is still diffusing purple swirls that lead to the Eiffel Tower on the window. Mandatories appear on screen. Tagline is said by a female announcer. Mandatories: Le parfum by ArômeFrance ARÔMEFRANCE.FR.COM Fade to black. (4sec)



Music slowly fades.
ANNCR: Spark Your Memories.
Le parfum by ArômeFrance.



SCENARIO

The wife, carrying luggage, closes the door, and drops her keys onto the table. The wife walks into the living room, passing by the product. The product is on the coffee table in front of the couch. The wife sits down on the couch next to her husband. She inhales through her nose. The couple is still sitting on the couch. The husband gestures to the coffee table that has the product on it. Husband adjusts the scent of their room using the app on his phone. He opens the app, adjusts the scent levels and talks about the product to his wife. The couple is still sitting on the couch. The wife pauses to think about where she recognizes the scent from. She says it reminds them of their time in Paris. The wife rests her head on her husband's shoulder. Cue vintage film camera with a vignette and sepia tone. The product starts to diffuse with purple swirls and it becomes a vintage camera scene. The product is still diffusing purple swirls. The window comes into view and the Eiffel Tower appears from the swirls that are coming out of the product. The product is still diffusing purple swirls that lead to the Eiffel Tower on the window. Mandatories appear on screen. Tagline is said by a female announcer. Mandatories: Le parfum by ArômeFrance, ARÔMEFRANCE.FR.COM. Fade to black.

SCRIPT

WIFE:	(SIGHS FROM BEING TIRED)
SFX:	KEYS CLANKING AGAINST TABLE.
WIFE:	THE HOUSE LOOKS GREAT! YOU'VE BEEN BUSY!
WIFE:	(SNIFFS) (PLEASANTLY SURPRISED) OOOH WHAT'S THAT.... (SNIFFS)?
HUSBAND:	IT'S A NEW FRENCH AIR DIFFUSER CALLED LE PARFUM. IT'S MADE BY ARÔMEFRANCE, AND LOOK, IT COMES WITH AN APP THAT I CAN ADJUST.
HUSBAND	I CAN CONTROL THE SCENT LEVELS ON THE APP. AND THE BEST PART IS, I CAN BRING OUR MEMORIES INTO OUR HOME. (PAUSE) DOES THIS SCENT REMIND YOU OF ANYTHING?
WIFE:	(PAUSE)

<p>WIFE:</p>	<p>AW HONEY, IT REMINDS ME OF THE LAST TIME WE WENT TO PARIS.</p>
<p>SFX:</p>	<p>LA VIE PARISIENNE INSTRUMENTAL.</p>
<p>ANNCR:</p>	<p>SPARK YOUR MEMORIES. LE PARFUM BY ARÔMEFRANCE.</p>