

Brighten Health

{ Product } – { What it does }

1- SUN WHERE ? - Testimonial

Video Brief	Key Talking Points
The video is for a UGC services ad for Brighten health light therapy.	<ul style="list-style-type: none"> - No sunlight - Pains points - The solution I found - The benefits of that

	What to Say	B-Roll to Film
HOOK - Have a Visual Hook and a Talking Hook	<p>Where the hell is the sun ? (Frustrated)</p> <p>“ With confusion ;) ”</p>	<p>- Me, opening the curtain.</p> <p>- or standing outside looking at the sky.</p>
Problem	<p>The canadian winter = No sunlight = my pain points</p> <ul style="list-style-type: none"> - Waking up tired - Feeling down coming from school - Overall pretty low energy 	<p>- Me, standing in the snow.</p> <p>- Getting out of bed tired.</p> <p>- Opening the door, coming from school tired.</p> <p>- Me, feeling down.</p>
Product Intro	<p>That where I found Brighten health light therapy lamp</p>	<p>- Holding the lamp</p> <p>-Or going through the website</p>
Features	<ul style="list-style-type: none"> - Adjustable light levels - App with tracking algorithm 	<p>- Me showing the levels</p>
Product Demo	<p>The only thing I needed to do:</p> <p>Exposed to it during work.</p>	<p>-Me, at my desk, with school work</p>
Benefits	<ul style="list-style-type: none"> - Sleep improved - More productive -HIGH ENERGY 	<p>-Waking up, fast and energetic</p> <p>-Me, at my desk working greatly and happy</p>

		-At the gym ot school doing push ups
Desired End Result	<i>Getting sunlight → Getting rid of The pain points</i>	Feeling awesome - Me Happy and content
Call To Action	<i>Get your sunlight, right now, link below 📌</i>	Me talking to camera

2-WHAT? Buying the SUN ?! - Unboxing

Video Brief	Key Talking Points
<p>The video showcases the lamp and app,</p> <p>In the goal of trying them for the first time.</p>	<ul style="list-style-type: none"> - <i>Unboxing the product</i> - <i>Pains points, I had</i> - <i>The solution I found during the process</i> - <i>How to use it</i>


	What to Say	B-Roll to Film
HOOK - Have a Visual Hook and a Talking Hook	<i>WHaT ? You can buy the SUN now ? (Astonished) YES YOU CAN !</i>	- Me, holding the package
Problem	<i>Dealing with lack of sunlight→ Causing:</i> <i>Low energy and annoying vibe.</i>	- Me, low energy. - Me, being lazy, sitting on the couch.
Product Intro	<i>That when I found Brighten health light therapy lamp</i>	- Holding the lamp And unpacking it
Features	- <i>Adjustable light levels</i> - <i>App with tracking algorithm</i>	- Me, showing the levels
Product Demo	After 3-5 days. The only thing I needed to do: Exposed to it during work.	-Me, at my desk, with school work

Benefits	<ul style="list-style-type: none"> - Sleep improved - More productive -HIGH ENERGY 	<p>-Waking up, fast and energetic</p> <p>-Me at my desk working greatly and happy</p> <p>-At the gym ot school doing push ups</p>
Desired End Result	<i>Getting sunlight → Getting rid of The pain points</i>	Feeling awesome - Me Happy and content
Call To Action	<i>Get your mini sun, now, link below 📌</i>	Me talking to camera

3- Seasonal Depression, THAT'S NOT REAL !- Testimonial

Video Brief	Key Talking Points
The video showcases the existence of Seasonal depression and solving that issue through Brighten therapy.	<ul style="list-style-type: none"> - Solving Seasonal depression - Pains points, I had - The solution I found during the process - How to use it

	What to Say	B-Roll to Film
HOOK - Have a Visual Hook and a Talking Hook	<p><i>Seasonal depression ?!</i> <i>That's not real !?</i> <i>(Confusion on my face)</i></p> <p><i>Turns out, it is.</i></p>	<p>- Talking to camera</p> <p>- Me, looking depressed and tired- Banging my head against the wall</p>
Problem	<p><i>In the summer, I was high ENERGY, in nice mood but</i></p> <p><i>In the winter, It's just depressing.</i></p>	<p>-See footage of me, happy in the summer</p> <p>-Me, looking tired and unhappy mood</p>
Product Intro	<p><i>I needed a solution, the sun wasn't showing up.</i></p> <p><i>So I replaced him -></i></p>	<p>- Talk to camera</p> <p>- Holding the lamp</p>

	<i>With THIS</i>	
Features	<ul style="list-style-type: none"> - Adjustable light levels - App with tracking algorithm 	- Me, showing the levels
Product Demo	<p>The only thing I needed to do:</p> <p>Exposed to it during work</p>	-Me, at my desk, with school work
Benefits	<ul style="list-style-type: none"> - Got my energy back - Laser focused on school 	<p>- fast and energetic</p> <p>-Me at my desk working greatly and happy</p> <p>-At the gym ot school doing push ups</p>
Desired End Result	<i>Replacing seasonal depression with seasonal HAPPINESS</i>	Feeling awesome - Me Happy and content
Call To Action	<p><i>Get a sun! today, link below</i></p> 	Me talking to camera