

Custom Ad Concept for My Geisha

Ad Title: "Unleash Your Essence: The Fragrance That Lasts"

Ad Content:

Visuals:

[Voiceover/Text Concept]

Scene begins with a close-up on a luxurious, dark perfume bottle on a polished surface. The lighting softly glints off its edges, evoking mystery and sophistication.

Voiceover: "A fragrance that lingers like a memory... bold, captivating, unforgettable."

Cut to a woman in a striking red office dress, her long, soft curls cascading elegantly as she applies the perfume to her neck, her wrists. The room is calm, her movements are confident, and her gaze is self-assured.

Voiceover: "This is more than a scent—it's a presence. A high-end elixir that lingers as elegantly as it arrives."

She grabs her coat and steps out, moving gracefully through the day. Each scene shows her receiving glances of admiration from those around her, especially men who pause, captivated, as she passes.

Voiceover: "For the woman who desires more... a fragrance that turns heads, leaves impressions, and evokes passion."

As she smiles and graciously receives compliments, the screen subtly fades to black, shifting into the intricate pattern of a black lace umbrella.

Through the delicate lace, a Geisha appears, shrouded in mystery and allure. She slowly turns her head to face the camera with a mesmerizing gaze, embodying grace, beauty, and the power of an enduring fragrance.

Voiceover: "Wherever you go, let your essence linger."

Text overlay: "Discover the allure. Discover My Geisha."

Fade to black. My Geisha name appears on the screen in bright, golden colours in their signature writing along with their signature golden geisha design. Down on the

page in the same writing appears the address of their My Geish shop in Milton Keynes.

Voiceover/Text:

"Are you tired of perfumes that fade away before your day even begins? Discover a fragrance that not only captivates but lasts. Our high-end perfumes are crafted with quality ingredients, ensuring you feel confident and alluring from morning to night. Say goodbye to diluted scents and hello to a lasting impression." -V.O. from the beginning of the scene until she enters the bathroom.

"The cleanest ingredients make for the clearest skin. Award winning, Korean skincare products from Beaudiani are great for the whole family."

Call to Action:

"Take a look for yourself at My Geisha CMK opposite M&S and experience the difference. Your scent should be as powerful as you are."

Best Times to Run the Ad

Social Media:

- Weekdays (Monday to Friday):
- Morning (7 AM - 9 AM): As people start their day, they are more likely to engage with content that inspires confidence.
- Lunch Break (12 PM - 2 PM): During lunch hours, users often scroll through their feeds, looking for something engaging.
- Evening (6 PM - 9 PM): After work hours, when people unwind and are more receptive to lifestyle content.

Television:

- Prime Time (8 PM - 10 PM): This is when most viewers are settled in for the evening, making it an ideal time to reach your target audience.
- Weekend Afternoons (2 PM - 5 PM): Many people relax and watch TV during this time, providing a great opportunity to capture attention.

Engaging Content for the Target Audience

Social Media Posts:

1. Instagram Stories:

- Poll: "What do you value more in a fragrance: Longevity or Scent?"

- Behind-the-scenes of the perfume-making process, emphasizing quality and craftsmanship.

2. Facebook Posts:

- Share testimonials from satisfied customers who have experienced the lasting power of the fragrances.
- A video series featuring tips on how to choose the right fragrance for different occasions.

3. TikTok Challenges:

- Create a challenge where users share their "fragrance moments"—when they feel most confident wearing your perfume.

Television Commercial: Extended version of the shorter add.

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Cut to a woman in a striking red office dress, her long, soft curls cascading elegantly as she applies the perfume to her neck, her wrists. The room is calm, her movements are confident, and her gaze is self-assured.

Voiceover: "This is more than a scent—it's a presence. A high-end elixir that lingers as elegantly as it arrives."

She grabs her coat and steps out, moving gracefully through the day. Each scene shows her receiving glances of admiration from those around her.

The woman steps into a sleek, sophisticated bathroom, where black marble accents gleam under soft lighting, complementing the modern, serene atmosphere.

Voiceover: "After a day that leaves a lasting impression, there's nothing like returning to the comfort of home..."

The scene transitions as the woman enters, and two children run excitedly towards her. Their laughter fills the air as she wraps them in a loving embrace, her eyes softening with warmth.

Voiceover: "Where every moment is as precious as the scent you leave behind."

As she gently releases the hug, she walks toward the sink, where Beaudiani skincare products rest like luxurious treasures—a subtle nod to the importance of self-care. Her fingers gracefully touch the elegant packaging of the 'Pure Foaming' facial cleanser.

Voiceover: "Caring for yourself, as you care for them..."

The camera shows a close-up of the cleanser being dispensed—its smooth texture gliding onto her hands, ready for the next moment of indulgence. She applies it to her face with a delicate touch, then helps her children wash their faces in a simple, shared moment of connection. Their smiles, pure and unhurried, reflect the peaceful ambiance of the bathroom.

Voiceover: "Because beauty starts with the purest moments, the simplest rituals."

The camera lingers on the three of them in front of the mirror, their faces illuminated by soft light, each of them enveloped in the calming, refreshing atmosphere. The black marble, the Beaudiani products, and their shared experience evoke a seamless blend of elegance and care.

Voiceover: "Beaudiani. Pure. Effortless. Beautiful."

The screen subtly fades to black, shifting into the intricate pattern of a black lace umbrella.

Through the delicate lace, a Geisha appears, shrouded in mystery and allure. She slowly turns her head to face the camera with a mesmerizing gaze, embodying grace, beauty, and the power of an enduring fragrance.

Text overlay: "Discover the allure. Discover My Geisha."