

SIUE Advertising
Dunham Hall, 2008
Edwardsville, Illinois
BROADCAST DEPARTMENT

CLIENT: Glossier
PRODUCT: Glossier Makeup
WRITER: Bridget Hughes
VID. LENGTH: 30

VIDEO AD TEMPLATE

MC 330

Runtime: 30-seconds

(WOMAN) V.O

MX: Upbeat spring song (throughout)

Spring is here.

MS: WOMAN SITTING ON A BLANKET,
CAMERA PANS DOWN TO FOUR MAKEUP
PRODUCTS (:04)

It's the perfect time to get your new fresh
beauty kit!

CU: PRODUCT SHOT (:04)

Swap out your old winter makeup and get
some new favorites.

MS: WOMAN SITTING ON A BLANKET (:03)

CU: OPENING PERFUME BOTTLE (:01)

MS: WOMAN SPRAYING ON PERFUME (:03)

CU: HAND OPENING CONCEALER (:03)

CU: SWIPING CONCEALER ON THE BACK OF A
HAND (:04)

This features our top four best-selling
products...

MS: SEEING PRODUCTS WITH SUNGLASSES IN
A BAG, PAN OUT OF BAG (:04)

Ones we all know and love!

MS: WOMAN PULLING OUT TWO PRODUCTS
(:02)

This is one makeup kit you won't want to
miss out on.

MS: DROPPING MASCARA AND LIP-GLOSS
ONTO BLANKET (:03)

With Glossier you can have it all...

CU: OPENING MASCARA (:03)

CU: OPENING LIP GLOSS (:02)

...Glossier Spring Makeup Kit, available now!

MS: WOMAN FLIPPING HAIR AROUND AND
SMILING (:03)