A REIMAGINED TOOTHBRUSH



ETEKCITY

THE BRUSHING EXPERIENCE



01

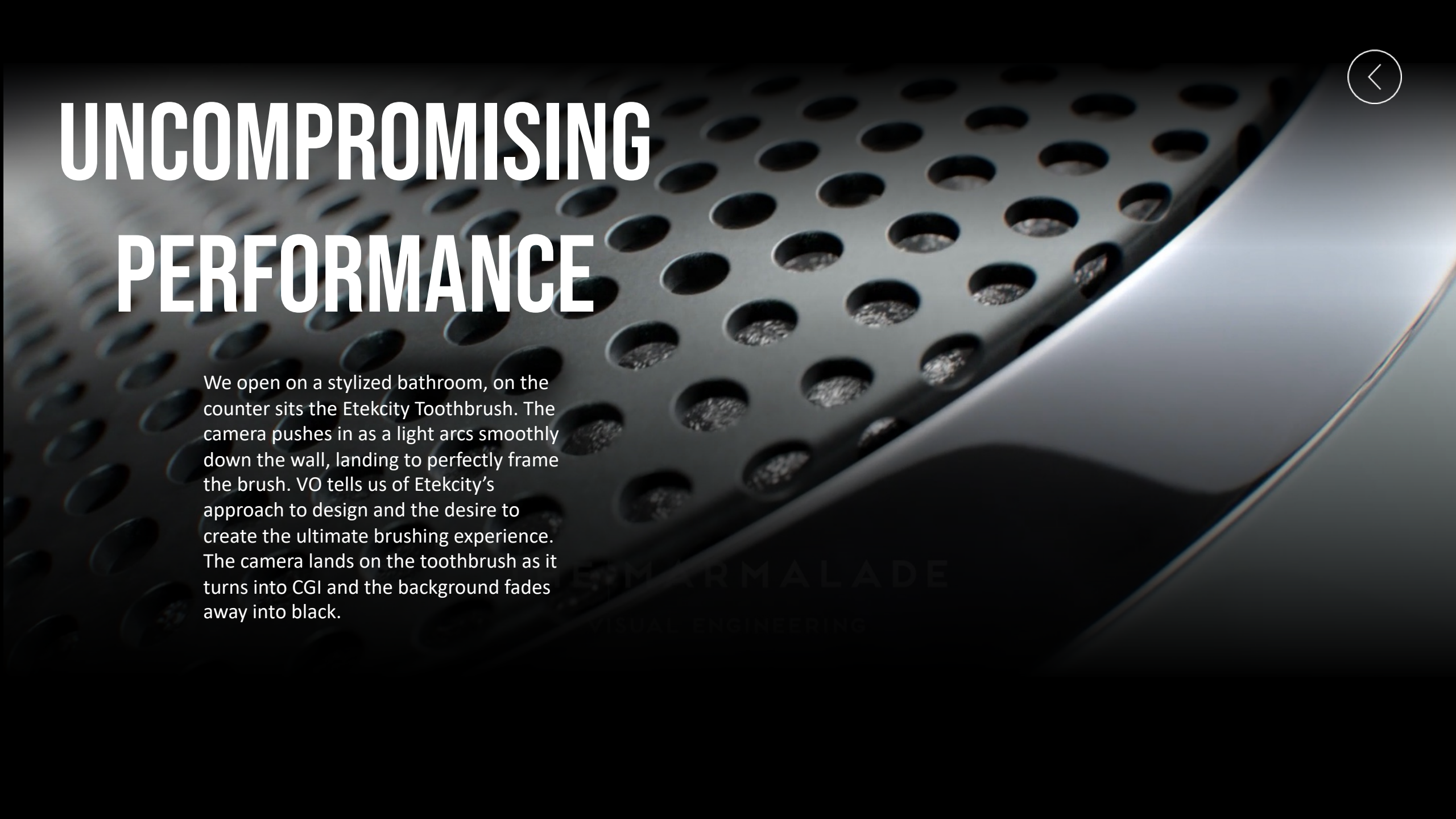
Every aspect designed for uncompromising comfort and performance- we set out to create the ultimate personal brushing experience.

02

Specialized materials work in harmony with smart technology to deliver exceptional cleaning.

03

Crafted to perfection. Not just a joy to use, it’s *delightful*. Smarter, faster, it sets the new standard for home dental hygiene.



UNCOMPROMISING PERFORMANCE

We open on a stylized bathroom, on the counter sits the Etekcity Toothbrush. The camera pushes in as a light arcs smoothly down the wall, landing to perfectly frame the brush. VO tells us of Etekcity's approach to design and the desire to create the ultimate brushing experience. The camera lands on the toothbrush as it turns into CGI and the background fades away into black.



THE NEW STANDARD

The CGI product splits into pieces on black background, and we see the inner workings. We cut away to macro shots of individual pieces being formed, metals and. plastics begin as liquid and harden as they take shape. We see the texture and button form on the handle as abstraction gives way to form. The bristles rise VO tells us how we've combined expert engineering and smart technology to dazzling effect. The final product rises out of water, laid flat on a bed of metal lattice work and starkly dry as it is presented.



CRAFTED TO PERFECTION

We cut to the bathroom, the product rests on the counter. female model picks up the brush and begins using it. The camera moves up and around the model in an unbroken shot with uncanny precision. As it moves brilliant blue GFX overlays the screen as VO tells us of several unique features. The model sets down the brush onto the charging station and it lights up in response.

We cut to the product laying in several heavily art directed beauty shots. Light moves across the scene mirroring the intro. Finally, the product stands in the center of a stylized studio scene as the light rests. The Etekcity logo overlays the screen.

THE LOOK

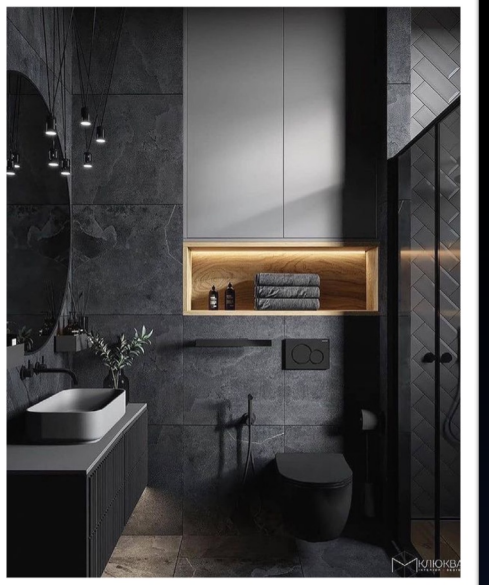
Precision, control and beauty will be behind every creative and technical decision. While each scene explores a distinct aspect of products' focus, deliberate and methodical camera movement remains constant throughout. Initially we introduce the product around moving lights to introduce a dynamic feeling to what is normally a plain location. It invites the viewer to enter and see what has changed from the place they thought they knew.

As the product forms we play with abstract shapes; the pieces slowly turning into something we recognize, but with a whole new context of the design and engineering that went into it.

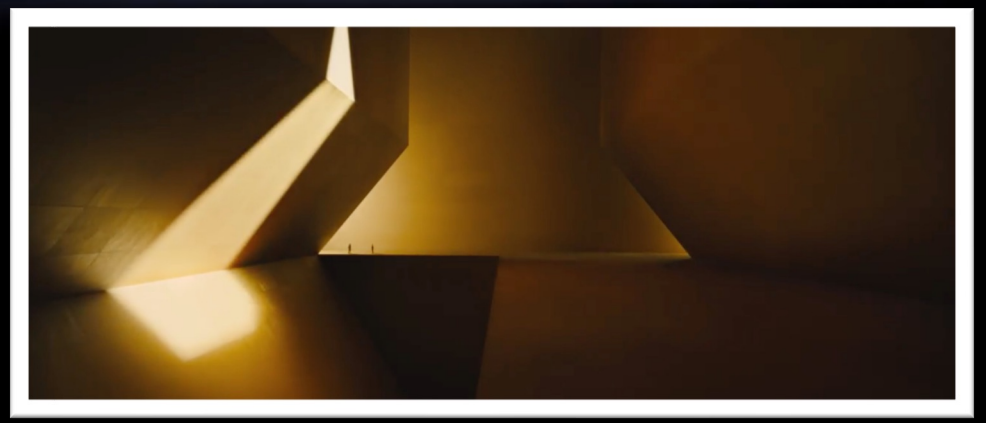
To demonstrate the precision and control that went into the product, several scenes will use a robot supported camera rig. This will allow us to choreograph and repeat complicated movement while giving the camera a distinct look only seen in high end advertisements.

The dynamic lighting throughout the intro and finale sequences will be achieved using a series of stepper motors attached to our lights allowing for extremely precise and repeatable movement, complimenting the robot supported camera.

The film will be shot on the Red Monstro large format camera we have in house and paired with Angenieux EZ-1 & EZ-2 zoom lenses which are incredibly sharp and render cinematic images while still being lightweight enough for use on the robo cam.







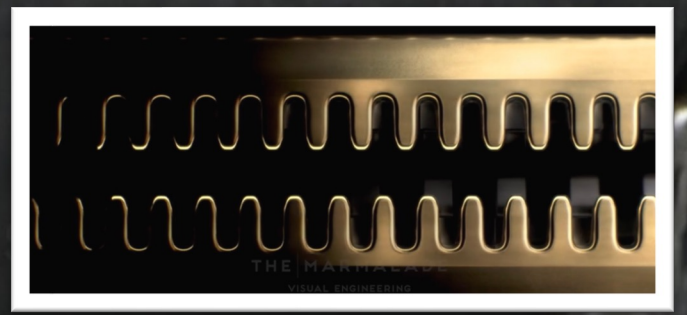
THE BATHROOM

The centerpiece of our introduction sequence is a striking stylized bathroom created in studio. Light cascades through the window in sharp lines creating a dynamic look. Smoothly and with precision, the light moves down the wall adding a layer of surrealism to the scene. Needing only 3 walls, the set built in studio will provide creative control over lighting and art design impossible to achieve on location.

CGI

As the product splits into its various pieces, we get a glimpse at how complicated the machinations of the product are. As it comes together, we appreciate the intuitive nature of the final design in a way that would not be possible with traditional visuals. As the individual components are “created” from liquid to solid, we are reminded by VO of the engineer's approach to the design and the care they put into it, this allows the audience to feel as though they have been let into the development process and build an emotional connection to both the brand story and final product while drawing attention to fine details of the design.







BEAUTY SHOTS FINALE

As the ad ends, we ask the viewer to admire the beauty and simplicity of the final product. The use of a robot supported camera rig will also lend a high quality and other-worldly feel to these shots, with smooth and precise movements from camera and dynamic lighting reminiscent of the first scene. With blocks and circle shapes for staging and lighter colors than the start of the ad, our sets are inspired by traditional bathroom designs. This is an abstract and aesthetic representation of the final destination of the Etekcity Toothbrush – the viewer's own home. Sweeping shots from the robo cam offer a finality to the ad as it rests center frame, and the lights finally settle behind it as the logo enters frame.



