






SHOT 1	PRIMARY HERO (CAMPAIGN)	USES/PROPORTIONS	SWIPE
	PRODUCT - CREME (60ML)	<div>SINGLE PAGE 2:3</div> <div>DOUBLE PAGE AD 2:3</div> <div>LIT-BOX- sel 6:1</div> <div>LIGHT BOX/WEB BANNER 1:6</div> <div>BANNER 16:9</div> <div>SOCIAL 1:1</div>	
	NOTE Healing Iceland world, with steam, snowy mountains in the back , floating ice on the water. Lighter water on the right, daker by the jar, layers		
	VARIANTS **NEED LM, CDLM VARIANTS		



TR_ARRIVEHYDRATED_FY20_SHOTLIST_0613.jpg

SHOT 2	PRIMARY HERO (SLEEVE)	USES/PROPORTIONS	SWIPE
	PRODUCT - CREME (100ML)	<div>SLEEVE 1:4</div>	
	NOTE Healing Iceland world, with steam, snowy mountains in the back , floating ice on the water		
	VARIANTS **NEED LM, CDLM VARIANTS		



TR_ARRIVEHYDRATED_FY20_SHOTLIST_06132.jpg

SHOT 3	PRIMARY HERO TEXTURE ONLY	USES/PROPORTIONS	SWIPE
	PRODUCT	<div>PLUG AND PLAY 2:3</div> <div>WINDOW DISPLAY* 7300 W x 4270mm H 5330 W x3120mm H</div> <div>THANK YOU CARD 1:1</div> <div>PLUG AND PLAY MINI 1:1.25</div> <div>  </div>	  <p>Image should be able to be crop into a vertical image with half ice right and light and also featuring a complete ice that could be cropped out as a single image</p>
	NOTE 1. Same background as hero without jar 2. have to have one or two complete floating ice for mini block		
	VARIANTS		


TR_ARRIVEHYDRATED_FY20_SHOTLIST_06133.jpg

SHOT 4	PRIMARY HERO TEXTURE ONLY (PLUG AND PLAY):	USES/PROPORTIONS	SWIPE
	PRODUCT	<div>PLUG AND PLAY BASE 3:2</div> <div>  </div>	
	NOTE 1. Iceland Water from top down shot		
	VARIANTS		




TR_ARRIVEHYDRATED_FY20_SHOTLIST_06134.jpg

SHOT 5	TREX SET CARTON ARTWORK	USES/PROPORTIONS	SWIPE
	PRODUCT <ul style="list-style-type: none"> - CRÈME (60ML) - TREATMENT LOTION (150ML) - THE TREATMENT LOTION HYD. MASK (6-PACK) - REVITALIZING HYDRATING SERUM 30ML -THE LIP BALM 	<div>TREX PACKAGE SIZE TBD</div>	
	NOTE Rocky steamy Iceland, products lying in water and near rocks		
	VARIANTS **NEED LM, CDLM VARIANTS		



TR_ARRIVEHYDRATED_FY20_SHOTLIST_06135.jpg

SHOT 6	NO PRODUCTS TREX SET VIRINE	USES/PROPORTIONS	SWIPE
	TEXTURE	<div>VITRINE (LARGE) TBD</div>	
	PRODUCT		
	NOTE Rocky steamy Iceland, same angle as TREX		
	VARIANTS		




TR_ARRIVEHYDRATED_FY20_SHOTLIST_06136.jpg

SHOT 7	NO PRODUCT TEXTURE ROCK, ICELAND, LIGHT BLUE WATER	USES/PROPORTIONS	SWIPE
	PRODUCT	<div>LITHO 2:3</div>  <div>VERTI- CAL 1:2</div> 	
	NOTE Rocks and some steam from 45 angle top		
	VARIANTS		




TR_ARRIVEHYDRATED_FY20_SHOTLIST_06137.jpg

SHOT 8	NO PRODUCT LITHO TEXTURE ROCK, ICELAND, LIGHT BLUE WATER	USES/PROPORTIONS	SWIPE
		<div>LITHO BASE 3:2</div>	 
	NOTE Water <u>from Top Down</u> showing some rocks by the edges		
	VARIANTS		

TR_ARRIVEHYDRATED_FY20_SHOTLIST_06138.jpg

SHOT 9	REFRESHED ARRIVAL WECHAT, FACEBOOK CAROUSEL	USES/PROPORTIONS <div>SOCIAL TBD</div>	SWIPE  
	PRODUCT - THE CONCENTRATE - THE LUMINOUS LIFTING SUSHION FOUNDATION SPF20 -BROAD SPECTRUM SPF 50 UV PROTECTING FLUID 		
	NOTE		
	VARIANTS **NEED LM, CDLM, NA, VARIANTS		

TR_ARRIVEHYDRATED_FY20_SHOTLIST_06139.jpg

SHOT 10	WECHAT SOCIAL	USES/PROPORTIONS <div>SOCIAL TBD</div>	SWIPE  
	PRODUCT - TREATMENT LOTION (150ML) - CREME (60ML) - THE TREATMENT LOTION HYD. MASK (6-PACK) - THE LUMINOUS LIFTING SUSHION FOUNDATION SPF20 SHADE 01 -BROAD SPECTRUM SPF 50 UV PROTECTING FLUID 		
	NOTE		
	VARIANTS **NEED LM		

TR_ARRIVEHYDRATED_FY20_SHOTLIST_061310.jpg

SHOT 11

HANDOUT CARD: GREECE

PRODUCT

-The Moisturizing Soft Cream (60ML)

NOTE

The Greek Island of Santorini brings us to a world of bright expansive skies, crisp whites and cool blues. Dramatic views are brought into focus against a backdrop of a rocky coastline and stairways winding down to the Aegean Sea.

VARIANTS

****NEED LM, CDLM VARIANTS**

USES/PROPORTIONS



ADVERTORIAL

HANDOUT
2:3

LIGHT BOX/WEB BANNER
1:6

SWIPE

TR_ARRIVEHYDRATED_FY20_SHOTLIST_061311.jpg

SHOT 12	<u>GREECE TEXTURE</u>	USES/PROPORTIONS	SWIPE
	PRODUCT		
	NOTE		
	VARIANTS		

TR_ARRIVEHYDRATED_FY20_SHOTLIST_061312.jpg

SHOT 13

HANDOUT CARD: VIETNAM

PRODUCT

-The Moisturizing Gel Cream (60ML)

NOTE

Against a backdrop of green mountains and a vibrant landscape, emerald greens, shades of teal and golden sunsets take us to Vietnam, where the natural beauty knows no bounds.

VARIANTS

****NEED LM, CDLM VARIANTS**

USES/PROPORTIONS

ADVERTORIAL

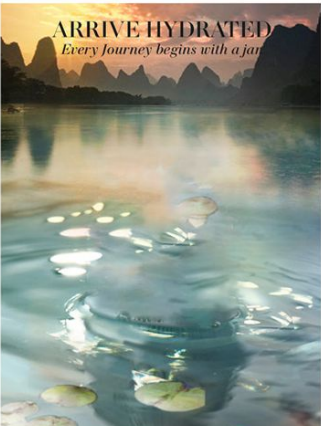
HANDOUT
2:3

LIGHT BOX/WEB BANNER
1:6



SWIPE

TR_ARRIVEHYDRATED_FY20_SHOTLIST_061313.jpg



SHOT 14

<div>VIETNAM TEXTURE</div>	<div>USES/PROPORTIONS</div> <div>VM</div>	<div>SWIPE</div> <div><div>ARRIVE HYDRATED</div><div>Every Journey begins with a jar</div></div>
<div>PRODUCT</div>		
<div>NOTE</div> <div>Against a backdrop of green mountains and a vibrant landscape, emerald greens, shades of teal and golden sunsets take us to Vietnam, where the natural beauty knows no bounds.</div>		
<div>VARIANTS</div>		



TR_ARRIVEHYDRATED_FY20_SHOTLIST_061314.jpg

SHOT 15	HAND-OUT CARD 2- PARADISE FOUND (VIETNAM)	USES/PROPORTIONS	SWIPE
	PRODUCT -The Cleansing Gel -The Tonic/The Oil Absorbing Tonic -The Cooling Gel Cream -Lifting Cushion Foundation. 	ADVERTORIAL HANDOUT 2:3	
	NOTE Against a backdrop of green mountains and a vibrant landscape, emerald greens, shades of teal and golden sunsets take us to Vietnam, where the natural beauty knows no bounds.		
	VARIANTS **NEED LM,CDLM VARIANTS		



TR_ARRIVEHYDRATED_FY20_SHOTLIST_0613151.jpg

SHOT 16	HAND-OUT CARD 3 - INTO THE BLUE (GREECE)	USES/PROPORTIONS	SWIPE
	PRODUCT -The Moisturizing Soft Cream -The Renewal Oil -The Broad Spectrum Protecting Fluid. -The After Sun Enhancer 	ADVERTORIAL HANDOUT 2:3	
	NOTE Life style of a group products in Greece		
	VARIANTS **NEED LM, CDLM VARIANTS, LM(NA)		



TR_ARRIVEHYDRATED_FY20_SHOTLIST_061316.jpg

SHOT 17	HAND-OUT CARD (PRE-FLIGHT) ICELAND LIFE STYLE	USES/PROPORTIONS	SWIPE
	PRODUCT - TREATMENT LOTION (150ML) - REVITALIZING HYDRATION SERUM (30ML) -THE EYE CONCENTRATE (15ML) - CREME (60ML) 	ADVERTORIAL HANDOUT 2:3 SOCIAL TBD	
	NOTE		
	VARIANTS **NEED LM, LM(CHINA), CDLM VARIANTS		



TR_ARRIVEHYDRATED_FY20_SHOTLIST_061317.jpg

SHOT 18	HAND-OUT CARD (PRE-FLIGHT) ICELAND LIFE STYLE	USES/PROPORTIONS	SWIPE
	PRODUCT - TREATMENT LOTION (150ML) - THE EYE CONCENTRATE (15ML) - CREME (60ML) 	ADVERTORIAL HANDOUT 2:3	
	NOTE		
	VARIANTS **NEED LM, LM(CHINA), CDLM VARIANTS		



TR_ARRIVEHYDRATED_FY20_SHOTLIST_061318.jpg

SHOT 19	NO PRODUCT TEXTURE, PLUG AND PLAY (PRE-FLIGHT) ICELAND	USES/PROPORTIONS	SWIPE
	PRODUCT	P&P BACKER 2:3	
	NOTE		
	VARIANTS		


TR_ARRIVEHYDRATED_FY20_SHOTLIST_061319.jpg

SHOT 20	NO PRODUCT TEXTURE, PLUG AND PLAY (PRE-FLIGHT) ICELAND	USES/PROPORTIONS	SWIPE
	PRODUCT	VERTI- CAL 1:2	
	NOTE		
	VARIANTS		


TR_ARRIVEHYDRATED_FY20_SHOTLIST_061320.jpg

SHOT 21	NO PRODUCT TEXTURE, PLUG AND PLAY (PRE-FLIGHT) ICELAND	USES/PROPORTIONS	SWIPE
	PRODUCT	P&P BASE 3:2	
	NOTE Passport from top down shot		
	VARIANTS		


TR_ARRIVEHYDRATED_FY20_SHOTLIST_061321.jpg

VIDEO 1	:30 SECOND VIDEO THAT CAN BE CUT DOWN TO :15 (DEEP DIVE ICELAND. VIETNAM, GREECE)	USES/PROPORTIONS <div>LIGHT BOX 16:9</div> <div>LITBOX-SEL 9:16</div> <div>OUT OF HOME TBD</div>	SWIPE <div>APPLICATION VIDEO</div> <div>FRAME 1</div>
	PRODUCT - CREME (60ML) 		
	NOTE 1. Healing Iceland world 2. backdrop of green mountains and a vibrant landscapes, emerald greens, shades of teal and golden sunsets take us to Vietnam 3. Dramatic views are brought into focus against a backdrop of a rocky coastline and stairways winding down to the Aegean Sea (Greece)		
	VARIANTS **NEED LM, CDLM VARIANTS		

TR_ARRIVEHYDRATED_FY20_SHOTLIST_061322.jpg

VIDEO 2	:30 SECOND VIDEO THAT CAN BE CUT DOWN TO :15 (DEEP DIVE ICELAND. VIETNAM, GREECE)	USES/PROPORTIONS <div>LIGHT BOX 16:9</div> <div>LITBOX-SEL 9:16</div> <div>OUT OF HOME TBD</div>	SWIPE <div>APPLICATION VIDEO</div> <div>FRAME 2</div>
	PRODUCT - CREME (60ML) 		
	NOTE 1. Healing Iceland world 2. backdrop of green mountains and a vibrant landscapes, emerald greens, shades of teal and golden sunsets take us to Vietnam 3. Dramatic views are brought into focus against a backdrop of a rocky coastline and stairways winding down to the Aegean Sea (Greece)		
	VARIANTS **NEED LM, CDLM VARIANTS		

TR_ARRIVEHYDRATED_FY20_SHOTLIST_061323.jpg

VIDEO 3	:30 SECOND VIDEO THAT CAN BE CUT DOWN TO :15 (DEEP DIVE ICELAND. VIETNAM, GREECE)	USES/PROPORTIONS <div>LIGHT BOX 16:9</div> <div>LITBOX-SEL 9:16</div> <div>OUT OF HOME TBD</div>	SWIPE <div>APPLICATION VIDEO</div> <div>FRAME 3</div>
	PRODUCT - CREME (60ML) 		
	NOTE 1. Healing Iceland world 2. backdrop of green mountains and a vibrant landscapes, emerald greens, shades of teal and golden sunsets take us to Vietnam 3. Dramatic views are brought into focus against a backdrop of a rocky coastline and stairways winding down to the Aegean Sea (Greece)		
	VARIANTS **NEED LM, CDLM VARIANTS		

TR_ARRIVEHYDRATED_FY20_SHOTLIST_061324.jpg