

MAISON★BALZAC

**'CREATED FROM YOUR PUREST IMAGINATION'
CAMPAIGN**

YOUTUBE CONTENT FOLIO

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Work by Alyssa Huang - DO NOT

CAST

ALICE: Ginger with a 60s bob cut. Aged 25-28. Inquisitive and bold.

WHITE RABBIT: Anthropomorphised. Jittery, always in a rush.

MAD HATTER: Excited nature expressed through brightly coloured and mismatched-patterned clothes. Aged 36-38.

Narrator: Young woman, elegant voice.

MUSIC

Track: Pure Imagination
Artist: Kathleen.
Rights: Warner Records

Maison Balzac YouTube Script

'[Pure Imagination](#)' begins playing.

FADE IN:

EXT. GARDEN - DAY

A YOUNG WOMAN; known as ALICE and wearing a blue dress, is reading a book under a tree. A white rabbit suddenly runs past on its hind legs, disrupting the peace and yelling at Alice.

WHITE RABBIT
(in a panicked state)
We're late, we're late! We must go right now!

The rabbit runs off. Intrigued, Alice follows it through the garden. Past the rows of bushes is a smaller tree, where she catches the tip of the rabbit's tail disappearing into a hole in the ground. She jumps in too.

CUT TO:

INT. THE RABBIT HOLE

As Alice falls down, colourful and strangely shaped objects float past her, defying the laws of gravity. She reaches out to grab a wine glass, but it slips from her grasp.

She continues falling as the hole seems to get darker and narrower until...

CUT TO:

INT. HALL

THUMP! She drops onto a perfectly placed couch. Alice looks around confused. She is in a hall with only one small door and a glass table facing the couch. She gets up, bends down and tries to open the door, finding it to be locked. Walking towards the table, she sees a carafe filled with liquid and a glass next to it. It is labelled with a "DRINK ME" tag on it.

She pours the liquid into the glass, takes one sip, and starts to shrink until she is the same size as the rabbit. She looks up at the table and sees the key for the door stuck underneath the table.

Frowning, she tries climbing the table legs but slides off. She notices there is a glass box with a piece of cake in it. It is decorated on top with "EAT ME". She takes a bite, instantly growing until she is almost about to touch the roof of the hall. She thinks for a few seconds.

A beat.

Alice looks down to where the table is and picks up the key from under the table. She drinks the rest of the liquid from the same glass and shrinks until she is back to the size of the white rabbit. She unlocks the door and steps outside, greeted by sunshine.

CUT TO:

EXT. FOREST - DAY

The outside is like a paradise, where lush trees and lovely flowers decorate a magnificent forest. Alice walks across a stone path until she stops, stunned to see a grand banquet before her. An assortment of food, flowers in vases, scented candles, goblets, and champagne glasses all finely decorate the table. Sitting around the table is a the white rabbit, a brown hare, and the mad hatter.

MAD HATTER

At last, you've finally arrived! Sit down and enjoy the meal.

Alice takes a seat. Just as she grabs a cupcake from one of the plates and brings it to her lips...

CUT TO:

EXT. GARDEN - DAY

Alice opens her eyes to find herself slumped against the same tree as she was in the beginning. She smiles as if reminiscing on the dream, and looks up at the sky.

FADE IN:

NARRATOR (V.O.)

Maison Balzac, created from your purest imagination.

END CARD:

Maison Balzac logo with the caption, "created from your purest imagination".

YouTube Storyboard

TITLE: Maison Balzac Purest Imagination

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THE AGENCY

CONTENT CREATION

SCENE: 1

PANEL: 1



DIALOGUE:

White rabbit:

We're late, we're late! We must go right now!

ACTION:

Alice is reading a book under a tree, when a white rabbit on its hind legs runs into frame and yells at her.

FX:

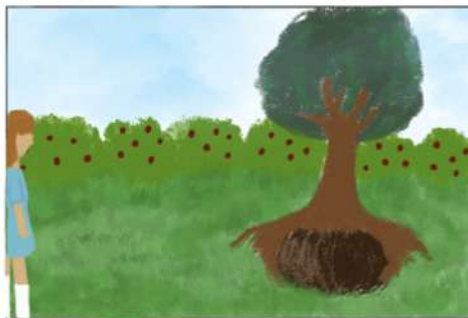
'Pure Imagination' by Kathleen begins playing.

SHOT: Wide angle

DURATION: 5 secs

SCENE: 1

PANEL: 2



DIALOGUE:

ACTION:

Alice follows it through the garden and passes rows of bushes. A smaller tree is there, and near its roots is a small hole.

FX:

'Pure Imagination' plays.

SHOT: Wide angle

DURATION: 5 secs

SCENE: 1

PANEL: 3



DIALOGUE:

ACTION:

Alice sees the tip of the rabbit's tail at the hole and jumps in a few seconds after it.

FX:

'Pure Imagination' plays.

SHOT: Medium shot

DURATION: 3 secs

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THE AGENCY

CONTENT CREATION

SCENE: 2

PANEL: 4



DIALOGUE:

ACTION:

Colourful objects float around Alice as she falls down a dark tunnel. She reaches out to grab a wine glass, but it slips from her fingers.

FX:

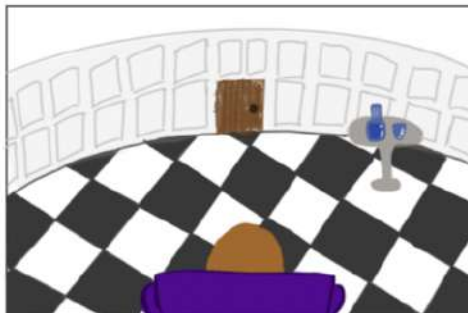
'Pure Imagination' increases in volume.
Lighting is dark and dimmed.

SHOT: Dutch angle

DURATION: 7 secs

SCENE: 3

PANEL: 5



DIALOGUE:

ACTION:

Alice finally lands and falls onto a couch. She looks around with a confused expression on her face. She observes her surroundings.

FX:

'Thump' sound of her falling on the couch is enhanced. 'Pure Imagination' continues.

SHOT: Long shot

DURATION: 4 secs

SCENE: 3

PANEL: 6



DIALOGUE:

ACTION: S

She stands up to walk to the door and bends down trying to open it, but it is locked.

FX:

Footstep sounds enhance.
'Pure Imagination' plays.

SHOT: Low shot

DURATION: 4 secs

TITLE: Maison Balzac Purest Imagination

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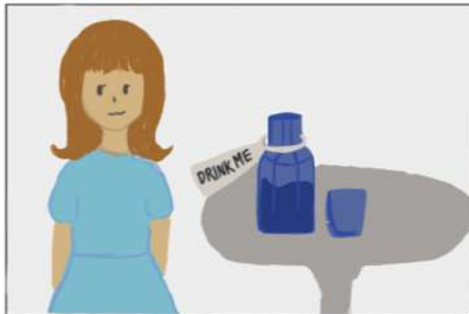
DATE: 4/5/22

THE AGENCY

CONTENT CREATION

SCENE: 3

PANEL: 7



DIALOGUE:

ACTION:

Alice walks back to the table and sees a labelled carafe filled with liquid and a glass next to it.

FX:

Footstep sounds enhance.
'Pure Imagination' plays.

SHOT: Mid-shot

DURATION: 4 secs

SCENE: 3

PANEL: 8



DIALOGUE:

ACTION:

Alice pours the liquid into the glass, takes a sip, and starts to shrink until she is the same size as the rabbit.

FX:

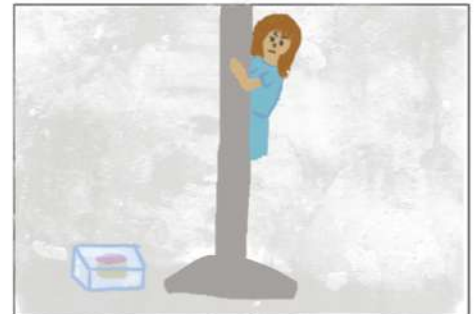
'Pure Imagination' softens as the sound of the liquid being poured is enhanced.

SHOT: High angle

DURATION: 5 secs

SCENE: 3

PANEL: 9



DIALOGUE:

ACTION:

Alice tries climbing the table legs but falls down. She notices that there is a glass box with cake inside it.

FX:

'Pure Imagination' softens to enhance the noise of scuffling from her struggling to climb up.

SHOT: Ground shot

DURATION: 7 secs

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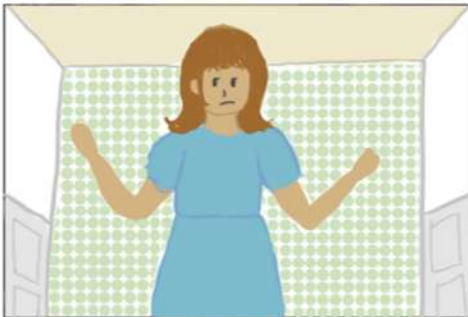
DATE: 4/5/22

THE AGENCY

CONTENT CREATION

SCENE: 3

PANEL: 10



DIALOGUE:

ACTION:

Alice takes a bite of the cake and immediately grows until her head nearly reaches the ceiling.

FX:

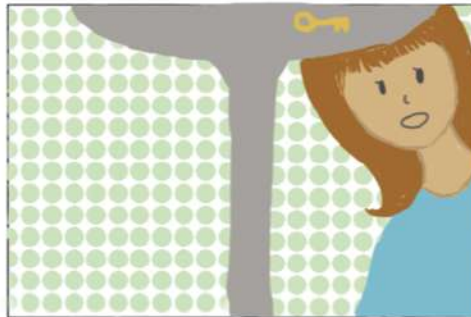
'Pure Imagination' plays.

SHOT: Overhead angle

DURATION: 5 secs

SCENE: 3

PANEL: 11



DIALOGUE:

ACTION:

Alice looks down where the table is and picks up the key under it.

FX:

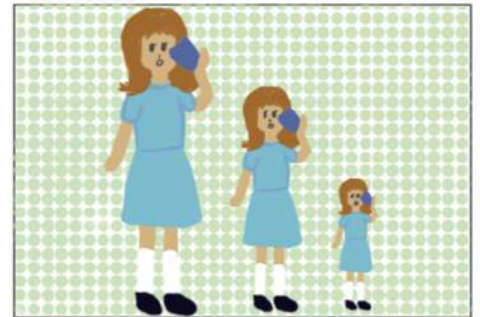
'Pure Imagination' plays.

SHOT: Low angle

DURATION: 3 secs

SCENE: 4

PANEL: 12



DIALOGUE:

ACTION:

Alice drinks the rest of the liquid from the same glass and shrinks until she is back to the size of the rabbit.

FX:

'Pure Imagination' plays.

SHOT: High angle

DURATION: 5 secs

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THE AGENCY

CONTENT CREATION

SCENE: 4

PANEL: 13



DIALOGUE:

ACTION:

Alice unlocks the door and steps outside to be greeted by sunshine.

FX:

Sound of door creaking open.
'Pure Imagination' softens.
Bokeh camera effect for the sun.

SHOT: Over-the-shoulder

DURATION: 3 secs

SCENE: 4

PANEL: 14



DIALOGUE:

ACTION:

Outside is like paradise filled with beautiful greenery and flowers that never seem to end.

FX:

Sounds of nature – birds squawking, running water, insects buzzing.
'Pure Imagination' increases in volume.

SHOT: Extreme long shot

DURATION: 4 secs

SCENE: 4

PANEL: 15



DIALOGUE:

ACTION:

Alice walks across a stone path and stops when a banquet table is eventually revealed in front of her.

FX:

Sound of footsteps echo against stone steps.
'Pure Imagination' plays.

SHOT: Overhead shot

DURATION: 4 secs

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THE AGENCY

CONTENT CREATION

SCENE: 3

PANEL: 16



DIALOGUE:

Mad Hatter:

At last, you've finally arrived! Sit down and enjoy the meal.

ACTION:

Camera pans over a wide range of food and colourful objects is presented on the banquet table. Seated around it is the white rabbit, a brown hare, and the mad hatter.

FX:

Light chatter from the seated guests.
'Pure Imagination' softens to focus on dialogue.

SHOT: Over-the-shoulder

DURATION: 9 secs

SCENE: 3

PANEL: 17



DIALOGUE:

ACTION:

Alice takes a seat. She grabs a cupcake from one of the plates and brings it to her mouth. The scene fades out.

FX:

'Pure Imagination' heightens in volume at the climax.

SHOT: Eye-level

DURATION: 3 secs

SCENE: 4

PANEL: 18



DIALOGUE:

ACTION:

Alice opens her eyes and is leaning against a tree. She smiles and looks up at the sky.

FX:

Birds squawk and the sound of light winds. Pure Imagination continues.

SHOT: Wide shot

DURATION: 4 secs

TITLE: Maison Balzac Purest Imagination

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THE AGENCY

CONTENT CREATION

SCENE: 4

PANEL: 19

MAISON*BALZAC

CREATED FROM YOUR PUREST IMAGINATION

DIALOGUE:

V.O

Maison Balzac, created from your purest imagination.

ACTION:

The end card will fade into screen.

FX:

Fade out of 'Pure Imagination' as V.O plays.

SHOT: N/A

DURATION: 4 secs

WU

Justification

MAISON BALZAC	
Key Benefit Claim (KBC)	<p>“Maison Balzac, created from your purest imagination”.</p> <p>The KBC strongly highlights an imaginative aspect, associating the brand to a dream world compared to the ordinary and mundane lives that we usually have. The idea is that the products from Maison Balzac are as beautiful as something conjured up from “pure imagination”. Audiences therefore position themselves as Alice as they see a fantasy unfold before their eyes, eventually leading them to believe that the brand can provide elegant and artistic objects as a comfort to their daily lives.</p>
Target audience	Individuals of all genders, aged 25-50, and have average to high income. They most likely live in urban areas and enjoy minimalistic French-luxury styles.
Story plot	<p><i>Beginning</i> Status quo: Alice reading a book Disruption: Arrival of the white rabbit who yells at Alice</p> <p><i>Middle</i> Big change 1: Alice jumps into the rabbit hole Midpoint: Alice drinks the liquid and shrinks, then eats the cake and grows. Big change 2: Alice unlocks the door and walks outside to the forest</p> <p><i>Ending</i> Climax: Alice biting into the cupcake Resolution: Alice wakes up, remembering Maison Balzac’s objects as if they were from a beautiful dream</p>
Character(s) and Events	<p><i>Characters</i></p> <ul style="list-style-type: none"> - Alice - White rabbit - Mad Hatter - Brown hare <p><i>Events</i></p> <ol style="list-style-type: none"> 1. Alice is reading a book when a white rabbit convinces her to follow it 2. She jumps into the rabbit hole and sees mystical things

	<p>- talking animals and people in crazy colours, magical objects, and she even grows to different sizes</p> <p>3. Alice wakes up from her dream and reflects on it</p>
<p>Pain point and Sweet spot</p>	<p><i>Pain Point</i> Alice reads a book while in her mundane life.</p> <p><i>Sweet Spot</i> Maison Balzac helps Alice to think beyond reality and fulfil her curiosities of her dreams coming to life.</p>
<p>Awareness, preference, and attention tactics</p>	<p><i>Awareness</i></p> <ul style="list-style-type: none"> → Individuals who watch the video will recognise and recall the brand (Kotler et. al 2016, 62) with the help of the familiar storyline from Lewis Carroll’s Alice in Wonderland. → To draw instant attraction and curiosity, the video incites a positive emotional response that can help customers connect with the brand (Kotler et. al 2016, 64). <p><i>Preference</i></p> <ul style="list-style-type: none"> → The video adopts a low-involvement transformational attitude (Percy 2018), where the benefit of having a creative imagination is presented in an emotionally effective way. The audience is able to connect with the video because they experience what Alice has seen, and can feel the same affinities of wonder and curiosity towards the brand and its products. → It overclaims the benefit by suggesting that Maison Balzac can bring fulfilment in connecting dreams to reality, reflecting the positive feelings that consumers are hoping to experience. <p><i>Attention Tactics</i></p> <ul style="list-style-type: none"> → Maison Balzac’s primary benefit: “created from pure imagination”, is kept short and sweet within the video to draw in and hold attention (Percy 2018, 62). → The conveyor comes from the fantasy-like scenario in which this enchanting dream can exaggerate the key benefit claim (Rossiter and Bellman 2005, 135).

References

Kartajaya, Hermawan, Kotler, Philip, and Setiawan, Iwan. 2016. *Marketing 4. 0 : Moving from Traditional to Digital*. New York: John Wiley & Sons, Incorporated. Accessed May 8, 2022. ProQuest Ebook Central.

Percy, Larry. 2018. "Creative Execution". *Strategic Integrated Marketing Communications*. London, Taylor and Francis. Accessed May 8, 2022. <https://discovery.ebsco.com/c/xppotz/details/cgqg2oukcn>

Rossiter, John. R., & Bellman, Steven. 2005. *Creative ideas. Marketing communications: Theory and applications*. Frenchs Forest, NSW: Prentice-Hall.

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