



Hello

Nivea has been part of my life for as long as I can remember. A natural part of my morning and evening ritual. Just the sight and smell of it comforts and nourishes me.

What I love about this new campaign is how it celebrates Nivea's care and reliability by alternating between sweeping, cinematic wide shots of nature and tender, intimate close-ups of our characters. Celebrating the resilience and determination as they engage in their favourite outdoor sports, while highlighting the subtle, everyday challenges their skin faces.

The Skin and The Cream

Our characters may drive the narrative, but their radiant skin and the Nivea cream are the true heroes of this campaign.

Instead of a flat or muted appearance, we want the skin to exude a sense of vitality and the cream to appear soft and nourishing.

We'll craft natural, direct sunlight that dances across our characters' skin after the cream has been applied, so it looks luminous and radiates warmth.

This requires a director of photography who excels in lighting and capturing skin and cream with authenticity—steering away from cold, clinical visuals and instead embracing a look that's natural, textured, and vibrant.

'Creme Natural Touch' TVC Script

Part 1: Introduction – Sports and Nature

The iconic round Nivea logo softly emerges - its presence a quiet assurance of care and quality.

1 – Lake Dipping:

The screen transitions with a circular fade, revealing a wide shot of a serene, icy lake surrounded by rugged beauty.

Suddenly, the tranquility is broken by a group of friends, dressed in swimwear, running towards the water.

We cut to the protagonist's point of view, showing them holding a camera in a different format as they record their friends jumping into the water.

Their movements ripple with enthusiasm and adventure. The splashes capture a shared spirit of freedom and connection with the untamed elements.

We see a close-up of the protagonist's feet reaching the edge of the ice. They push off with their feet and jump.

We capture a wide shot of them mid-air and then cut to their POV as they land in the icy lake. From the protagonist's POV, we see hands slicing through the water's surface.

SFX: The crisp sound of splashing water, filling the air with life.

2 – Mountain Runners:

We cut to a close-up of the resilient runners' feet, capturing the intensity of each effortful step as they strike the rough, uneven rocky trail and kick up dust.

We cut to a profile view of our runners weaving through a dense, shadowy forest.

As the camera captures trees and branches in the foreground, the runners speed past in the background in a blur.

We cut to a low-angle shot from the ground, capturing a disabled person speeding past.

Then cut between close-ups of each runner - their faces focused and determined.

Next, we cut to a textured POV shot showing the trees and blue sky rushing by as we seamlessly transition to...

SFX: The crunch of rocks underfoot. The rapid thud of footsteps. The cadence of breathing and the distant rustle of leaves.

3 – Lake Dipping (Underwater):

...the blue watery textures recorded with our protagonist's GoPro.

We cut to a close-up of the water's surface as our protagonist emerges with a splash. As he looks around, we see their friends and teammates also emerge from the water in varying states of euphoria. A third teammate jumps back into the water, playfully splashing everyone and creating more chaos as droplets land on the lens.

VO: Nature's power runs deep.

Part 2: The Skin & The Details

4 – A close-up captures hands gripping a rough, jagged rock, knuckles white with determination. The fingers, scraped and weathered, cling tightly. Each muscle in the hand and forearm tenses. We match-cut to...

5 – ...the relaxed muscles of a runner as they take a brief pause on the mountain trail. He leans forward slightly, catching his breath, sweat glistening on his brow. His gaze fixes on the horizon. The camera lingers on a bead of sweat rolling down his temple as he readies himself for the next step.

6 – The scene shifts to the still surface of the freezing lake as our protagonist remains in the water, enduring the freezing temperatures. With post-production, we show the steam from his body rising up from the icy water as they perform the dead man's float and their body contrasts with the icy blue water. We go in close on a detail of their hand or shoulder...

7 - An extreme close-up of a runners' face as a strong wind hits their skin. They cover their ears to block out the sound and suddenly come to a stop. All we can hear is the heavy, laboured breaths of our protagonist as we cut to...

VO: It nourishes the mind and the body.

Part 3: Calm & Recovery

8 - We cut to what looks like black and then pull out to reveal a close-up of a black backpack. A hand reaches into frame, unzips it, and withdraws the NIVEA jar.

We cut to a tender, intimate shot of their hands delicately unscrewing the lid. Then to a low-angle POV shot of their skin as they apply the cream to their arm and massage it in - as if we're making the arm movements ourselves.

Suddenly, we cut to a modern, dynamic two-shot of the product-capturing it in all its glory.

VO (soft, soothing): Give your skin extra care with 99% of ingredients from nature.

8 - We subtly capture shadows of tree leaves swaying across a face. The dappled light playing softly as if nature itself is stroking the skin. The motion is slow, rhythmic, and organic.

We pull out to see our protagonist making a gesture as if lying back and allowing their body to fall, then we capture the end of this motion as we see...

SFX: The world hushes. The sound dissolves into a peaceful silence.

9 - ...another protagonist at ease, lying amidst a cradle of swaying grass. His face calm. His breath deep and untroubled. Shadows dance across his face as it turns to the side and their gaze shifts.

SFX: The music fades into a distant hush.

The protagonist looks into the camera with a slight smile and playfully places their hand over the lens as we transition to...

Part 4: The End

10 - ...a tender close-up of her hand securing the lid of the Nivea jar.

We cut to a top-down shot of the jar as a single leaf (added in post-production) flutters gently from above, settling perfectly atop the jar's lid.

The leaf's vibrant green integrates seamlessly with the label, merging the natural with the crafted. The word "NEW" appears on the label, glowing softly.

VO (uplifting, warm): "NEW NIVEA Creme Natural Touch."

11 - The camera changes perspective, inviting us into her world. Her hand reaches into shot as she places the Nivea jar securely inside. The shot widens. She strides forward with the backpack steady against her back.

Title (bold, empowering): Skin is for GOING ALL IN.

12 - We cut to a close-up of her face. A quiet confidence. An unwavering calm. She looks ahead. Her gaze steady. Her demeanor powerful yet serene.

VO (gentle, resolute): "NIVEA is for your skin."

Look and Feel

We'll seamlessly blend stunning, cinematic backdrops with grounded, visceral realism, capturing the grit, endurance, and raw physical effort these intense sports demand.

But also the tender self-care they require, such as those quieter, restorative moments and pockets of peace where our protagonists reconnect with themselves and nature.

The visual style will merge a range of contrasting approaches. This includes dynamic shots, such as POVs and close-ups with wide lenses that immerse us in the raw energy of the sports.

These will be paired with sensitive, intimate cinematography that explores skincare as an act of connection and renewal. The camera will move fluidly, bringing viewers into the heart of the action so they feel the strain and intensity of our characters, while also pausing to delicately capture the beauty and vulnerability of self-care.

During the sports sequences, wide-angle shots will capture intimate, close-ups of our protagonists—highlighting their sweat, their stress, their determination— and immersing us in their physical and emotional journeys.

Then when nature interacts with their skin—like the delicate shadows of grass brushing against their arms or faces—the camera will trace these moments with precision, emphasising the texture of the skin and the subtle interplay between human and environment.

We'll capture as much as possible in camera to really ground the films in reality, but on occasion we'll use some light-touch CGI in post. Creating steam rising from the bodies of our characters in the lake or the green leaf that floats down through the air and integrates with the Nivea label.

Casting

Lake Dipping:

We're seeking a group of four friends (two men and two women) to embody the camaraderie and thrill of outdoor adventures. The **main protagonist** will be a man in his mid-30s, with a fit, athletic physique. adventurous spirit, and an infectious optimism.

Mountain Runners:

For this scene, we'll need a heterosexual couple, but the spotlight will be on the woman who is our main protagonist. She is a strong, athletic individual in her 30s who radiates determination, resilience, and focus.

They will be joined by a disabled runner who is just as quick but has a different running style.

Hikers:

The hiking group will feature three adventurers: two men and one woman, traversing breathtaking trails.

The main protagonist will be a man in his 30s - someone who embodies a calm and confident sense of adventure.

Mountain Biking:

This scene will focus on a family of three: a father, a mother, and a child (gender flexible). The main protagonist, our millennial mother in her 30s, will be strong and agile, as well as nurturing and maternal - dedicated to mountain biking and her family.

Ultimately, our characters are the carriers of our message, so we need to identify with them and their lives. We're not looking for arrogant models or goofy performers, but playful, relatable "everyday" actors with a magnetic presence who look as though they have been cast from the street rather than an audition.

Styling

Our characters' outfits should be suited to the activity they're doing, while also showcasing enough skin to highlight the product application.

In most cases, this will be sportswear or swimwear, but activities like mountain biking require fitted clothing, as loose garments could be unsafe.

Accessories like water bottles, headbands, socks, shoes, towels, and backpacks need to be modern, compact, and unobtrusive, ensuring they don't overshadow the product - especially in scenes where the protagonists retrieve the product from bags.

Also, no visible branding should appear on the clothing or accessories. And while blues and greens will form the foundation of the campaign's tone, overpowering blues should be avoided.

Generally, the wardrobe should align with seasonal considerations. While some activities like leg dipping can feature shirtless male athletes or female athletes in swimsuits, winter-focused scenes might require hikers to wear layers. This balance will remind audiences that Nivea caters to both summer and winter users.

Music and VO

We'll start with fast-paced, dynamic music that matches the upbeat, optimistic tone of the Nivea brand and energetic visuals without overpowering them.

It will be accompanied by realistic sound effects that immerse us in the surroundings and work with the music as we seamlessly transition between moments of high and low energy.

When the product application begins, the sound design and music will fall away, allowing us to dwell in this calm, serene moment as we highlight the product and emphasise its transformation.

We'll avoid any music with vocals that might clash with the voiceover. We're looking for a young female artist with a naturally conversational, optimistic tone who exudes a brightness and energy without sounding too commercial or preachy and appeals to a young, millennial audience.

For our TikTok-style assets, we'll feature male and female artists in their mid-30s with a passionate, authentic, and conversational tone that feels like they're creating native blog content.

Locations

Our diverse, naturally beautiful locations are like another character in the film. They're a crucial part of the storytelling and reinforce themes of resilience, self-care, and connection with nature. We have a few options to choose from, but I think Lourensford could be interesting for a number of reasons.

Nestled at the foot of the majestic Helderberg Mountains, Lourensford is a treasure trove of cinematic landscapes that blend serenity and adventure.

The estate's pristine lake is perfect for capturing the energy and camaraderie of the **Lake Dipping** sequence. Its still, reflective waters juxtapose beautifully with the vibrant splashes and movement of our protagonists. The surrounding greenery immerses us in nature, while the lake's crystal-clear quality reinforces the film's connection to purity and rejuvenation.

Lourensford's lush forest provides an enchanting setting for the **Mountain Runners** and **Hikers** scenes. Towering trees create a natural canopy, allowing for breathtaking interplay of light and shadow—ideal for intimate close-ups and wide, dramatic shots of the trail. The winding paths and textured undergrowth add depth and realism, bringing the audience closer to the protagonists' physical challenges and connection to the earth.

Alternatively, the expansive Blue Gum dam offers a perfect combination of wide-open water and surrounding vegetation, making it ideal for sequences that emphasise tranquility and renewal.

Its clear, calm waters reflect the sky, adding a cinematic touch of stillness and serenity to moments of self-care. The soft soundscape of rustling leaves and gentle ripples also complement the film's focus on mindfulness and harmony.

Brinksburg Dam provides a rugged, untamed alternative to our locations, representing the grit and effort of outdoor sports. The raw, rougher terrain speaks to the resilience and perseverance of our characters.

Of course, these are just suggestions, and we're open to any discussions about other locations that fit these requirements.

Digital Video Script

TRUEVIEW KNOW - VERSION 1: TRIAL RUNNING + LAKE DIPPING

Opening Scene: We begin with the iconic Nivea logo appearing softly on screen, establishing the brand's identity. The scene transitions seamlessly to our mountain-running couple, captured in dynamic motion as they tackle the rugged terrain. We include two impactful shots that highlight the intensity of their effort: one close-up from underneath their feet hitting the rocky trail and another wide-angle shot showcasing the steep incline and breathtaking natural surroundings, as seen in the TV campaign.

Lake Dive: The focus shifts to our protagonist preparing to dive into the cold water. We capture the moment from his perspective, showing his arms extending forward and breaking the surface of the water.

Nature: A high-angle medium shot looking down from a mountain. The hands of our climber and their backpack are in the foreground as they open it up, reach inside, and withdraw the NIVEA Creme Natural Touch.

Application: A close-up aerial shot of a hand holding the open tin and revealing the thick white cream inside. A finger scoops some out of the tin then we cut to a close-up of the character smoothly rubbing the dollop on their palm and into their hand and arm.

VO: Give your skin extra care with 99% of ingredients that come from nature.

The sound and music fall silent.

Appreciation: A close-up of our protagonist's face as they bask in the sun and the shadow creates a pattern on their face.

Product: A medium shot of a hand closing the Nivea tin against the backdrop of a forest floor. A leaf falls into shot and integrates with the top of the tin. The 'NEW' labels appear in shot.

VO: NEW NIVEA Creme Natural Touch

Label: NEW

A profile medium shot of the protagonist returning the Nivea tin to their backpack reveals its green sides.

Packshot: We look up from inside the bag at the protagonist looking down at us, and then we cut to a close-up of them smiling with beautiful sun-drenched fields in the background.

Title: Skin is for GOING ALL IN. NIVEA is for skin.

CTA: Learn More

TRUEVIEW KNOW - VERSION 1: TRIAL RUNNING + MOUNTAIN BIKING

Opening Scene: We begin with the iconic Nivea logo appearing softly on screen, establishing the brand's identity. The scene transitions seamlessly to our trail runner, captured in a dynamic close-up of their foot as it hits the wet, sodden ground. We cut quickly to the skin on their face being battered by the cold wind and rain. Along with the fast, upbeat music, we hear their short, heavy breaths and their heart pounding in their chest, then transition to the sound of rocks tumbling and peddles being cycled as we cut to...

Mountain Biking: ...a dynamic medium shot of our family driving towards us along a rocky, mountainous off-road trail. We cut quickly to a low-angle shot of the son flying past as his gloved hands grip the handlebars and his legs pedal fast.

VO: Nature nourishes the mind and the body.

Nature: A high-angle medium shot looking down from a mountain. The hands of our climber and their backpack are in the foreground as they open it up, reach inside, and withdraw the NIVEA Creme Natural Touch.

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BUMPER KNOW - TRAIL RUNNING

We cut quickly between dynamic close-ups of a trail runner wearing trainers stepping in a puddle in the forest and the bare feet of a lake dipper stepping in freezing cold lake water that splashes. The sound of tumbling rocks give way to the spatter of water and interact with our fast-paced, upbeat music.

We cut to immediate calm - a close-up of a hand gently applying a line of Nivea cream to their body. Then to a close-up of our protagonist's face as they bask in the sun and the shadow creates a pattern on their face.

Super (next to tin): With 99% of ingredients that come from nature

VO: NEW NIVEA Natural Touch

Label: NEW

CTA: Learn More

BUMPER KNOW - MOUNTAIN BIKING

We cut quickly between dynamic close-ups of a hand gripping a rock and a low-angle shot of a protagonist flying past as his gloved hands grip the handlebars of his bike and his legs pedal fast. The sound of tumbling rocks give way to bike peddles and fast-paced, upbeat music.

We cut to immediate calm - a close-up of a hand gently applying a line of Nivea cream to their arm. Then to a close-up of our protagonist's face. They bask in the sun and the shadow creates a pattern on their face.

Super (next to tin): With 99% of ingredients that come from nature.

VO: NEW NIVEA Natural Touch

Label: NEW

CTA: Learn More

TIKTOK/REELS/SHORTS - 10-15" SECONDS - VERSION 1: TRAIL RUNNING (COUPLE)

A serene POV shot from the perspective of our trail runner as he sits on the ground tying his shoelaces and the camera moves 360 to show the natural landscape of the forest trail. We hear the steady flow of trickling water in the distance. Birds tweeting and chirping overhead. Leaves crunching underfoot.

VO/Subtitle: The only friend we need...is nature.

Suddenly, we cut to legs moving so rapidly they're barely visible as they trip, slide, jump, crush leaves, and splash water while the music increases.

VO/Subtitle: To calm our nerves

A high-angle medium POV shot looking down from a mountain as the music slows down. The outstretched hand of our climber clutches a bottle of water. A tin of NIVEA Creme Natural Touch sits on a rock next to their backpack as we hear the sound of water being sipped.

VO/Subtitle:...and care for our body deeply.

We cut to a close-up of a protagonist wiping down their arm with a towel as the music slows down. Then hear the sound of a tin opening as they gently apply a line of Nivea cream over their arm. The natural shadows from the canopy overhead dance on their skin.

A medium aerial shot of a hand closing the Nivea tin against the backdrop of a forest floor. The 'NEW' labels appear in shot.

Super: Now with 99% of ingredients that come from nature.

Label: NEW

CTA: Learn More

TIKTOK/REELS/SHORTS - 10-15" SECONDS - VERSION 1: LAKE DIPPING (FRIENDS GROUP)

A serene POV shot from the perspective of our lake dipper as their hands rest on the bank. We hear water flowing and the indistinguishable chatter of people as we look out over the

panoramic view of a calm, tranquil, icy lake that looks as though it has been captured with a phone.

VO/Subtitle: Nature is our natural habitat.

Cut to a higher-angled shot of the lake, capturing our friends - dressed in swimwear - excitedly leaping into the water together. This creates huge splashes of water - some of which land on the lens and they laugh. The music quickens.

We cut to a close-up of one of the protagonists sitting on wooden decking as the music slows down. We hear the sound of a tin opening, then see them applying the cream to the skin on their arms and legs.

VO/Subtitle: We all take care of ourselves in connection with nature.

From the POV of our protagonist and their phone, we capture everyone laughing and smiling as they dry themselves.

A medium aerial shot of a hand closing the Nivea tin against the backdrop of a forest floor. The 'NEW' label appears in shot.

Super: Now with 99% ingredients that come from nature

Label: NEW

CTA: Learn More

TIKTOK/REELS/SHORTS - 10-15" SECONDS - VERSION 1: MOUNTAIN BIKING - FAMILY

We're in a dynamic first-person POV of our mountain biker as they race along a rocky pathway. A panoramic view of a breathtaking biking trail, complemented by the sounds of birds chirping, wind blowing, and soothing music in the background.

VO/Subtitle: Guess where our next adventure is going to be?

Cut to a dynamic frontal shot of the family speeding towards us along the terrain, laughing together as they navigate bumps and divets with enthusiasm and ease. Their hands hover over the brakes and their skin is pelted by stones. We hear their heavy breaths and rocks crunching as the upbeat, fast-paced music increases.

We cut to our family of cyclists in a row as they look out over a mountaintop at the stunning scenery. They catch their breath as the music slows. Then we cut to a low-angled shot of our protagonist withdrawing the Nivea tin from her bag.

VO/Subtitle: A thrilling yet calming ride through nature

We cut to a close-up of our mom holding the Nivea tin in one hand as she gently applies the thick white cream to the knuckles and hands of her kid's outstretched hand. The shadows cast by nature dance on both their skin and the music continues to slow.

VO/Subtitle: where we give our bodies the care we deserve.

A medium aerial shot of a hand closing the Nivea tin against the backdrop of a forest floor. The 'NEW' label appears in shot.

Super: Now with 99% ingredients that come from nature

Label: NEW

CTA: Learn More

Thanks