

Brief 3

Title: Arranged Marriage WIN

Specs:

- Size: 4:5
- Up to 30 seconds

Description: Two people are being set up for a wedding and are nervous about it and we get a happy ending despite the drama.

Hypothesis: Targeting emotional and immersion aspects.

Beat List:

1st:

- NADYA is getting help from her mom with her wedding dress/hair
 - BG: [\[link\]](#)
 - MOM: [\[link\]](#)
 - hair/outfit as is
 - NADYA : [\[link\]](#)
 - Outfit: [\[link\]](#)
 - item_fem_professional_clothing_dress_floral_white-v01
 - Hair: [\[link\]](#)
 - Item_fem_professional_hair_f_brown_long_ombre-v01
 - Face: FACE_SAD - if you can make it more NERVOUS than sad, that's better
- Combined with a TIMER and HEADER
 - HEADER COPY: Prepare for Your Arranged Wedding!
- Picker is already on screen when we start
- We fix her hair, dress, and makeup - the timer begins to count down as we fix her
 - Outfit: [\[link\]](#)
 - Item_fem_bachelorette_clothing_dress_designer_white-v01
 - Hair: [\[link\]](#)
 - Item_fem_professional_hair_f_brunette_side_braided-v01
 - Makeup
 - LIPSTICK: 1932318491
 - Put on lipstick like in here: Brief 20977 [\[link\]](#)
 - 0:17 with lipstick

2nd:

- However, NADYA is nervous and says to her mom in the room...
 - COPY: What if I don't like him?
- Mom responds...
 - COPY: You'll learn to love each other
- They both hug each other and smile

3rd:

- We cut to a white screen and her veil gets lifted, the guy is very hot
 - BG: [\[link\]](#)
 - ADAM: [\[link\]](#)
- He says something and SMILES
 - COPY: I'm the luckiest man in the world.
- We get gold or pink god ray glows behind him like it's an ideal guy
- NADYA'S inner dialogue choices appear. We get two options at the bottom
 - I won the lottery!
 - This is too much, run!
- Hand/Finger hovers over the choices

4th:

- End card

Music: [\[link\]](#)

UI: [\[link\]](#)

Fonts and Logo: [\[link\]](#)