

DOWNY CONVERSION

RACE



1. VISUAL: Open on Downy as start banner
 2. VISUAL: 3 litre bottle is running
- VO: *(Commentator style)* Downy Dilute is moving steadily



RACE - EGYPT

EGYPT: 1 litre concentrate compared with Downy 3 litre dilute

3. **VISUAL:** Concentrate bottle is beside Dilute bottle

VO: *(More excited)* But Downy Concentrate is right beside it

4. **VISUAL:** Close up of the caps as they run side by side

VO: because one cap of concentrate washes as much as one cap of Dilute!

5. **VISUAL:** CT bottle bounces dilute bottle

6. **VISUAL:** CT bottle under finish line banner with '10% savings' on it. Dilute is on the ground.

VO: And 10% savings gives concentrate the edge!

SFX: Cash register ring

7. **VISUAL:** Downy CT bottle

VO: Downy Concentrate wins on value every time!

SFX: crowd cheering

SUPER: Save 10% with every wash



RACE - AP

AP: 1 litre concentrate compared with Downy 3 litre dilute

3. **VISUAL:** Concentrate bottle is beside Dilute bottle

VO: *(More excited)* But Downy Concentrate is right beside it

4. **VISUAL:** Close up of the caps as they run side by side

VO: because one cap of concentrate washes as much as one cap of Dilute!

5. **VISUAL:** CT bottle bounces dilute bottle

6. **VISUAL:** CT bottle under finish line banner with '20% savings' on it. Dilute is on the ground.

VO: And 20% savings gives concentrate the edge!

SFX: Cash register ring

7. **VISUAL:** Downy CT bottle

VO: Downy Concentrate wins on value every time!

SFX: crowd cheering

SUPER: Save 20% with every wash



RACE: KENYA

KENYA: 500 ML concentrate compared with competitive 1.5 litre dilute

1. **VISUAL:** Open on Downy as start banner
2. **VISUAL:** 3 liter bottle is running

VO: *(Commentator style)* The competition is moving steadily

3. **VISUAL:** Concentrate bottle is beside Dilute bottle

VO: *(More excited)* But Downy Concentrate is right beside it

4. **VISUAL:** Close up of the caps as they run side by side

VO: because one cap of concentrate washes as much as one cap of the competing brand.

5. VISUAL: CT bottle bounces dilute bottle

6. **VISUAL:** CT bottle under finish line banner with '20% savings' on it. Dilute is on the ground.

VO: And 20% savings gives Downy the edge!

SFX: Cash register ring

7. **VISUAL:** Downy CT bottle

VO: Downy Concentrate wins on value every time!

SFX: crowd cheering

SUPER: Save 20% with every wash

.

.

DOWNY CONVERSION

SCALE

OPTION 2 - SCALE



1. **VISUAL:** Open on Downy logo in the middle of the screen. Logo shrinks and goes to bottom right corner.
 2. **VISUAL:** Close up of Dilute and Concentrate Caps
- VO:** Downy Concentrate washes as many loads as Downy dilute.



SCALE - EGYPT

EGYPT: 1 litre concentrate compared with Downy 3 litre dilute

3. **VISUAL:** The Bottles on a scale perfectly balanced

VO: : One cap of Concentrate washes as much as one cap of dilute, and lasts just as long.

4. **VISUAL:** Concentrate side of the scale fall down

VO: But, Concentrate saves you 10%!

Super:

5. **VISUAL:** Dilute bottle flies out of screen

VO: Downy Concentrate: bigger on value every time.

6. **VISUAL:** Downy concentrate bottle

Super: Save 10%

SCALE - AP

AP: 1 litre concentrate compared with Downy 3 litre dilute



3. **VISUAL:** The Bottles on a scale perfectly balanced

VO: : One cap of Concentrate washes as much as one cap of dilute, and lasts just as long.

4. **VISUAL:** Concentrate side of the scale fall down

VO: But, Concentrate saves you 20%!

Super:

5. **VISUAL:** Dilute bottle flies out of screen

VO: Downy Concentrate: bigger on value every time.

6. **VISUAL:** Downy concentrate bottle

Super: Save 20%



SCALE - KENYA

KENYA: 500 ML concentrate compared with competitive 1.5 litre dilute

1. **VISUAL:** Open on Downy logo in the middle of the screen. Logo shrinks and goes to bottom right corner.
2. **VISUAL:** Close up of Competitor and Concentrate Caps
VO: Downy Concentrate washes as many loads as the competition.
3. **VISUAL:** The Bottles on a scale perfectly balanced
VO: One cap of Concentrate washes as much as one cap of the competing brand, and lasts just as long.
4. **VISUAL:** Concentrate side of the scale fall down
VO: But, Downy saves you 20%!
Super:
5. **VISUAL:** Dilute bottle flies out of screen
VO: Downy Concentrate: bigger on value every time.
6. **VISUAL:** Downy concentrate bottle
Super: Save 20%

DOWNY CONVERSION

WASHING MACHINE

OPTION 3 – WASHING MACHINE



1. **VISUAL:** Open on Downy logo in the middle of the screen. Logo shrinks and goes to bottom right corner.
 2. **VISUAL:** Close up of Dilute and Concentrate Caps, clothes are falling in.
- VO:** Downy Concentrate washes as many loads as Downy dilute.



MACHINE - EGYPT

EGYPT: 1 litre concentrate compared with Downy 3 litre dilute

3. **VISUAL:** The bottles start to spin
VO: : One cap of Concentrate washes as much as one cap of dilute, and lasts just as long.
SFX: Washing machine sounds

4. **VISUAL:** Bottles continue to spin
VO: But, Concentrate saves you 10%!
Super:

5. **VISUAL:** Dilute bottle spins off screen, concentrate bottle stops
VO: Downy Concentrate: Wash smarter.

6. **VISUAL:** Downy concentrate bottle
Super: Save 10%



MACHINE - AP

AP: 1 litre concentrate compared with Downy 3 litre dilute

- 3. VISUAL:** The bottles start to spin
VO: : One cap of Concentrate washes as much as one cap of dilute, and lasts just as long.
SFX: Washing machine sounds
- 4. VISUAL:** Bottles continue to spin
VO: But, Concentrate saves you 20%!
Super:
- 5. VISUAL:** Dilute bottle spins off screen, concentrate bottle stops
VO: Downy Concentrate: Wash smarter.
- 6. VISUAL:** Downy concentrate bottle
Super: Save 20%



MACHINE - KENYA

KENYA: 500 ML concentrate compared with competitive 1.5 litre dilute

- VISUAL:** Open on Downy logo in the middle of the screen. Logo shrinks and goes to bottom right corner.
- VISUAL:** Close up of Competitor and Concentrate Caps, clothes are falling in.
VO: Downy Concentrate washes as many loads as the competition.
- VISUAL:** The bottles start to spin
VO: : One cap of Downy Concentrate washes as much as one cap of the competing brand, and lasts just as long.
SFX: Washing machine sounds
- VISUAL:** Bottles continue to spin
VO: But, Downy saves you 20%!
Super:
- VISUAL:** Competition bottle spins off screen, concentrate bottle stops
VO: Downy Concentrate: Wash smarter.
- VISUAL:** Downy concentrate bottle
Super: Save 20%