

SKIPPIES

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Focus Pillars

Correction



Awareness

Reaction



Recognition

Potty Training



Independence

Product Function



Lived Experience

THE OBJECTIVE

Position SKIPPIES, a medically-informed children's underwear brand redefining early-stage development, as a tool for independence by reframing potty training as a moment of awareness– not correction.

The objective is to create an advertising campaign that speaks to both children and parents, translating a functional product into an emotional milestone.

Brand Foundations

Designed for the transition out of diapers
Built around comfort, ease, and everyday wear
Supports early independence in daily routines
Rooted in developmental growth, not discipline

Brand Principles

Development over discipline
Support over correction
Subtle guidance over instruction
Confidence through autonomy

BRAND UNDERSTADING

Understanding the brand beyond the product

SKIPPIES exists at a transitional moment in a child's development, where dependence begins to shift into independence.

The product is designed with sensory-based cues that aim to develop a gentle physical cue— helping children become more aware of their body's signals in real time.

More than underwear, the product supports a child's growing awareness of their own body, helping translate internal signals into confident action.

It is not about control or correction, but about enabling children to recognize, respond, and take ownership of their own needs.

Two Perspectives

Parent

Focused on outcomes
Responds after the moment
Thinks in terms of “training”

Child

Experiencing signals for the first time
Learning before action
Building awareness internally

AUDIENCE INSIGHT

Two distinct audiences define this category: (1) parents as decision-makers, and (2) children as product users.

Parents approach potty training as a process of managing and correcting behavior.

Children experience it as a first encounter with their body, learning to recognize internal signals before they become visible outcomes.

This creates a fundamental disconnect: guidance is external, while the “product-user’s” experience is internal, creating a gap that often goes unseen.

As a result, the most important moment is overlooked: not after something goes wrong, but just before, when awareness first emerges.

This is where independence truly begins and where we have the opportunity to illustrate SKIPPIES as a brand/product that allows for that moment to be felt, recognized, and remembered.

Current Approaches

Diapers → manage outcomes

Training methods → enforce behavior

Underwear → assume readiness

Gap We Are Illustrating:
 No solution supports early signal recognition.
 The awareness stage is overlooked

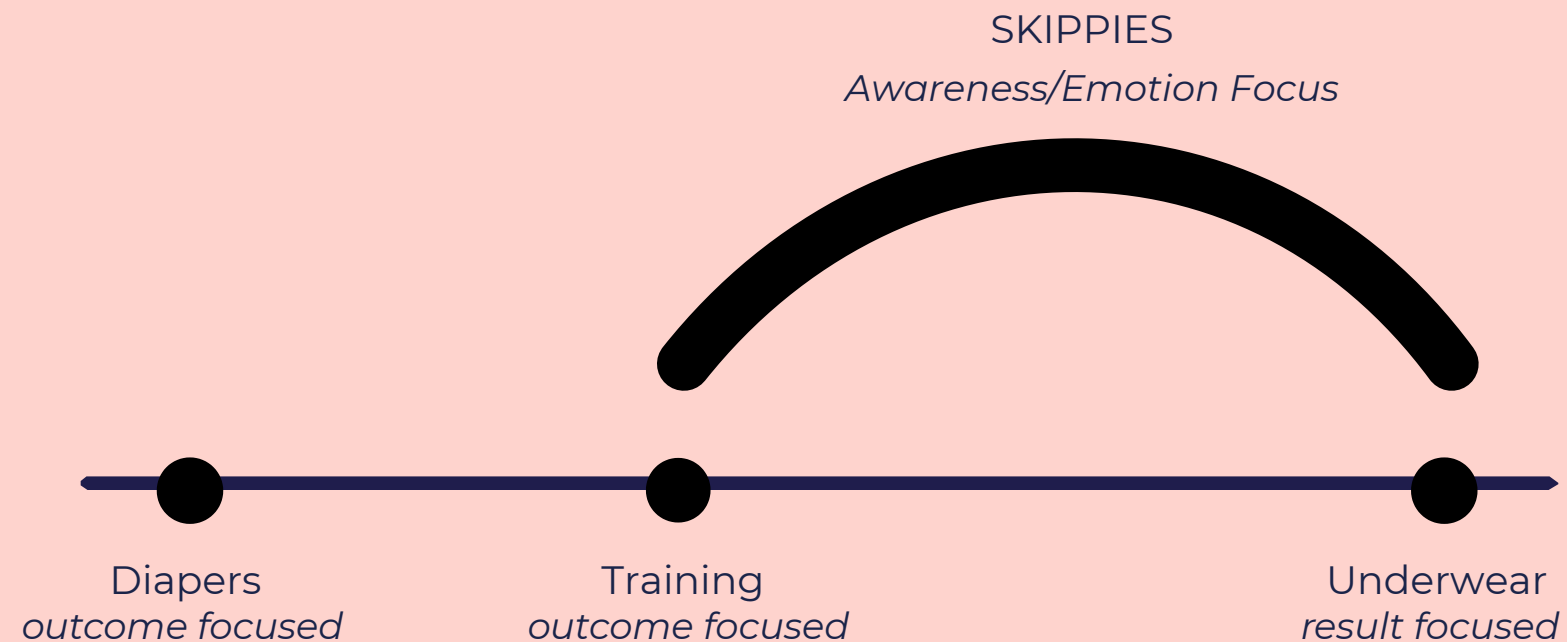
CATEGORY TENSION

Current potty training solutions fall into three established categories: (1) diapers, (2) training methods, and (3) traditional underwear.

Within the category:

- (1) Diapers focus on managing accidents after they happen.
- (2) Training methods emphasize correcting behavior and reinforcing routines.
- (3) Traditional underwear signals that the process is already complete.

While these categories address different stages of the process, their communication consistently focuses on outcomes: accidents, correction, or completion, rather than the moment that comes before. Therefore, this is an unexplored territory, especially when it comes to the advertising of the products across the three markets.



Campaign Direction

Shift focus from outcome to origin
Center the moment before action
Make internal recognition visible
Build narrative around early-stage development

STRATEGIC OPPORTUNITY

Across all three categories, the same pattern emerges: the moment of internal recognition, the instant a child first feels the need, is never shown.

This is the most critical moment in the entire process, yet it has no visual or narrative presence in the category.

This absence defines our strategic opportunity:
SKIPPIES is the brand to center its campaign on the moment before, where awareness begins.

To fully realize this opportunity, the campaign must shift focus away from correction and outcomes, creating an approach that captures subtle, often overlooked behavioral shifts, translating the product's functional benefit into a visible and emotionally resonant experience.

Deciding On The Idea

In developing the campaign, multiple creative directions were explored– each responding to different aspects of the brand, product, and category opportunity.

While each idea offered a viable approach, the final direction was selected based on its ability to directly address the category gap: visualizing the moment before action, which remains unseen across existing campaigns.

CREATIVE TERRITORIES EXPLORED

IDEA 1: Documentary-styled Clips

Idea Description:
Interview-like clips of parents being interviewed about the most challenging aspects of potty training, ending with introduction of SKIPPIES.

Why it works:
informative for product buyers
builds trust

Why it falls short:
Parent-oriented, inconsistent with the lively/fun brand world we are trying to introduce
Lacks a strong, ownable creative signature
Focuses primarily on product advantage, not the awareness moment

IDEA 2: Character Integration

Idea Description:
Children interact with SKIPPIES characters, creating a playful, imaginative world where the brand becomes a companion in their daily activities.

Why it works:
Strong alignment with brand identity
Memorable and visually engaging
Appeals directly to children

Why it falls short:
Weak connection to product function
Risks overshadowing the real behavioral moment
Reduces perceived credibility for parents

IDEA 3: “The Moment Before”

Idea Description:
Cinematic, fashion-forward vignettes of children immersed in play, interrupted by a sudden pause– capturing the exact internal moment of recognition before they act.

Why it works:
Directly visualizes the category gap
Integrates product function naturally
Emotionally resonant (freedom → awareness → pride)
Distinct and ownable within the category
Cinematic identity of campaigns speaks to both parent and child

Strategic Advantage

- First to visualize the moment before
- Moves beyond outcome-based messaging
- Connects function to storytelling
- Establishes category leadership
- Builds long-term brand territory

Why This Idea Wins

- Owns an unclaimed moment in the category
- Aligns directly with product function
- Differentiates from all existing communication
- Resonates with both parent and child
- Creates a clear, ownable narrative space

CHOSEN DIRECTION

IDEA 3: “The Moment Before”

The selected idea centers precisely on the exact moment we want SKIPPIES to be known for, a narrative asset they can own: the moment before action, when a child first recognizes the need.

This approach was chosen because it directly addresses the category’s most critical gap: while competitors focus on accidents, correction, or completion, none capture the moment where the process actually begins.

By owning this specific moment, SKIPPIES enters a space that is currently largely unclaimed, allowing the brand to define the narrative, rather than compete within it.

This direction also uniquely aligns product function with communication: the product supports recognition, and the campaign makes that recognition visible.

As a result, the idea is not only differentiated, but inherently tied to how the product works— making it both strategically sound and creatively ownable.



Idea Framework

- Begins in motion, not stillness
- Captures a shift, not an interruption
- Focuses on instinct, not instruction
- Ends in confidence, not correction

BIG IDEA

Campaign Title: “The Moment Before”

A child is fully immersed in their world– running, playing, laughing– until something shifts. Not an interruption, not a mistake– a sudden, distinct, instinctive pause. For a brief moment, everything slows.

The child registers the feeling, makes a decision, and moves. They exit the frame.

What follows is not correction, but resolution, and the return is different: lighter, confident, proud.

The campaign captures this sequence again and again, across different children and environments— turning an internal, fleeting experience into something clearly seen.



Why This Moment Matters

- Builds emotional recognition across both audiences
- Makes an invisible experience visible
- Bridges child experience and parent perception
- Anchors the entire campaign narrative
- Shifts focus from correction to development

Moment Characteristics

- Urgent, clearly defined
- Internal, not instructed
- Brief, but memorable
- Universal across children
- Visually minimal, emotionally strong

THE MOMENT WE'RE CAPTURING

The moment of realization is the foundation of our campaign.

It captures the exact point where a child transitions from instinct to recognition— before any visible action or external intervention. From an audience perspective, this is where the emotional connection is built. Parents recognize it as a moment they rarely see but can now define and understand, while children experience it as a shift they feel and can act upon.

By isolating this very moment, the campaign creates shared visibility around an otherwise private experience, bridging the gap between what a child feels and what a parent perceives. Its significance lies in both timing and urgency: it happens quickly, independently, without instruction or correction, defining the entire process that follows.

This is what gives the moment its emotional weight— it is the first indication of control, ownership, and self-awareness. Capturing it transforms the narrative from managing behavior to recognizing development, which is what SKIPPIES aims to achieve.



Creative Behavior

Minimal, not excessive
Observed, not staged
Subtle, not exaggerated
Felt, not explained
Recognized, not instructed

Show, don't instruct

Capture, don't construct

Urgency, NOT
exaggeration

Immediate engagement
through realism

Emotion through
recognition, not narration

CREATIVE PRINCIPLE

This campaign is guided by a clear creative principle: to make an internal, instinctive moment entertaining & visible.

At its core, the work focuses on capturing what naturally occurs, rather than constructing or directing behavior. The intention is not to explain the moment, but to reveal it. We enhance this moment in movement, expression, and attention to carry the meaning.

This requires a disciplined approach to what is shown and what is withheld. The moment itself is brief, almost imperceptible, yet it holds the greatest significance. The creative principle that must therefore be followed is emphasizing that moment by grounding it in emotion.

The campaign must preserve the authenticity of the experience and allow the audience to recognize it. The result is a visual language that feels both intimate and universal, turning a private, internal experience into something clearly seen and widely understood.

Intension

Environmental shots to ground the moment
Close-ups to capture internal shifts
Controlled camera movement for immersion
Subtle framing tension to reflect interruption
Editorial composition to maintain premium quality

CONCEPT BREAKDOWN

The concept is executed through a cinematic approach that transforms an everyday behavioral moment into a visually elevated narrative. It consists of showing four children immersed in their own roles when the sudden realization occurs.



(1) wider shots establishes context, allowing the audience to understand the child's environment before witnessing the shift in attention



(2) children's facial expression close-ups frame "the moment" of internal recognition, and the micro-expressions connect emotionally with the viewer



(3) cinematic bathroom exit with inclusion of skipping, highlights the "hooray" moment, and ties back to brand identity

PRODUCT ROLE

The product is integrated into the moment, not introduced after it.

It appears at the exact point where awareness transitions into action, reinforcing its role as a support system rather than a solution applied after the fact. Rather than isolating the product through traditional demonstration, it is embedded within the child's experience— seen naturally as part of movement, behavior, and routine.

This ensures the product is both visible and understood without disrupting the authenticity of the scene. The audience does not need to be told what the product does – they witness it through context, timing, and outcome.



SKIPPIES underwear is integrated into the campaign

SKIPPIES underwear shown in each shot

Intention

The campaign includes product and logo, but no other direct brand assets, such as SKIPPIES characters, are shown. The reason is that we are aiming to build a new brand identity through a specific emotional moment- “the moment.”

BRAND EXPRESSION

SKIPPIES is not expressed through traditional branding, but through ownership of a specific behavioral moment.

The campaign establishes a clear and repeatable signature – the instant a child recognizes internal signals and shifts their attention.

By consistently capturing and framing this moment, the brand becomes identifiable without relying on logos or explicit messaging.

This creates a distinctive visual and emotional language that separates SKIPPIES from all adjacent categories, making the brand recognizable through experience rather than design alone.

SKIPPIES

HERO FILM NARRATIVE ARC

INT. LIVING ROOM – DAY

Soft sunlight fills the room.

Lisa, a 4-year-old East Asian female with short black hair, sits on a carpeted floor, playing with dolls. She appears fully immersed. She moves them, speaks softly to herself.

CUT TO:

INT. DINING ROOM – NIGHT

A soft, warm light fills the room.

Sarah, a 5-year-old caucasian female with curly blonde hair in two braids, sits at a table, stacking Jenga blocks. She appears careful and focused.

CUT TO:

EXT. BACKYARD – DAY

Devin, a 5-year-old African-American male, runs across a garden, kicking a soccer ball. He is smiley, fast, and energetic.

CUT TO:

INT. KITCHEN – DAY

Soft sunlight fills the room.

Tim, a 3-year-old caucasian red-haired male, sits in his kid’s chair in the kitchen, eating carrots. He is messy and content.

CUT BACK TO:

CLOSE-UP — LISA

Dutch angle close-up creates urgency and emphasizes “the moment.” Lisa pauses. Eyes shift. Stillness.

CUT BACK TO:

CLOSE-UP — SARAH

Dutch angle close-up creates urgency and emphasizes “the moment.” Sarah’s hand freezes mid-block. A flicker of realization.

CUT BACK TO:

CLOSE-UP — DEVIN

Dutch angle close-up creates urgency and emphasizes “the moment.” Passes the ball but suddenly stops mid-run.

CUT BACK TO:

CLOSE-UP — TIM

Dutch angle close-up creates urgency and emphasizes “the moment.” Chewing slows. He looks down. Then up. Silence replaces motion.

HARD CUT

CONT.

INT. HALLWAY — DAY

Static, eye-level shot of a closed bathroom door. Centered. Still. The door shuts lightly.

HOLD — 3 SECONDS

SOUND: *flush*

HOLD — 1 SECOND

The door opens.

Devin steps out. Light. Relieved. He skips out of frame joyfully.

FINAL FRAME

Clean screen. Logo and tagline appear.

“SKIPPIES

Recognizing The Moment Changes Everything”

CREATIVE DIRECTION

*this is an imagined, ai generated storyboard sample



shot of east asian 4 year old girl with short wispy black hair, she is wearing a cotton navy blue t-shirt and matching cotton navy blue shorts. Just above the shorts' waistline, there is a slight but visible orange undergarment band. She is sitting on a beige-carpeted floor in front of a leather brown sofa in a midcentury-modern styled living room. The camera is eye-level with the girl, fixed, and the shot follows a symmetrical wes-anderson composition: girl in the middle, behind her sofa. The background includes lamps, decorations, and plants. While sitting on the floor, she is smiling and focused on playing with dolls. The lighting is cinematic but also balanced, and the shot evokes a feeling of an editorial photograph



low-angle extreme close-up, dutch angle of the girl's face, she is looking into the camera with an expression that expresses some sort of sudden realization and urgency



We return back to the original symmetrical framed wide shot of the girl in the living room, but this time the shot illustrates her standing up and walking with a jumpy and energetic groove off frame to her right



Shot of a caucasian, 5-year-old private-school kindergarten girl with long blonde hair divided into two symmetrical braids, lying on the sides of her shoulders. She is wearing a white collar polo t-shirt and a uniform-like dark green skirt, knee-high white socks, and black ballet flats. She is sitting at a modern, oval yet elongated dining table, behind her, a glass wall with a view of a garden (background), the foreground is focused on the girl sitting at the table and playing Jenga, laying the blocks over one another. She looks focused and content. The shot is fixed, very symmetrical, think wes-anderson style. The shot is cinematic, and the lighting is balanced and evokes a feeling of an editorial photograph



low-angle extreme close-up, dutch angle of the girl's face, she is looking into the camera with an expression that expresses some sort of sudden realization and urgency



we return to the original symmetrical framed wide shot of the girl in sitting at her dining room table with the Jenga on the table, this time the shot illustrates her standing up from the chair and walking with a jumpy and energetic groove off frame to her left



shot of a five year old african-american boy, he is athletic and wearing soccer attire. The shot is eye level with him, him outside in a yard, playing soccer (passing a soccer ball), he seems very joyful and energetic. The shot is framed symmetrically, wes-anderson styled. The lighting is natural, coming from natural daylight. visually this looks like an editorial photograph



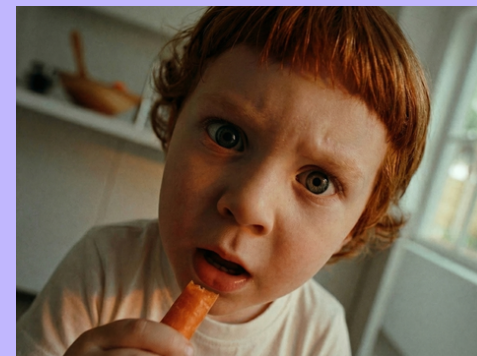
low-angle extreme close-up, dutch angle of the boy's face, he is looking into the camera with an expression that expresses some sort of sudden realization and urgency



we return to the original symmetrical framed wide shot of the boy in his yard, but , this time the shot illustrates him running off with a jumpy and energetic groove off frame



shot of a red-haired, three year old caucasian boy, he is wearing a white t-shirt, brown wide-legged sweatpants, and white sneakers. He is sitting in a kid's chair, with a plastic orange plate on his lap with baby carrots on the plate. He is eating the baby carrots. He looks very content and has a natural childlike energy and spirit. The chair is located right in front of a kitchen island-bar of a scandinavian clean, bright modern home. Behind the island bar is the kitchen, with a window on the right. The camera is placed eye level with the child, symmetrically framed as Wes Anderson shot. It is cinematic, with balanced lighting, and the addition of the natural daylight from the window on the right behind him. The overall composition looks like an editorial photograph.



low-angle extreme close-up, dutch angle of the boy's face, he is looking into the camera with an expression that expresses some sort of sudden realization and urgency



we return to the original symmetrical framed shot. This time the shot illustrates boy him running off leaving his carrots behind



low angle shot from the camera positioned on a hallway floor, wooden floors, in front we see a white bathroom door, closed, symmetrical composition. wes-anderson styled framing



same low angle shot with the same composition, this time the african-american 5 years old boy comes out of door, and skips off frame



SKIPPIES ending card with tagline

KEY VISUAL SYSTEM

The visual language of the campaign is defined by cinematic composition, natural yet urgent performance, and subtle tension within otherwise calm environments.

By combining symmetry, grounded camera perspectives, and soft natural lighting, the visuals feel both structured and intimate – allowing small moments to carry emotional weight. This system ensures consistency across all assets while reinforcing the core idea: interruption within everyday play.

Symmetry + Control

- Wes Anderson–inspired centered compositions
- Clean, balanced environments
- Strong architectural alignment

[Creates visual consistency + immediate recognition]

Eye-Level Perspective

- Camera always aligned with the child
- Grounded, immersive framing
- Angle diversity reflects the changing emotional state of the child

[Places viewer inside the child’s world]

Natural Performance with exaggerated “moment.”

- Acting is natural, yet the moment is distinct
- Captured mid-action

[Feels real while maintaining tone of slight confusion, urgency, & awareness]

Soft Cinematic Lighting

- Natural daylight + subtle practicals
- No harsh contrast
- Slight cinematic grain

[Keeps tone warm, intimate, and believable]

Editorial Realism

- Visible skin texture
- Slight film grain
- Minimal retouching

[Avoids artificial / “AI” aesthetic]

Color & Environment

- Neutral, soft base palette (beige, white, wood tones)
- Controlled pops of color (toys, clothing, product cues)
- Clean, minimal interiors

[Keeps focus on the child + moment]

Sound Progression

Natural ambient sound per environment
Intimate, close-range audio detail
Gradual removal of sound at recognition
Silence used as emotional emphasis
Precise sound cues in final sequence
No voiceover, no musical dominance

HERO FILM SOUND DIRECTION

The sound design follows the film's structure, moving from immersive realism to complete isolation, and finally to quiet resolution.

Each scene begins with natural, grounded audio specific to the environment: soft fabric movement, toys shifting, blocks stacking, footsteps on grass, and subtle eating sounds. These sounds are intimate and detailed, placing the viewer directly within each child's world.

As each moment of recognition occurs, sound is progressively stripped back. The environment fades, leaving a controlled stillness that isolates the internal shift. This reduction in sound creates tension without exaggeration, allowing the audience to feel the moment rather than be guided through it.

In the final sequence, sound returns with precision: the door closing, a short pause, the flush, and soft footsteps. No music or voiceover interrupts the experience – restraint defines the tone, ensuring the film remains cinematic, elevated, and emotionally focused.

System Logic

- Captures the moment in a single frame
- Aligned with hero film composition
- Focus on expression and stillness
- Product integrated, not isolated
- Designed for social, OOH, and digital

PHOTOGRAPHY SYSTEM

The campaign extends beyond the hero film into a cohesive photography system that captures the same defining moment across still imagery.

Each photograph isolates the exact point of recognition: a pause, a shift in expression, a break in movement, translating the film’s emotional core into a single frame.

The images are composed with the same cinematic precision: controlled framing, natural light, and minimal environments that keep focus on the child’s internal experience.

Rather than staged product imagery, the product remains integrated within the moment, ensuring consistency across all campaign touchpoints.

This creates a **unified visual language**, where both motion and stills work together to reinforce the same behavioral and emotional signature.



OOH example

Social Platforms

TikTok / Instagram Reels — short-form narrative cuts
Instagram Feed — still imagery + key moments
Paid Social — optimized cutdowns (5–10s)
Digital — adaptable across placements (ex. website)

SOCIAL EXTENSIONS

The campaign is designed to extend seamlessly across social and digital platforms, adapting the core moment into platform-native formats.

Short-form video (TikTok, Instagram Reels)

captures the full sequence in condensed form, maintaining the rhythm of recognition, action, and return.

Cutdowns focus on the moment itself— isolating the pause, the close-up, and the immediate shift —allowing the concept to be understood within seconds.

Static imagery translates the same moment into scroll-stopping visuals, emphasizing expression and stillness.

Each format is built to feel native to its platform while maintaining a consistent visual and emotional language across all touchpoints. This ensures the campaign remains recognizable, repeatable, and scalable across both digital and physical environments.

- 1× Hero Film (30–45s)
- 6–8× Short-form cutdowns (5–15s)
- 8–12× Photography assets (social + OOH)
- Vertical / Square / Horizontal formats
- Captions + copy variations
- 1-week launch calendar

Copy Directions

Tone: Observational, Minimal, Confident, Never instructional

Structure: Short, one-line captions, No explanation of product mechanics, Focus on recognition, not correction

Core Lines:
 It starts with a moment.
 The moment they understand.
 You see it before they say it.
 Recognizing the moment changes everything.

SOCIAL + DIGITAL ROLLOUT

The campaign launches with the hero film as the primary asset, supported by a structured content system designed for immediate deployment across social platforms.

All assets are pre-cut and formatted for vertical (9:16), square (1:1), and horizontal (16:9) placements to ensure compatibility across Instagram, TikTok, Facebook, and paid digital channels.

The rollout prioritizes short-form video (5–15 seconds), isolating the key moment of recognition for rapid consumption and repeat exposure.

Static photography assets are deployed in parallel to reinforce the same moment in a single frame, ensuring visual consistency across feed and OOH placements.

Content is scheduled in a consistent cadence, alternating between video and stills to maintain engagement while reinforcing the core behavioral signature of the campaign.

Sample Week 1 Social Calendar

Day 1 — Launch

Asset: Hero Film (IG Reels + TikTok)

Caption:

It starts with a moment.

Day 2

Asset: Cutdown (Lisa → recognition moment)

Caption:

You see it before they say it.

Day 3

Asset: Photography (close-up still → pause moment)

Caption:

The moment they realize.

Day 4

Asset: Cutdown (Devin → stop + exit)

Caption:

Play pauses. They don't.

Day 5

Asset: Bathroom door sequence (loopable clip)

Caption:

You know what this means.

Day 6

Asset: Photography (post-return — calm/pride)

Caption:

Back like nothing happened.

Day 7

Asset: Mixed montage cutdown (all kids)

Caption:

Recognizing the moment changes everything.

The campaign delivers a complete asset system designed to maximize reach, repetition, and recognition of the core moment across all platforms.

Each deliverable serves a specific function within the campaign— from awareness to engagement to recall— ensuring both creative consistency and measurable performance.

Assets are optimized per format and placement, allowing for efficient distribution while maintaining a unified visual and emotional language. Performance is tracked across key metrics aligned with each asset type, ensuring clear visibility into impact and return.

DELIVERABLES

Hero Film (30–45s)

Purpose: Primary narrative asset; establishes the concept and emotional foundation

KPI: View-through rate (VTR), completion rate, brand recall

Short-Form Video (6–8 assets, 5–15s)

Purpose: High-frequency exposure of the “moment” for rapid recognition

KPI: Hook rate (first 3 seconds), watch time, engagement rate

Photography (8–12 assets)

Purpose: Translates the moment into still imagery for feed + OOH

KPI: Engagement rate, saves, visual recall

Stories / Vertical Assets

Purpose: Daily visibility + quick consumption

KPI: Tap-through rate, completion rate

OOH / Digital Placements

Purpose: Single-frame recognition at scale

KPI: Impressions, reach, brand recall lift

Copy System (Captions + Taglines)

Purpose: Reinforces concept without over-explaining

KPI: Engagement, shareability, consistency of messaging

Casting Philosophy

Not actors —> real children
 Natural behavior over performance
 Observation over direction
 Diversity as reality, not statement

Timeline

Casting call → Week 1
 Submissions + review → Week 1-2
 Callbacks → Week 2
 Final selection + paperwork → End of Week 2

Note: all casting and production involving minors will strictly adhere to child labor laws and on-set safety regulations.

- Guardian consent + contracts
- Work permits (state-specific)
- Limited working hours + scheduled breaks
- Child welfare advocate/studio teacher (if required)
- Safe, controlled filming environment

CASTING

The casting approach prioritizes authenticity, diversity, and relatability, selecting children who naturally embody curiosity, independence, and emotional expressiveness.

We are casting 4 children aged 3–6 years old, reflecting diverse backgrounds, appearances, and personalities to ensure broad relatability across families and caregivers. Performances will be minimally directed, allowing for natural behavior and genuine reactions that reinforce the campaign’s observational tone.

Cast Breakdown

1. Female, 4, East Asian
2. Female, 5, Caucasian
3. Male, 5, African-American
4. Male, 3, Caucasian

Performance Traits:

1. Expressive but natural (non-performative)
2. Comfortable in semi-structured environments
3. Able to follow simple directions while maintaining authenticity

Casting Method

Primary Channels:

- Child talent agencies (licensed + insured)
- Parent casting platforms (e.g. casting networks)
- Targeted social scouting (parent-led accounts only)

Process:

- Initial casting call release (brief + reference visuals)
- Self-tape submissions (simple prompts: play, react, pause moment)
- Shortlist + callback sessions (live or virtual)
- Chemistry reads (since no speaking is involved, it will be body language) / observational testing
- Final selection + guardian confirmation

PRODUCTION

The production approach is designed to capture natural, unscripted moments within a controlled and efficient environment. By combining structured planning with observational filming, we ensure both creative authenticity and operational precision. All elements— from location to equipment to scheduling – are optimized to support child-friendly filming conditions while maximizing output across all deliverables.

Location Strategy

Primary Locations:

- Residential home (bedroom, bathroom, hallway)
- Outdoor play area (yard / park)

Approach:

- Realistic, lived-in environments
- Minimal set design — elevated through composition + lighting
- Controlled, low-stimulation spaces for children

Scouting:

- 2–3 options per location type
- Final selection based on lighting, layout, and production access

Shoot Format

Camera Approach:

- Handheld + stabilized hybrid (natural but controlled)
- Eye-level framing (child perspective)
- Close-ups for emotional moments

Equipment:

- Lightweight cinema camera setup
- Natural + soft artificial lighting
- Minimal footprint to avoid overwhelming cast

Critical Considerations

- Child-first environment (comfort over speed)
- Flexible scheduling (capture moments, not force them)
- Minimal crew presence (reduce pressure)
- Backup time built in for unpredictability

Required Documentation

- Location agreements/permits
- Production insurance
- Talent releases (guardian-signed)
- Child work permits (if required by state)
- Safety protocols + emergency planning

Production Timeline *(see slide 27 for full project timeline)*

Pre-Production (1–2 weeks):

- Location scouting + lock
- Casting finalization
- Shot list + schedule build
- Permits + documentation

Shoot:

- 1–2 shoot days
- Child-first scheduling (short blocks, breaks built in)
- Post (covered separately)

Crew Sourcing

Pre-vetted freelance network
 Child-experienced crew prioritized
 Local hires for efficiency + cost control

Alignment

Deck + references shared across all departments
 Shot list + call sheets locked before shoot
 Clear chain of command established (Director → AD → crew)

Organization

AD runs schedule
 Producer manages logistics + communication
 Child wrangler controls child timing + breaks
 Director focuses only on performance + visuals

Logistics

Dedicated child holding area (quiet, safe, supervised)
 Crafty– Snacks + hydration (note: child-friendly)
 Rest space for guardians
 Temperature-controlled environment
 Backup wardrobe / essentials

Priorities

Child safety > schedule
 Legally compliant working hours
 Clear hierarchy on set
 Calm, low-pressure environment

CREW + LOGISTICS

The crew is structured to ensure both creative excellence and a safe, controlled environment for working with children.

In addition to core production roles, specialized positions are included to support child welfare, legal compliance, and on-set comfort.

This ensures the production runs efficiently while prioritizing safety, clarity, and performance.

Crew Structure

Direction

- Creative Director

Production

- Producer
- Production Coordinator
- Production Assistant
- 1st AD (Assistant Director)

Camera + Lighting + Sound

- Director of Photography
- 1st AC
- Gaffer
- Sound Recordist
- Grip (optional)

Art + Styling

- Production Designer / Art Director
- Stylist

Other

- Child Wrangler
- Medic

TIMELINE

*This is a sample timeline and does not include delays that may occur



BUDGET FRAMEWORK

*This framework assumes key crew members provide their own equipment.

*This framework is an estimate and is illustrated in percentage outputs.

Creative Development — 10–15%

Concept development
 Creative direction time
 Deck creation / revisions
 Pre-visualization

Production Execution — 30–35%

→ All on-set human labor

- Director, DP, crew
- Producer + coordination
- Cast

Locations + Logistics — 15–20%

→ Physical + operational environment

- Location fees / permits
- Transportation
- Catering
- Holding areas

Art + Styling — 10–15%

- Production design
- Props
- Wardrobe

Post-Production — 20–25%

- Editing (hero + cutdowns)
- Sound design + music
- Color grading
- Formatting

Contingency — 10–15%

- Protection layer
- Delays
 - Talent issues
 - Equipment gaps

The budget is allocated based on impact, prioritizing what is seen on screen while maintaining strict control over operational and support costs.

Each category is assigned a percentage range to allow flexibility while ensuring a balanced and efficient distribution of resources.

What Success Looks Like

- Seen
- Remembered
- Shared
- Acted on

SUCCESS METRICS

Awareness (Reach + Visibility)

- How many people see the campaign
 - Impressions
 - Reach
 - Video views

[Indicates scale of exposure]

Engagement (Interaction + Interest)

- How audiences respond
 - Watch time / completion rate
 - Likes, comments, shares, reposts
 - Saves

[Indicates content resonance]

Recall (Memorability)

- Does the audience remember it
 - Repetition of the “moment”
 - Brand recognition
 - Shareability across parent communities

[Indicates long-term impact]

Conversion (Business Impact)

- Does it drive action
 - Website traffic
 - Click-through rate (CTR)
 - Sales lift (if trackable)

[Indicates ROI]

Target Benchmarks (conservative)

- +20–30% increase in engagement rate
- +15–25% increase in video completion rate
- +10–20% increase in traffic / conversions

We also aim for strong organic sharing within parent communities

WHY THIS CAMPAIGN WINS

This campaign succeeds because it aligns concept, execution, and brand truth into one cohesive system.

It captures real moments, builds emotional connection with both children and caregivers, and translates that into a repeatable visual language across all platforms. Every decision— from casting to production to distribution— is intentional, ensuring the work is not only compelling, but effective.

Emotionally True

Real behaviors, not performances

→ Builds trust with parents and relatability with children

Visually Distinct

A clear, recognizable “moment” repeated across formats

→ Drives recall and campaign cohesion

Strategically Built

Every asset has a role, every decision has a purpose

→ Maximizes performance, not just aesthetics

Operationally Sound

Lean crew, controlled production, clear timeline

→ Ensures efficient, reliable execution

Financially Intentional

Budget allocated based on impact, not assumption

→ Maximizes return on investment

One idea
Executed consistently
Across every touchpoint

SKIPPIES

Recognizing The Moment Changes Everything

CONTACT INFO
Olga Pilichowska
contact@olgapilichowska.com

QUESTIONS?

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