

Introduction

Straight from the Source

In this multipart series for Nature Made, we will answer the web's most pressing questions about vitamins and supplements, solidifying Dr. Susan Mitmesser as THE go-to expert on the topic.

We'll aim to give these videos an editorial feel through the use of a simple-but-beautiful set, fun graphic/animation elements, and an edit that plays up Dr. Mitmesser's personality (while not detracting from her cred).

The end result: a series of videos that feel visually cohesive, fun to watch, super informative, and leave viewers feeling empowered & motivated to do what's best for their health.



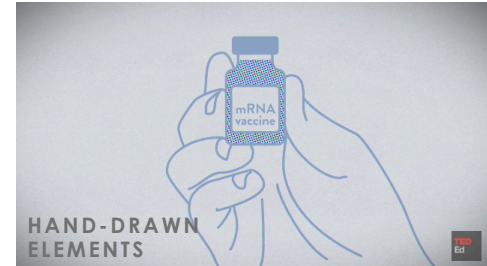
We'll make videos that are:

Informative.
Fun to Watch.
Helpful.
Actionable.

Let's create videos for Nature Made that are polished, packed with credible (yet digestible) info, super entertaining, and — most of all — really good at answering oft-asked questions.

Simultaneously, we'll make sure our videos leave viewers with a call to action: what to buy and where to buy it (without feeling overly advertorial).

Places to have fun visually (depending on subject matter):



Vision

We'll shoot all five videos with two cameras: one front-angle wide, the other side-angle medium (one or both 4K to enable flexibility in post). We want to establish a recognizable look/feel — so we'll choose one set and stick to it.

For the set, we want to shoot on a fairly simple, uncluttered set — whether that's a seamless, her office, or somewhere else. We'll put her at a desk, designed to show authority (she'll be wearing a lab coat to further emphasize her cred) but with playful elements (think flowers, Nature Made product, books). Additionally, we'll have a set that's conducive to horizontal and vertical crops.

We'll have a LOT of fun with the graphic elements, depending on the topic of each video: kinetic type, illustrated animations, etc. — all in a series-consistent style. (See mood board for a few other examples on page 4 of the deck.) Keywords: simple, classy.

We especially want to bring out Dr. Mitmesser's personality in our edit (without detracting from her scientific polish). Think: quick punch-ins during important points, musical pauses during dramatic information "reveals," embracing an endearing tendency to "nerd out," etc. Basically, we want to show that Dr. Mitmesser is having a good time while she explains stuff she is genuinely enthusiastic about — because that (along with our gfx) is what will make our videos stand out to viewers' minds.



Front angle example (maybe slightly wider and solid background)



Side angle example (also slightly wider and solid background)



Fun creative shot example (talent telling viewers a secret during a punch-in)

Related Work



TITLE: 8 Things a Doctor Wants You to Know About Weight Loss

ROLE: Director, Producer

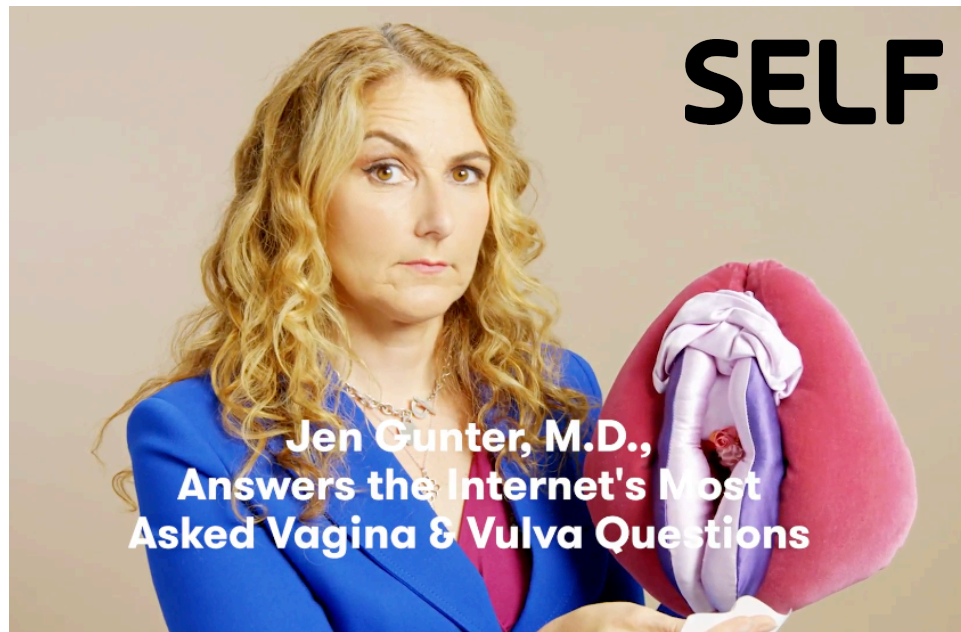
CLIENT: WW (formerly Weight Watchers)

TALENT: Kristamarie Collman, MD

DESCRIPTION: Above all, we didn't want this video to feel like an ad — and we wanted our talent, Dr. Kristamarie Collman (who I cast), to be her authentic self. I worked for weeks as a liaison between WW's brilliant science and marketing teams and Dr. Collman to ensure accuracy and adherence to brand. We loved how it turned out — and it has more than 315K organic views on YouTube.

Watch the full video: <https://www.youtube.com/watch?v=M-ALdv3bk-l&t=84s>

Related Work



TITLE: Dr. Jen Gunter Answers the Internet's Most Asked Vagina & Vulva Questions

ROLE: Director

CLIENT: Self Magazine

TALENT: Jen Gunter, MD (& Twitter star)

DESCRIPTION: Dr. Gunter had a book coming out — and we wanted her for Self's Instagram. We pulled the Internet's most-searched gyno-related questions and let her fly (no scripting beforehand). Each question from this video became its own standalone video on Self's Instagram (where we launched 1/week). They performed extremely well.

Watch the full video: <https://www.self.com/video/watch/dr-jen-gunter-answers-10-frequently-asked-questions-about-your-vagina>

Related Work



TITLE: The Truth About Wellness Trends

ROLE: Executive Producer

CLIENT: Self Magazine x Facebook Watch

TALENT: Mike Varshavski, MD (& YouTube star)

DESCRIPTION: I was leading all video efforts at Self and had just met Dr. Mike — and immediately KNEW I wanted him to do videos for us (he was as passionate about dispelling health myths as we were). We sold this series “The Truth About Wellness Trends” to Facebook Watch and luckily got him involved. I worked closely on content, scripting, and final cuts.

Watch the entire series: https://www.facebook.com/watch/8908243810/683441128726397/?_tn=C