

Product videography guide.



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SmileDirectClub's visual and sonic aesthetic plays a critical role in defining our brand. How we show our product – its composition, talent, and use – is central to our expression.

Use this guide to help establish and maintain a consistent, clear, and compelling visual narrative when creating videos of our products and services.

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Genuine smiles.

Whether shooting editorial, studio, or product photos with people, we want to capture genuine smiles that are not posed, or fake looking. A genuine smile expresses real emotion.

We celebrate all kinds of smiles.

We love shy smiles, happy smiles, gummy smiles, and big toothy smiles. But there is a difference between a genuine smile and a fake one. Work to capture genuine smiles.

Capture the unguarded moment, or the moment in between.

A camera pointed in a person's direction can create a very unnatural moment. When photographing people, look to capture unguarded moments, or moments in between. In between a punchline and a full reaction, or in between a breath and a belly laugh.

Learn to recognize genuine smiles and to tell the difference between them and the more forced variety.

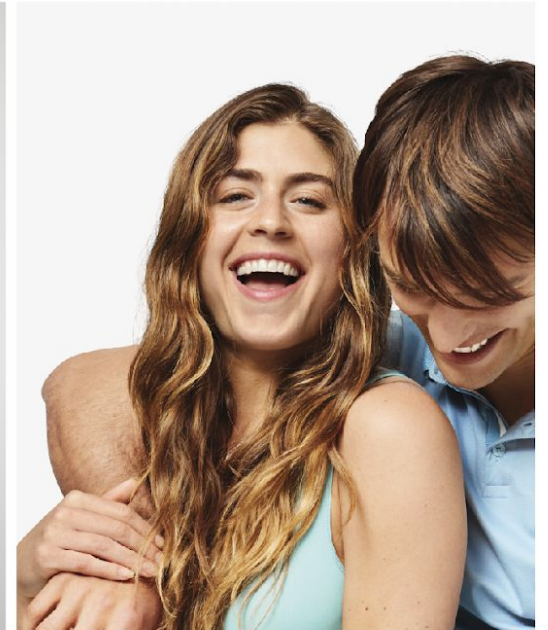
Fake smile



Posed smile



Genuine smile



Brand voice.

Bringing SmileDirectClub to life in words.

Persona

How our brand values become part
of our personality.

Tone

How our personality translates into tone
and manner.

Language

The way we use words.

Persona

Supportive
Approachable
Optimistic
Clever

Tone

Reassuring
Warm
Empowering
Motivational
Playful

Language

Encouraging
Simple
Positive
Smart

Brand voice.

How it comes to life.

The examples to the right are meant to illustrate the tone and manner of our copy in practice. Our voice is simple, clear, and optimistic.

Headlines

Ready. Set. Smile.
Here's even more to smile about.

Everyone deserves a smile they
love.

Get a smile you love for 60% less than braces.

Packaging

Open for a lifetime supply of confidence.
Ready. Set. Smile. Join the Club.

Let's make a good first impression.

Explanatory copy

Each set of aligners in your smile plan is
shipped to you at one time in one big, blurple
box.

No more waiting for monthly shipments.
You'll have the tools you need to get a smile
you'll love.

Reasons to believe (RTBs)

No braces. No monthly office visits. No paying a
fortune.

Get a smile you'll love in as little as 4–6 months.

60% less than braces.

Calls to action (CTAs)

Take the free 30-second Smile Assessment.

Get started today.

Order your impression kit at
SmileDirectClub. com

Brand voice.

What we want to accomplish.

Own the smile

We are SmileDirectClub. Smiles are at the heart of everything we do. Our voice should convey the inherent warmth and friendliness of a smile in each communication, whether written or spoken. The way we speak and what we say should work to continually build ownership of the smile.

Provide support and encouragement

We provide support to our customers in a conversational, optimistic tone of voice. We want to be there for them when they need us with useful information and genuine words of encouragement. We speak with empathy and from actual experience; many of us have gone through aligner treatment and use our oral care products and wish to help others realize the potential of their smiles.

As such, when we use humor in language and storytelling, we always seek to laugh with – and never at – people.

Establish credibility

We are the category leader in doctor-directed aligner therapy, a pioneer in teledentistry and telehealth, and experts in 3D manufacturing. We were also the first company in the world to have a line of products that help people get –and maintain – a smile they love forever. We have the dental technology and manufacturing

Be transparent

We think like the customer and work to anticipate their needs. We tell people when things are going to be hard or unpleasant to set clear expectations. And we're there for them to provide needed reassurance to give them the motivation to overcome challenges. We say what we mean, and we mean what we say.

Emphasize quality

We want people to understand the high quality of our products and why we are able to offer them at such affordable prices. We do this best by focusing on customer benefits and real-world results. We always reference our products and the way they are made in simple, accessible terms, and use results and actual customer stories to support our quality claims.

Brand voice.

What we should avoid.

Medical terms

Medical language can feel cold and inaccessible. It also doesn't feel approachable or supportive, which are key elements of our brand. When we need to emphasize credibility, we say what we need to say simply and use customer stories and real-world results to help provide credence.

Complexity

In conveying details about our products it's best to not complicate the story with back-end details. People are generally much more interested in product features and real-world benefits than how products are made. For instance, most people are more interested in knowing that our aligners can give them a smile they love in 4–6 months for 60% less than braces than knowing that their molds are 3D printed.

Puns and hollow positivity

As a global brand, we strive to avoid English language puns, as they don't translate into other languages. We should also avoid hollow positivity and saccharine, overused general affirmations (Love yourself and share kindness with others! You are enough!). We do this in order to preserve credibility and integrity as a brand, and also to stay focused on what we actually deliver.

Brand voice.

Words matter.

Some words we use

Customers

We

Access

Journey

Smile

Aligner

Nighttime Aligner

Affordable

Team members

Some words we avoid

Patients

Malocclusion

Perfect

Cheap

Scan shop

Outpatient

Invisible

aligner

Cheese!

Employees

Casting.

We love smiles.
Especially real smiles
from real people.

Our audience is anyone with teeth who would like to straighten, or clean, or whiten those teeth. So, when casting talent for photography or videography, consider how we can represent the broadest range of people.

1. Always cast to achieve diversity of race, ethnicity, age, body type, and other factors.
2. Refer to territory-specific customer profiles where relevant. This may override the default requirement for diversity.
3. Look for naturally expressive faces that hint at a deeper story.
4. Cast people with interesting, memorable features. We celebrate the broad spectrum of humanity, so don't look for model-like perfection.
5. Do not feature team members unless highlighting their specific function.



Wardrobe.

Silhouettes and color.

Select simple, basic silhouettes, perhaps with interesting details like an unexpected collar or interesting closures.

Avoid strong or busy patterns, logos, shades of purple, and anything too embellished. The scene's focus should always be the smile and the SmileDirectClub products, never the clothing or accessories.

Avoid anything too revealing — strapless, tank tops, halter tops, or deep V-necks.



Oral care products.

Capturing oral care products.

SmileDirectClub products may be in the oral care category, but our brand is fundamentally different than any other oral care brand. We are a category disruptor.

The way we depict our products needs to show them as smart, innovative, and premium. Focus on details for both product and packaging to show them clearly but make them stunningly desirable. Highlight materials, texture, and functional features by shooting products isolated on white via cyc wall, product turntable, or lightbox.

Utilize this approach for a single product, groupings, with packaging, and packed-out. Groupings of products cannot be cluttered. Instead, keep them geometrically aligned with hero products in groupings, intentionally positioned in the foreground.

We are.

Bright, clean, bold, stylish and intentional.

We are not.

Conventional, cluttered, one dimensional or common.

Focus.

Normal focal length. No depth of field.



Electric toothbrush – 3-in-1 case



Brush head + aligner cleaning brush storage



Electric toothbrush on-side bristle up right profile



Smile spa - Front (0°)



Smile spa - Front (45°)



Aligner case - High angle (90°)

People with product.

Capturing people + products.

Our products have a direct and profound impact on our customers. So the people we show and their relationship with our products are critical to establishing our brand's personality.

Work to capture the balance of product and people in a way that appropriately conveys excitement, energy, and scale.

Expressions should be authentic, playful, and have personality as we show useage.

We are.

Showing expressive relationships with product. Models smile to reveal the benefits of using our products.

Focus.

Focal depth should always be considered with clear intent. Perspectives may range from 3/4 view to close-up.

Lighting.

Lighting should feel natural, with ample contrast.



Model with bright on pen



Model with electric toothbrush



Model with led accelerator light



Hand holding aligner case w/aligner in case



Hand holding LED accelerator light



Hand holding bright on pens

Capturing lifestyle.

Our approach to capturing lifestyle is to show our products as they appear in the “wild,” without the clutter that often accompanies a user’s lifestyle.

To achieve this, keep the focus on the natural interactions between the model and our products. Strive to capture the moment without including unnecessary distracting items. Our product(s) is the hero—refrain from styling or compositions that visually obstruct or infringe.

While we know our products live in our customer’s bathrooms, avoid showing cluttered, dark, textured environments. No toilets. No showers.

We are.

Authentic, welcoming, clean.

We are not.

Posed, pretentious, harsh.

Focus.

No depth of field.

Angles.

First person, third person.

Lighting.

Favorable balanced lighting for diverse skin tones.

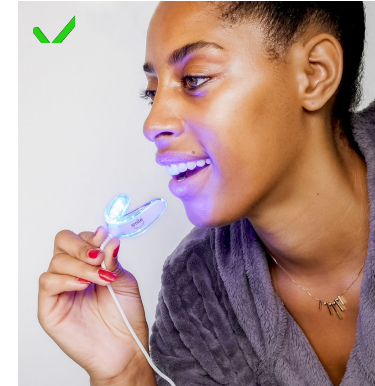
Do



Capture those natural in-between smile moments.



Have fun with expressive personality.



Show a diversity of body types, gender, ethnicity, and ages.



Present our products as the hero in composed setups.

Don't



Overly pose inauthentic shots.



Capture revealing or suggestive body position or language.



Include bathtubs or toilets.



Shoot messy scenes with lots of product — even ours :)

Motion language.

The following four slides on motion guidance provide a brief overview only.
See the **SDC_Brand_Motion_Guidelines-1Q21 document** for complete instructions.

Our brand motion consists of three types of movement: Scale, Wipe, and Shift. Each expresses our brand's promise of transformation.

This motion language brings the brand to life in both emotional and functional ways.

Scale:

Changing the size of our shapes and typography draws focus. It also connects viewers to new possibilities in a way that grabs attention. This is the main motion technique for the smile circle.

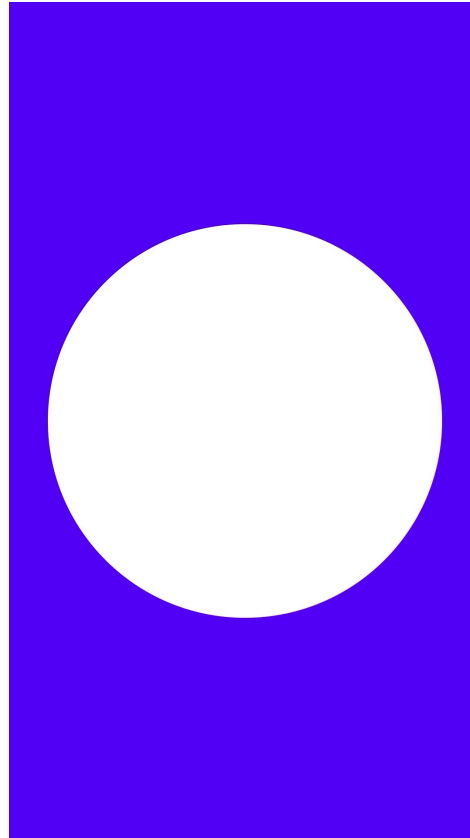
Wipe:

Horizontal wipes reveal content just as a new smile can reveal your best self. This is the main motion technique for the smile icon.

Shift:

Like the shift of perspectives our Club members experience in their Smile Journeys, this vertical motion is about reframing the content. This is the main motion technique for the smile arc.

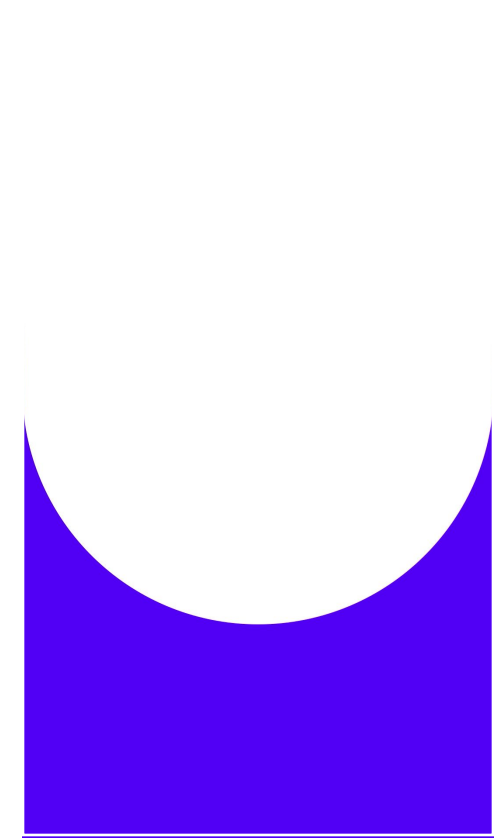
Scale



Wipe



Shift



Motion language: Approach

The following pages of this guide outline how each of the three motion styles function. The guide also provides basic principles for how to combine them.

Here is some general guidance about how to approach this information.

Adaptability

We produce work in many different aspect ratios, each with its own unique opportunities and limitations. Our system is designed to flex across these platforms, but you may need to make subtle adjustments in speed, size, and other settings to optimize the work. These minor adjustments are acceptable as long as you maintain the essence and integrity of the motion language.

The best practice is to start with and stick to the specs in this guide before making changes.

Consistency

These guidelines aim to establish a visual rhythm for the brand. Always strive for consistency in motion style, direction, sizing, and pace. Final assets should feel cohesive on their own, with the campaign that they are part of, and with all the work we produce at large. In league with the repetition of our brand shapes and layouts, repetition of motion provides recognizable visual cues.

Consistency of execution may be rigorous, but it is a best practice of building a successful brand.

Tonality

Motion is a visual expression of the brand voice. It is not just a tool but a powerful form of communication. To represent our human and relatable personality, small touches such as velocity of a scale move or a bounce in typography have been integrated into the design system. The motion should feel inviting and warm, not mechanical and cold.

When creating new work, make it your best practice to meet both our technical standards and the tonal expectations for the brand.

See the **SDC_Brand_Motion_Guidelines-1Q21** document for complete instructions.

Motion specs.

Resolution:

1920 x 1080 (HD).

Frame rate:

23.976 fps

Notes:

- Use the modified 24-column grid to account for safety areas (see next slide).
- Copy and paste layers and keyframes from sample scenes.
- Make sure to copy velocity and not just keyframe values.
- Please shoot at 4k (16:9) leaving adequate safe zone for format reframing — 9:16, 4:5, and 1:1.
- We are an Adobe Premier and After Effects creative house. Starter and support files will be provided.

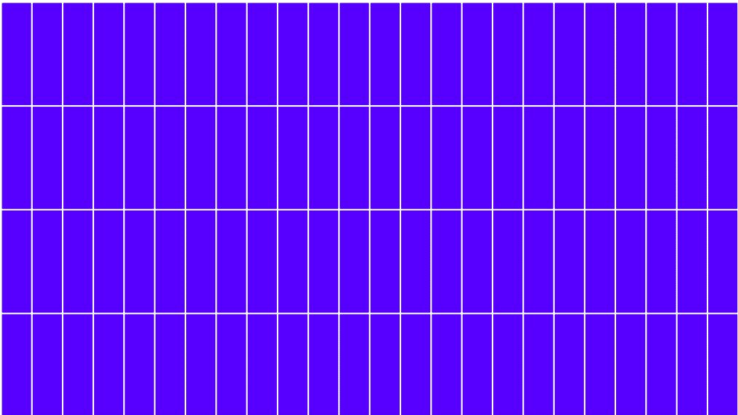
See the **SDC_Brand_Motion_Guidelines-1Q21** document
for complete instructions.

Motion grid

The brand's grid layout system has been modified to account for action and title safe areas in an HD broadcast frame. The 24-column grid is reduced to sit within that space.

An elevated baseline has been adopted for consistency of text placement across a variety of layouts.

Original 24-column grid

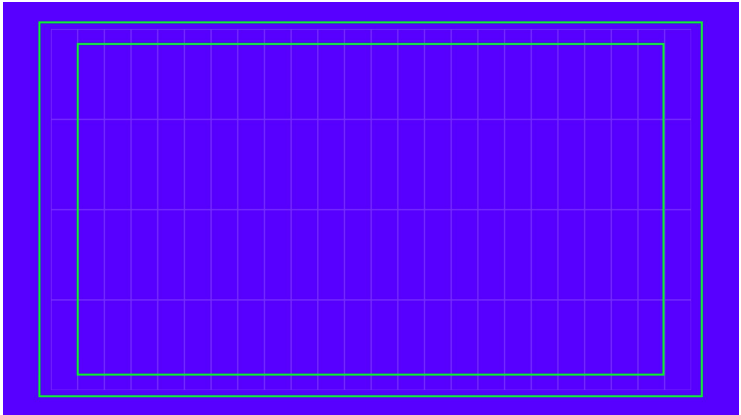


Elevated baseline

The top of the smile icon aligns to center, so the text is elevated slightly above.

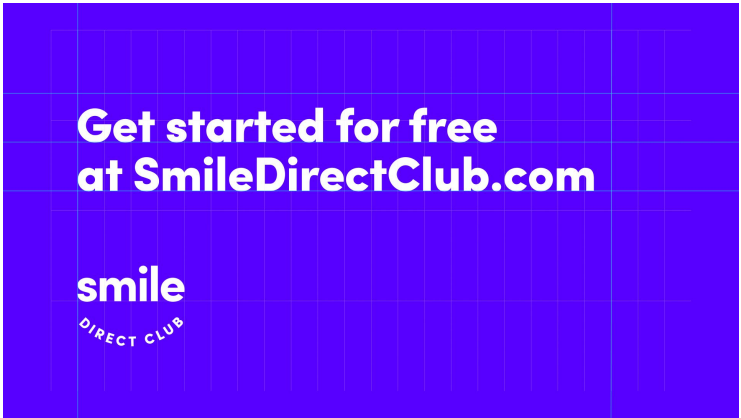


Original grid scaled to 87% to account for safe areas



Elevated baseline

The same baseline has been ported to all title card layouts.



See the **SDC_Brand_Motion_Guidelines-1Q21** document for complete instructions.

Music.

We love music that makes people smile.

Consider selecting modern accompanying music that is melodic, bright, upbeat, with balanced instrumental pacing suitable for a VO.

Included to the right are a few examples of music used in some of our video efforts.

- All starts here
- Check out the new me
- Choose smile

Please use the SmileDirectClub mnemonic at the end of the videos.

- SDC mnemonic

All starts here.



Check out the new me.



Choose smile.

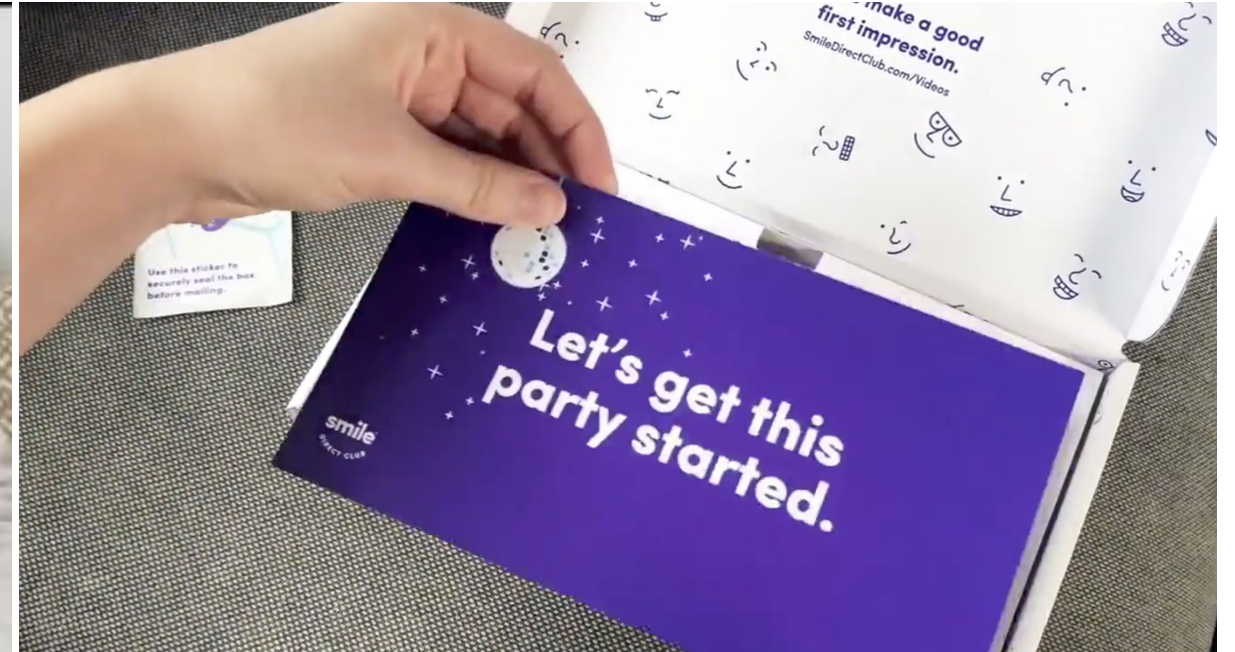


SDC mnemonic.

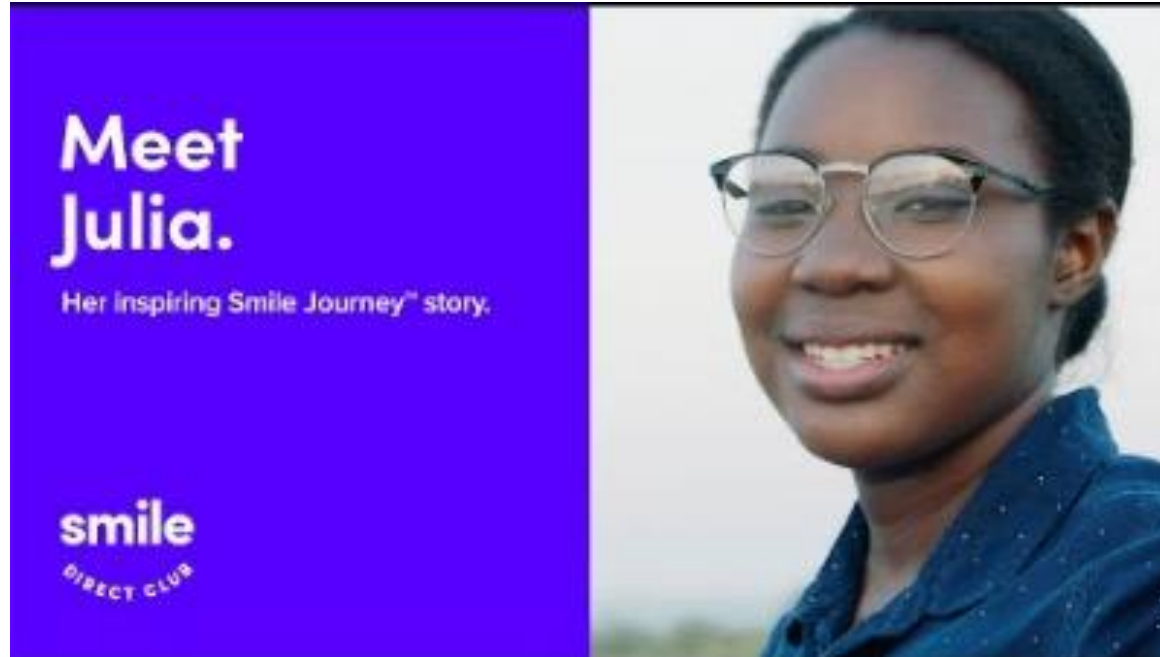




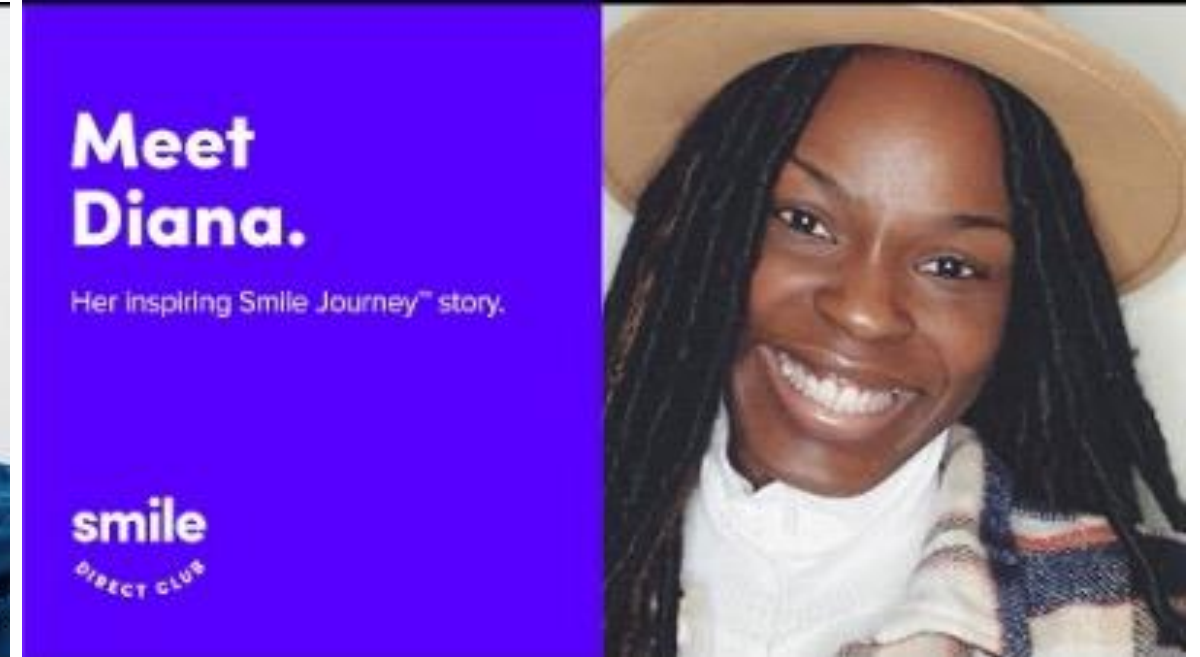
- ✓✓ Authentic voice
- ✓✓ Speaking directly to camera
- ✓✓ Reassuring yet instructive



- ✓✓ Clearly showing products in unboxing
- ✓✓ Well lit
- ✓✓ Upbeat music



- ✓✓ Authentic voice
- ✓✓ Emotionally relatable
- ✓✓ Great use of environment to support story
- ✓✓ Definitive transformation from the beginning of the video as the challenge is outline through to the end where the solution is presented.



- ✓✓ Authentic voice
- ✓✓ Speaking directly to camera
- ✓✓ Great use of aspects of personal life

We don't like ✖



- ✖ Dark environment
- ✖ Messy distracting background
- ✖ No accompanying talk track
- ✖ No hollow positivity



- ✖ Color editing is flat which makes the video less engaging
- ✖ Technical medical terms overused
- ✖ Distracting use of props in the background

We don't like. ✖



- ✖ Opening sequence is visually disjointed (tube TV + UGC + unboxing + stock image slideshow)
- ✖ Use of technical medical terminology
- ✖ Dr. is very stiff and unapproachable
- ✖ No self congratulations



- ✖ Dark environment
- ✖ Confusing VO and background sounds
- ✖ Awkward presentation of treatment and lifestyle

Resources.

SDC full brand guidelines.

SDC full motion guidelines.

Thank you.

Questions?

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