



GIMME
**GIMME
GIRLS
BAND
TOGETHER**

IT'S SIMPLE. IT'S SYMBOLIC.

If you're a woman, you've probably asked it. *Do you have a hair band?* It's our most basic form of bonding. It's the moment that you need to throw your hair back and get to work.

Band Together is a social series dedicated to just that: women uplifting women. Women putting their hair up and getting sh*t done.



Woman to
Woman it's
Shared
Female Joy



A close-up, profile view of a woman's head and shoulders. She has light brown hair and is wearing a red and orange patterned top. Her right hand is raised, with her fingers resting behind her ear. She is looking down and to the left. The background is a solid light blue.

WHILE EACH EPISODE CELEBRATES THE INDIVIDUAL

We'll share the stories of six different women from six different fields. One woman per episode. Letting each of their unique, beautiful stories shine.

Each video will encompass raw and organic moments from these women. There's no script; just prompts. Interview-like questions to provoke interesting and inspiring conversation. Authenticity is key.

Our talent covers it all, spanning
across female entrepreneurs, athletes,
creatives and health professionals.





RETAIL

Anu Madhusudan





CREATIVE SMALL BUSINESS

Mallory with the Flowers





WOMEN'S HEALTH

Dr. Thaïs
Aliabadi



FITNESS

Brianna
Joye

CITY GIRLS WHO WALK
NEW YORK
EST. 2022





CREATIVE

Hannah Lux
Davis



ATHLETE

Madison
Hammond

**JOYFUL AUTHENTIC
PERSONAL FEMININE SWAGGER**

A photograph of four young women sitting closely together on a grassy hillside under a clear blue sky. The woman in the foreground on the right has long blonde hair and is wearing a light-colored jacket, looking towards the camera. Behind her and to the left are three other women with dark hair, looking in various directions. A leopard-print backpack is visible behind the blonde woman. The background shows rolling hills and some trees.

We will let the women set the tone of each video while keeping our Gimme brand voice present throughout.



Each episode will follow the same structure.


Videos will be roughly 3 minutes in length. A blend of docu-style & BTS social. We'll open with our talent putting her hair up on colored background in studio. Each episode will open on a different color. Our interviews will all take place in this set up.

We'll add life to these interview set ups with added visuals from each talent's world. We can have some fun with selfie-style moments.

B-Roll will bring to life their daily life.

We'll see—and hear—them thriving in their environment (ie. floral shop, directors chair, etc.).

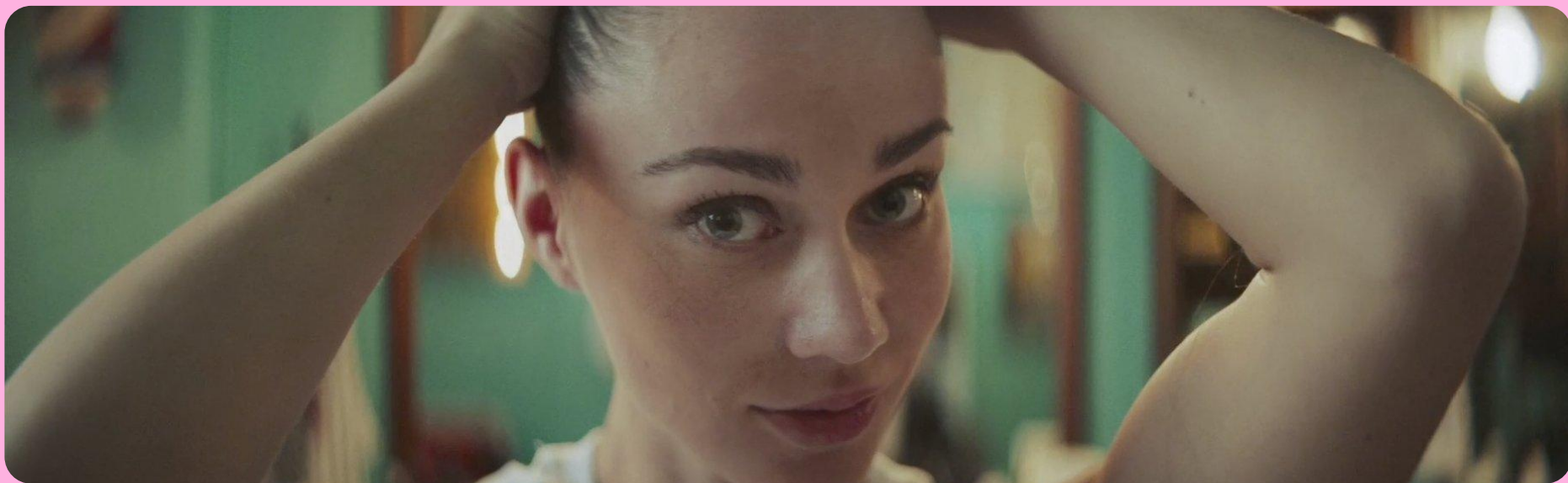
We'll see—and hear—textures from their unique worlds (ie. close ups of flower petals, hands assembling a bouquet, a stethoscope wrapped around a neck, etc.)



What do you do?
How did you get here?
Have you always known this is what you wanted to do?
What sparks your passion?
How do you build your community?
What's your routine?
How do you bring beauty out of others?
How do you put beauty out into the world?
What's your advice to girls who want to get into your field?

We will have
prompts on
hand to spark
conversation
with our talent.

Here's a small sample of prompt questions. We'll add
tailored questions specific to each talent.

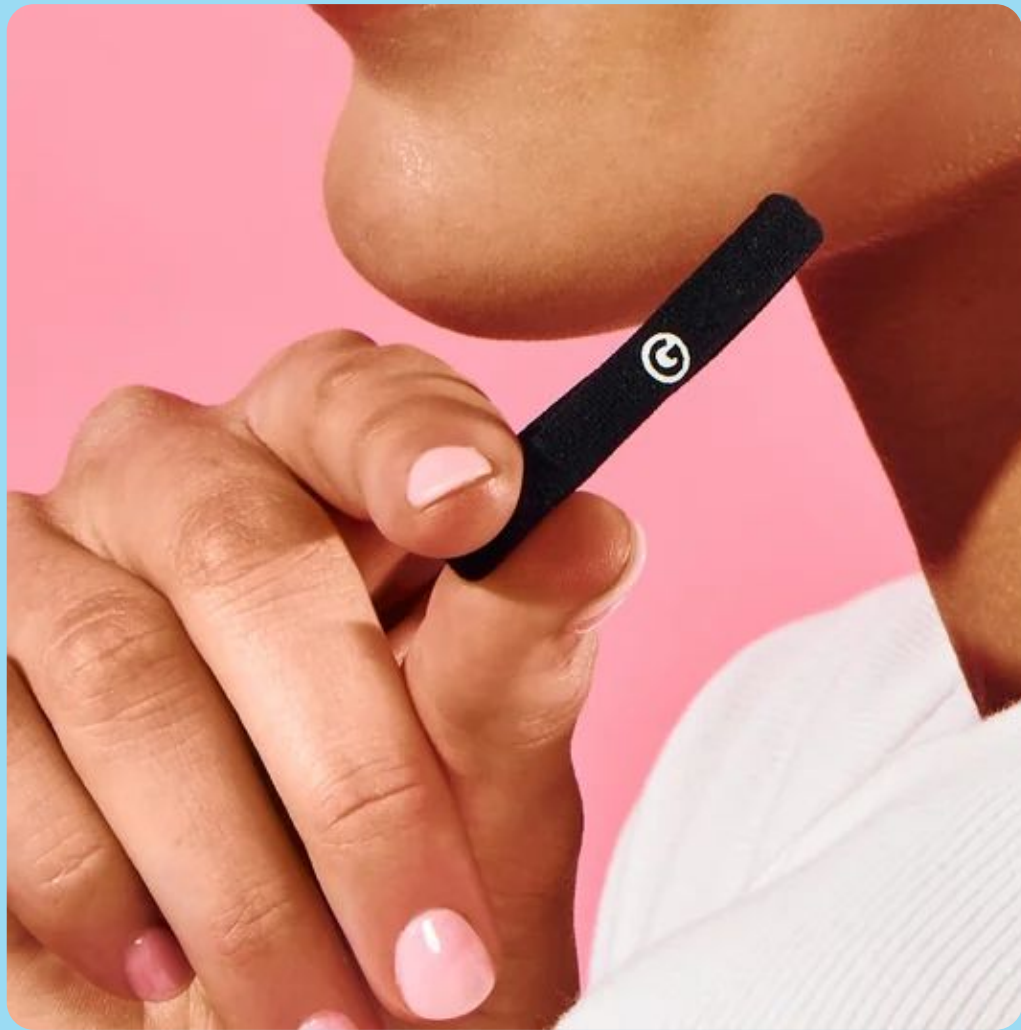


THE INTRO

We will use the same opening across each episode to unify the series: a hand reaches in, grabbing a hairband from another hand. Then we'll cut to our star talent putting her hair up. Before she gets into her story she'll introduce herself to camera and audience.

THE OUTRO

We'll also end each video the same, tying things back to how we opened. Bringing things back to Gimme. We'll see our talent taking a hairband off of her wrist and passing it to the side (we will only show hands knowing our talent won't be together) looping all of our videos together. Off camera we'll hear "Does anybody have a hairband?"



THE HAIR BANDS

At the core of this series, we are talking about how with GIMME, women can feel empowered to take on the world. It's important that we see the hair ties used in authentic ways throughout each episode. No overt product shots, but rather naturally integrated throughout, part of these women's' daily routine,.



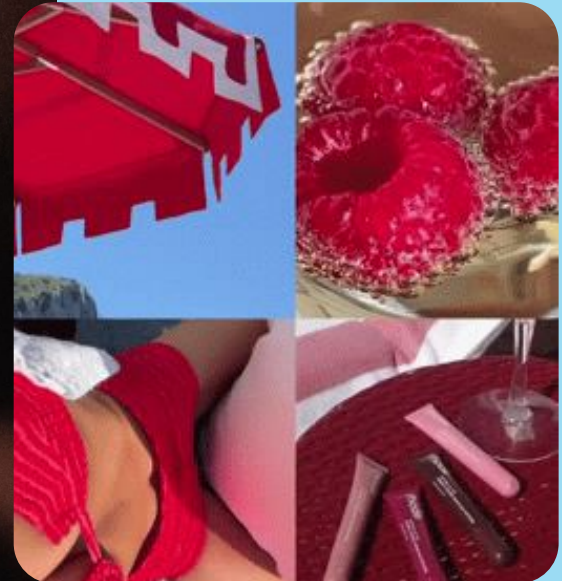
A close-up photograph of a hand holding a bright yellow lemon. The hand is positioned on the right side of the frame, with the thumb and index finger visible, gripping the lemon. The lemon is the central focus, showing its textured, bumpy skin. In the background, a white surface with some faint, illegible text and a circular logo is visible. Overlaid on the center of the image is bold, yellow, sans-serif text.

**THESE VIDEOS
SHOULD FEEL
LIGHTLY POLISHED,
BUT SOCIAL FIRST.**

LOOK & FEEL



We will lean into pops of our brand colors and lighting that feels natural and warm, not overly bright. There should be a sense of softness and realness that plays naturally in social. Nothing will seem too over-edited or clean. To lean into our nostalgic look and feel, we can add a slight grain as well.







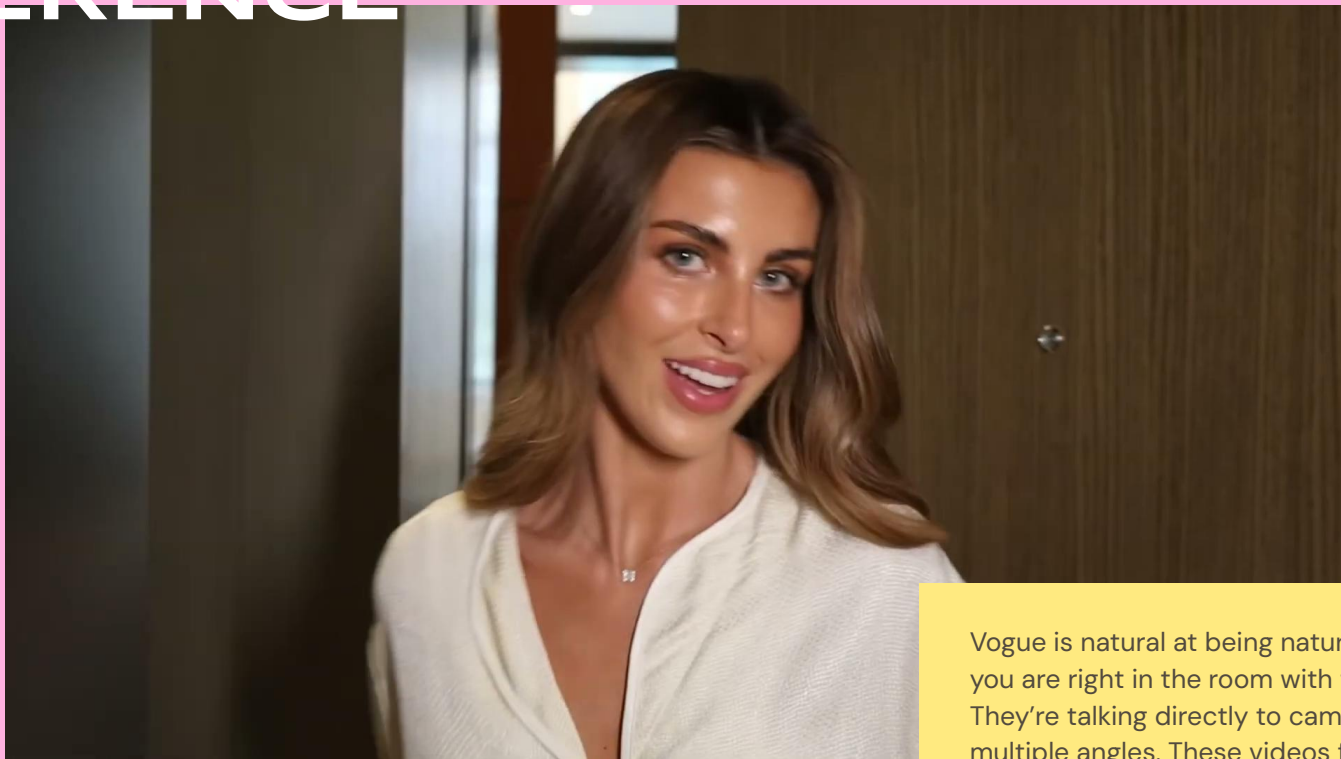


VIDEO REFERENCE

8:57 PM

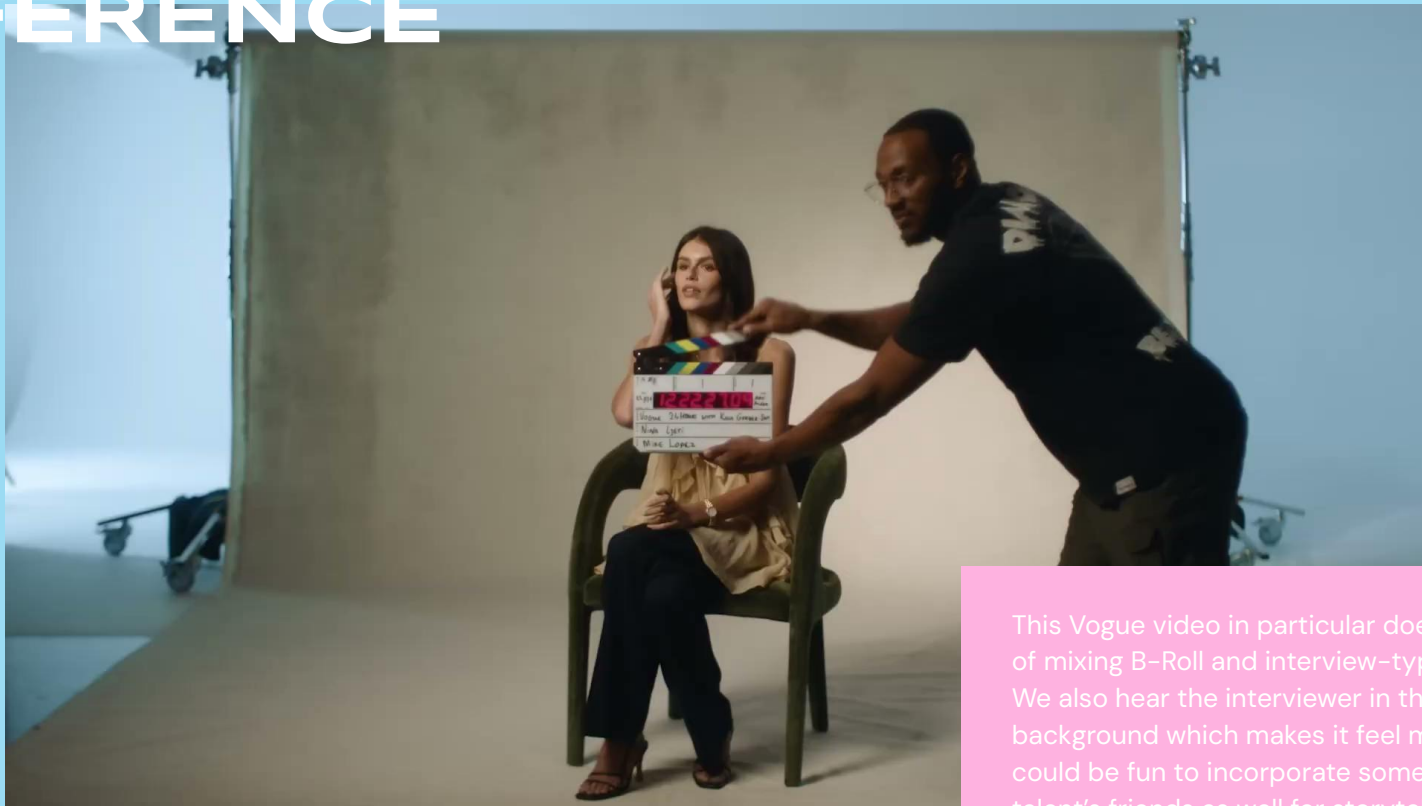
We'll incorporate stills or snapshots of our talent doing what they love to add texture to our videos.

VIDEO REFERENCE



Vogue is natural at being natural. It feels like you are right in the room with the talent. They're talking directly to camera, through multiple angles. These videos feel effortless, romanticizing a story in an authentic way.

VIDEO REFERENCE



This Vogue video in particular does a great job of mixing B-Roll and interview-type footage. We also hear the interviewer in the background which makes it feel more raw. It could be fun to incorporate some of our talent's friends as well for storytelling moments and comfortability.



Okay, Time to
Band Together



THANK YOU