



PAH Maternity Campaign
Online Video Concepts

Concept 1: What Piedmont offers mothers-to-be

Online Video

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Post:
Pregnancy is a journey of feelings and experiences. Piedmont Maternity empowers mothers-to-be with care and confidence.

CTA: Learn more

Keyframe 1



Start with image only. Copy begins to animate in. Camera pushes in and slowly pans down.

Keyframe 2



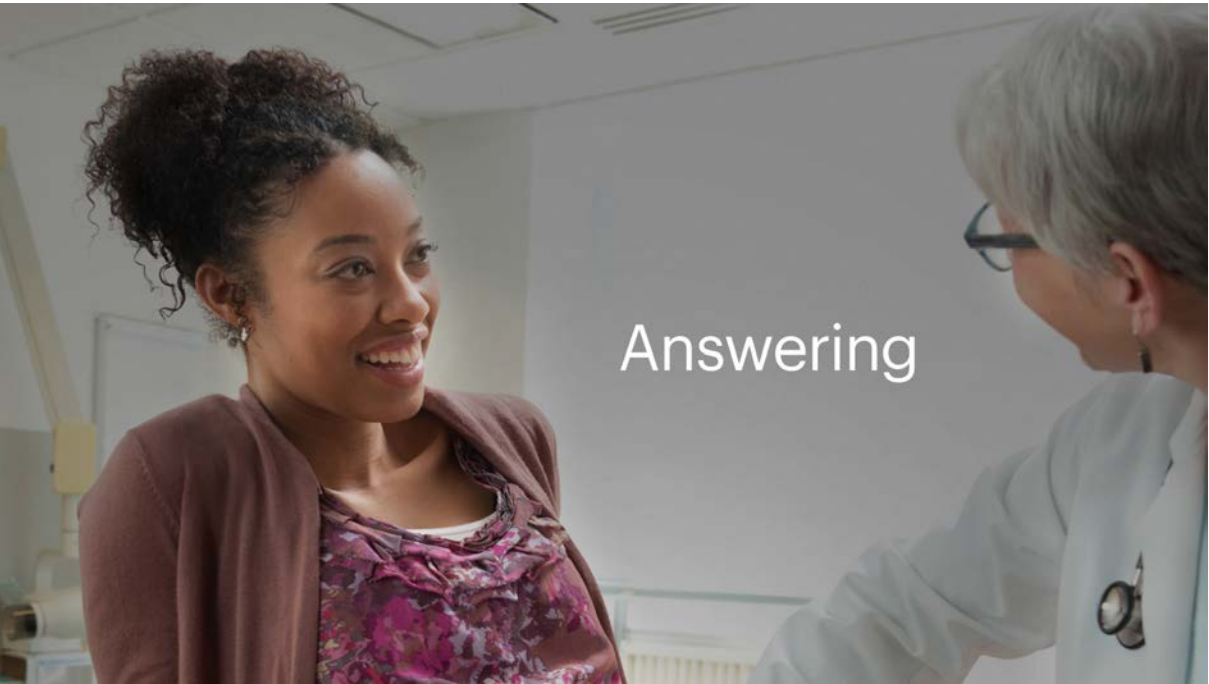
Overlay of the peach color begins, possible watercolor bleed effect applied. Copy continues to animate in.

Keyframe 3



Copy animates out. Flood of peach color fades across the screen to transition to new image. Sketch of flower and splatter can animate over the top, possible draws out, slow spin, splatter appears... etc.

Keyframe 4



Slow push in to image with a slow pan down. Copy animates in.

Keyframe 5



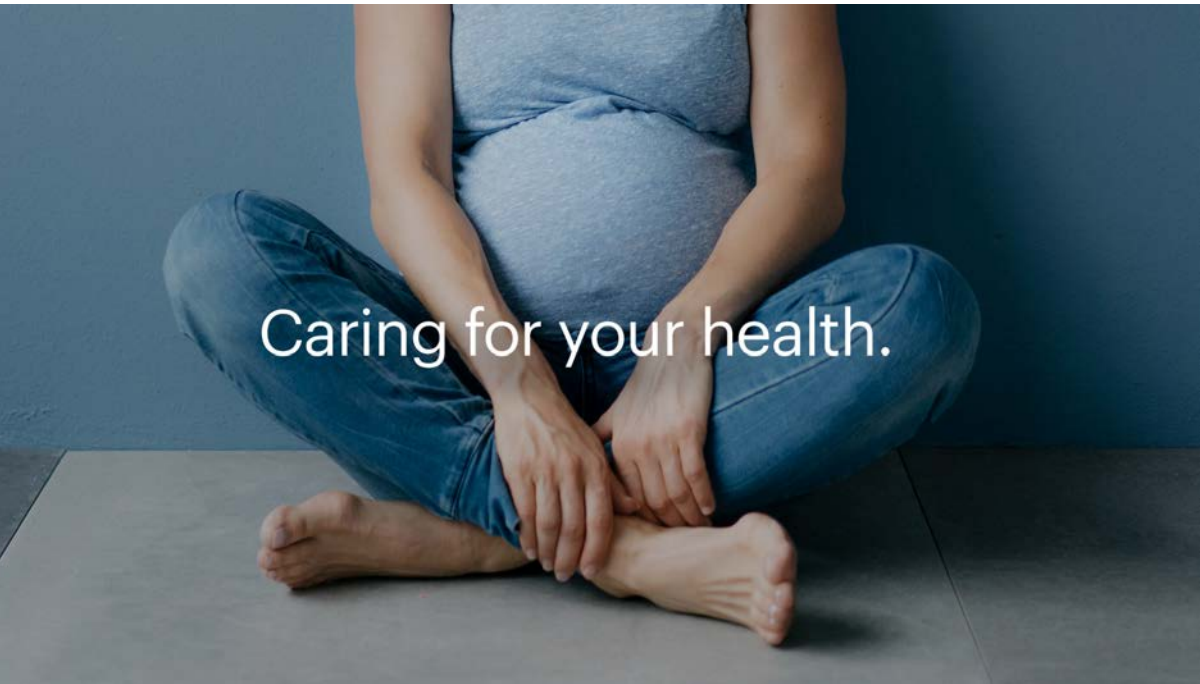
Overlay of the peach color begins, possible watercolor bleed effect applied. Copy continues to animate in.

Keyframe 6



Copy animates out. Flood of peach color fades across the screen to transition to new image. Sketch of flower and splatter can animate over the top, possible draws out, slow spin, splatter appears... etc.

Keyframe 7



Copy animates in. Image slowly pulls back.

Keyframe 8



Peach color fades in. Sketch flower appears as headline animates in. Logo appears elegantly as a sign off.

Concept 2: What pregnant women are feeling

Online Video

Concept 2: What pregnant women are feeling

Post:
Pregnancy is a journey of feelings—physical and emotional. Piedmont Maternity is here to support you through them all.

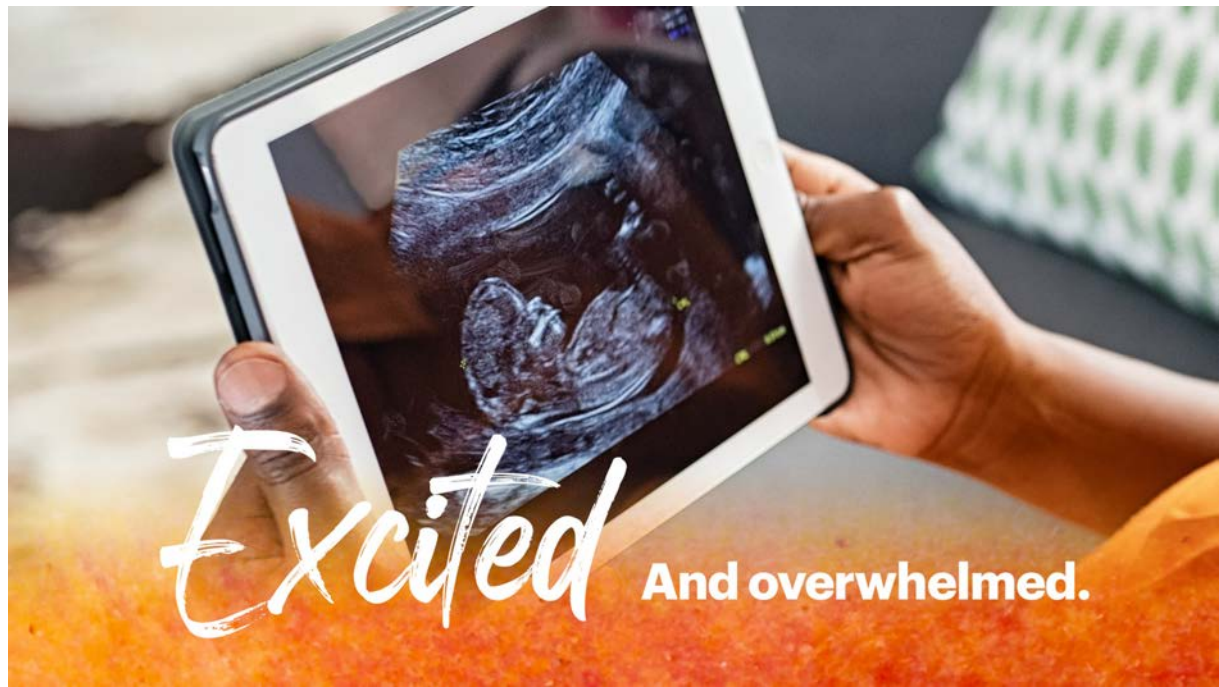
CTA: Learn more

Keyframe 1

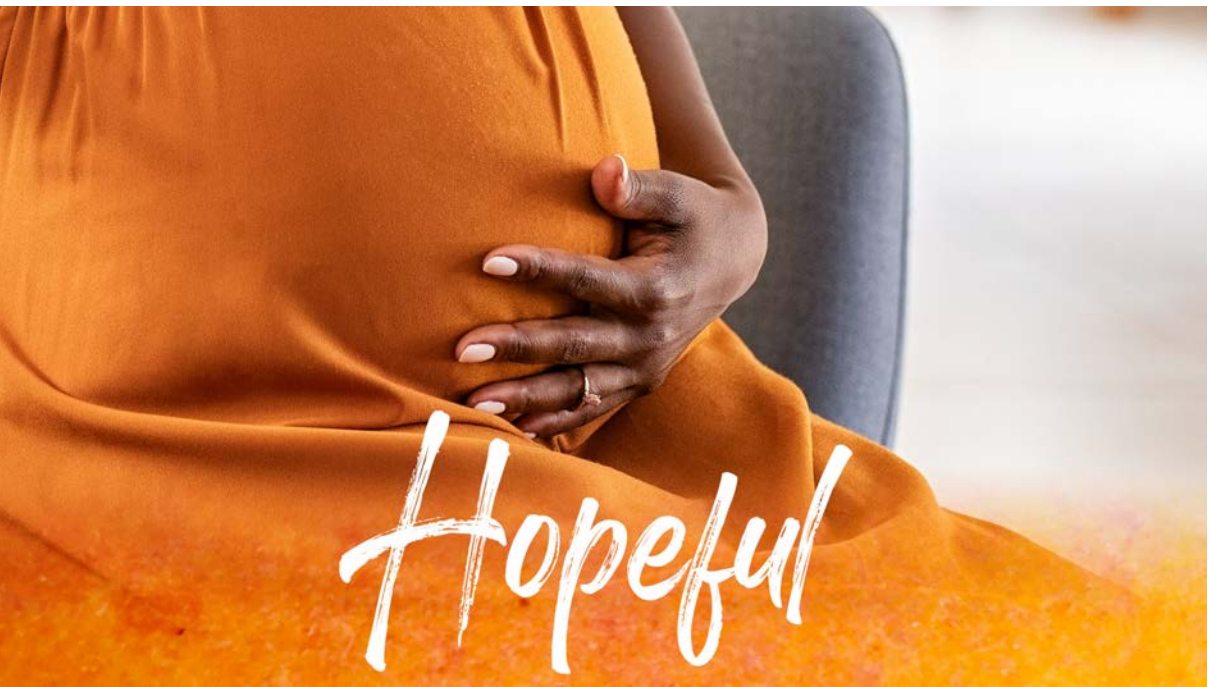


Start with image only. Copy begins to animate in. Camera pushes in focusing on the tablet. Peach color continuously moves within the gradient mask.

Keyframe 2



Keyframe 3



Fade to next image. Slowly pan left and pull back. Copy animates in.

Keyframe 4



Keyframe 5

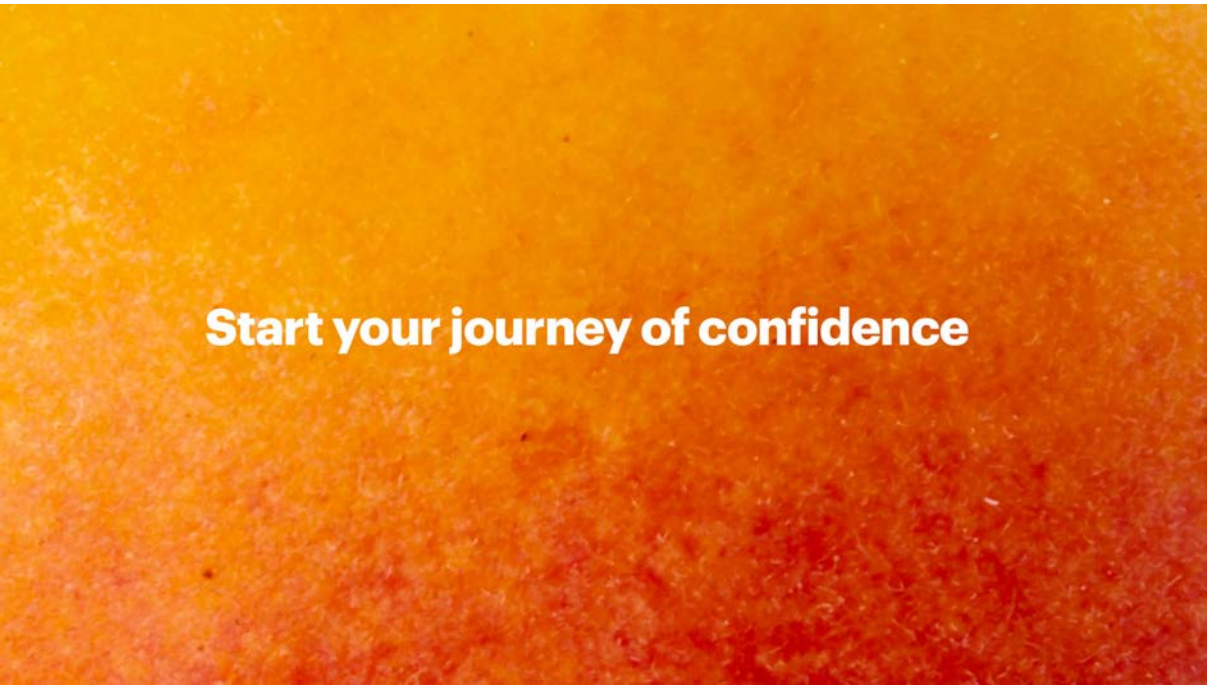


Fade to next image. Slowly pan up. Copy animates in.

Keyframe 6



Keyframe 7



Peach color floods the screen which still continues to move within the mask. First line of the final headline animates in.

Keyframe 8



Peach color fades out. Second line of copy animates in, followed by the logo. Image slowly pull back to this final resting point.

Next Steps

- PHC to select one concept & provide feedback, 2/10
- FKA to refine concept + build social carousel & one display size, 2/11-2/17
- PHC/FKA Round 2 presentation, 2/18

Thank you.

Appendix

Concept 1: Image options for keyframe 1

