



PERFUME *Mists*

by *SOL DE JANEIRO*

A Director's Treatment by Donnie Bauer
Prepared for *Chandelier*

olá

First off, thank you for including us as a potential partner for this amazing project. I speak for all of us at The Mill when I say this is exactly the kind of opportunity that we love: high creative potential, lots of design challenges to solve, and a creative partner who is passionate about the work that they do. It's impressive how much thought and intention you put into your brief and the wonderful world you've created for Sol de Janeiro. After our call, we were super pumped and eager to jump right in! Here's to growing this campaign together and building on the unbelievable equity of the vibrant, sleek, and culturally rich brand of Sol de Janeiro.

- Donnie & The Mill Team

CREATIVE

overview

After digging into your brief, it was clear we needed to do some research. So we dove deep into what we are calling "The Mist Years." We looked closely at the events and the years that inspired the brilliant Cheirosa fragrances and found that Brazil has a rich history of music, art, performance, environmentalism, architecture, fashion, and, of course, food. You've pinpointed the most profound historical touchstones that, in turn, allow us to create a textural tapestry full of color, life, optimism, and celebration.

That said, there is a lot to cover (8x fragrances) and, in some instances, only a little time to do so (see :15 Teaser!). So we'll have to be extra critical about the images we show and for how long. There's so much good stuff to work from; editing ourselves will be the hardest part.



THE spirit OF THE CAMPAIGN

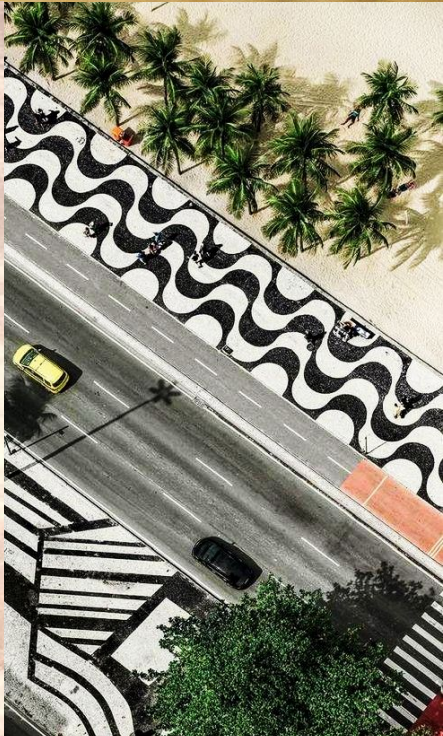
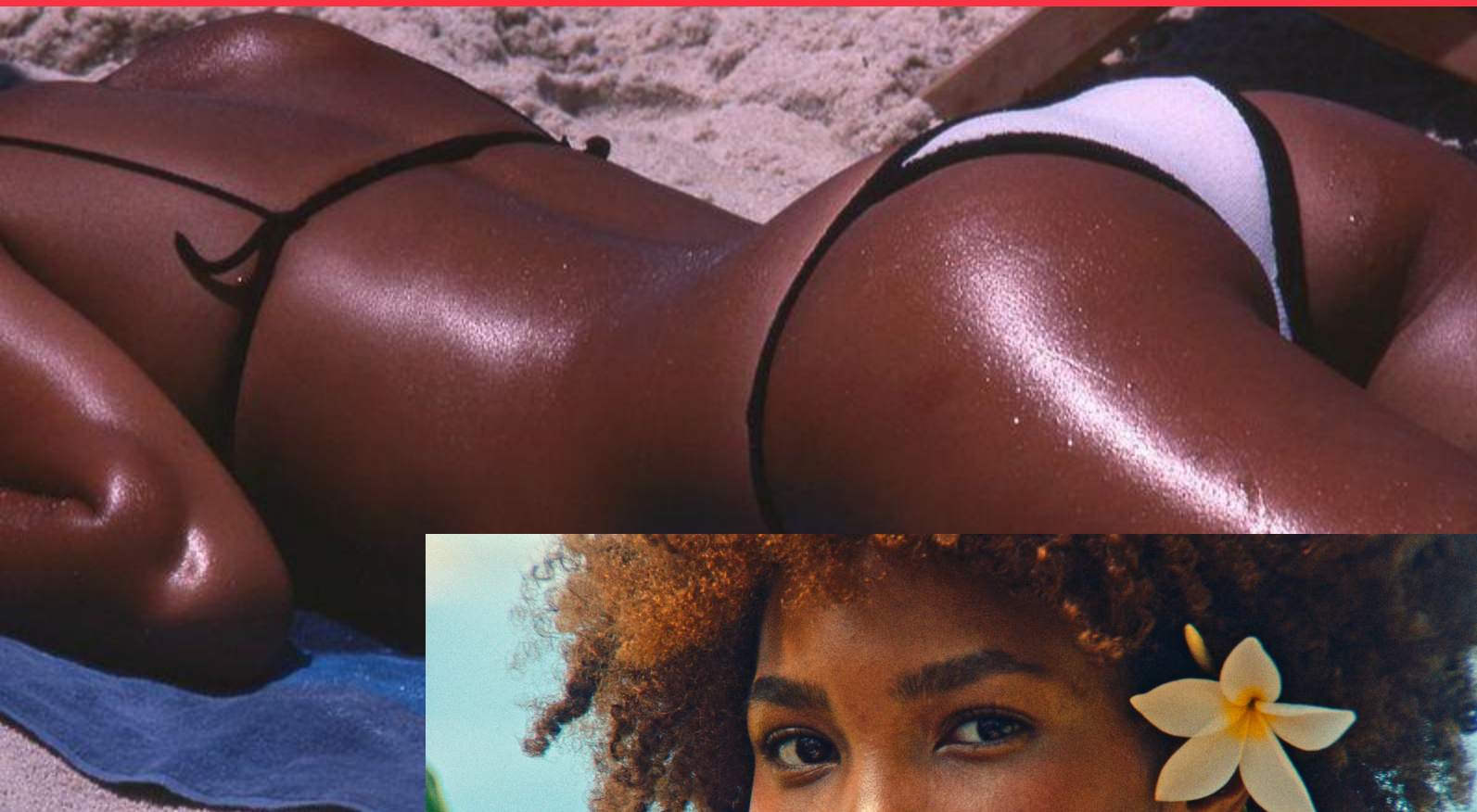
To guide our explorations, we've prioritized authenticity above all. This helped us cull back where necessary while also respecting the material. We studied artists like Renato Primavera Marinho, Roberto Burle Marx, and Genaro de Carvalho. So when we make 'shapes,' they aren't random but are informed by culturally relevant artwork and designs native to Brazil. This approach will make our 'multi-media' framework much more specific and ownable to the Sol de Janeiro brand.

So how do we mix, blend, and meld the inspiration of old with the contemporary tricks of modern-day editing and motion graphics? Conceptually, we love your idea of time travel. If you take this one step further, we are transported through time through a mesmerizing daydream. The scent, the music, and the visuals should all represent the fragrance and the period it's inspired by. And in a dream-- anything is possible.

vibe check

This project is so much fun! I absolutely love the Sol de Janeiro Cheirosa aesthetic— **saturated, sun-soaked photography** that balances influences of art and music from a bygone Brazil with the trends of modern-day fashion, fragrance, and lifestyle photography.

The following slide is a collection of some of our favorite images that best represent the collective "vibe" we are going for.





LIVE ACTION
intro

Vamos! It's time to set the stage, literally. We will build our own little slice of paradise on a soundstage. This beautifully designed and expertly styled beachside hut is inspired by the open-air cabanas and beachfront bungalows of coastal Brazil. Here, we'll introduce the Sol de Janeiro agency and our time-traveling agent. This 'hero' location will be utilized for all our live-action needs, including a beautiful packshot.



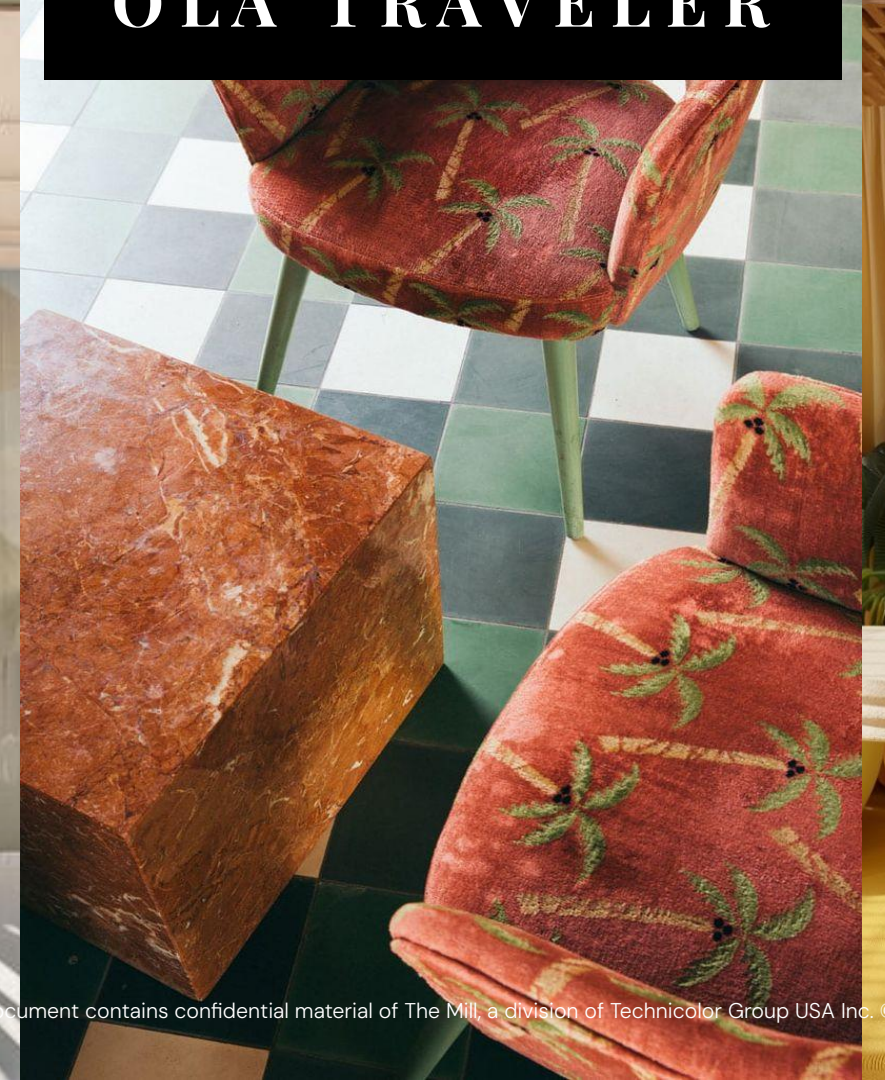
For the Sol de Janeiro cabana, we'll enlist an A-Level Art Department and Production Designer to create an authentic look. The hut's structure will be made of wood, bamboo, and rattan, with open areas for light to pour in. Inside, we'll find inspiration from the likes of Gabriella Crespi, Jean-Phillippe Demeyer, and Les Lalanne, decorating the space with a mix of old and new, rustic raw materials, and hits of glass and brass. We'll also drop little easter eggs that foreshadow the journey ahead.



THE travel agency



OLÁ TRAVELER



THE agent



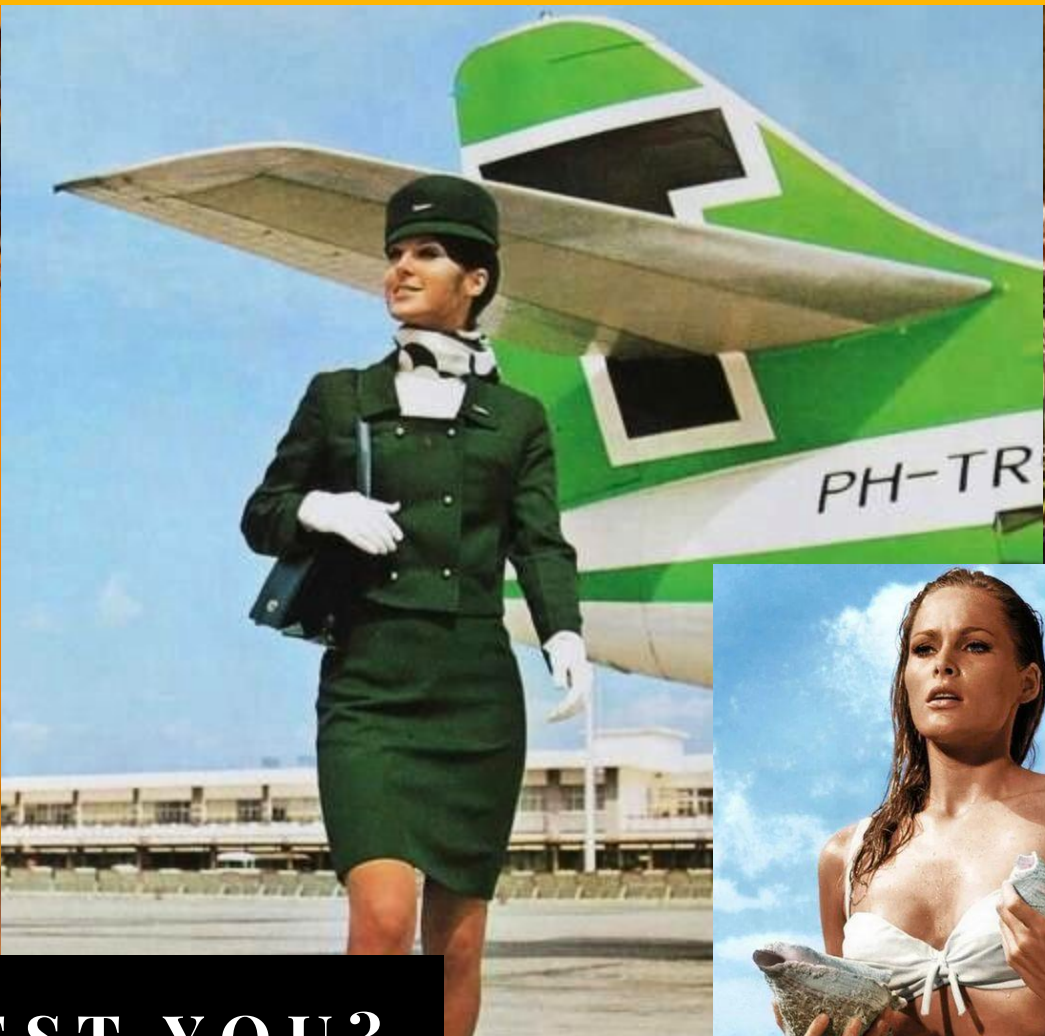
The character we're creating is crucial to our campaign and represents Sol de Janeiro's new creative vision. We need someone charming, approachable, and who can carry the dialogue. A Brazilian actor with English-speaking abilities and a hint of a Portuguese accent would be ideal. Models Anna Barros and Camila Alves and actors Alice Braga and Taís Araújo are great references that fit the character's age range and international appeal.



You've already hit some amazing inspiration touchpoints and clearly have a solid vision for this character. As we're designing, we've found something interesting about the overall aesthetic. At times, when we sit back and look at a frame without context, we don't know if something is old or new, retro or modern. Other times, the dichotomy is extremely clear. For our Agency and Agent, it seems best to keep blurring that line— after all, the space and the agent are from the past but also from the here and now. That said, let's aim for the modern polish of a Jacquemus or Nina Ricci look but with a whiff of legendary Bond Girl fashion designer Pierre Cardin.



THE wardrobe



CAN I INTEREST YOU?



portal

TRANSITION

This is our bridge between the physical "now" space of the travel agency and the Cheirosa Mist inspiration of yesteryear. On the call, you mentioned people enjoy the soothing scent but also the experience of spraying the mist, freely misting themselves and their habitats– the comfort and relaxation it brings. I want to capture that essence with our portal. After all, we are being spritzed by an epically styled and cool travel agent. At that moment, the agency defocuses, time slows, and we see wobbling little droplets of water hang in the air as our stunning kaleidoscope effect takes over.

Like a state of euphoria or a waking dream, the portal is beautiful and mesmerizing. Within this array of imagery, we catch glimpses of the fragrance's ingredients, textural ephemera, and vibrant colors inspired by the Cheirosa fragrance. Although this moment is quick, through these visual hints, we tease what's to come.

We'll execute this dynamic sequence through motion graphics and animation. The plan is to create a "formula" for this portal which includes locking in the length of the sequence and the visuals, ie, fragrance ingredient cues, color, and additional photography. This animation will feature a well-rounded perspective of the Sol de Janeiro ethos and can be utilized for future spots or activations.



THE MILL
originals

To get the conversation started and to help us better understand how this **portal** can work, we've done some early visual explorations.

THE cheirosa mist year

Here it is, the main course. This is the real meat of the experience. We've been transported and now dropped off at a defining time in Brazilian culture. Now, we seamlessly weave images of the past with the strong visual perspective of today's Sol de Janeiro brand and community. At the center of it all— the product.





We understand that with all of this amazing history to celebrate, we can lose the product in the mix. But with the help of color, fragrance ingredient cues, and your awesome library of lifestyle photography and film, we can be sure that the brand is always present, so there's no concern of it turning into a history lesson—albeit a stylish one.

In addition to the heritage inspiration we've gleaned, we've kept all of the motion inspiration you shared in mind as we worked. We love the editorial style, the split screens, and the filmic vibes, and we think these techniques are fantastic ways to combine our multi-media sources and quickly transition from year to year.

On the following slides, we've put together a first pass of thinking on two of our 15-second scripts. Although you've fleshed these out beautifully already in your brief, we wanted to take that next step: follow your narrative beats and start putting into practice all of our collective design references and inspiration.

THE MILL
originals

Using your **Cheirosa '68** script, we dove into some visual exploration. Color, texture, photography, and particularly—culturally relevant design come together in a dynamic yet composed collage.

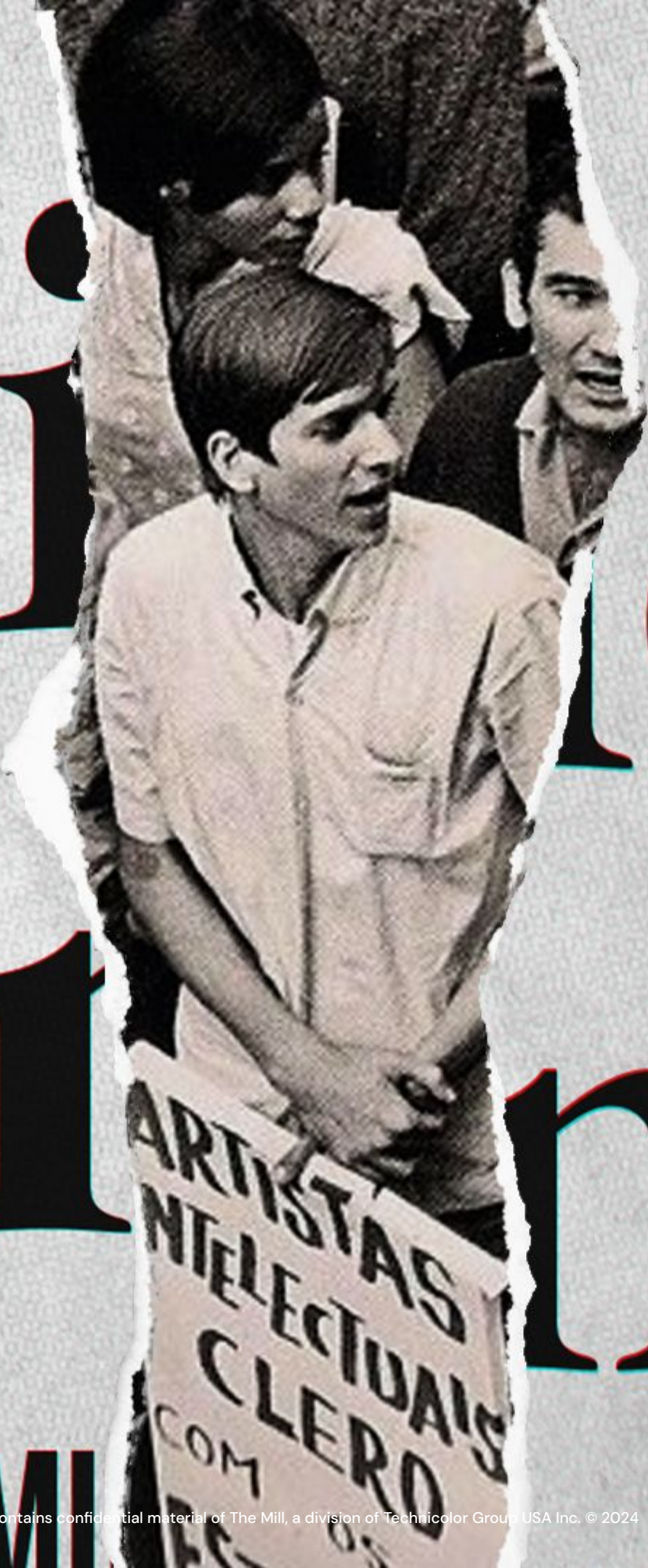




Tropicália Movimento

— RESISTANCE TO THE MILITARY DICTATORSHIP —

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SOL DE JANEIRO

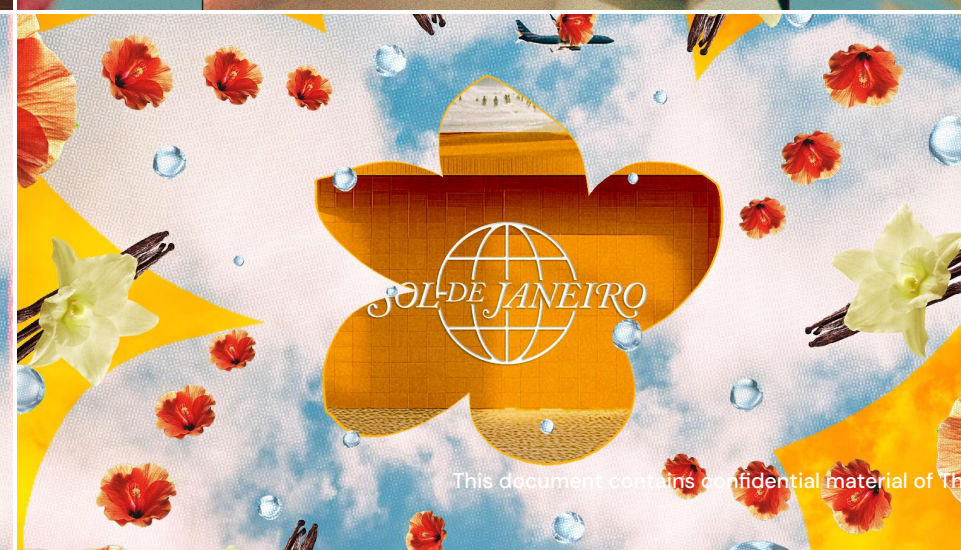
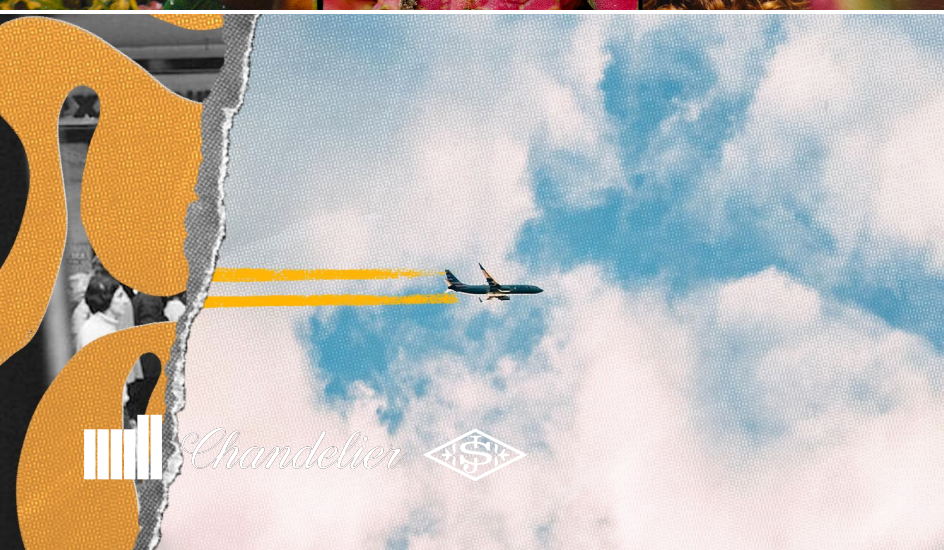
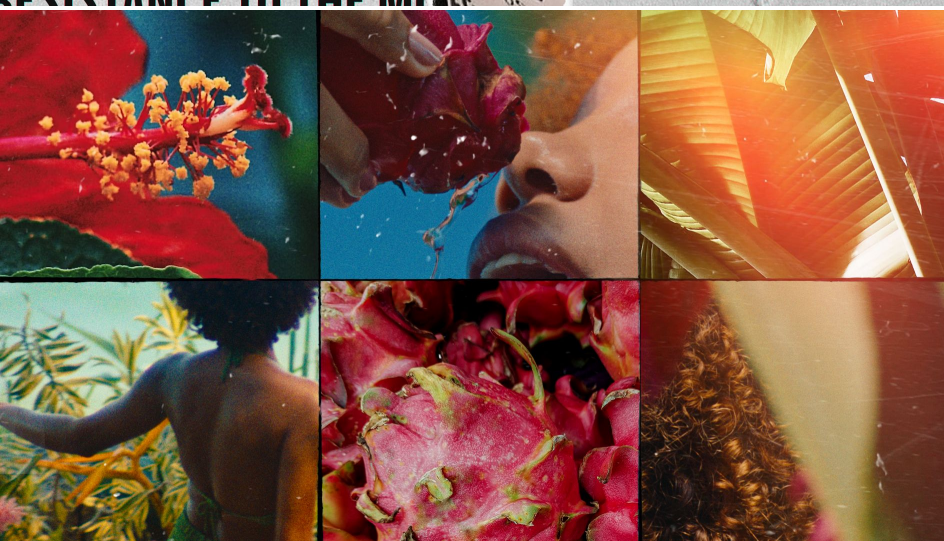
WHY WILL THEY TAKE YOU?





1968

Tropicáli
Moviment
men



PERFUME MISTS
by SOL DE JANEIRO

THE MILL

originals

Utilizing your boards for **Cheirosa '76**, we put into practice many of the techniques we've been considering. Similar to the '68 exploration, we've combined many forms of media here; however, we put a slightly different spin on this one as an alternative. Notice that the mixed forms of content are integrated a bit more seamlessly. Color, texture, and finishing touches like "film grain" help glue the frames together, bringing more cohesion and harmony to the overall composition.



THE packshot

Once we plunge back into the present and our time travel journey is over, we're right where we began with our lovely travel agent inside the beach bungalow. In front of us, beautifully lit, is the entire family of Cheirosa Mists. This is a huge moment. It not only perfectly bookends the spots (reprising the travel agency location), but it also offers an amazing opportunity to punctuate the bold, vibrant, undeniable appeal of this product. Plus, it showcases the many adventures/mists to choose from; you can't help but pick another.

We'll stage this product array on top of the agent's desk. With the help of our art department, we'll accentuate this lockup with subtle propping that helps tell the story of the fragrance and its heritage. In the background, we'll see the soft, defocused silhouette of the Two Brothers' peaks against a perfectly blue Rio sky.

lighting

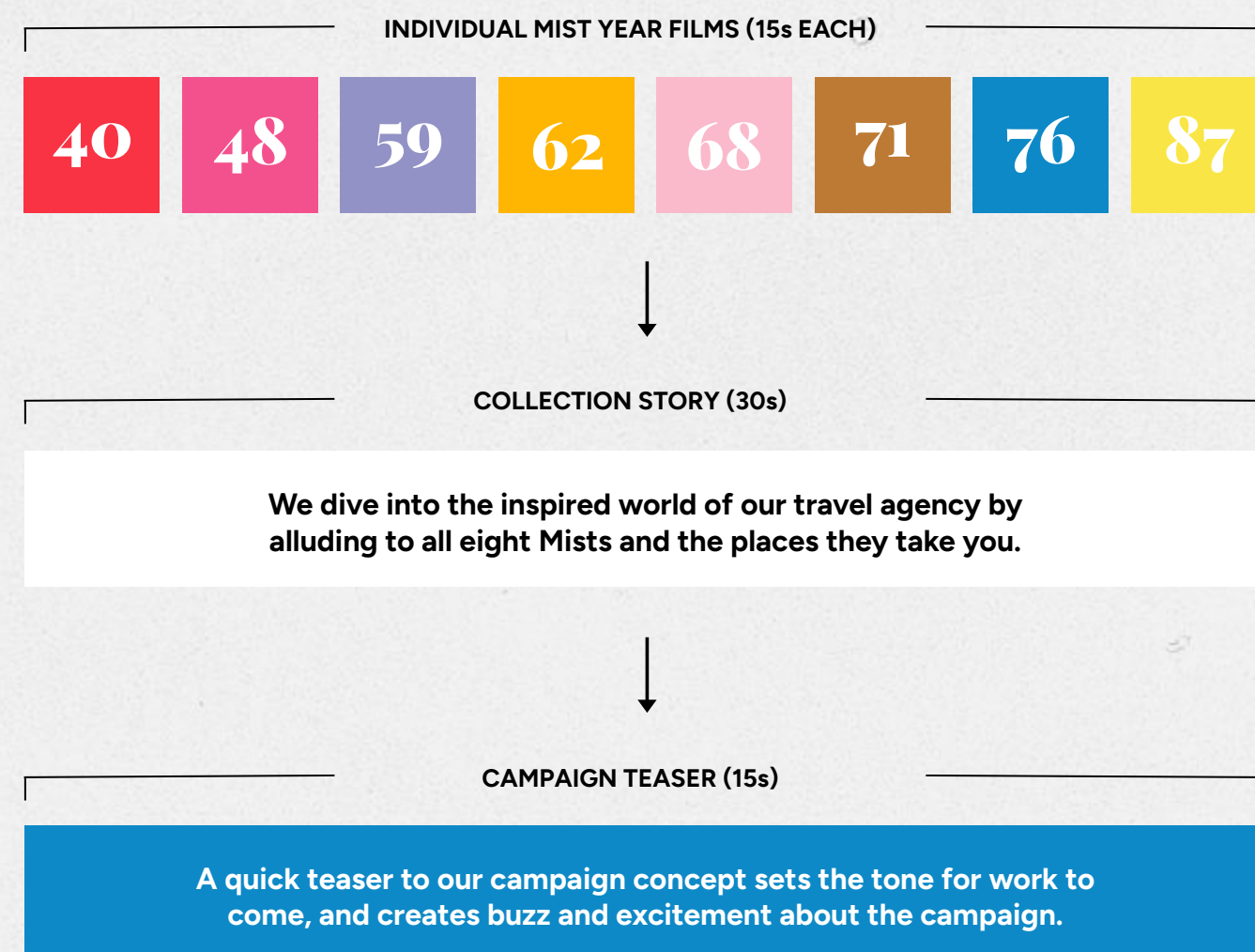
Even though we'll be on a live-action set, our approach is to infuse our scenes with as much natural lighting as possible. That means hard, directional lighting to mimic the sun, then fill light where needed to keep the frame fresh and optimistic. We'll use gobo shapes and props in front of light sources to break up the shadows and create moving, dappled light that effortlessly sweeps across our products. This interactive lighting approach will keep the scene alive, but we'll also use light to create crisp glints off the bottle and beautiful caustics on the desk's surface.



THE campaign

There's a lot to pull together in a short amount of time, so optimization and efficiency are key. The good news, though, is that these are the types of puzzles I love to solve. We will certainly reach for the highest possible creative output, but none of that matters if we can't deliver on time. Let's work together to ensure we are all on the same page through each and every deliverable so all the details are thought through and every efficiency has been gained. And, with a production and process as rich and thorough as this, we will capture behind-the-scenes moments every step of the way, giving you bite-sized pieces of content for your channels.





FINDING

efficiencies

Considering that tight timeline, it's important to jump straight into the deep end and tackle editing and design for all EIGHT 15-second ads first. By executing these eight shorter films, we would have pulled all the collateral (archival, stock, client provided), locked selects, edited, and fully designed for every single Cheirosa fragrance and year. This makes building a hero :30 and teaser :15 much more manageable. What we don't want to do is the reverse—creating bespoke moments for the teaser and hero, which may leave us having to re-time, re-design, and, in some cases, completely re-do this work for the individual fragrance spots. As we begin to lock our production plan and boards, we'll also pay close attention to our approach to social, making sure to protect our visuals for as many social aspect ratios as possible.

You've done an amazing job building a roadmap for the eight :15s. Narratively speaking, they are extremely tight, so we opted to focus our time and creative firepower on looking at your :15 teaser and :30 hero film.

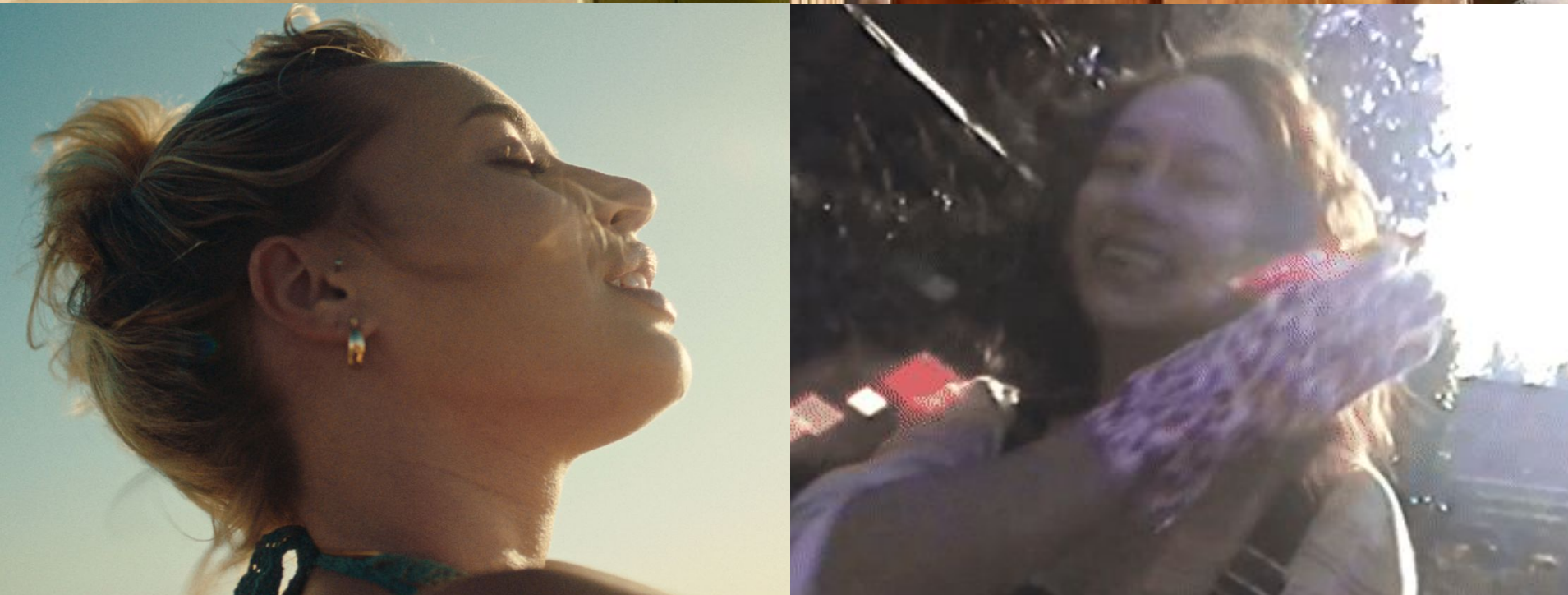
15S

campaign teaser

Here's how we tease Sol de Janeiro
fragrances and their years of inspiration.

We open as our camera slowly pushes in on delicate sheer curtains drifting in the breeze, Sol de Janeiro printed on the fabric. Moving through the curtains, we reveal a stylish, open-aired, beach-side cabana. Adorned with rattan, lush foliage, bamboo, and touches of brass, our lens continues to travel smoothly. Through a large window, views of Balneario Beach and the iconic Two Brothers' peaks come into focus. Positioned at the window is a stained driftwood desk. Something colorful, glistening in the sunlight, sits on top of the ancient wood; we know it's something special, but we can't quite tell what it is.

As the camera continues to move, we can hear the distant sounds of laughter, music, and the rush of the water crashing on the shore. It's peaceful, beyond serene. Inside the cabana, euphoria takes over, and we slip away into a waking dream as the rhythmic percussion of Samba Music engulfs us.



Images of Carnival masquerades emerge from a white-hot sun flare. The number 1840 burns into the moving pictures as if double-exposed. Quick cuts of dappled sunlight, saturated footage, and handwritten lyrics to "The Girl from Ipanema" are seen through large, stylish numerals of 1962. Film burns, rollouts, and flash cuts propel this dream forward through the years '59, '71, '76, and 1987. Each year provides a tantalizing snapshot of a bygone era in Brazil.

The imagery hits a fever pitch, and we are suddenly back inside the cabana. The camera has eased to a stop at the desk. In front of us is a gorgeous presentation of the Sol de Janeiro Mist line-up. Natural light cuts through the Cabana, dancing on the surface of the vibrant reflective bottles, returning dazzling glints of light to the camera. Behind the Mist, we see blue skies, perfectly textured white clouds, and the peaks of Two Brothers Mountain.

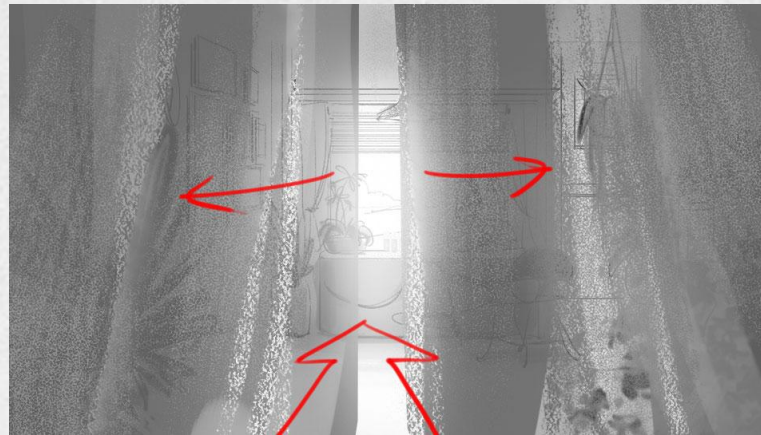


30S

collection story

Looking specifically at the intro, your boards work quite nicely; we put together simple storyboards for some additional thinking on how we can set up this journey.

01



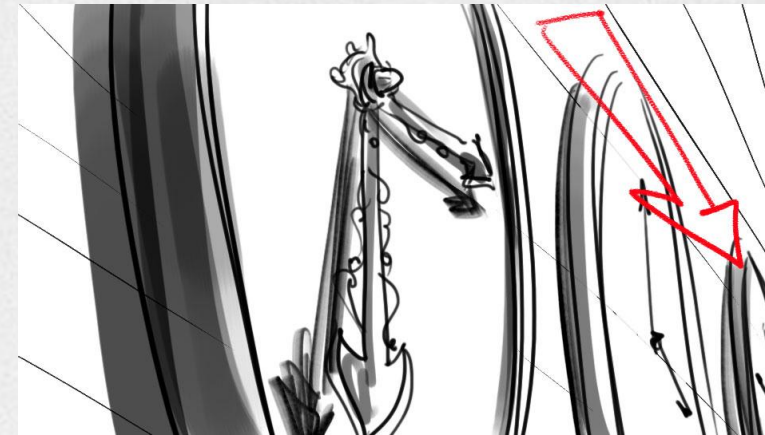
We open up on curtains gently blowing in the wind. The camera quickly pushes in.

02



We are in the cabana. It's cool, breezy, and a mix of wood, rattan, and foliage. We are quickly met by the agent.
Travel Agent: Olá, Traveler,

03



We cut to a close-up shot of some of the decor. It's a clock, it's retro, a relic from another time.

04



We cut slightly wider, the camera pans to show off the colored clocks with their unique design. Each clock has a particular year labeled underneath it.

05



We cut back to the agent. She's warm, and inviting and she's got a dazzling array of Sol De Janeiro Mist's in front of her.
Travel Agent: Can I interest you? In a mist that

06



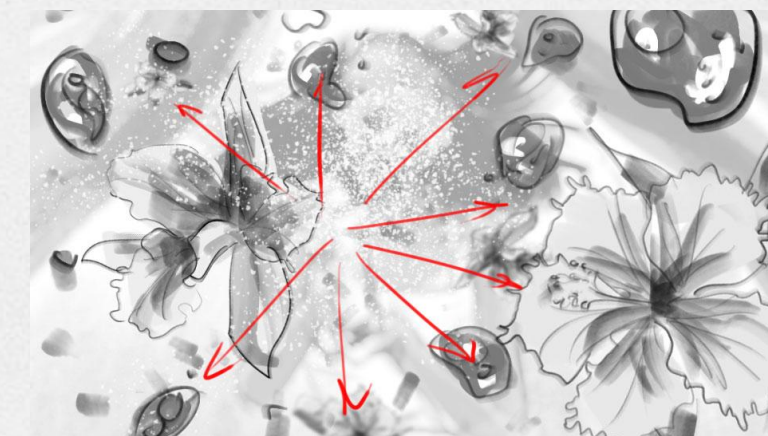
Cut to a close-up of the products. The sun is backlighting them, pushing beautiful refractions onto the desk surface.
Travel Agent: whisks you someplace new?

07



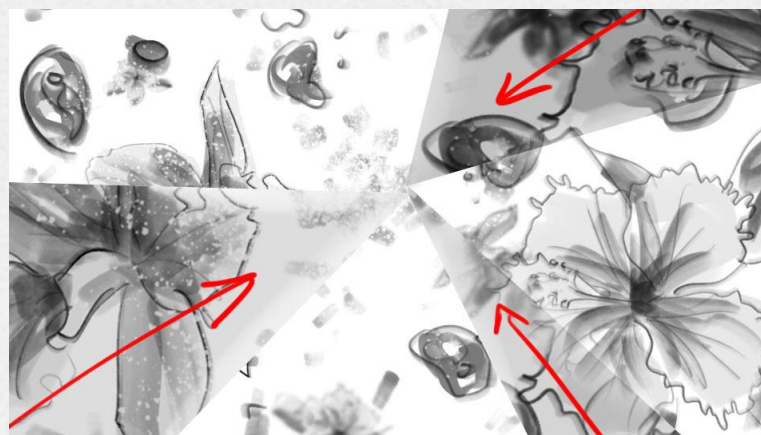
Travel Agent: One spritz of a scent will send you reeling,
We cut back to the agency as she stands up with a bottle of mist. She reaches out and gives us a spray of shimmering mist.

08



The agent defocuses as the camera pulls focus to the mist and a rush of orchid and hibiscus flowers and fragrance ingredient cues. All of these elements drift and orbit toward the camera.

09



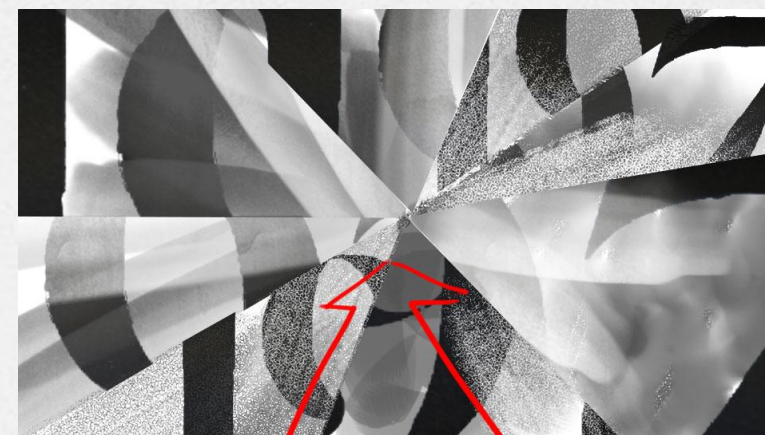
Suddenly the entire frame begins to rotate and divide as if we are looking through a prism.

10



More and more divisions take over, creating a beautiful kaleidoscope of flowers, fruit, and colors of Sol de Janeiro. The camera begins to push forward.

11



As the camera increases speed, we smash zoom through the kaleidoscope.

12



When the camera settles we are now in 1971, disco music is playing in the background.

the years

40 48 59 62 68 71 76 87

As you know, we'll be executing most of the content of your :30 by way of development for all of the individual 15-second ads. That said, we wanted to give you a taste of what is to come by exploring each year's title cards. Here's a quick snapshot :)



LET'S samba

Up until now, we've only focused on the visuals; audio will play a huge role as well. Across music, sound design, and the voiceover, we'd love to use those layers of audio and how they sound to heighten the overall time travel motif and propel the Sol de Janeiro story.

With that in mind, we have partnered with a fantastic Brazilian audio house, Satelite Audio, who can help us give this campaign the joy and authenticity it deserves.

The ideal solution for music is to compose an original score or source a base track that matches the spirit of the brand, the culture, and the visual energy we are going to achieve. Once we're happy with the musical foundation, we can manipulate the sound as we travel from year to year. Imagine hearing Bossa Nova underneath 1848 Carnival imagery, and then the music stabilizes to a more traditional four-on-the-floor disco beat as we shift to 1976.

If having music layers and that level of flexibility is not an option, we'll dial up the most complimentary musical bed or tracks and let the Sound Design drive the feeling of being swept away to Carnival or dropped into the Tropicalia movement of 1968. Thanks to our friends at Satelite Audio, we have a Brazilian-inspired playlist to get the party started.

▶ CHECK OUT SATELITE'S PLAYLIST



LET'S samba

Sound Design

There's no better way to push a visceral spot like this over the edge than with fully realized Sound Design. It works toward all our goals by amplifying the emotion and overall experience of the campaign. Again, we are being "transported" to another time. And the literal sound of going through the portal will be super fun to play with. Environmental sounds accompanied by paper tears, projector slides, and camera clicks anchor the motion design. Plus, we'll be sure to use spritz and fresh mist sounds to heighten the product appeal any chance we get.

Voice Over

To keep continuity at the forefront and take the audience on this voyage through time, we should consider using the same voice for the entirety of the spot. If this causes problems in our casting, and we don't find our unicorn, we can apply an overdub approach and find an uncompromised solution in post.

IN SUM

next steps

We're IN! Can you tell? Thank you all so much for your time and for sticking with us through this very long presentation. We hope you can see our excitement for this project during this initial blast of thinking. I said it at the top of the doc, but these are the kinds of projects we love, and it's precisely what The Mill is built for.

We do hope that you enjoyed what you saw today but remember, this is just the beginning. With your help, we would love to further this thinking and find the full potential of this amazing campaign opportunity.

We look forward to hearing your feedback.

- Donnie & The Mill Team



SOL DE JANEIRO



Chandelier

obrigado