

## **WET WIPES - VISUAL ADS CONCEPTS**

### **OPTION 1 - Save Water**

#### **Tagline -**

Stay Fresh... Save Water and a lot more!

#### **Visual Description -**

Having cross or cancel signs over soap, water tap, handkerchief and one tick mark over the wet wipes logo icon.

### **OPTION 2 - After Gym**

#### **Tagline -**

Need Deep clean-up after heavy workout?

Try \_\_\_\_\_ (brand name)

#### **Visual Description -**

Focus on the wet wipes product image, with faded out background of gym workout.

### **OPTION 3 - After Sex**

#### **Tagline -**

Need Deep clean-up after heavy workout?

Try \_\_\_\_\_ (brand name)

#### **Visual Description -**

Focus on the wet wipes product image, with faded out background of couple lying in bed.

### **OPTION 4 - After Sweat**

#### **Tagline -**

Need Deep clean-up after heavy workout?

Try \_\_\_\_\_ (brand name)

#### **Visual Description -**

Focus on the wet wipes product image, with faded out background of 2 construction worker stretching his arm pit and thy area.

**OPTION 5 - Anti-Soap**

**Tagline -**

Don't foam-up your relationships!

Try \_\_\_\_\_ (brand name)

**Visual Description -**

A corporate shake hand shot, one hand having all soapy foam on it.

Or

Two business people standing. One person extending hand for handshake, all covered with dripping foam. Other one doing Namaste to avoid handshake.

**OPTION 6 - Anti-dust**

**Tagline -**

Swipe off the dirty world!

Try \_\_\_\_\_ (brand name)

**Visual Description -**

A person pointing a wet-wipes tissue towards the screen. Face darkened, a swipe-off mark in forehead and cheeks, to indicate tissue rub-mark. The wet wipes tissue, has a world map, made of dust from the face-wipe.

**OPTION 7 - Anti-Dryness**

**Tagline -**

Gone Dry?

Try \_\_\_\_\_ (brand name)

**Visual Description -**

A comparative vertical cut face with desert like crack marks on the left and smooth hydrated skin on right. Wet wipes product placed on the right half of screen.