

ceci

Presented by Jo Muncaster



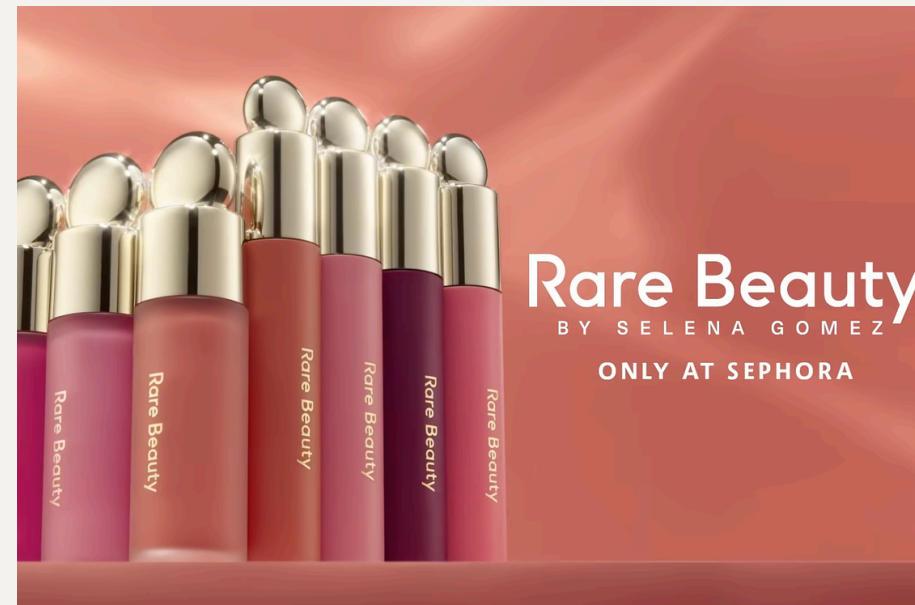
RESEARCH | REFERENCES



CHANEL Summer 2024 Collection

We like the use of creative elements that describe the brand/product.

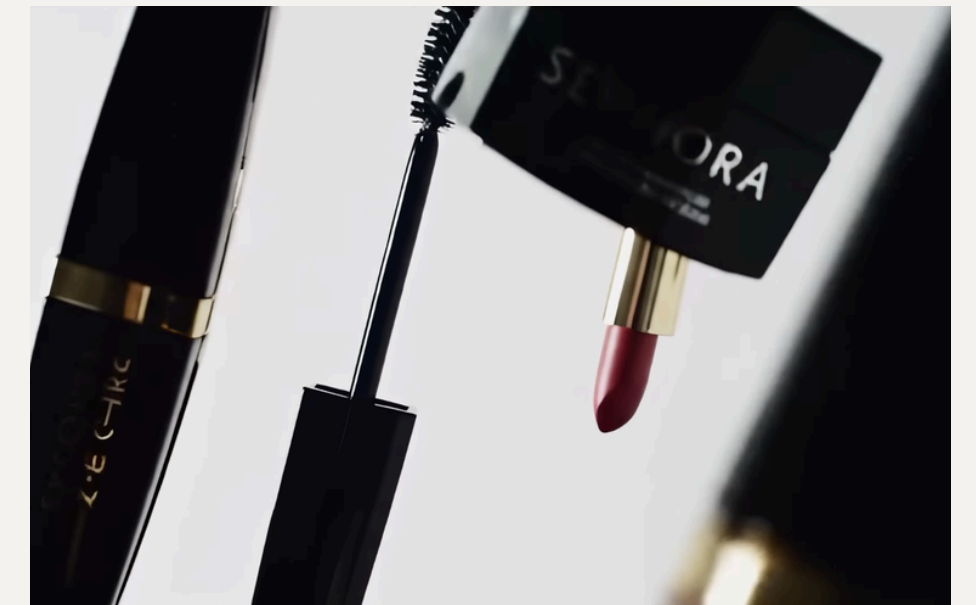
https://youtu.be/Y4naInbLQxM?si=_RQfzuU365rvLQmE



Rare Beauty by Selena Gomez

In this reference we like the close up product shots and text over video.

https://youtu.be/ZK6FEDVd1RA?si=gfg-P1DpI_D-xZP2

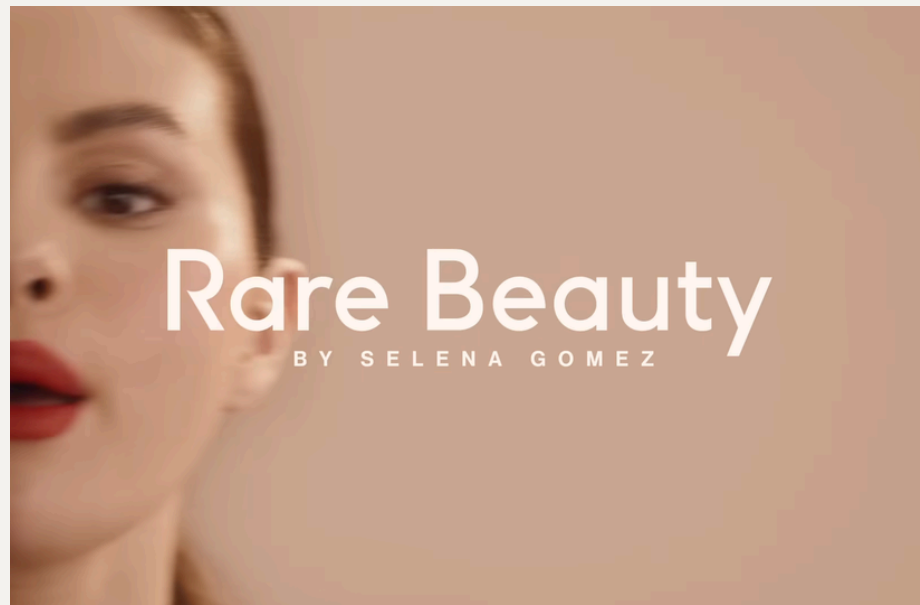


Sephora - Pure Edge

We like the various product shots throughout this ad.

<https://www.youtube.com/watch?v=ZoEvwdIII5M>

RESEARCH | REFERENCES



Rare Beauty by Selena Gomez

We liked the voice over on top of the clips telling the brand story & the simplicity.

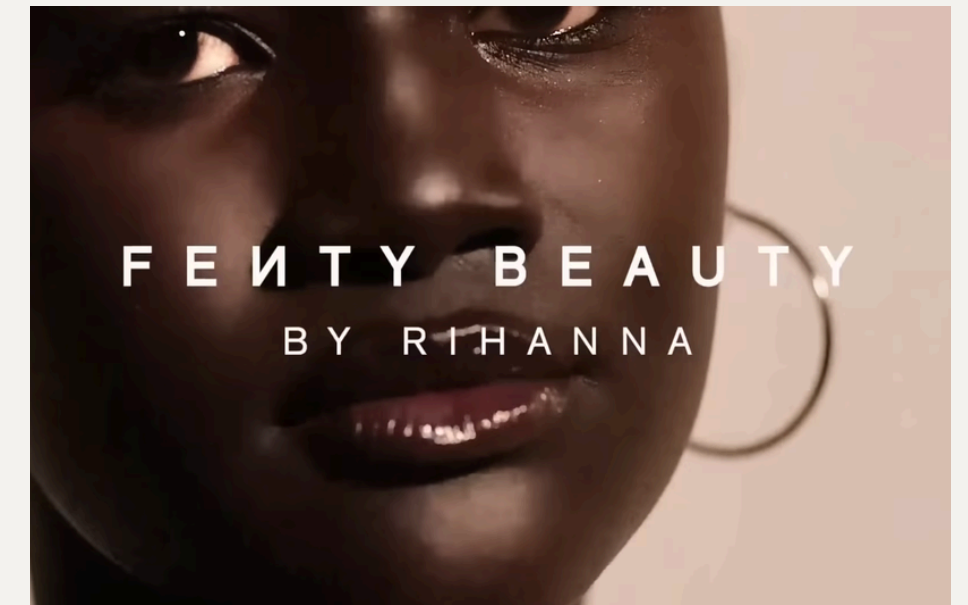
<https://www.youtube.com/watch?v=AG9Fionf4AA>



Dior by Christian Dior

We liked the texture shots as well as the close-up makeup application.

https://youtu.be/hl8f2K0XwWs?si=jBrBu-z_iliKBiUo



Fenty Beauty by Rihanna

We liked the storytelling and diversity to display the brand's guiding principles.

<https://www.youtube.com/watch?v=3lePRmzj7iY>



WRITTEN STORY

The Ceci promotional video tells a short story about modern femininity by celebrating confidence, colour, and self-expression through a makeup line designed to feel both elevated and effortlessly wearable. The video follows a model as she moves through environments that shift in colour and mood, reflecting the core values of the Ceci brand: empowerment, inclusivity, and refined quality.

Each scene highlights a unique aspect of the brand through light catching on creamy textures, pigment sweeping across skin, and packaging styled like a modern piece of art. These visual moments are woven together with a calm voice over that frames Ceci not just as makeup, but as a feeling: stylish, chic, and distinctly feminine.

The goal of the video is to immerse the viewer in the world of Ceci rather than simply show products. By using warm tones, elegant motion, and close-up textures, the video reinforces the brand's identity; that it's colourful yet polished, playful yet elevated. The storytelling style helps the audience emotionally connect to the brand, positioning Ceci as a beauty line that not only enhances natural beauty but also encourages women to express themselves boldly and authentically.

SCRIPT

0:00 – 0:03 | Establishing Shot — Live Video — CHANEL, generic model video + voice over

Visual: Soft morning light. A woman looking at herself in the mirror, bare-faced, calm, natural.

Voiceover: “Beauty isn’t something you put on... it’s something you bring to life.”

0:03 – 0:07 | Close-Up Product Shot — Sephora & Dior, close-up product shot

Visual: Slow, elegant rotating shot of Ceci products — creamy textures, glass packaging, jewel-tone accents.

Voiceover: “Ceci celebrates the tones, textures, and stories that make you... you.”

0:07 – 0:13 | Live Action — Application Moments — Fenty Beauty, Rare Beauty, & Dior, diversity, application

Visual:

- Hands applying Ceci lipstick
- Another model brushing on Ceci blush
- A third model blending product, smiling
- (Diverse faces; soft, chic lighting)
- Text: “With refined formulas and modern femininity at its core, each product is crafted to enhance — never mask.”

0:13 – 0:18 | Brand Strength Highlight — Dior, Rare Beauty, Sephora, product shots, swatches,

Visual: Macro shots of pigments, product swatches, packaging details.

Voiceover: “Luxurious textures. Long-lasting wear. Effortless elegance — for every skin tone, every style.”

0:18 – 0:24 | Emotional Live Video + Lifestyle — Lively video

Visual: Models laughing, walking outdoors, getting ready; natural, confident energy.

Voiceover: “Ceci empowers you to show up boldly... beautifully... and entirely as yourself.”

0:24 – 0:28 | Final Product Line-Up Shot — Rare Beauty, product shot with text over

Visual: Full Ceci product lineup with soft jewel-tone glow behind it.

Text: “This is beauty with intention.”

0:28 – 0:30 | Logo End Slate Animation (Required) — CHANEL, use of visual that describes brand + product elements

Visual: Ceci logo animates on with subtle shimmer.

On-screen text: Ceci — Modern. Feminine. Refined.



PLUGINS USED

Cinema 4D

- 3D models & renders of our products

After Effects - Logo Animation

Transform Animations

- Position
- Scale
- Rotation
- Opacity

Animation Controls

- Keyframes
- Easy Ease
- Graph Editor (custom easing curves)

Layer Techniques

- Masking / Mask Layers
- Track Matte (if you used it—optional to include)
- Parenting (optional)

Effects

- Drop Shadow

After Effects - Main Advertisement

Transform Animations

- Position
- Scale
- Rotation
- Opacity

Effects

- Brightness & Contrast
- Lumetri Colour
- Colour Balance
- Levels
- Hue/Saturation

 **STYLE FRAME 1**



 **STYLE FRAME 2**





STYLE FRAME 3



ceci



LOGO REVAMP

Primary | Logo Font

ceci

e

Secondary | Text Font

MONTSERRAT

montserrat

The typography reinforces the brand's balance of playfulness and elegance. The main Ceci typographic logo is montserrat but customized to have more rounded edges and the i is missing the dot on top.

Paired with Montserrat as the secondary typeface, the combination offers a clean and contemporary contrast—bringing clarity, versatility, and cohesion to the brand's visual identity.



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