

CONCEPT:

Make The Switch to PSD



DIRECTION/SPECIFICS:

Create a video talking about why to upgrade to PSD. The first 2 seconds of the video should show you talking directly to the camera, or the product laying flat, or both (you holding the product). The goal is to make the first 3 seconds scroll-stopping, so make it bold. Then talk about product highlights

Example Intros:

- Remember when it was cool to wear old, saggy plain white underwear? Yeah...me either... so why haven't you upgraded to PSD yet?
- 3 Ways To Know You Need To Upgrade to PSD
 - Your mom bought you all your underwear in junior high
 - The smell from your underwear drawer has the dog freaked out
 - etc.
- Guys...I've got a real problem...I can't keep my pants on! My PSDs look too good to keep hidden

Example Product Highlights

- The fit - supportive but doesn't bunch or restrict movement
- The waistband is the most comfortable in the game, it doesn't fold or irritate on my skin and it holds its shape after washing it
- The designs are on POINT (can show your product or use green screen effect scrolling the men's page), they even have collabs with Marvel, Playboy and other hype brands
- The breathability and durability keep it looking and feeling good after every wash

Closing statement:

Close out video messaging/outrio to PSD website and closing line.

- **Check out PSD.com for the best holiday gifts for this year!**

BEST PRACTICES: Below are best practices to follow as as specific needs as well as some areas to avoid.

- Please make sure to show clips of holding and highlighting product and designs
- Don't feature background music to avoid copyright as well to keep voice over clear.
- **DO NOT** show yourself full-body style in just the underwear and do not show your bulge. If you are going to be wearing the product, be sure to have the shot close-up on your quad to show the prints, product stretch, waistband or product details

DELIVERABLE SPECIFICS:

LENGTH: :15- :20 seconds

ASPECT RATIO: VERTICAL 9x16 (IG REELS / TIK TOK)

RESOLUTION: 1080P

FILE TYPE: MP4

VIDEO EXAMPLE:

See link to video example for inspiration and reference production quality expectations.

LINK HERE:

<https://www.youtube.com/shorts/tInFGSkIIBk>