

FW20 Ugliers **Videos**

January 27 + 29, 2020

1. Ugliers Womens	:15 seconds	Text Overlay
2. Ugliers Mens	:15 seconds	Text Overlay



1

Scene: Pool

Action: Back view of Model, putting down mesh bag on bleachers, happy, skip in steps

Text: White Ugliers Logo by Dolfin Swimwear

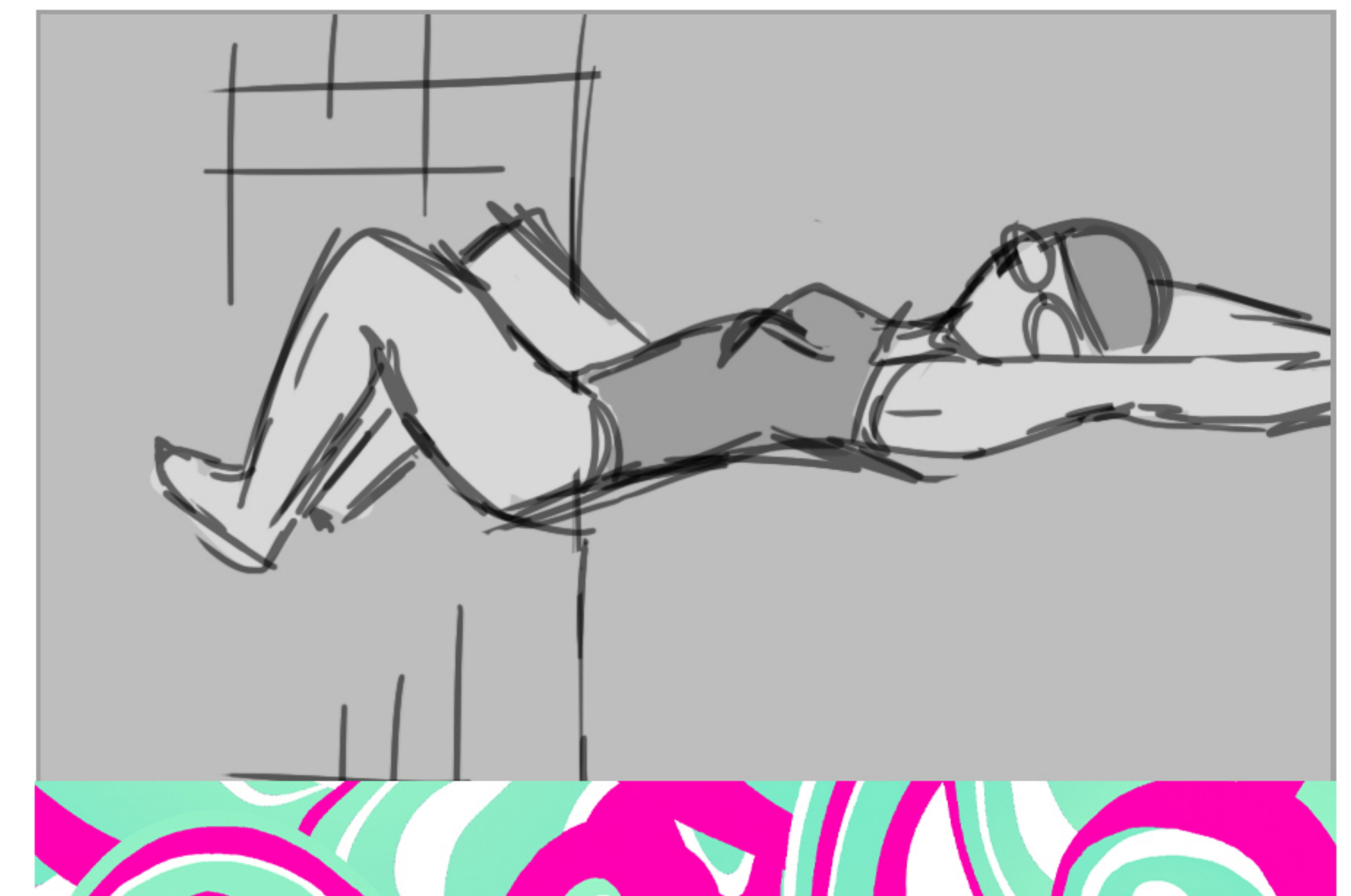


2

Scene: Pool

Action: Girls sitting on edge of pool, plop in, in a fun way

Text: n/a

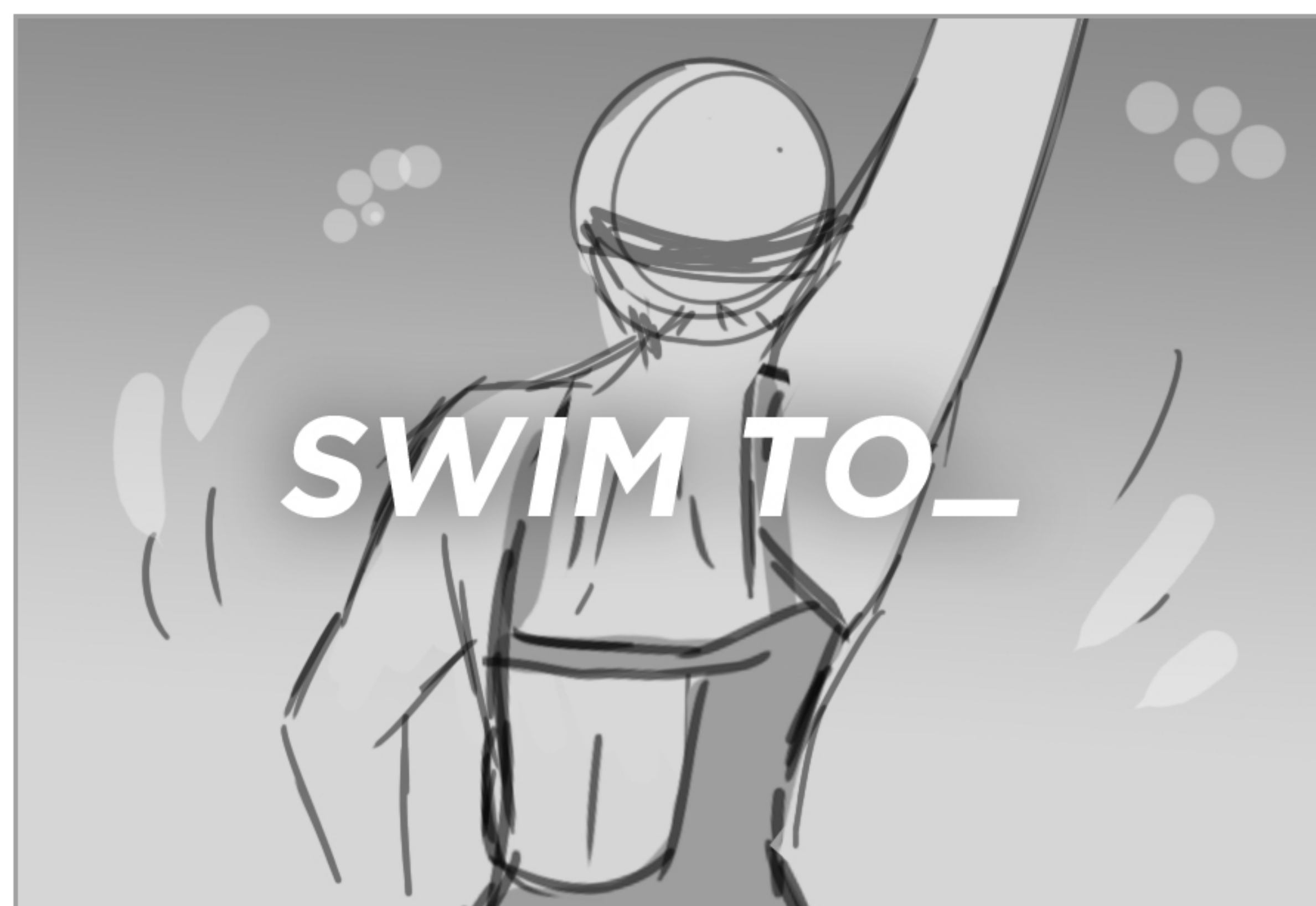


3

Scene: Pool

Action: underwater - wall kick

Text: n/a



4

Scene: Pool

Action: Underwater backstroke (female swimmer), camera from underneath swimmer

Text: SWIM TO_



5

Scene: Pool

Action: Underwater funny faces, cheerful

Text: STAND OUT



6

Scene: Pool

Action: Girls join up chatting, walking towards camera mood is convivial.

Text: Ugliers Logo white, by Dolfin Swimwear

VIDEO: FW20 Ugliers - Men

DURATION: 0:15 seconds



1

Scene: Pool - starting block

Action: Ready to dive in stance

Text: White Ugliers Logo by Dolfin Swimwear



2

Scene: Pool

Action: underwater shot

Text: n/a



3

Scene: Pool Deck

Action: Group of dudes, playing around

Text: n/a



4

Scene: Pool

Action: Up close leg shot of print

Text: SWIM TO_



5

Scene: Pool

Action: 2 models swim side-by-side

Text: TRAIN



6

Scene: Pool

Action: Slo-Mo getting out of water push-up

Text: White Ugliers logo by Dolfin Swimwear

FW20 Compete **Videos**

January 29, 2020

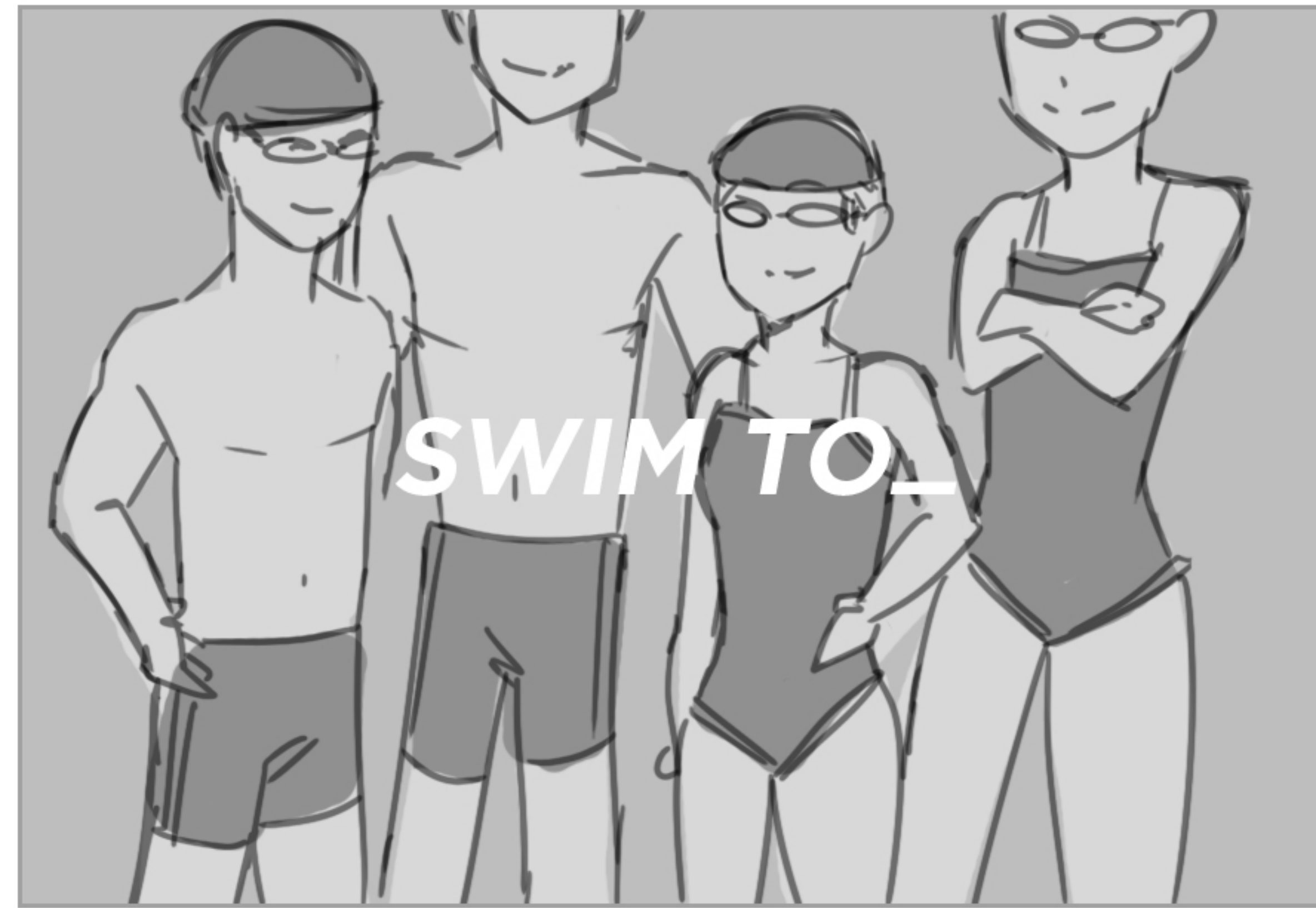
1. Compete Team Dolfin	:30 seconds	Text Overlay
2. Compete Tate Jackson Feature	:06-15 seconds	Text Overlay

VIDEO: FW20 Team Dolfin

DURATION: 0:30 seconds



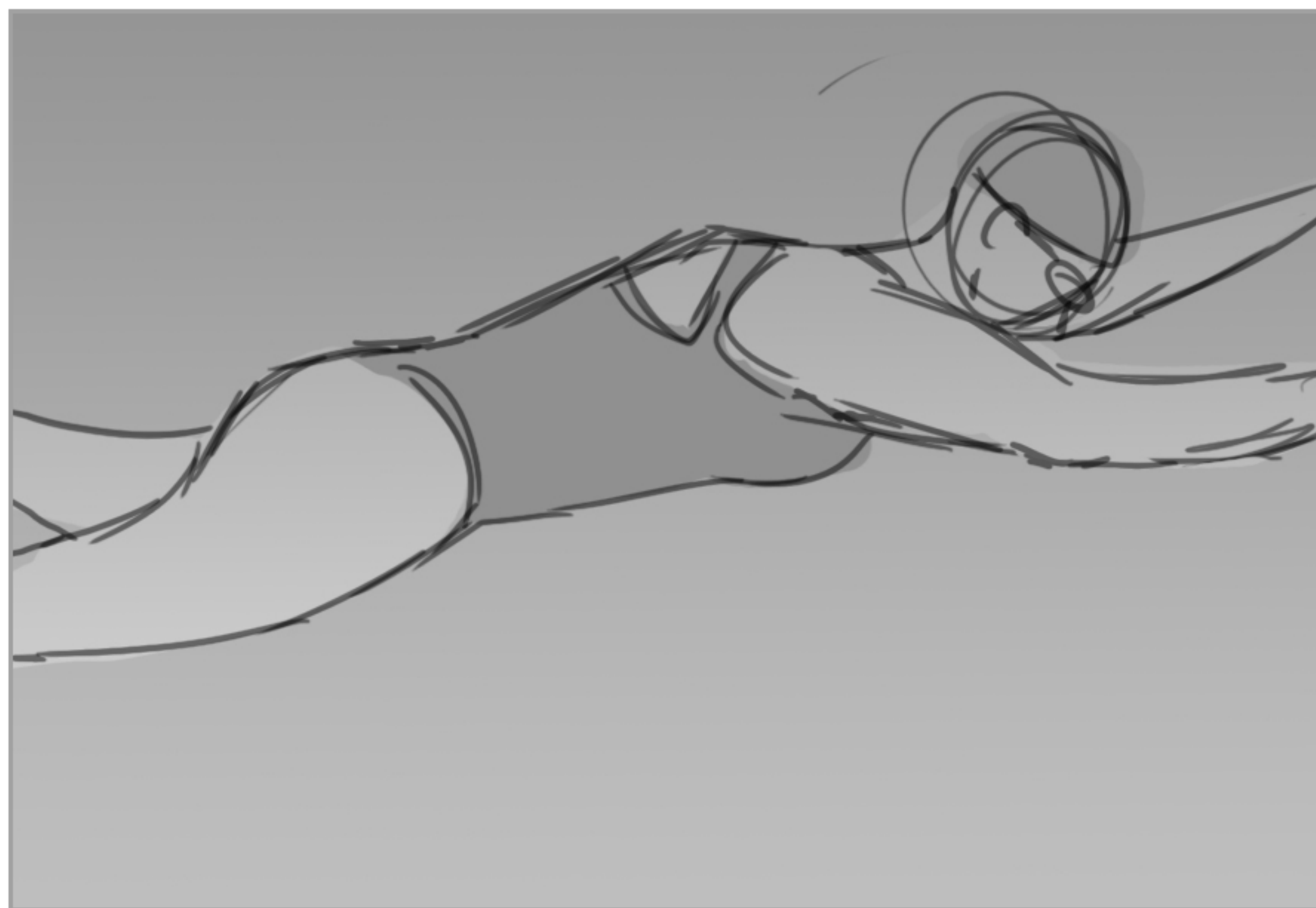
1
Scene: Pool deck
Action: Pan over the 'Dolfin Team' behind - looking at pool
Text: Dolfin logo



2
Scene: Pool Deck
Action: Front pan of team in a row.
Text: SWIM TO_



3
Scene: Pool deck
Action: One swimmer from previous shot steps forward & gets on starting block
Text: LEAD



4
Scene: Pool - underwater
Action: Swimming - Side shot
Text: n/a



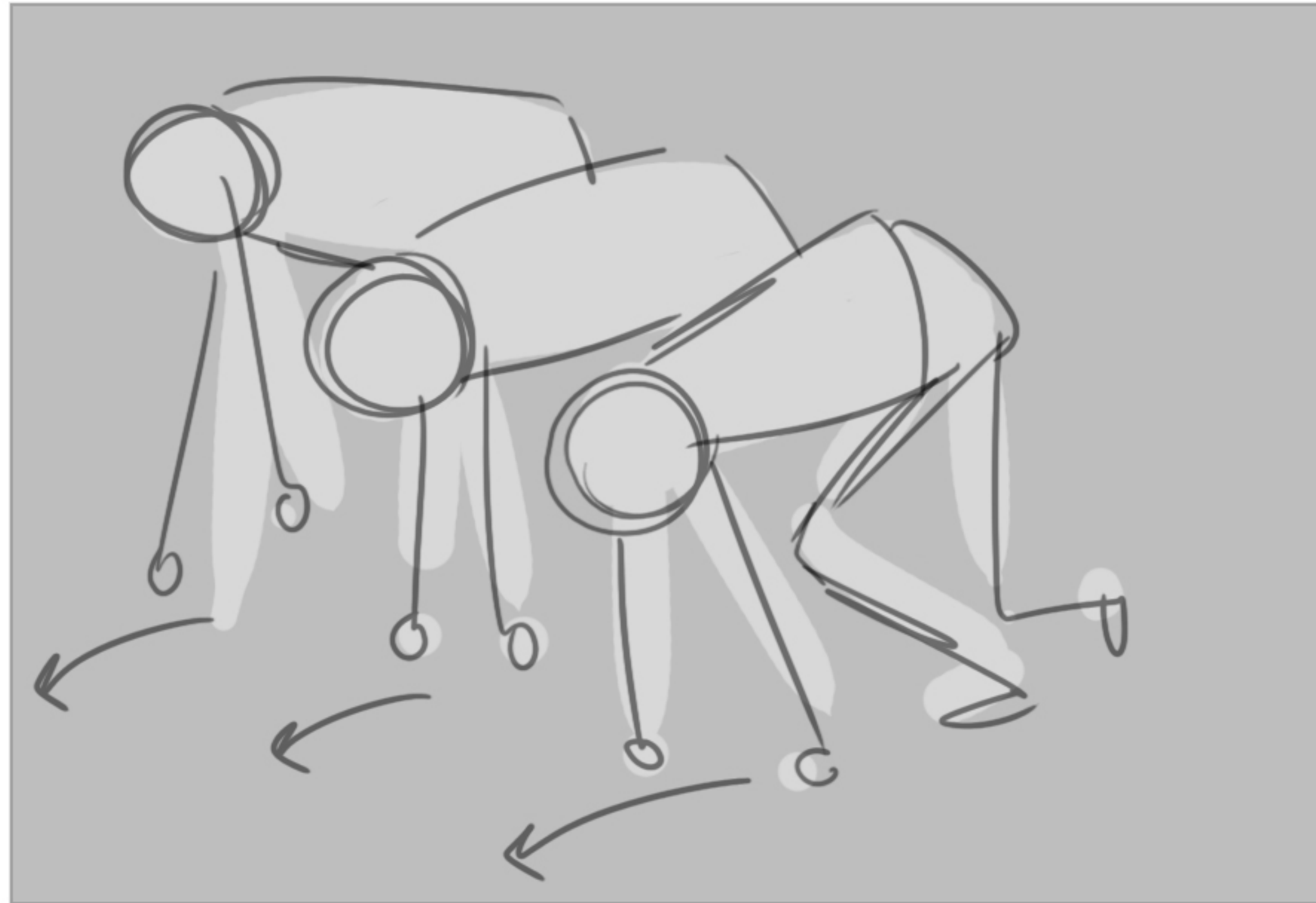
5
Scene: Pool - underwater
Action: Swimmer swimming overtop of camera
Text: SWIM TO_



6
Scene: Pool - underwater
Action: Touches wall
Text: CONQUER

VIDEO: FW20 Team Dolfin - continued

DURATION: 0:30 seconds



7

Scene: Pool blocks

Action: Various dives of teammates at same time

Text: n/a



8

Scene: Pool - waterline

Action: Swimming towards camera

Text: Swim to_



9

Scene: Pool

Action: Gets out of pool & celebrates with team

Text: WIN



10

Scene: Pool deck

Action: Celebrating with team, cheering

Text: Dolfin logo

VIDEO: FW20 Meet Tate

DURATION: 0:06-15 seconds



1

Scene: Pool

Action: Underwater shot as Tate dives in - bubbles, swimming away from camera

Text: Dolfin Swimwear logo



Tate Jackson

- Freestyle Sprinter
- USA Swimming National Team Member
- Dolfin Athlete

2

Scene: Pool

Action: Tate on ledge waving hello

Text: Title: Tate Jackson | Bullet points: Freestyle Sprinter, USA Swimming National Team Member, Dolfin Athlete



3

Scene: Pool

Action: Swimming - Underwater - below shot

Text: Stat #2

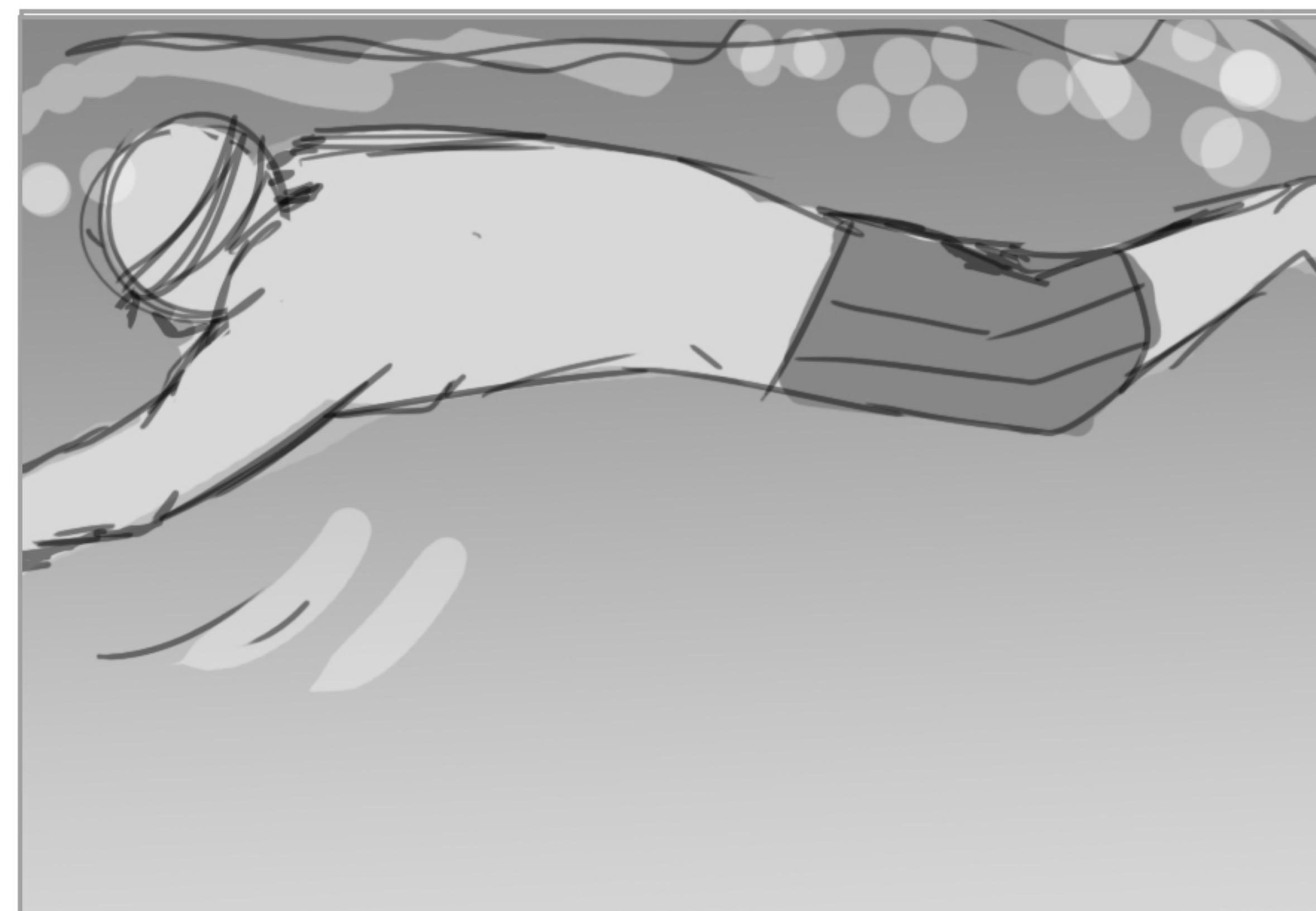


4

Scene: Pool

Action: Water line - towards camera

Text: Stat #3



5

Scene: Pool

Action: Underwater swimming - side view

Text: "Meet Tate" subtext: Dolfin Ambassador



6

Scene: Pool

Action: Tate playfully slaps pool, making splash at camera, logo appears

Text: Dolfin logo

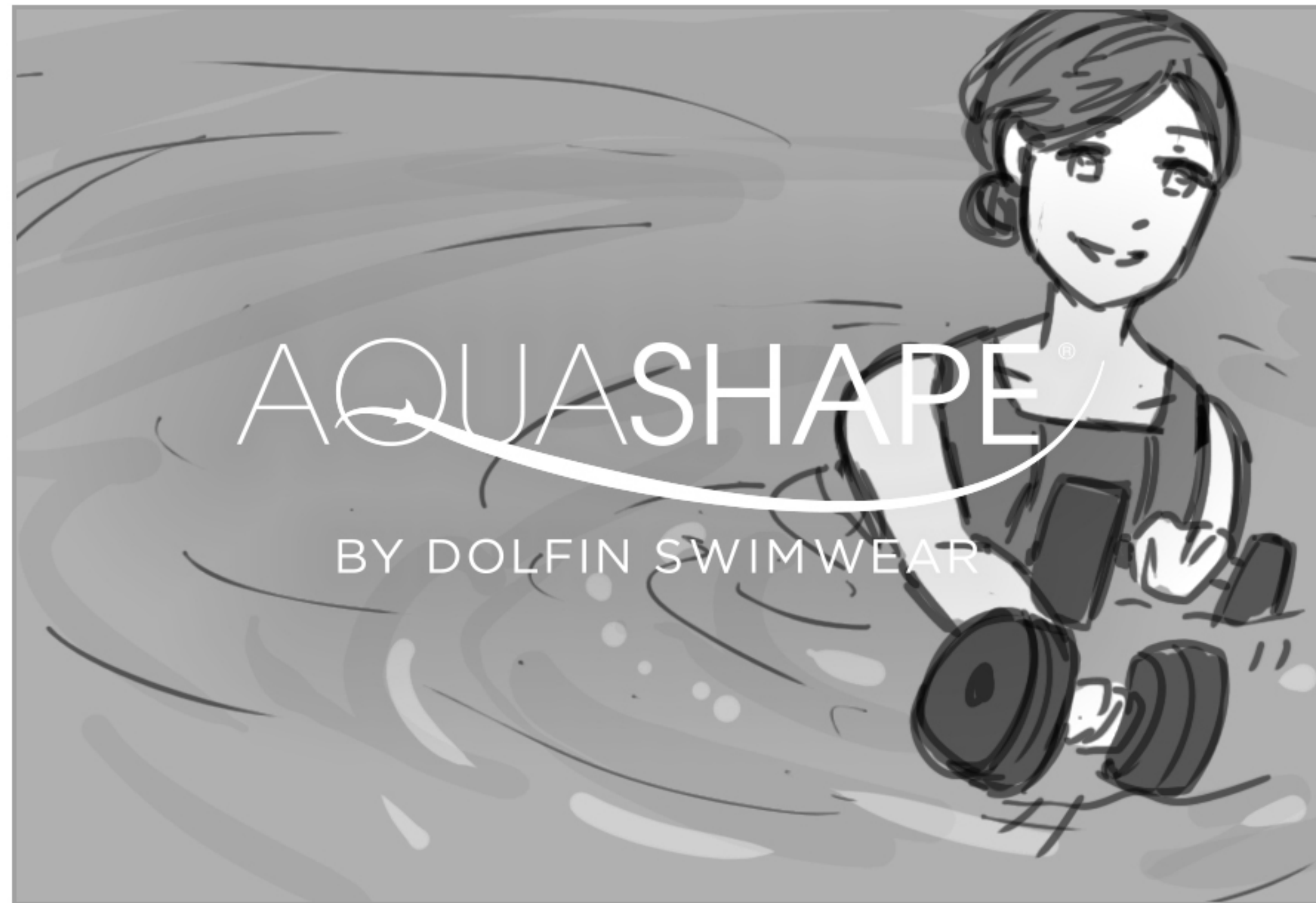
FW20 Aquashape **Videos**

January 27 + 28, 2020

1. Aquashape Sizzle	:15 seconds	Text Overlay
2. Aquashape Summer Sanders Feature	:15 seconds	Text Overlay

VIDEO: FW20 Aquashape

DURATION: 0:15 seconds



1

Scene: Pool

Action: Water fitness activity

Text: White Aquashape Logo by Dolfin Swimwear



2

Scene: Pool

Action: Underwater action, closeup logo

Text: Swim to_

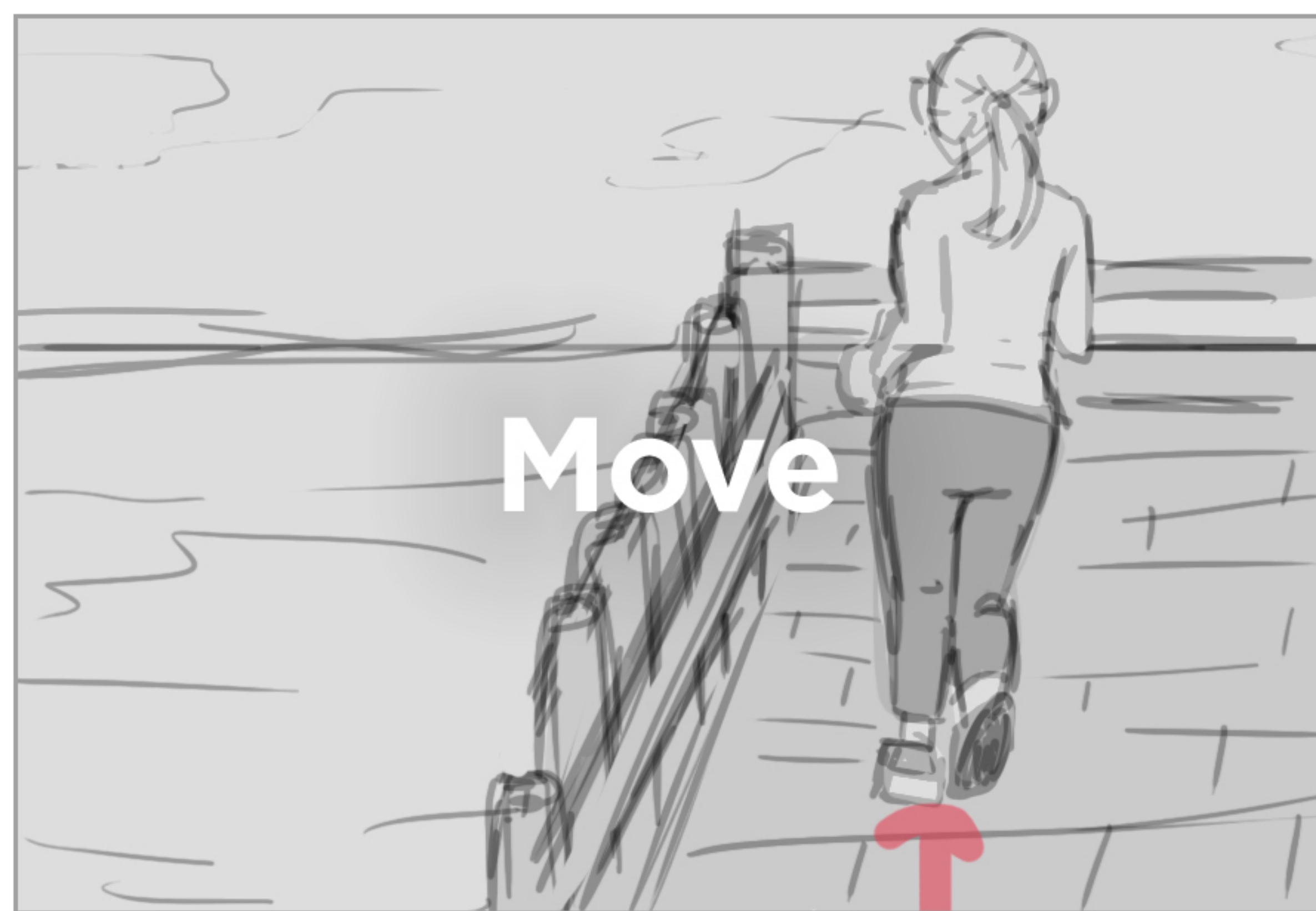


3

Scene: Pool

Action: Group of Swimmers, convivial

Text: Confidence



4

Scene: Beach/Pier

Action: Jogger from the back

Text: Move

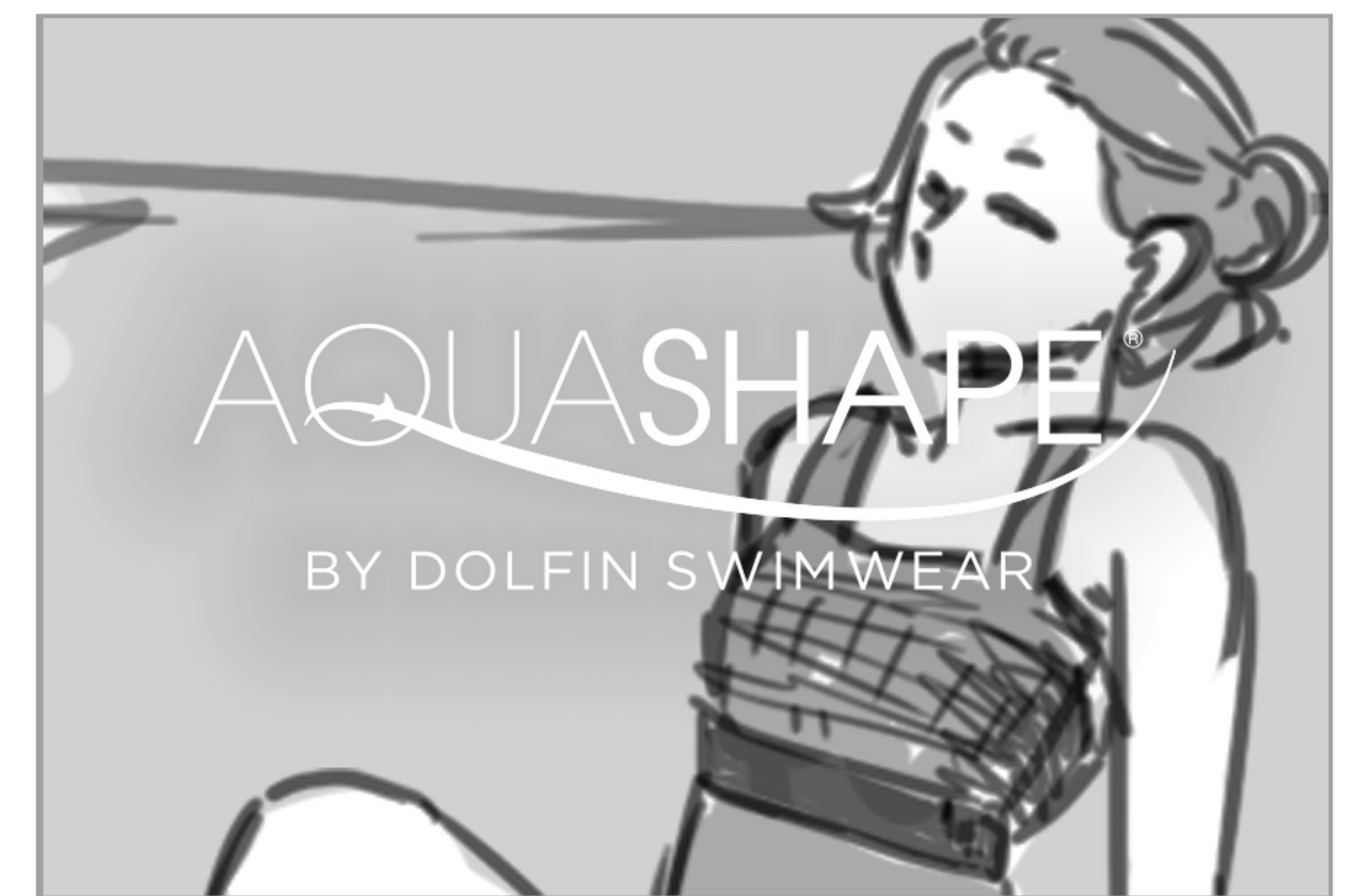


5

Scene: Beach

Action: Model on towel

Text: Refresh



6

Scene: Beach

Action: Close up of confidence expression

Text: White Aquashape Logo by D.S.

VIDEO: FW20 Aquashape Summer Sanders

DURATION: 0:15 seconds



1

Scene: Pool

Action: Summer relaxing on the pool-side, putting on cap & goggles.

Text: White Aquashape Logo by Dolfin Swim.



2

Scene: Pool

Action: Side profile view, leave room on side - stats

Text: Summer Sanders | Bullet points:
2x Olympic Gold Medalist, TV Commentator & Host, Dolfin Ambassador



3

Scene: Pool

Action: Summer puts on cap & goggles, swims

Text: n/a



4

Scene: Pool

Action: Summer action, yoga or jogging

Text: n/a



5

Scene: Pool

Action: Underwater shots of swimming

Text: n/a



6

Scene: Pool

Action: Summer jumping, excited

Text: White Aquashape Logo by Dolfin Swimwear
Fade in.

VIDEO: Aquashape Features & Benefits

DURATION: 0:30 - 1:30 seconds



1

Scene: seamless

Action: plain background

Text: colored Aquashape logo by Dolfin Swimwear
- Solution Swimwear - mockup

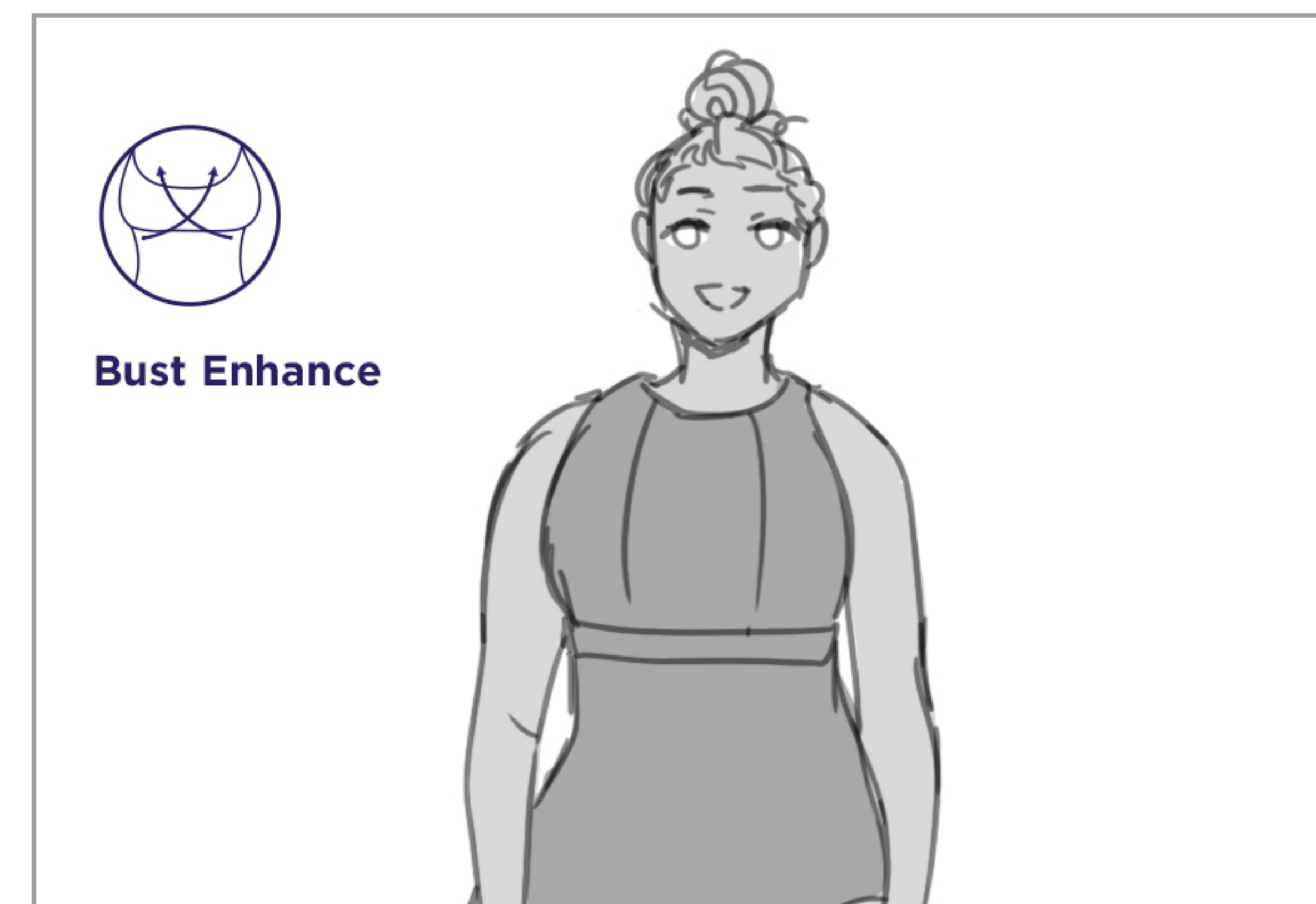


2

Scene: seamless

Action: full body, relaxed posing, sway side to side

Text: n/a

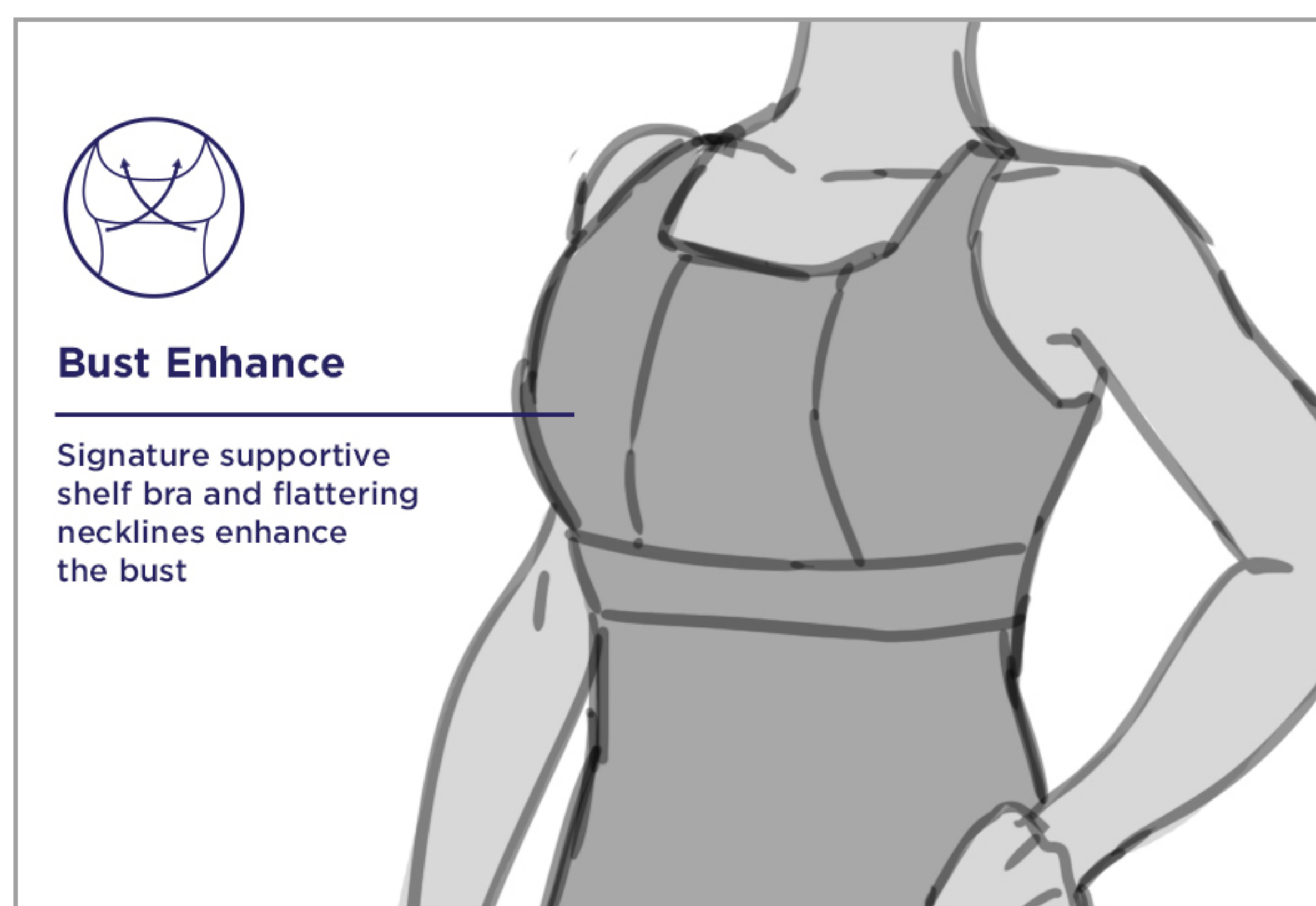


3

Scene: seamless

Action: Medium Shot, icon + title appear
Model walking towards camera (if space allows)

Text: (Bust Enhance Icon)



4

Scene: seamless

Action: close up/zoom, model casual poses slightly angled model 3/4

Text: Line + Bust Enhance description -
"Signature supportive shelf bra and flattering necklines enhance the bust"

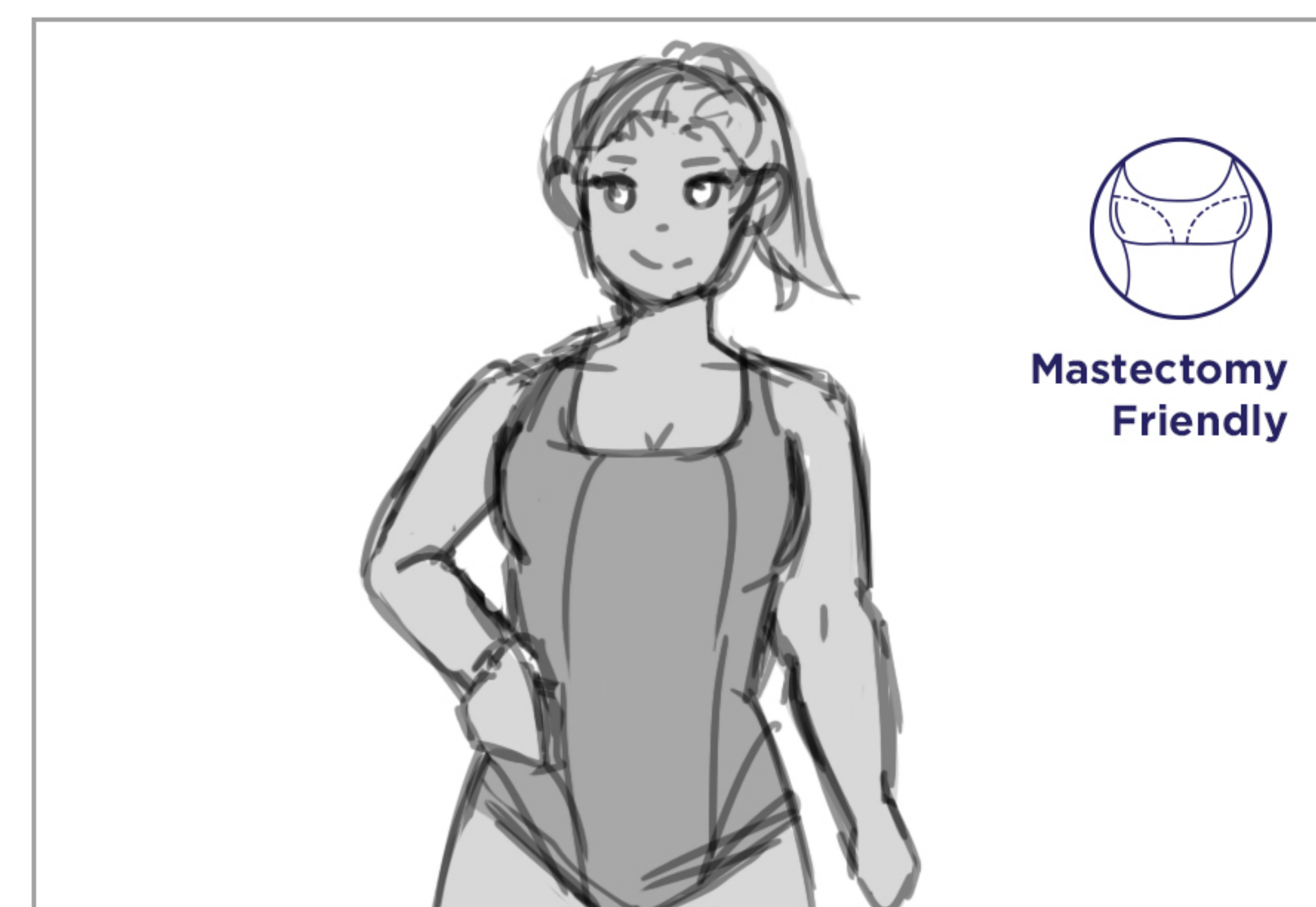


5

Scene: seamless

Action: full body, Model posing arms behind back like a light stretch, but mostly casual

Text: n/a

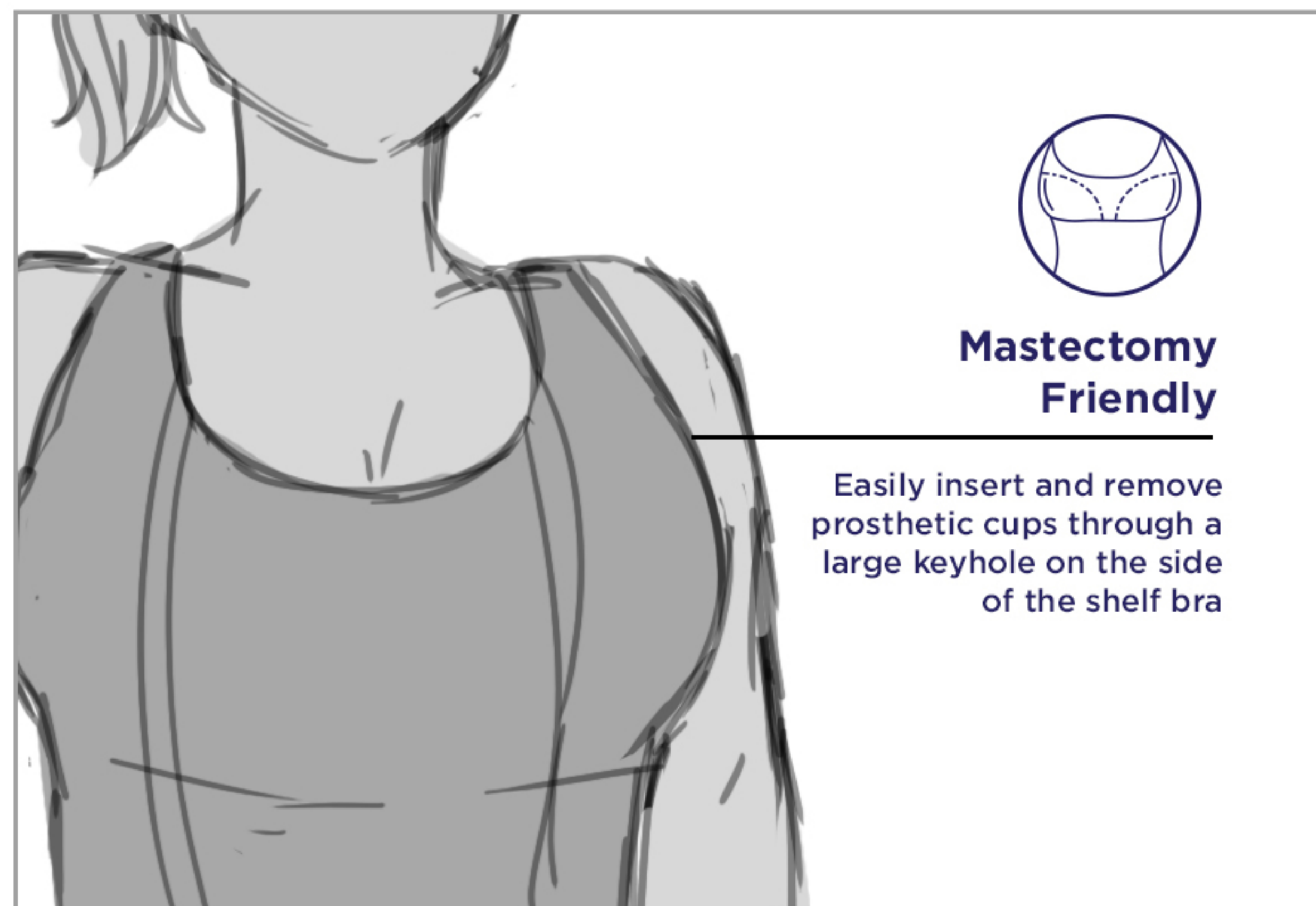


6

Scene: seamless

Action: medium shot, icon + title appear
Model has hand on hip

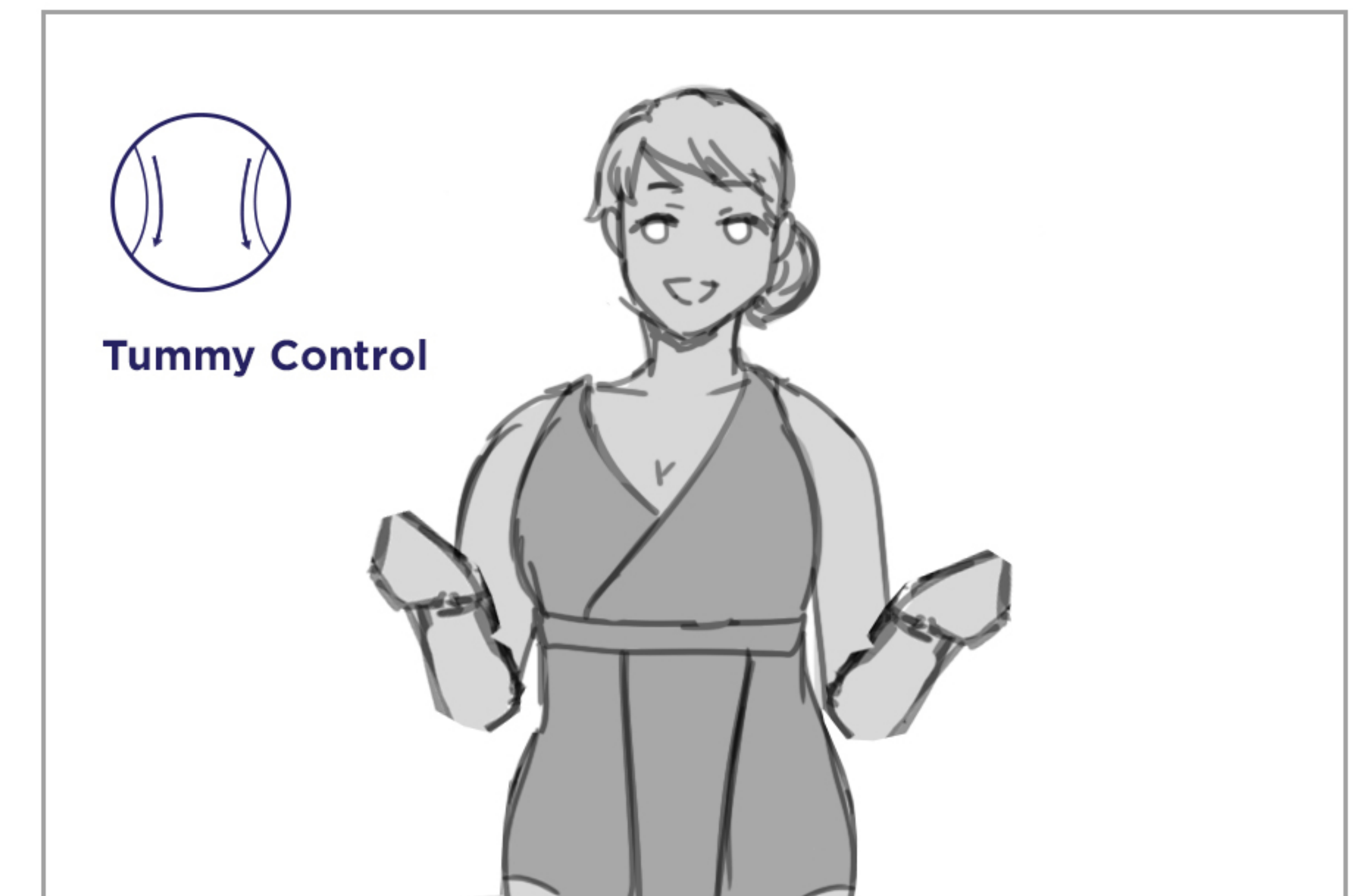
Text: (Mastectomy Friendly Icon)



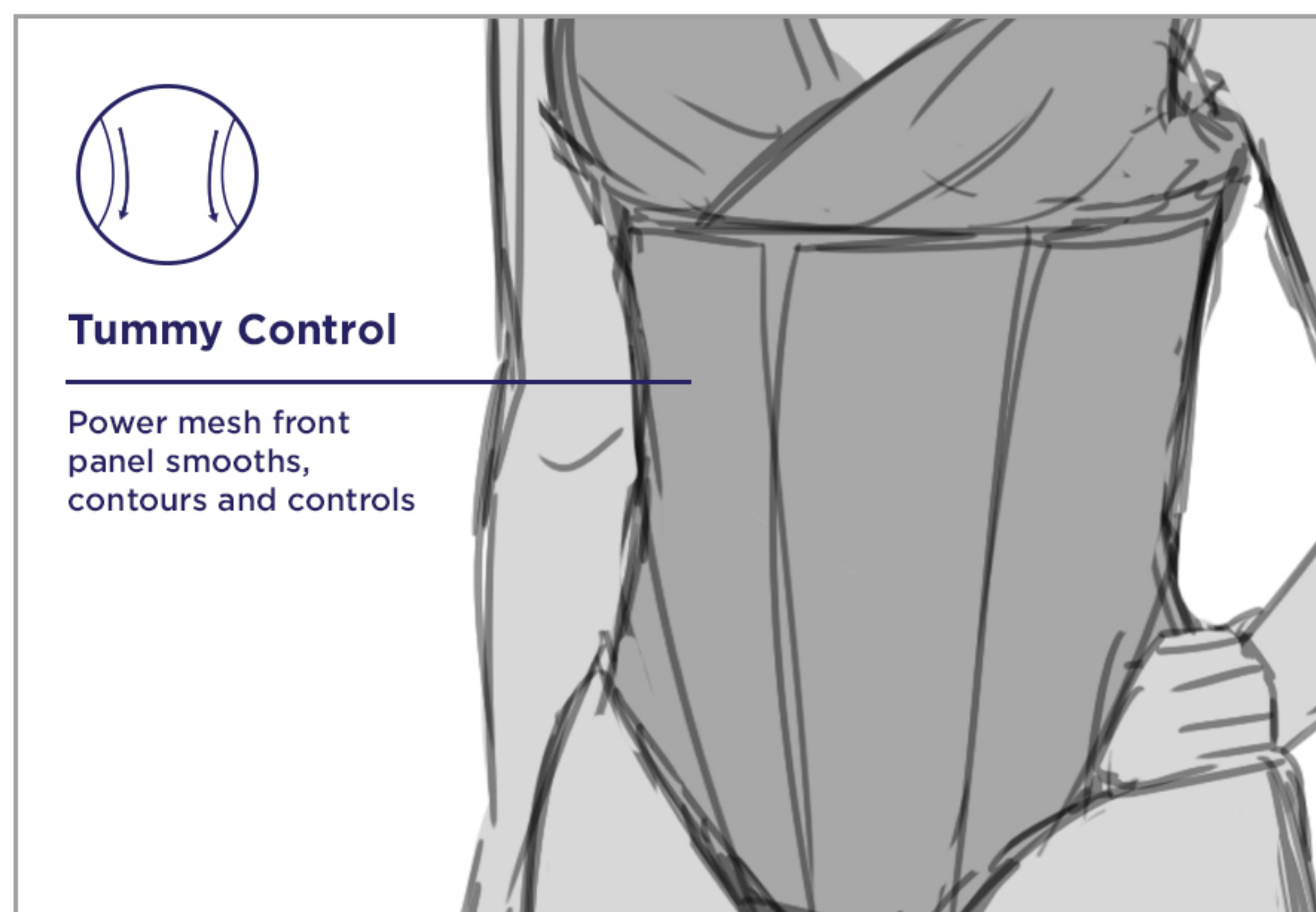
7
Scene: seamless
Action: close up/zoom, casual pose, front angle
Text: Line + Mastectomy Friendly description -
“Easily insert and remove prosthetic cups through a large keyhole on the side of the shelf bra”



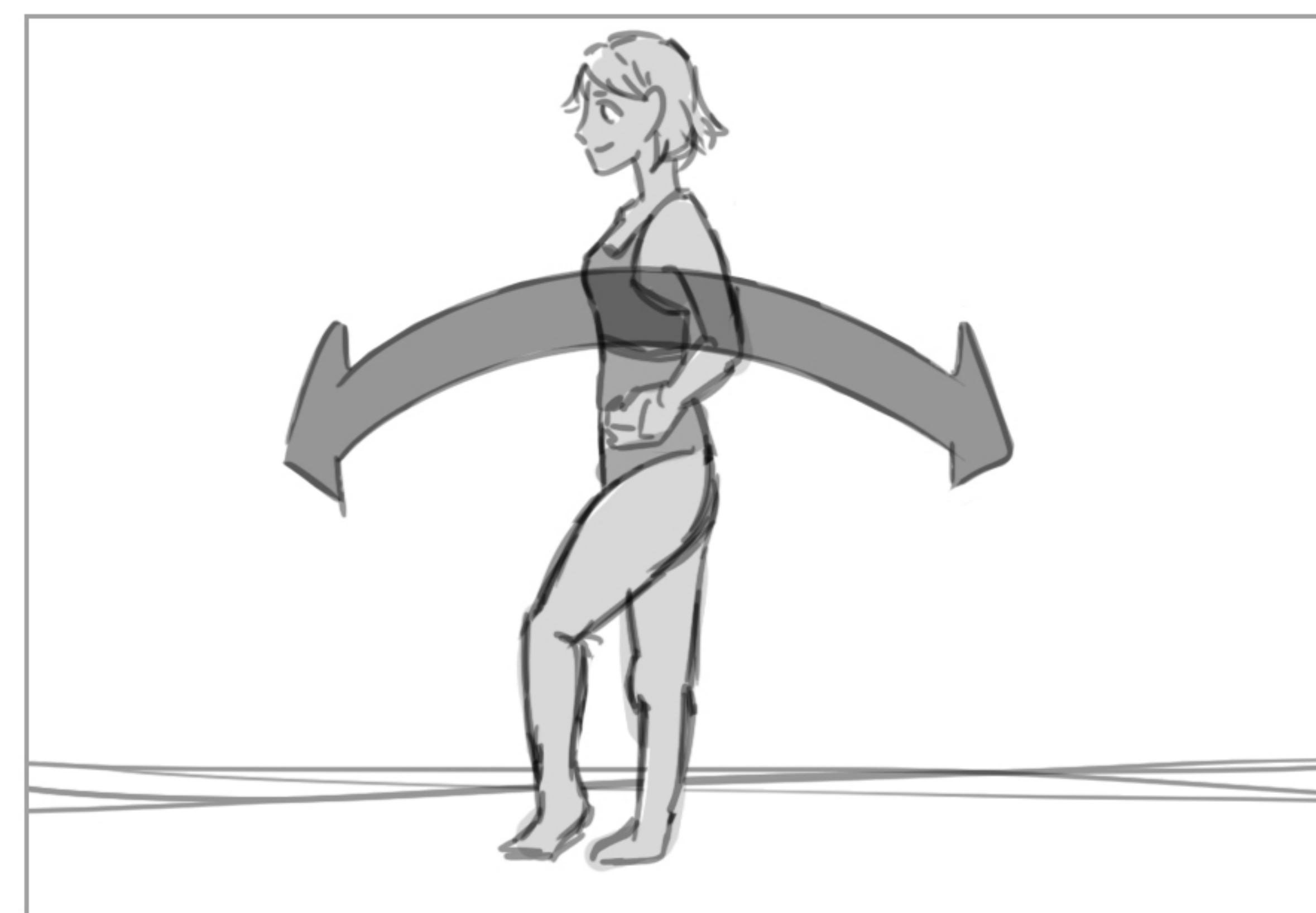
8
Scene: seamless
Action: full body, hands on hips/sides of stomach
Text: n/a



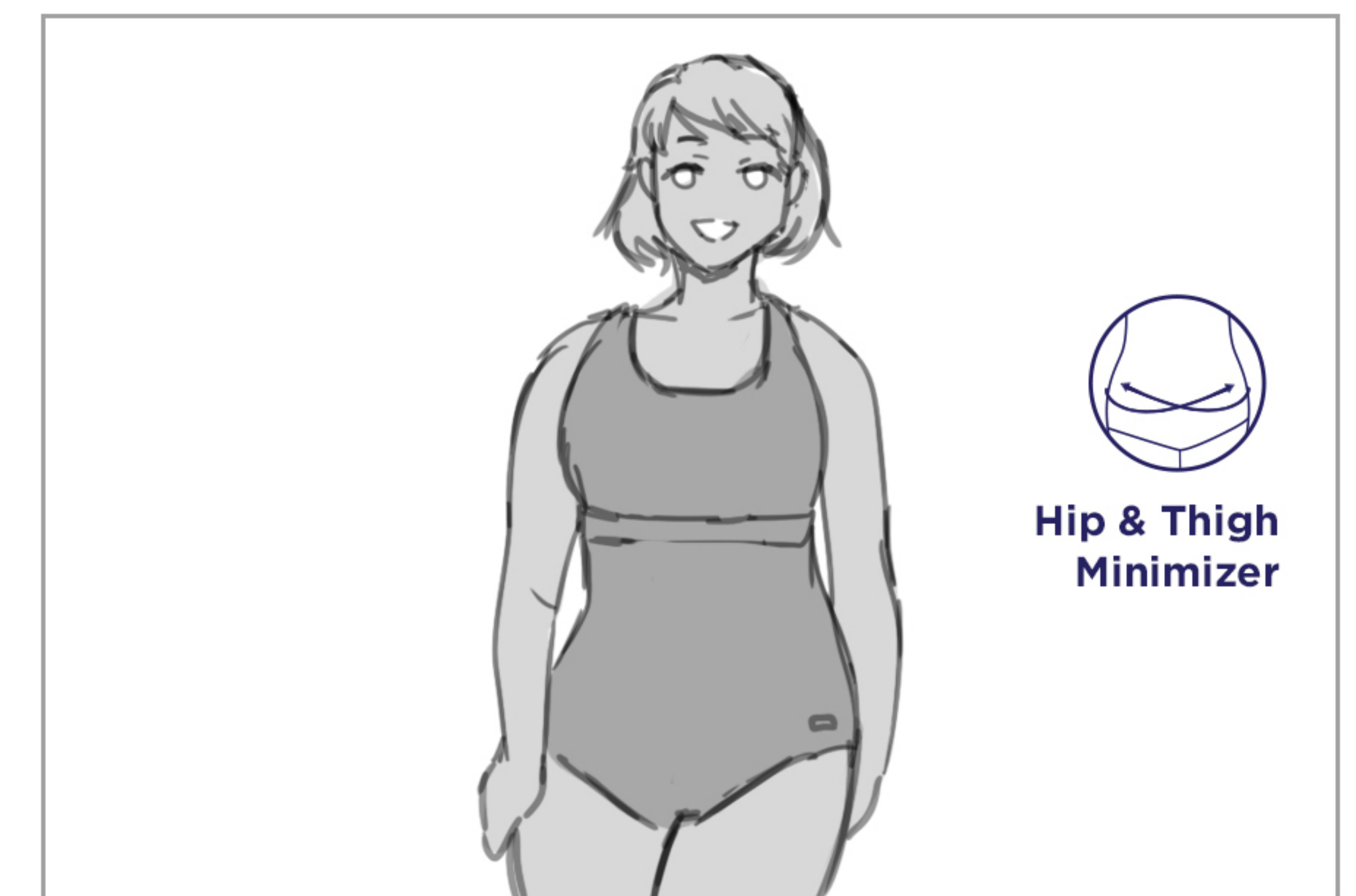
9
Scene: seamless
Action: medium shot, icon & title appear
Model is cheering with confidence, happy
Text: (Tummy Control icon)



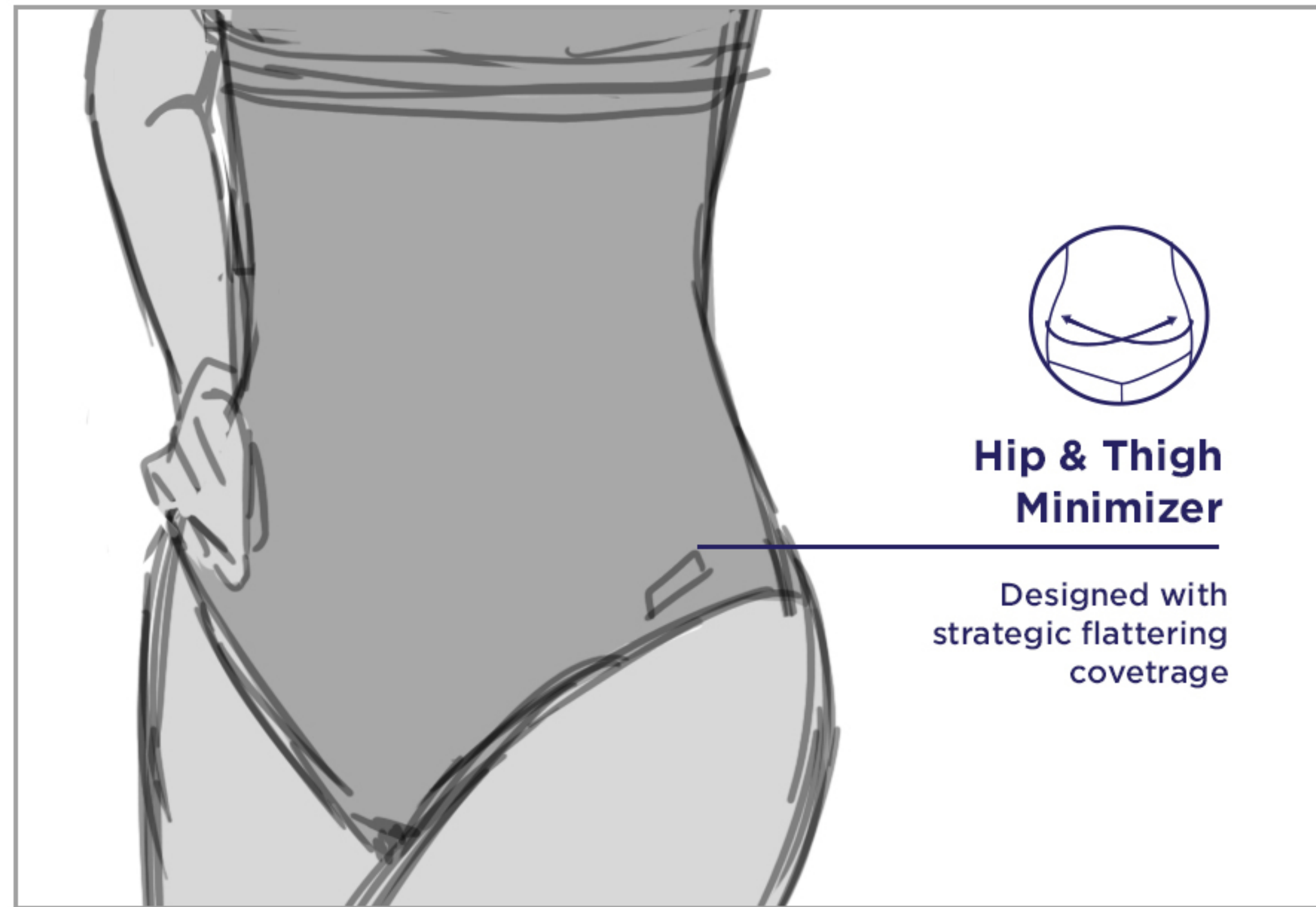
10
Scene: seamless
Action: close up/zoom, natural pose
Text: Line + Tummy Control description -
“Power mesh front panel smooths, contours and controls”



11
Scene: seamless
Action: full body, turning sideways (both sides)
Text: n/a



12
Scene: seamless
Action: medium shot, icon & title appear
Model is casually posing, swinging arms loosely
Text: (Hip & Thigh Minimizer Icon)



13

Scene: seamless

Action: close up/zoom, relaxed pose

Text: Line + High & Thigh Minimizer description -
"Designed with strategic flattering coverage"



14

Scene: seamless

Action: full body, stretching/lunge

Text: n/a

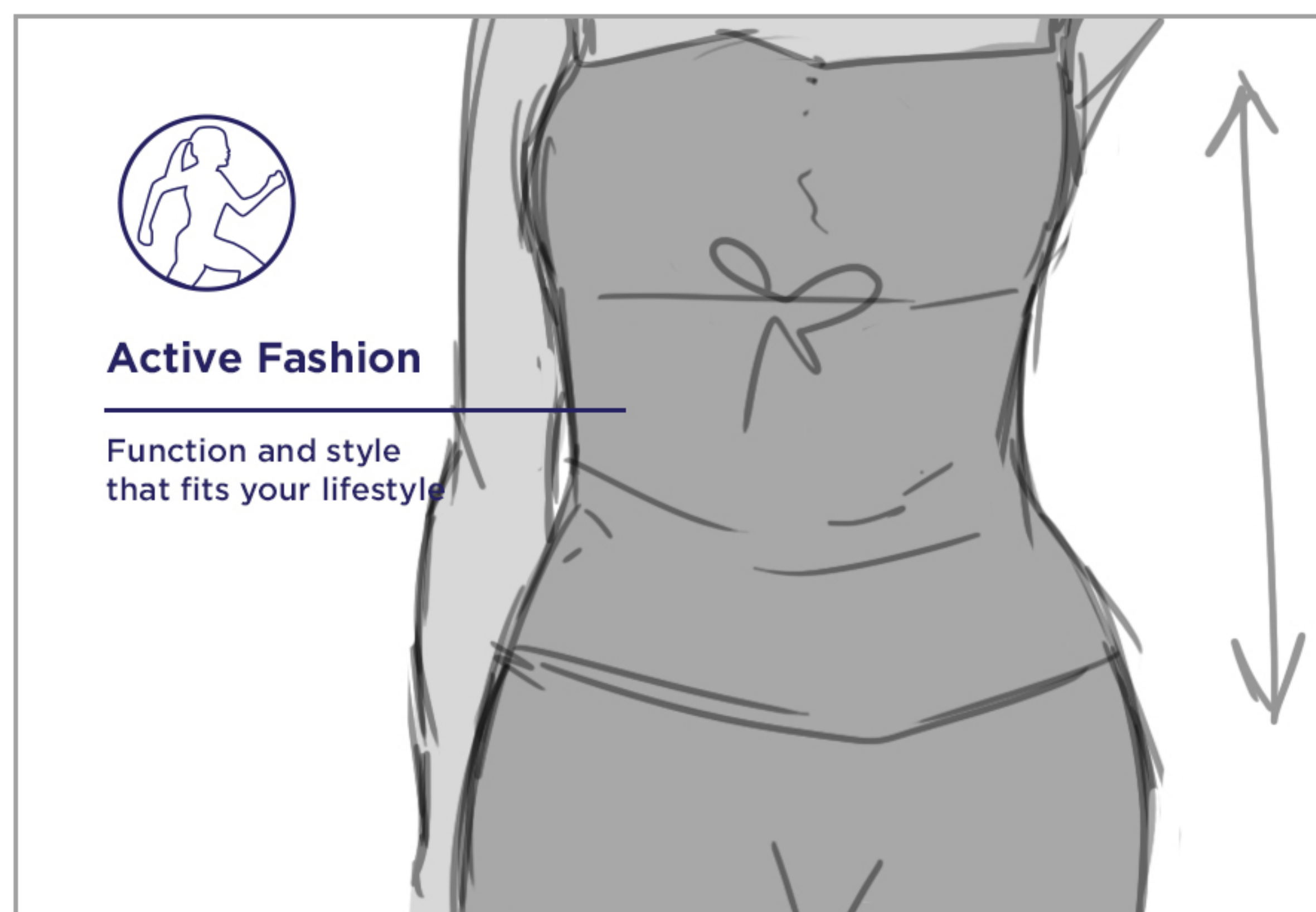


15

Scene: seamless

Action: medium shot, confident/casual pose

Text: (Active Fashion + Icon)



16

Scene: seamless

Action: close up/zoom/pan down on outfit

Text: Line + Active Fashion description -
"Function and style that fits your lifestyle"



17

Scene: seamless

Action: Blank background

Text: Colored Aquashape Logo by Dolfin Swimwear

FW20 Ugies Revibe **Videos**

January 27 + 28, 2020

1. Revibe Sizzle	:15 seconds	Text Overlay

VIDEO: FW20 Revibe Sizzle

DURATION: 0:15 seconds

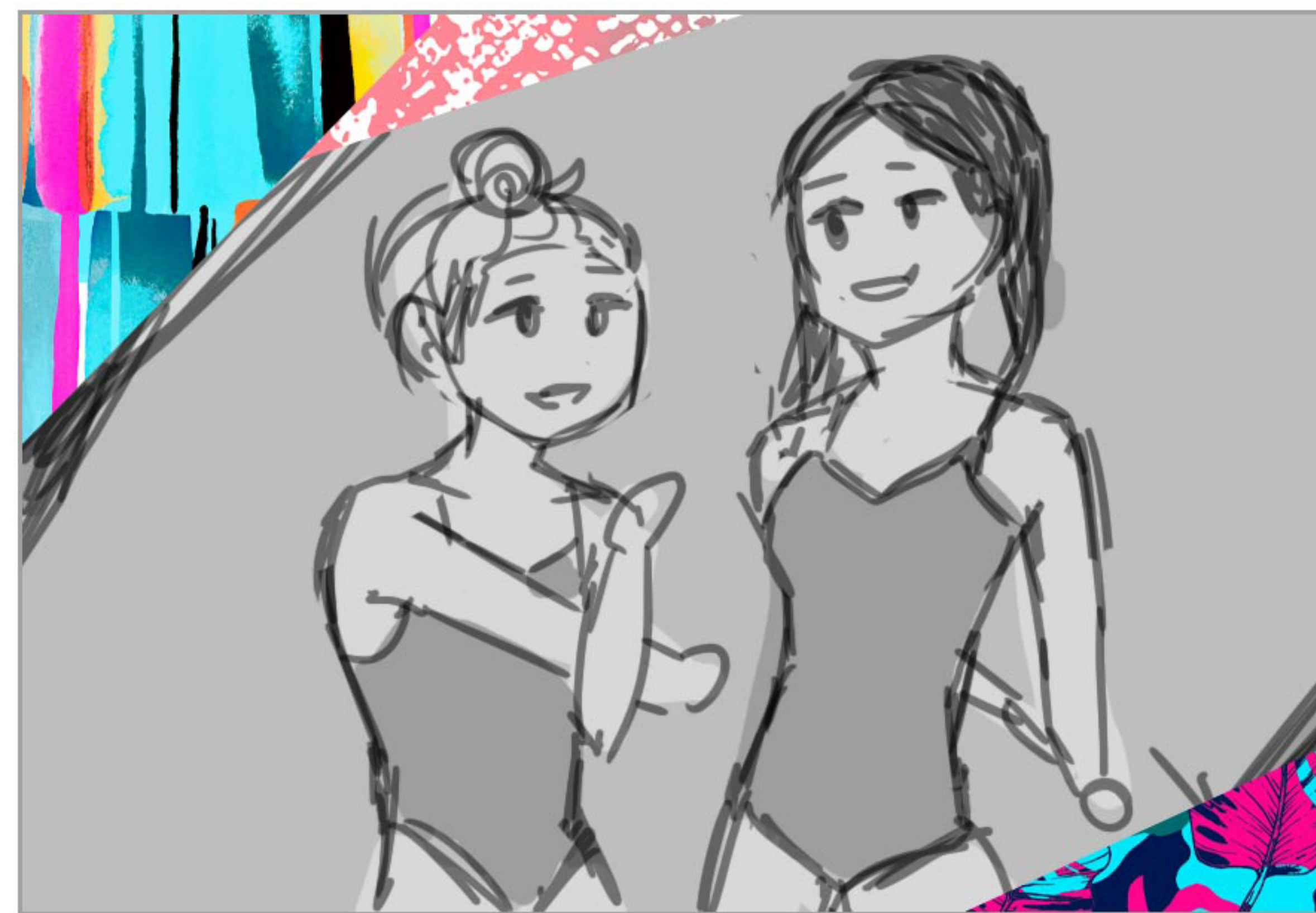


1

Scene: Beach

Action: Hanging out, distant shot, model joins shoot

Text: Revibe logo - *note new logo TBD

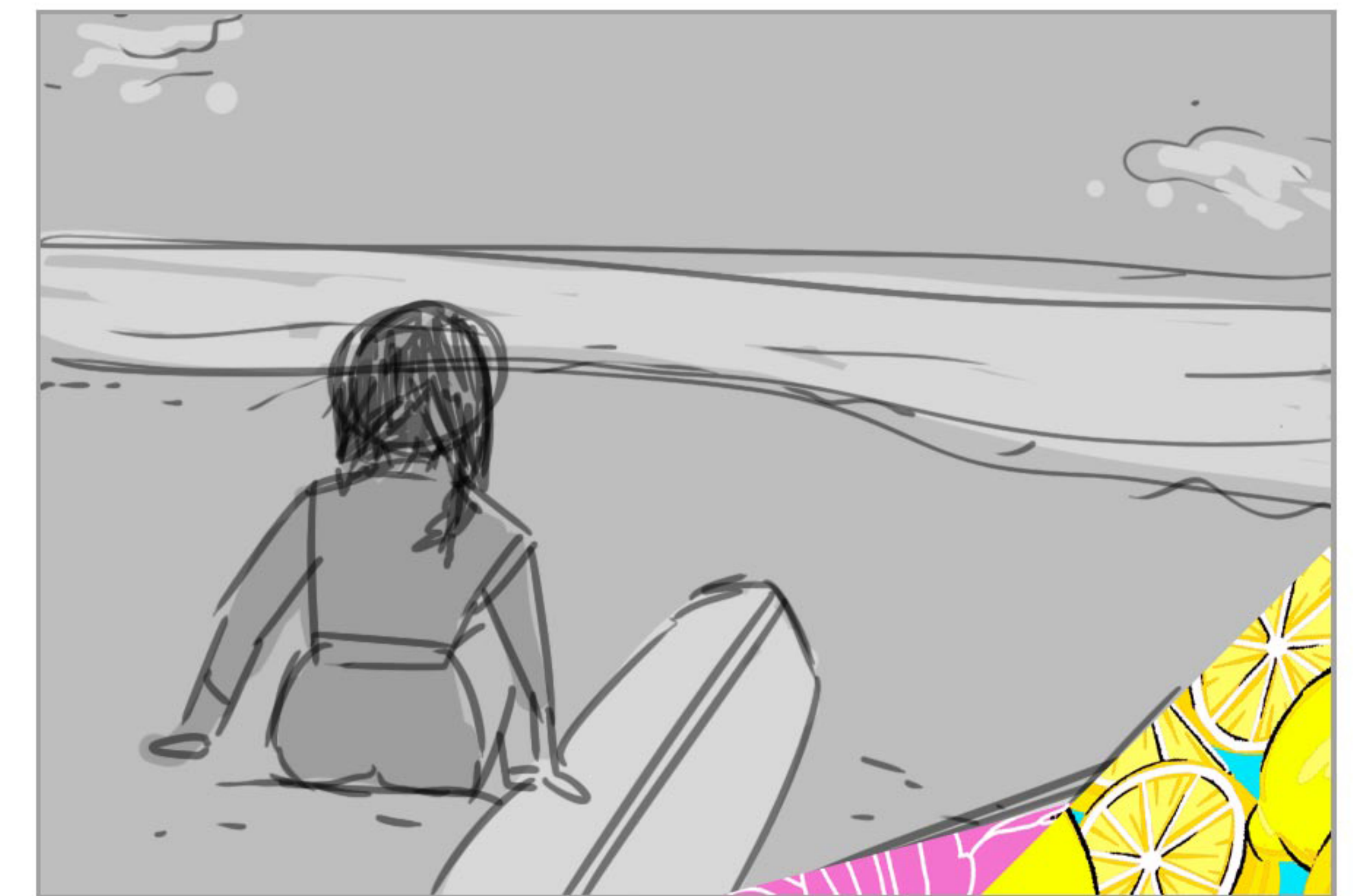


2

Scene: Pool Deck

Action: Same girls same spacing, stretching + pattern overlay corners

Text: n/a

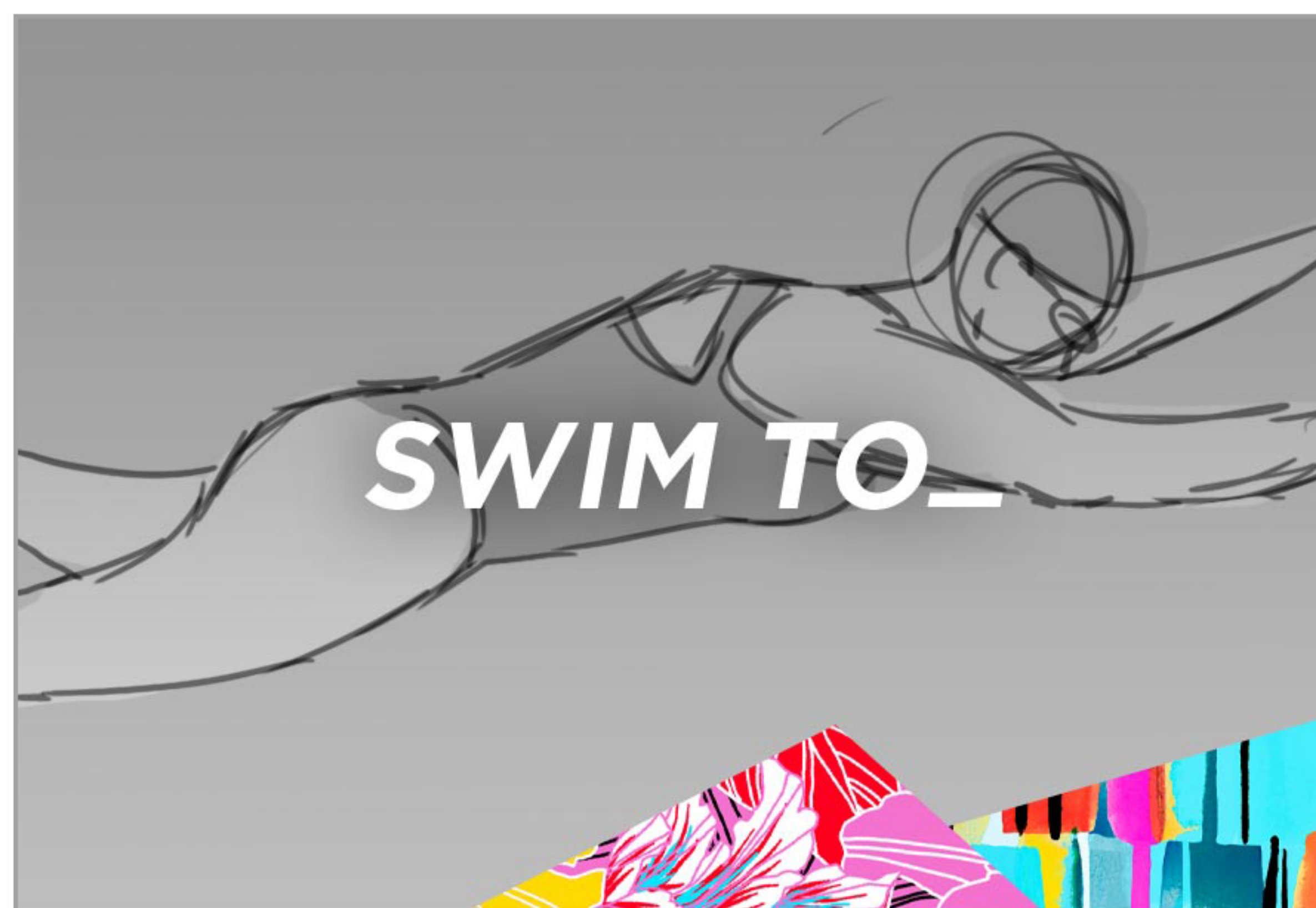


3

Scene: Beach

Action: Yoga, stretching, OR holding surfboard + pattern overlay

Text: n/a



4

Scene: Pool - underwater

Action: Swimming + pattern overlay

Text: Swim To_



5

Scene: Pool Deck

Action: Model stretching by bleachers

Text: THRIVE



6

Scene: Beach

Action: In water (thigh/waist deep), looking back.

Text: Revibe logo * note: new logo TBD