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DMMK1-CE9035 (Writing Across Media)  
Thursday, April 25th, 2024

Assignment #5 - Video Screenwriting

Planning Sheet:

Client -

Dollar Shave Club

Brand/Product -

Dollar Shave Club Razor Subscription

What is the business problem or the business opportunity?

Dollar Shave Club primarily targets budget-conscious men seeking affordable grooming solutions. Their humorous branding and social media presence currently reinforces the convenience and value of their products. The company wants to expand its target audience to include all genders.

What is your message?

Dollar Shave Club is serious about shaving, no matter your gender.

Who are we talking to? Who is your audience?

Budget-conscious older Gen Z and Millennials who want to groom their hair.

Who influences them?

This demographic values authenticity and peer recommendations. Ideally, the video would use actors, who seem average/relatable, relaying actual testimonials from Dollar Shave Club subscription holders to establish trust and credibility.

What's going on in their lives?

Most are working professionals, balancing their time between their careers and social lives. Some may have moved home due to the increased cost of living. Dollar Shave Club's products can help them look and feel their best without breaking the bank, allowing them to confidently tackle their daily routines, whether at work, during social gatherings, or while pursuing their interests.

What cultural tension can we resolve or passion can we appeal to?

There are societal norms that have limited and mandated grooming practices for specific genders. The video will empower its target audience to confidently embrace their grooming routines without the constraints of traditional gender norms. Dollar Shave Club can position itself as a brand that cares about meeting the diverse needs of its customers. Ultimately, the video advertisement will serve as a rallying cry for inclusivity.

What do we want them to talk about when they talk about this idea?

Authenticity, Inclusivity, Affordability, and Convenience.

What idea must we plant in their minds to get them to feel and talk this way?

Everyone deserves access to quality grooming products regardless of gender identity or budget constraints.

Why is it true? (Mandatories/Other Considerations)

Dollar Shave Club has a track record of challenging grooming industry norms and delivering affordable, quality products. As society becomes more inclusive, people feel more comfortable grooming to fit their identity, moving away from grooming to fit societal norms.

What action do you want the audience to take?

Purchase a subscription to Dollar Shave Club.

Will you use music or sound effects?

Yes, the video will include exaggerated sound effects. The background music will mimic that of 1950s commercials: light, bubbly, and vaguely annoying.

Example of Music: <https://www.youtube.com/watch?v=Dml7rWe1Ijo>

Mood Board:

The visuals should be tacky, a parody of 1950s nuclear household culture, humorous, and filled with visual innuendos. Similar aesthetic to the movies “But I’m a Cheerleader” (1999) or “The Stepford Wives”(2004). Ideally, the featured actors would come from diverse ethnic backgrounds.

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## SHAVE YOUR WAY

### SCENE 1: SPLIT PINK AND BLUE MASTER BATHROOM

EXAGGERATED ZOOM IN ON A TYPICAL-LOOKING HUSBAND CLAD IN ALL BLUE, POSITIONED BEFORE A BATHROOM MIRROR, WRESTLING WITH A DOLLAR SHAVE CLUB RAZOR. SHAVING CREAM OBSCURES THE BOTTOM HALF OF HIS FACE.

HUSBAND: (forced, fake positive tone)

"Ah, nothing like a clean shave to start the day off right!"

THE CAMERA PANS EXAGGERATEDLY TO REVEAL THE WIFE WEARING ALL PINK, PLAYED BY A DRAG QUEEN, METICULOUSLY SHAVING OFF HER EYEBROWS WITH A DOLLAR SHAVE CLUB RAZOR. SHE WINKS AT THE CAMERA BEFORE DRAWING THEM BACK ON WITH EXAGGERATED PRECISION.

WIFE: (melodramatic tone)

"Yes, darling! Beauty is pain, but I always look fierce!"

### SCENE 2: PURPLE BATHROOM

THE CAMERA EXAGGERATEDLY PANS TO AN ADULT DAUGHTER WEARING ALL PINK, STANDING IN FRONT OF A BATHROOM MIRROR, HOLDING A DOLLAR SHAVE CLUB RAZOR. SHE GRINS MISCHIEVOUSLY AT THE CAMERA.

DAUGHTER: (playful tone)

"Who says shaving has to be boring?"

THE CAMERA EXAGGERATEDLY ZOOMS IN TO REVEAL VARIOUS FUN SHAPES LIKE STARS, HEARTS, AND LIGHTNING BOLTS SHAVED INTO HER ARMPIT HAIR. THE CAMERA THEN EXAGGERATEDLY ZOOMS OUT TO THE DAUGHTER'S ANNOYED FACE AT A BANGING SOUND.

### SCENE 3: WHITE HALLWAY AND PURPLE BEDROOM

THE CAMERA EXAGGERATEDLY PANS TO A NON-BINARY, MASCULINE-PRESENTING TEEN WEARING ALL PURPLE SHOWING EARLY SIGNS OF FACIAL HAIR AND BANGING ON THE PURPLE BATHROOM DOOR FROM THE HALLWAY. THEY THEN WALK TO AN ALL-PURPLE BEDROOM AND SIT IN FRONT OF A VANITY MIRROR, HOLDING A DOLLAR SHAVE CLUB RAZOR, CONFIDENTLY SHAVING A LINE DOWN THE MIDDLE OF THEIR HAIR. THE COMPLETED HAIRSTYLE IS A REVERSE MOHAWK.

TEEN: (mischievous tone)

"Shaving keeps me feeling fresh."

THE TEEN GRABS THEIR BACKPACK AND HEADS OUT OF THE ROOM.

### FINAL SCENE:

THE SCREEN EMULATES THE "BRADY BUNCH" INTRO, WITH EACH FAMILY MEMBER GOING ABOUT THE REST OF THEIR MORNING IN A QUADRANT ON THE SCREEN. THE WIFE IS MAKING BREAKFAST, THE TEEN IS EATING BREAKFAST, THE DAUGHTER IS IN BED, COMFY, STARTING HER WORK-FROM-HOME JOB, AND THE HUSBAND IS IN THE CAR, DRIVING TO HIS JOB. ALL MEMBERS OF THE FAMILY STARE INTO THE CAMERA.

ALL: (in unison)

"Shave your way with Dollar Shave Club"

ALL FAMILY MEMBERS GO BACK TO WHATEVER THEY WERE DOING. THE QUADRANTS THEN BLUR TO ALLOW THE DOLLAR SHAVE CLUB LOGO TO POP UP ON THE SCREEN, ACCOMPANIED BY BASIC SUBSCRIPTION DETAILS.

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