Integra Video Concepts



Integra High-Impact Product Videos

Like magic, but science!

Overview

These spots are designed for maximum impact on a consumer market. Think about the way insurance companies, an otherwise very dry industry, has leveraged creative until there are only a handful of household names, forcing out anyone who couldn't keep up—like that, but we hope for even greater impact since there is no Progressive vs Geiko vs Farmers etc. Only Integra would be doing anything like this. Through sheer name recognition we want to completely dominate the current industry, and the expanded consumer industry we plan on creating.





We see someone in a dragon costume standing on a corner. Off-camera, strobe lights are hitting him and making him change colors (representing types of terpenes), but in a way that the whole thing is super obvious that it's just a guy in a dragon costume with strobe lights on him. A character, Malcolm, black, mid 20s, walks into the scene tapping on his phone, not paying attention, and he runs into this dragon.

Malcolm: Whoa... are, are you a magical color-changing dragon?

Dragon: Malcolm, buddy, don't worry about it. And don't worry about how I know your name Malcolm, it's not important Malcolm.

Malcolm: What is important?

Dragon: The terpenes Malcolm, it's all about the Terrrrrpeeeeeeenessssssss. (waves his hands and disappears in a cloud of glitter and smoke).

Malcolm: (Dazed and confused but with a hint of realization) It's all about the terpenes...

Cut to logo:

Terpene BOOST by Integra Like magic, but science!

(NOTE: For terpenes and flavors we do not mention Desiccare because they're almost exclusively for marijuana or tobacco.)

(Landing Page)

Cut to the dragon on the same corner, this time Kara is tapping on her phone and runs into him. End spot there.





Someone in a narwhal costume is standing on a corner. Malcolm is again tapping on his phone and does not see the narwhal. He runs into him.

Malcolm: (Surprised, a little terrified, but also resigned) God no, it's happening again, isn't it?

Narwhal: Malcolm, buddy, narwhals are reeeaaalll. We're the unicorns of the sea, Malcolm.

Malcolm: I know they're real, I saw that on the Discovery...

Narwhal: But not as real as the flavors we create through our blowholes, Malcolm.

Malcolm: Okay, that's not real.

(The narwhal turns around and we focus on the blowhole. A puff of something comes out of the Narwhal's blowhole with each flavor announcement)

Narwhal: I've got Cherrrryyyyy, I've got blueberrrrrryyyyy, I've got graaaaape, I even have va-nill-aaaaaaaa, buddy.

Malcolm: (Sniffs the air) That's... amazing. How does it smell so good?

(The narwhal turns around, now holding packs of each flavor in his fins)

Narwhal: How did you think flavors were made Malcolm? All flavors in the world start in the magical blowhole of the unicorns of the seeeeaaaaa. These are the most pure, magical flavors of all because they come straight from the source.

(Narwhal waves the flavor packages around, then disappears in a puff of glitter and smoke)

Malcolm: (Realization) Flavors straight from the source, so they're pure and (sniffs some more) wonderful. Maybe it really is magic?

Cut to logo:

Flavor BOOST by Integra

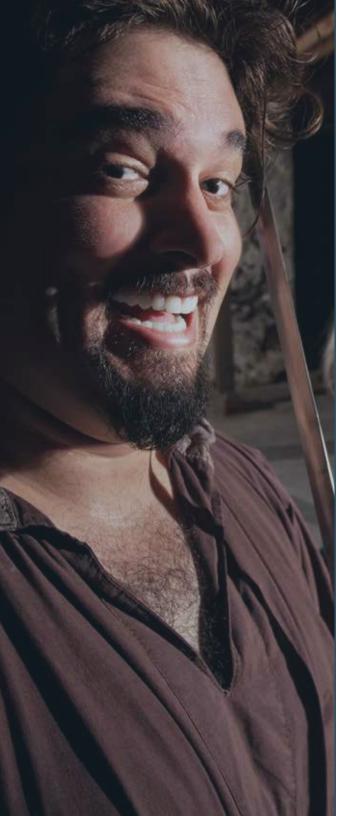
Like magic, but science!

(NOTE: For terpenes and flavors we do not mention Desiccare because they're almost exclusively for marijuana or tobacco.)

(Landing Page)

Cut to the narwhal on the same corner, this time Kara is tapping on her phone and runs into him. End spot there.





It's night in a medieval village. With pitchforks and torches in hand, three angry, disheveled peasants are at the door of a local scientist yelling, "Burn Integra BOOST!" "Witchcraft!" The scientist emerges; spectacles, dressed in the fashion of the time, cleaner than the peasants.

Peasant woman: Me mandrakes and henbane are fresh as the day plucked from earthen cradle!

Peasant man 1: Aye! It's been months and no rots been found in the grain'ra... Witchcraft!

All: Yeah! Burn it! Yeah!

Scientist: Everyone, calm down! It's not witchcraft, it's science!

(Silence)

Peasant man 2: What's this science you speak of?

Scientist: Integra BOOST's advanced formula controls the amount of moisture in the air, keeping everything at 62 or 55 relative humidity and extending the life of plant-based products, even produce and wood-based instruments. It's safe, biodegradable, and salt-free, unlike competitors.

(Peasants stare at him, confused)

Scientist: (sigh, resigned tone) It manipulates the ether blessing your mandrakes and henbane with holy life.

Peasant Woman: Why dinya just say that ta start?

Cut to logo:

Integra BOOST Like magic, but science!

Cut for online CTA:

Integra is a Desiccare company. Trusted by NASA, the healthcare industry and more. Find out why.

(Landing page)

Cut to:

Peasant woman 1: (Picks a growth from her face) Healthcare?





A very emo-goth magician (Criss Angel-ish) is in a park standing on a picnic table performing for no one.

Magician: (Pulls some celery from a hat) Abra cadabra, as fresh as the day I bought it. That was like, two weeks ago or something.

(Middle-aged man and woman walk up, eying him like some otherworldly curiosity, and have a sidebar with each other as the magician performs)

Man: B.S.

Woman: You don't believe in magic?

Man: No, I mean, he's obviously using NO-OX by Integra. Everyone knows it keeps products fresh longer while maintaining color. It works on just about everything.

Woman: Oh, for longer shelf life. It reduces moisture loss and suppresses microbial growth. I've heard of them.

Man: That's the one. They're less expensive than the competition too, and they can ship faster, which is amazing.

Woman: Almost like it's...

Man: Don't.

Woman: Magic!

Cut to logo:

Integra NO-OX

Like magic, but science!

Cut for online CTA:

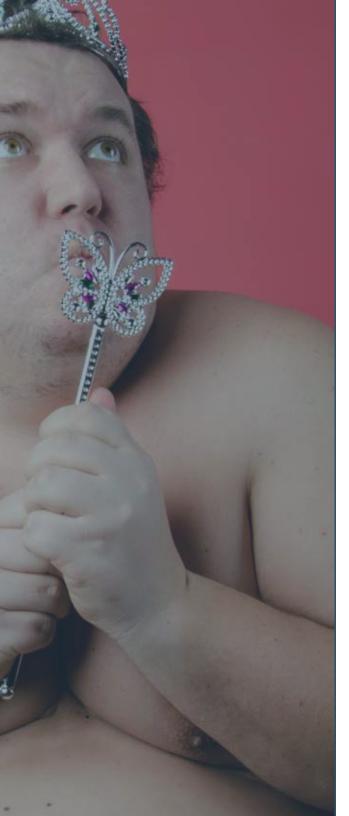
Integra is a Desiccare company. Trusted by NASA, the healthcare industry and more. Find out why.

(Landing page)

Cut to:

Woman: I've gotta ask him for some makeup tips.





A middle-aged woman, but with pigtails and a little girl-type pink dress, is cross-legged on the end of her bed crying dramatic (bad acting) tears into her hands. Suddenly, with a flash and some glitter, an overweight bald plumber with stubble on his face and stains on his tank top appears. He is eating a cannoli with his bare hands and he has fairy wings haphazardly attached to his back.

Plumber: So, uh, (takes a bite and speaks with his mouth full) what's botherin' ya toots.

Woman: Oh, it's just the worst fairy godmother! A pipe broke, they fixed it, but it could take a long time to dry and now we have to worry about mold, and I had a tea party all planned and everything. (Resumes tears).

Plumber: Huh, so throw in some Dry-Assist. It'll have you all set in no time, trust me. This stuff is industrial strength. Usually used in warehouses and shipping so, you know, kitchen shouldn't be a thing.

Woman: (Stops crying) Dry-Assist by Integra? Doesn't it absorb something like 158% of its weight in moisture while protecting against mold and odors? Fairy godmother, you're the best! (Jumps up and gives him a hug as he continues to eat his cannoli).

Plumber: Yeah, yeah don't mention it. Hey, can I use your can real fast?

Cut to logo:

Integra Dry-Assist
Like magic, but science!

Cut for online CTA:

Integra is a Desiccare company. Trusted by NASA, the healthcare industry and more. Find out why.

(Landing page)

Cut to woman and plumber having a tea party with a bunch of stuffed animals.

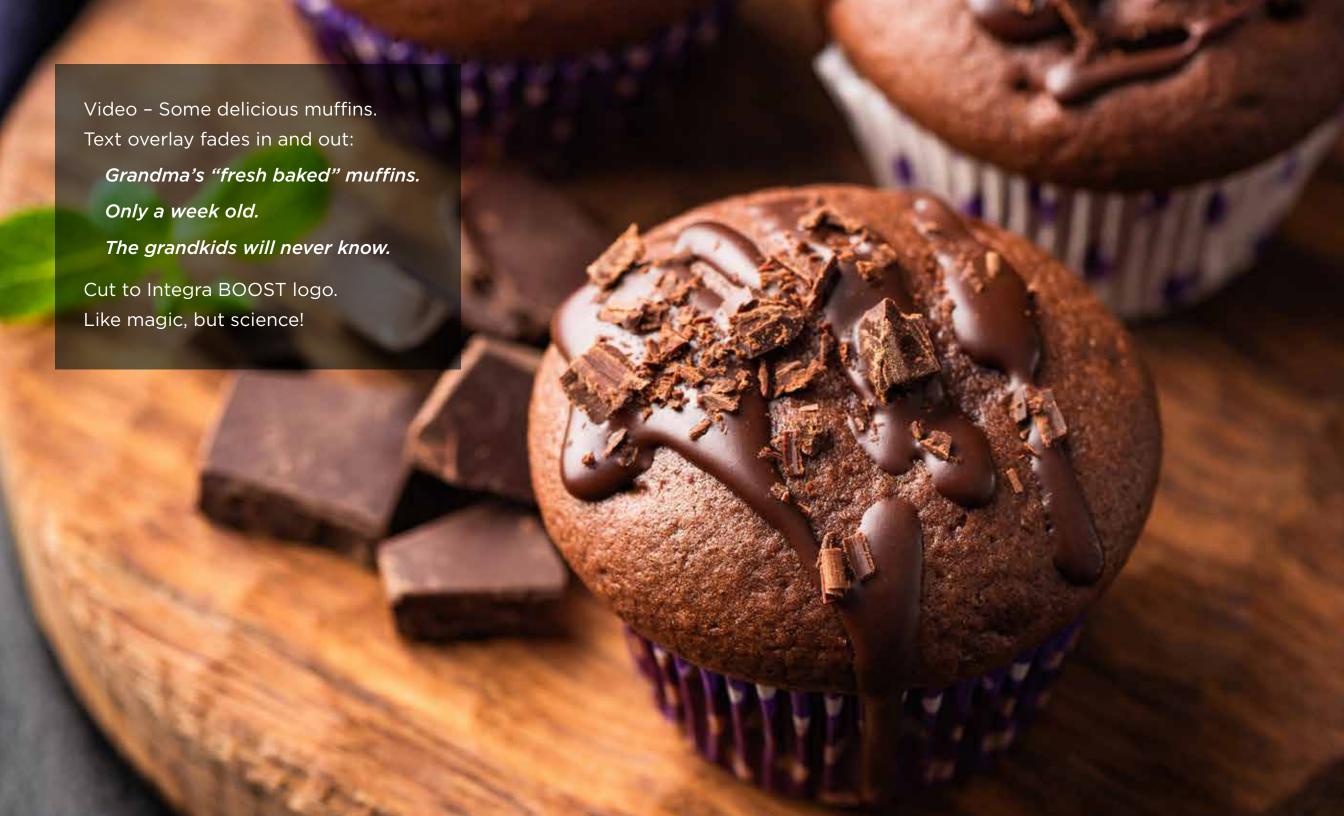
Integra Social Media Shorts

Everyday Uses

Overview

This would be a series of approximately a dozen 5-15 second videos used to support and boost other online endeavors for attracting and keeping followers and customers. The goal is to introduce the many uses for Integra products in an interesting way that opens viewers up to more potential while ensuring that we are constantly enforcing the name and keeping Integra top-of-mind.

These would work in conjunction with a post containing more information and a CTA to a landing page, our website, or any special that may be running--similar to the way photos would be used across social media but with slightly higher potential for interest.





Integra Informative and Instructional Product Video

At the R&D Lab with Malcolm and Kara

Overview

We wanted to find a fun and interesting way to describe the many features of each Integra product as well as instruct the user where necessary. We were tasked with doing this in a way that was informative but also compelling. In the style a sitcom, we've developed two characters who will talk about each product as if they were performing for a studio audience. This idea will be supported by studio audience laugh tracks and more, and with a mind for budgets, filmed in a single day at a single location.





Kara, mid-twenties, is in the Integra R&D lab behind a standing-desk wearing a lab coat and goggles. There are several scientific instruments spread across the desk. Among other things, these will include an Integra BOOST pack, Humidity Indicating Card and toward the side somewhere, a jar with kale or some other plant that looks like marijuana, or we may just use produce of some sort.

With delight on her face, Kara is busily swirling a beaker of liquid.

Malcolm, black male, mid-twenties, makes his entrance. He is also in a lab coat and goggles.

We hear studio audience applause as soon as he arrives.

Malcolm: Kara! What are you doing at the Integra BOOST R&D lab? You're not a scientist!

Kara: (Proudly) Nothing... just coming up with *amazing* new ways to keep our customers' products fresher, longer is all. No big deal.

Kara sets down the beaker of liquid, picks up a vile of another liquid, pours it in the beaker and a small puff of smoke explodes forth. She frowns.

Kara: My calculations must have been off.

(Studio audience disappointment "awe")

Malcolm: (Looks at "audience") I don't think that's the only thing off.

(Studio audience laughter)

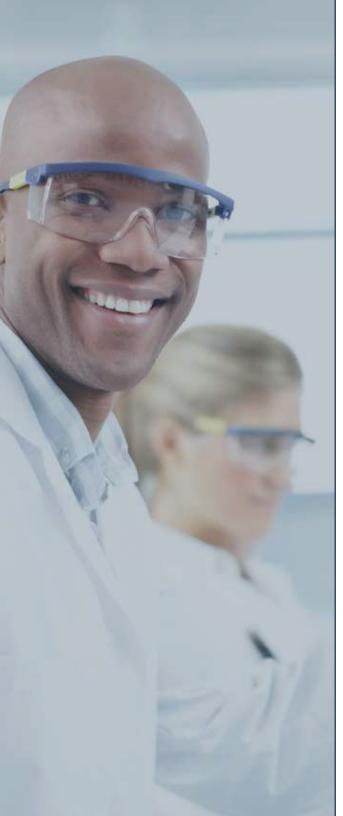
Kara: It's so amazing how the research team came up with the perfect way to keep everyday products at 62 or 55 relative humidity. I just wanted to do the same thing. I mean, Integra BOOST works great on *everything*, keeping it fresher longer. (Looks up and quickly starts ticking items off with her fingers) Tea, spices, peppers, baked goods, produce, cigars (stops ticking off items and looks at Malcolm with delight) even a certain 'M' plant. Lab tests have shown moisture was maintained within 1% with no color change and zero potency loss! (Aggressively grabs Malcolm's lab coat in excitement). That's dispensary fresh! FOR A WHOLE YEAR, MALCOLM!

(Studio audience laughter)

Malcolm: You've had enough of a certain 'M' plant today, I think. (Pulls himself free)

(Studio audience laughter)

Malcolm: That's great Kara, and there's no other product on the market that can compete, but the most amazing thing is it doesn't off-gas acetone like the other guys—which is always going to change the smell and taste no matter what they claim. It prevents mold, mildew, bacteria and toxins, and Integra BOOST does all that and still lasts longer and costs less. It's like, what?



Kara: Don't forget the environment! Biodegradable, all-natural, safe around pets and children. They use glycerin instead of metallic salt. I mean, the FDA doesn't even let you ship food with metallic salt, but the other guys expect us to use it to keep things fresh? (Disgusted look)

(Studio audience boos)

Malcolm: Well, if you're done with your rogue experiments, let's take a look at how Integra BOOST works.

(Studio audience applause)

Cut to a CU of a jar stuffed with kale or some other green plant resembling marijuana. Alternatively, we could just use produce. We'll see Malcolm's hands performing these actions as he speaks.

Malcolm: It's so easy. Just remove Integra BOOST from the wrapper and place it inside any airtight container. You can also use one of Integra BOOST's Humidity Indicating Cards. It will turn blue when it's time to replace the Integra BOOST pack, so you don't need to keep checking on it. Slip both inside, seal, and you're good to go.

(Studio audience cheers)

Cut back to Kara and Malcolm. The sealed jar is on the desk centered between the two, so we see Integra BOOST and the indicator card.

Malcolm: You can use Integra NO-OX with Integra BOOST for even better results, but we'll talk more about NO-OX another time.

Kara: Wow! So amazing, it's like magic!

Malcolm: Yeah, kinda. But you know, science.

(Both look at "studio audience" as they cheer, and we fade to black).

(Integra BOOST logo)

Like magic, but science!

VO & onscreen text: Integra is a Desiccare company. Trusted by NASA, Boeing, Walmart, The Container Store the healthcare industry and more. Find out why.

(Landing page)

Additional videos within this series

Upon budget approval, we will create videos covering each of the following products in a similar style to the above:

NO-OX

- On average extends the life of oxygen-sensitive products 4-6 months. Less loss, longer shelf-life, bigger bottom line.
- Prevents mold, mildew, bacteria, toxins and color change.
- It can maintain the color and potency of extracts indefinitely, as long as the container is airtight.
- So powerful it will suck the oxygen out of cardboard used for packaging.
- Was even shown to add 21 days to the life of steak.
- Our unique and scientifically advanced manufacturing process means lead times of only 2-3 weeks—that's significantly shorter than the competition.

Cargo Dry & Dry Bucket

- Comes in easy-to-hang strips for all of your shipping needs, or industrial buckets to place anywhere moisture is a problem.
- Absorbs up to 158% of its weight in moisture.
- Shipping through inclement weather, the last thing you should need to worry about is moisture buildup.
- Will never over-dry. If moisture levels get too low, it will release moisture back into the air keeping 52% relative humidity levels. Perfect for shipping though different types of climate.
- 50 days or more of moisture protection.
- Non-toxic.
- Protects from rot and excess moisture.
- Reduces odor and mildew.
- Preserves product quality and integrity.
- Our unique and scientifically advanced manufacturing process means lead times of only 2-3 weeks—that's significantly shorter than the competition.

Terpene BOOST

• TBD

Flavor BOOST

• TBD

Integra Hero Video

Make Mom & Pop Proud

Overview

We were tasked with creating a spot with viral potential similar to the popular Shave Club or Sasquatch Soap commercials. Given the complexity compared to soap and razors, the number of products covered by comparison, and the additional need to appeal to both consumers and businesses, this seemed like an interesting challenge. What we can create for you is more than on par with either of those viral videos and ideal as the centerpiece of the overall campaign. We believe it has enormous viral potential.

Example Viral Video: https://www.youtube.com/watch?v=ZUG9qYTJMsl





An actress is riding in forklift, wearing a hard hat and orange vest as she gives a quickfire background about Integra. We will be traveling through the large Integra warehouse here in Vegas.

She sounds like a construction worker at first and will move through a couple characters. She is speaking to the camera except where specified.

During the construction scene, there will be noise in the background and she will be shouting.

Here at the Integra lab for research and development, we don't take to all that hocus pocus magic nonsense the other guys keep spewing out their blowholes.

(Narwhall is passed by, he's blowing flavors out of his blowhole)

(To the narwhal)

How are you going to have acetone in your humidity control and not leak acetone, narwhal?

(Narwhal shrugs, he doesn't know)

(Speaking to the camera again)

That's why we use glycerin! It's why the FDA won't let you use metallic salt to ship food, so we don't use metallic salt in anything at all.

This is serious science *shit* right here. (*beep out*)

(She passes by the mob of medieval villagers, one is brewing as the others look over a bubbling cauldron.)

Our parent company has 26 years in the industry. I'm not sure they had science back then, but we're out to make mom and pop proud with our mystical science shenanigans.

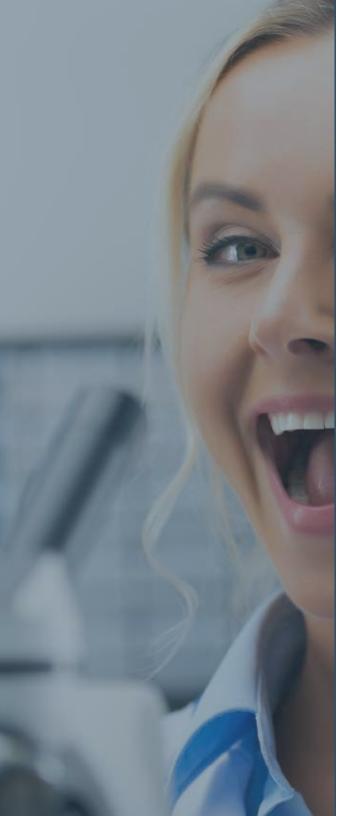
(Passes the magic color-changing dragon dancing under a strobe light.)

You ever try to make mom and pop proud with a hipster doing a podcast about acetone-soaked cigars? Mom and pop ain't impressed.

(Turns to shout at everyone)

That means no bs people!

The forklift arrives at a green screen and takes off from the scene. As it is leaving, the actress takes off the hard hat and vest, tossing them off screen. The green screen switches over to a blue sky with wisps of clouds as she addresses the camera. (All of this can be made obvious, we don't need to be fancy) She switches to a clinical tone similar to a pharmaceutical commercial, preferably a British accent. All background noise had stopped when she arrived and is now replaced by pharmacy-commercial-type serene background music.)



Our quality line of atmospheric control products use the most advanced and cutting-edge science in order to accurately produce the ideal climate for whatever you need.

(A dwarf walks in front of her, carrying a potted plant that looks like marijuana.)

(She pauses and lets him pass, then disapprovingly to the camera...)

No matter what you need, I suppose.

(She begins walking at this point, leaving the green screen, still clearly in the warehouse.)

Unlike others in the industry, our products are biodegradable, safe around children and pets,

(The company dog is walked through and out of the scene going the other way. She pays this no mind.)

and all-natural. Extensive lab tests have shown our proprietary formulas produce better results, for less money, and,

(She arrives at a desk in an area set up like an office, takes off the lab coat and beneath the lab coat she's dressed like a CEO. She takes a seat behind the desk and begins talking about the individual products, which are already on the desk, switching accents to southern politician. Patriotic music begins playing gently in the background.)

Here at Integra, we're all about your bottom line. Integra BOOST? Keeps products at 62 or 55 relative humanity, drastically extending the life of products and protecting from mold, mildew, bacteria, toxins and all that bad stuff.

You need to protect your product from Oxygen degradation. Bam! NO-OX is so powerful it will suck the oxygen out of the cardboard packaging.

Need to keep things dry in nasty weather, or in your warehouse, or do you need to dry out an area quick? Our line of Dry Assist products can absorb 158% of their weight in moisture.

(Sets down any products in her hands, leans forward in the desk.)

Less loss. More cash. That's what we say!

(Begins emphasizing each point with knife-hand motions, similar to Bill Clinton.)

Perfect for businesses, perfect for contractors, perfect for shipping, perfect for your warehouse, perfect for your home, perfect for...

(The forklift she had been riding in earlier goes across the screen, beeping loudly so we can't hear her, dragging a large tarp enclosure—the type used for growing marijuana, dropping it off in front of the desk so it takes up the screen. A moment later, the actress emerges from inside the tarp along with billowing smoke. She is now dressed like a Rastafarian and takes on a Southern California / Hippy accent. She is showing off the Terpene BOOST and Flavor BOOST products. We now hear Rastafarian/island music in the background.)



Perfect for like, whatever man.

We've got Terpene BOOST. That's cool. Flavor BOOST. That's cool.

(Puts products aside. Maybe the dwarf comes back around, barely on camera, with a silver tray and she sets them there and he walks off.)

(She takes a moment to have a deep thought.)

You know, it's just like science and stuff. The lab people, they, you know, make cool things that like work better than the stuff other people make. But then, they'll like just make up something totally new and it's just, whoa, are you wizards? Two to three week lead times for large business orders? *Fuck* ing (*Beep out*)

(Looks around. Giggles to herself.)

Where'd you guys hide the DeLorean, man? Where's the flux capacitor?

(Back to camera.)

Anyway, use all the Integra stuff at home. Or if you have a business of something, that's cool too, it was like, made for that. Order online or talk to a sales rep. You should totes check us out.

Cut to logo:

Integra

Like magic, but science!

Cut for online CTA:

Integra is a Desiccare company. Trusted by NASA, the healthcare industry and more. Find out why.

(Landing page)

Video Reference

Dollar Shave Club

https://www.youtube.com/watch?v=ZUG9qYTJMsI

Goals

Customers

We anticipate that these videos will fulfill a desire on the consumer side, which we expect to greatly expand in the coming months. We are essentially creating a need they did not know they had, and to do this requires the right combination of information and compelling content. We can make learning fun for them.

Businesses

We expect clients like dispensaries and sellers will find this a more useful way of learning the various main benefits of each product and why they should be using or stocking the Integra line of products. It is also a compelling introduction to get this target audience more interested in learning about the science of each product, and following through by going to the Integra website, the landing pages we will be creating, and seeking out all of the information they can so they may become advocates to our brand in their stores and for their customers—in short, we are making it easier for them to sell us.

Reach

Across social media channels, once the proper infrastructure is in place, we expect viewership to be in the millions. Please compare this to anything Boveda is doing.

Sales

Because we are opting for quality content with value from a viewership perspective, we expect end-of-day sales to increase upon distribution, outpacing the norm for informative internet commercials, but with even more value as a long term strategy for ensuring Integra is a common name among both current and future potential customers.