

Superbrands: Blackmores Storyboard, continued



Voiceover: In 2011, Blackmores launched its Facebook page which is now liked by more than 31,000 fans.

Visual: [11] Blackmorespage changes to Facebook web page; recedes and fades out as Blackmores spread reappears

Voiceover: Blackmores encourages a proactive approach to health by aspiring to empower consumers with relevant health knowledge in order to make guided decisions about their health. Blackmores’ aim is to be the first choice in healthcare supplements.

Visual: [12-13] Blackmores spread moves across screen and fades out; image of consumer with arms open moves forward into view and fades out as Blackmores logo zooms forward into view from a distance

Voiceover: Superbrands: The most respected universal seal of enduring excellence.

Visual: [14-15] Blackmores logo moves into into foreground, fades out as Superbrands Malaysia Award Seal moves forward into view.

— END —

Superbrands: Blackmores Storyboard, continued



Voiceover: Blackmores is a Superbrand. Blackmores is an industry leader and an established brand name in the Vitamins and Dietary Supplements market. Blackmores brand is available in over 1,100 retail outlets, including major pharmacies all over Malaysia.

Visual: [6] Production footage segment (BLK Story3, 118 - 120 secs), fades back as Blackmore’s Logo comes into foreground

[we will have to experiment with video clips to see what will work best here)

Voiceover: Blackmores Malaysia outperformed the market with a healthy double-digit growth last year, and has been enjoying an average Compound Annual Growth Rate of 16% over the last five years.

Visual: [7] Product bottles appear one by one, fading in and out of one another. “Compound Annual Growth Rate of 16%” type rolls across screen beneath product

Voiceover: Blackmores had its beginnings in the 1930s, thanks to the vision and passion of Maurice Blackmore, whose belief in the health-giving properties of herbs and minerals led him to develop a whole system of healthcare based on naturopathic principles. Maurice’s son Marcus continues the family tradition by overseeing the development of Blackmores, making it a leader in the dietary supplements business.

Visual: [8] Blackmore’s spread appears moving forward onscreen; fades out as portrait of Maurice Blackmore comes forward onscreen

Voiceover: In 2012 Blackmores Malaysia relaunched Bio ACE Plus, a pioneer antioxidant product in the market upgraded with extra grape seed and selenium for extra protection.

The recently launched NutriMulti is an innovative product which contains wholefood nutrients like Spirulina, Wheatgrass, White Tea and Reishi, developed specifically for the Asian market using Asian-centric ingredients.

Visual: [9] Portrait of Maurice Blackmore recedes and fades out as Blackmore’s spread reappears moving across the screen and fades out; NutriMulti image comes into view

Voiceover: Blackmores has launched several digital campaigns, including “Shoo away the Achoo” which attracts non-users in the Cold and Flu health segment, and the “Our Best Moments” photo contest, which encourages parents to submit their best photo of their children.

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Visual: [10] NutriMulti image fades out as it moves offscreen; “Today’s the Day” Blackmores Malaysia web page come forward into the foreground;

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Running time: appr. 2 1/2 minutes



Voiceover: In a world of global commerce and competition, excellence matters above all else.

Visual: [1] Superbrands logo appears over motion graphic background, background music setting a dramatic and upbeat tone.

Voiceover: Outstanding brands distinguish themselves through collaborative enterprise, creative marketing, and superior products. These are exceptional brands which stand apart, elevating themselves to the prestigious distinction of being named a Superbrand.

Visual: [2] Background footage of office towers; 3 lines of copy appears onscreen over background footage: 'Creative Marketing, Superior Products, Exceptional Brands'

Voiceover: Participation in Superbrands is by invitation only, and offered to the most outstanding brands in their field.

Attaining Superbrands Status strengthens a brand's position, adds prestige, and reassures consumers and suppliers that they are buying the best brand in its category.

Visual: [3] Background footage of office towers fades out; Superbrands logo appears over abstract motion graphics background

Visual: [4] "Invitation Only" type appears across screen; Superbrands logo fades out; Superbrands book cover zooms into foreground

Visual: [5] Superbrands book opens, pages flip open to Blackmores spread