S O V A

SKIN CARE · HOME RITUAL

Creative brief

SOFT hand cream, 50 ml

«Hello! We are launching SOFT hand cream and need content for the product page and for Reels. Photos of the sample are attached — I took them myself on my phone at home, so the light is not great.»

Goal	a calm, homely ad: the cream as a small pause between tasks, nothing that feels like a studio.
Deliverables	up to 8 photos (catalogue + everyday scenes) and a vertical 9:16 film, 10–15 seconds.
Must keep	milky matte tube, plum cap; the SOVA / SOFT lettering must stay readable and must not warp.
Theme	morning by a window, soft daylight, an ordinary flat.
Avoid	medical claims, text over the video, glossy shine.

SAMPLE PHOTOS · TAKEN BY THE CLIENT ON A PHONE



Practice brief for a portfolio. The brand and the client are fictional.