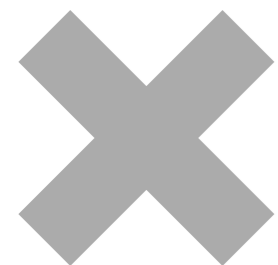


## **Scrubbing Bubbles** Varied Social Projects

### **Objective**

Showcase a new orange-scented formula over social media.

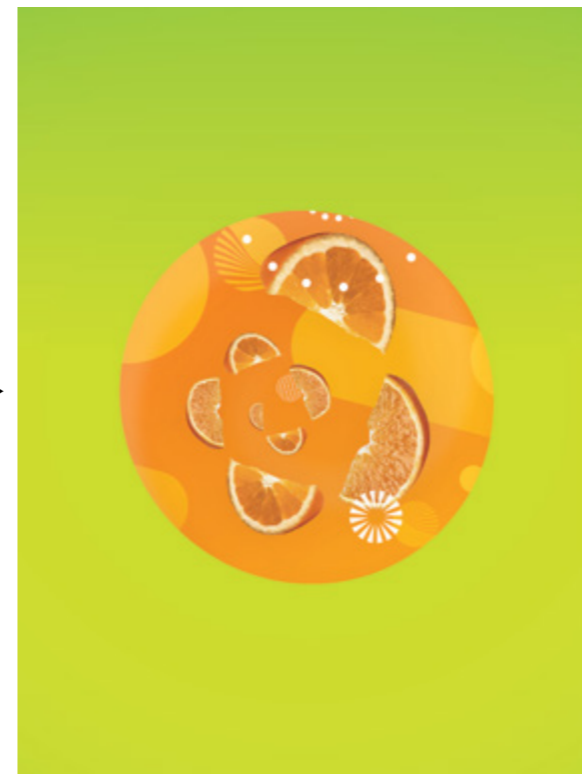




1



2



3



4



5



6

Format: Video, 2:3

After many revisions, I crafted this final social ad and its storyboard.

The video features scent cues swirling in a kaleidoscopic way, then revealing the full bathroom collection.

The client bought and produced this video idea, though it's yet to be featured on their Facebook page.

# Facebook Social Ad





1



2



3

Animation: Products and scent cues swivel on the bottom of the screen, showcasing copy "Powerful clean. Incredible freshness". Video loops seamlessly.

Format: Video, 9:16

I was also tasked with creating an idea for a Snapchat ad and drafting its storyboard.

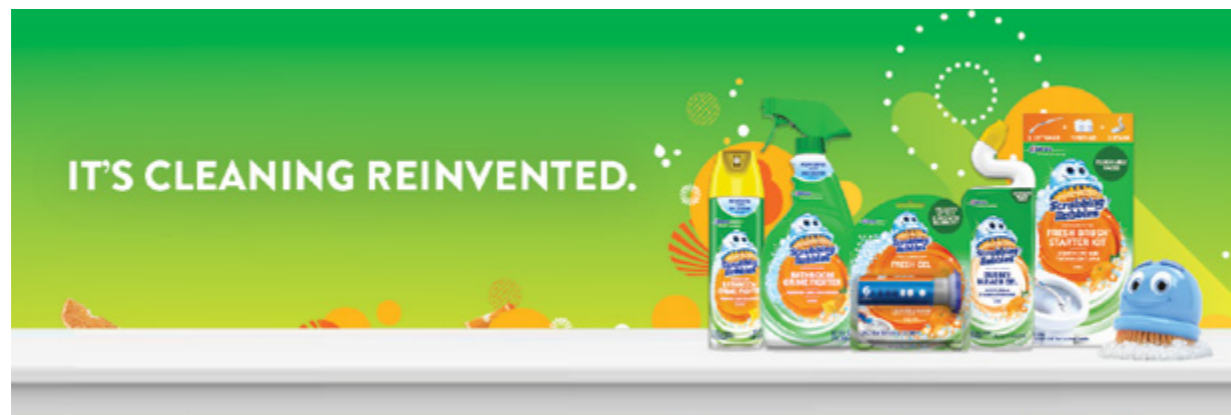
Check out the animated version [on my website!](#)

# Snapchat Ad

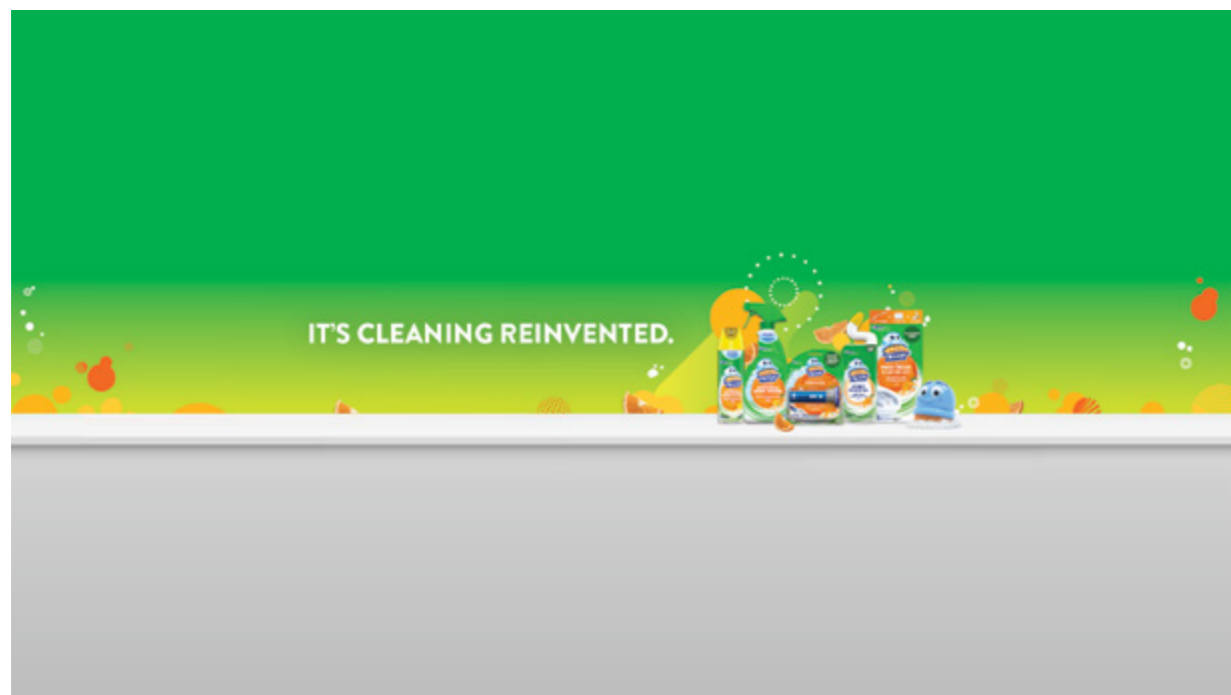




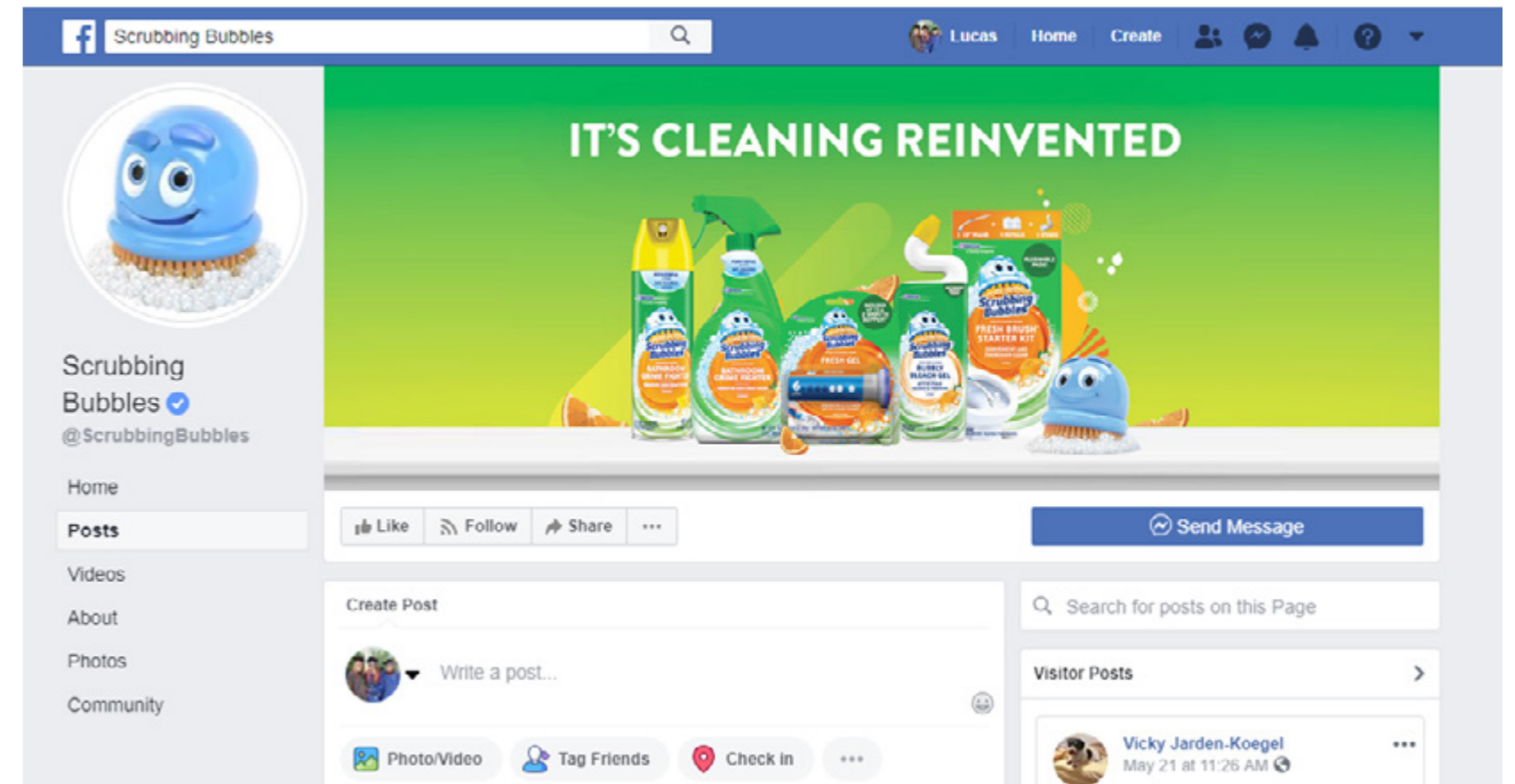
Facebook Cover  
831x316



Twitter Cover  
1501x1501



YouTube TV  
2561x1440

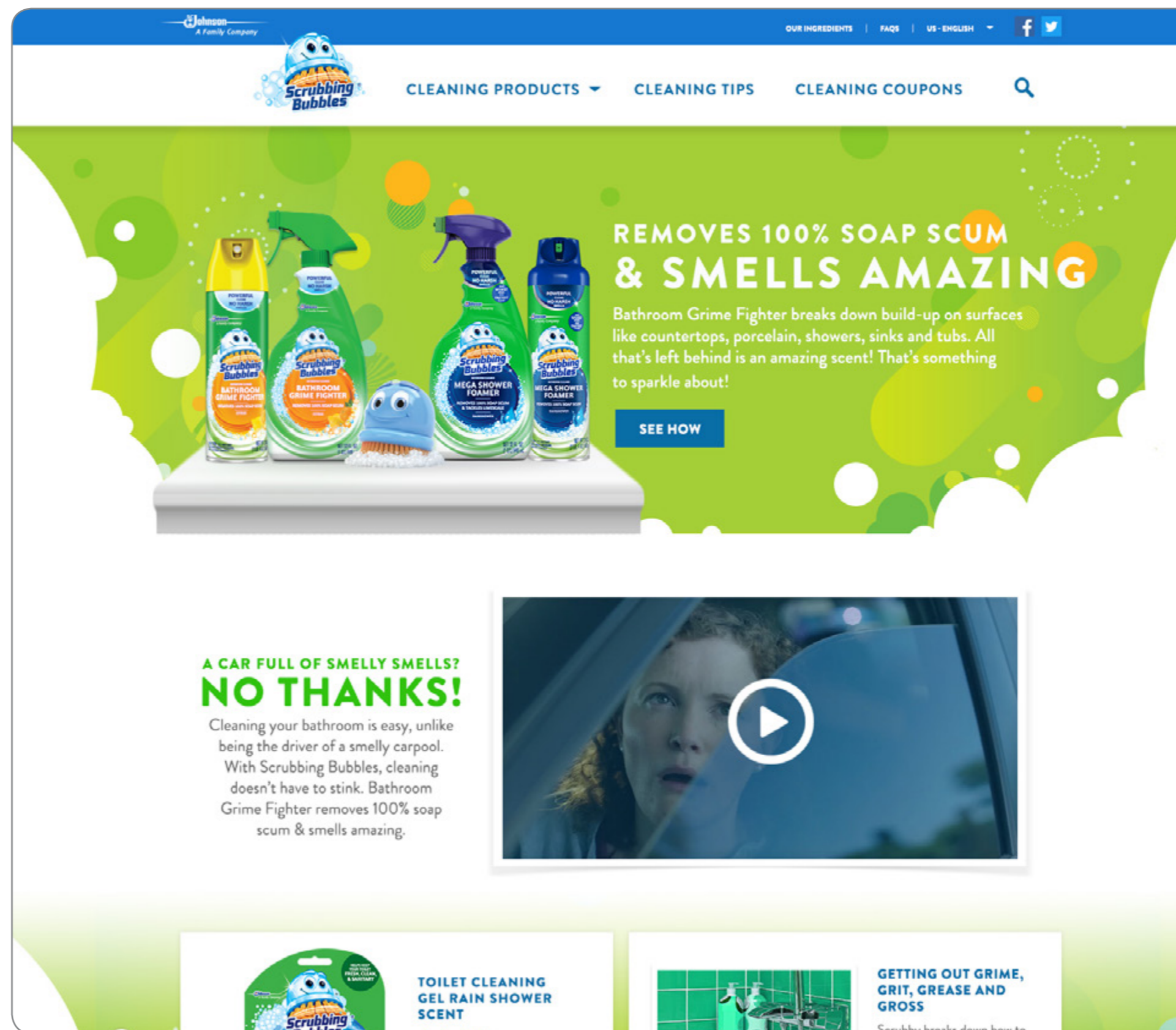
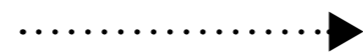


# Social Covers





I was tasked with creating materials to update the scrubbingbubbles.com, showcasing SC Johnson's favorites of the new collection.



# Homepage Update