

Michelle CHONG

PRODUCTIONS

[Background]

Produce a hyper-localised 2-4mins video (YouTube/IG), targeted at First Jobbers (i.e. 25 – 35 year old) featuring relatable scenarios and moments to:

1. Drive awareness on the prevalence of Astigmatism and to educate on this condition
2. Debunk myths regarding the treatment of astigmatism
3. To spotlight ACUVUE® OASYS® 1-DAY for Astigmatism contact lenses and showcase its product benefits and superiority
4. Ensure that content remains authentic and not too hard-sell

[Final Video]

<https://www.facebook.com/michellechongrocks/videos/3373416006006859/>

[Concept]

A light-hearted and entertaining video that would appeal to viewers and educate them on the problems of astigmatism, how ACUVUE O1DA solves said problems as well as the myths surrounding eye care. The funny problems Shirley lands herself into due to her blur vision and how putting on ACUVUE O1DA resolves those problems emphasizes the effectiveness of the contact lens. The relatability and appeal of the hardworking, kind and adorable Shirley Goh would compel the target audience, 25-35yo first-jobbers, as well as other demographics to watch the video and learn of the benefits of ACUVUE O1DA.

[Script]

SCENE 1: INT. OFFICE - EVENING

SHIRLEY GOH's office crush, IAN TAO, is making a speech. Everyone in the office stands around him and listens.

IAN

As you all know, this will be my last week at the company. These past 3 years working with you guys have been great! I hope that we can keep in touch and touch base every once in a while. Thank you!

Everyone claps. Shirley's colleague, JOHN whispers to her. Ian proceeds to shake everyone's hands.

JOHN

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Eh 你的 Yan Dao 快要走了你还不动手？
[Translation: Hey, your Ian Tao* is leaving soon, aren't you going
to make your move?]

**Ian Tao is a pun on Yan Dao, Hokkien for handsome*

SHIRLEY

Huh? 动手？不要啦！

[Huh? Make my move? I'd better not!]

JOHN

哎呀 我是说动“手”！(mimes a handshake)

[What I meant was move your hand!]

SHIRLEY

Orh, Shack (shake) hand!

IAN (interrupting)

Shirley Goh! It has been a pleasure working with you.

SHIRLEY

Yan (Ian)! It has been a pressure working with you too. Must touch
my base ah!

Shirley goes in for a handshake but keeps missing Ian's hand.

Ian is puzzled. Eventually he just grabs her hand with both hands and shakes it!
Shirley and Ian share an awkward laugh.

SCENE 2: INT. OFFICE - EVENING

Shirley and John are packing up, preparing to leave the office.

JOHN

Eh just now what happened? Ian Tao want to shake your hand but
you play game with him ah?

SHIRLEY

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No la! I don't know why but 最近--
[No! I don't know why but lately--]

Ian walks by and John interrupts Shirley.

JOHN

Eh Ian Tao 要走了, quickly go chase him! Then can go home with
him one on one.

[Hey Ian Tao is leaving, quickly go chase him! Then you can go
home with him one on one.]

Shirley squints at Ian's figure in the distance.

SHIRLEY

Orh! Ok!

Shirley hurriedly packs her bag and rushes out of the office.

SCENE 3: EXT. STREET - EVENING

Shirley squints and looks around, before spotting Ian in the distance.

She catches up and taps him on the shoulder.

SHIRLEY (panting)

Eh Yan! You going to the MRT, right? We walk there together?

The tomboy who Shirley tapped, DARCY, looks surprised.

SHIRLEY

Aiyo! Sorry sorry! 我还以为你是我的同事。认错人了, paiseh!
[Aiyo! Sorry sorry! I thought you were my colleague. I made a
mistake, sorry!]

Darcy waves ok and walks off.

Shirley scratches her head in embarrassment.

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SCENE 4: INT. OFFICE - MORNING

Shirley is doing some neck exercises when her laptop emits a loud ping. It's her Instant Messaging (IM) app.

Ian (IM): Morning Shirley Goh

Shirley is excited. Types "Morning Ian Tao"

Ian (IM): Can you let me know when you are done with the sales report? I need to brief you on new project.

SHIRLEY (whispers as she types her reply)
OK...I will message you when I finish my report...

Shirley gets to work when Ian walks up to her table. He looks concerned.

IAN (showing Shirley his IM app on his phone)
Hey Shirley Goh, are you ok?

SHIRLEY
Huh?

Shirley takes a closer look and reads out the message she sent him.

SHIRLEY
...I will...MESSAGE you when I finish my report! Oh no! I means to say I will MESSAGE you when I finish my report. Sorry sorry! Is a mistake!

IAN (laughs)
OK OK, let me know when you are done then. Thanks!

SHIRLEY
OK OK...Can...Sorry...paiseh

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John, who is sitting next to Shirley, struggles to contain his laughter.

SHIRLEY

Aiyo, 你不要再笑了啦, 我已经几 paiseh 一下了。
[Argh, please stop laughing. I am already so embarrassed.]

JOHN

Haha but what's wrong with you nowadays ah?

SHIRLEY

我也不知道酱. 我最近真的是几 blur 一下, 有时也会头痛 migrand
(migraine)
[I do not know either. But lately I have been really blur.
Occasionally I would get migraines too.]

JOHN

Oh! I think you have astig. 散光!

SHIRLEY

Choy!

JOHN

你的视力是不是时常模糊, 有时也会 blurry?
[Is your vision fuzzy sometimes?]

Flashback to when Ian wanted to shake Shirley's hand.
From Shirley's POV, she sees double. Flashback ends.

SHIRLEY

Eh 有 leh.
[Yes!]

JOHN

晚上你看灯的时候会不会有星爆? like starburst like that?
[When you look at lights at night, do you see starbursts?]

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Flashback to when Shirley was trying to catch up with Ian after work.
She remembers the starbursts she saw when she looked at the street lamps.

SHIRLEY

Eh 有 leh!

[Yes!]

JOHN

那就是 astig 了 lor.

[Then you have astigmatism.]

SHIRLEY

Internet 讲hor, 眼睛blur的时候, do eye exercise (Shirley moves her eyes left, right, up, down, clockwise and anti-clockwise), then look at greenery (looks at a framed photo of a forest on her desk) 然后 squinting 一下 (squints, hilarious facial expression) 就好了--
[The internet says, when my vision is blur, some eye exercises, looking at greenery and squinting would fix my blurry vision.]

JOHN

你出那么多 pattern 视力有没有进步?

[After trying all these methods, has your vision improved?]

SHIRLEY

Er...好像没有。

[Er...no.]

JOHN (taking a box of ACUVUE O1DA from his bag)

来, 我Intro 你我 optometrist prescribe 的 ACUVUE OASYS 1 DAY for Astig.它会让你 vision clear, no headache, 而且很舒服!
[Let me introduce you to what my optometrist prescribed to me: ACUVUE OASYS 1 DAY for Astig. It would help clear up your vision, prevent headaches and is very comfortable!]

SHIRLEY

但是我从来没戴过 contact lens leh. 还是不要啦。

[But I have not worn contact lenses before. I'd better not.]

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JOHN

我跟你讲你戴上隐形眼镜后, Ian Tao 会变得更 Yan Dao!
[Let me tell you, when you put on contact lenses, Ian Tao would
become more handsome!]

SHIRLEY

哇! 我下班就去眼镜店买!
[Woah! Alright I will go to the optometrist after work!]

Cut to SCENE 5:

Montage of Shirley putting on contact lens as per the video reference:
POV of her vision going from blur to crystal clear!
She looks confident and feels amazing.

SCENE 6: INT. OFFICE - MORNING

Shirley and Ian are seeing a CLIENT off.
The client sticks out his hand to Shirley for a handshake.
Ian is worried but Shirley zeroes in on the client's hand and shakes it firmly!
The client happily bids them farewell and leaves.

SCENE 7: INT. OFFICE - EVENING

Shirley and John are packing up when Ian walks by on his way out of the office.

Shirley notices and catches up.

SHIRLEY

Hey Yan! You are leaving now?

IAN

Yeah, wanna leave together?

SHIRLEY

Yah I want!

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Ian laughs and Shirley and Ian leave the office together. Shirley turns back to John, who nods and winks at her, proud master to disciple. Shirley nods and winks back at him.

IAN (gradually softer as he and Shirley walk away)
Eh Shirley your sales report very good! No typo!

[Tagline]

Set your sights clearly on your goals and achieve them with ACUVUE OASYS 1-DAY for Astigmatism contact lens.

Visit your optometrist to get your eyes checked for Astigmatism today.

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[Social Media Captions]

YouTube

Title: OL Shirley Goh asks colleague to touch her base 😏

Description: Shirley Goh makes her move on her office crush as it is his last week in the company.

Special Thanks: ACUVUE® OASYS 1-Day for Astigmatism

<https://www.acuvue.com.sg/products/acuvue-oasys-astigmatism-hydraluxe>

Instagram

Description: “Touch my base ah!”

OL Shirley Goh eyes her office crush and decides to 动手 (makes her move) on him. Link in bio!

#OLShirleyGoh #Massage #OfficeCrush #TouchMyBase #MichelleChongProductions #sp

Facebook

Title: Shirley Goh offers to massage her colleague? 😏

Caption: OL Shirley Goh sends cheeky text to colleague