REEL 01 — INTERVIEW

Hyaluronic Acid: Hydration At Every Age

Concept

An interview with the doctor inside HEKA, connecting the product education with the main campaign message.

Direction

Not a direct product explanation, but showing how hydration is an essential part of skincare at every age.

Questions:

- Why does every skin need hydration?
- Does hydration have an age?
- What makes HEKA Hyaluronic Acid different?

Visuals:

- Doctor holding the product.
- Product texture shots.
- Product displayed on the shelves.
- Application shots of the serum.

Ending:

Healthy skin starts with understanding your skin.

REEL 02 — INTERVIEW

Your Skin Changes. Your Routine Should Too

Concept

An educational interview where the doctor explains how skincare needs change through different life stages.

Questions:

- Can the same skincare routine work for every age?
- What is the difference between skin in your 20s and 40s?
- When should someone start taking care of their skin?

Message:

We are not fighting age.
We are taking care of our skin through every stage of life.

Ending:

Every age deserves the right care.

REEL 03 — UGC

My First HEKA Routine

Reference—- https://vt.tiktok.com/ZSCwyCn85/

REEL 04

The Routine We Share

Concept

Not about looking the same or using the same products.
It is about how skincare can become a shared moment between generations.

Execution

Scene 01 — Daughter

Inside HEKA.

The daughter enters and starts exploring the products.

Shots:

- Picking products from the shelves.
- Reading the labels.
- Trying different textures.

Text:

She is building her first skincare routine.

Scene 02 — Mother

The mother enters and notices her daughter choosing her products.

She smiles and starts choosing her own routine based on her skin needs.

Scene 03 — The Connection

Both stand at the same shelf.

The daughter asks:

“Mom, what do you use for your skin?”

The mother answers:

“What works for my skin.”

Then the mother asks:

“And you?”

The daughter:

“What works for mine.”

Final Shot

Both routines are placed together at the checkout.

Different products.

Different needs.

Same care.

Ending Copy:

Different skin needs.
One beauty bond.

REEL 05

Different Lives. Same Care

Concept

Show that different generations have different skincare priorities, but HEKA is where everyone finds the right care for their skin.

Execution

Shot 01 — Gen Z Girl

Inside HEKA.

A fast and energetic style:

- Enters the store.
- Moves between the shelves.
- Picks different products.
- Tries textures.
- Chooses her skincare routine.

Text:

20s
Starting my skincare journey.

Shot 02 — Woman +30

Same location but with a calmer and more thoughtful style.

- Explores the products.
- Asks about her skin needs.

- Carefully chooses her routine.

Text:

30+
Taking care of my skin through every stage.

Shot 03 — Final Shot

Both women at the checkout.

Their products are placed together.

Close-up shot of the products.

Text:

Different needs. Same glow.

REEL 06

Find Your Skin Chapter

Concept

A journey through HEKA shelves showing that every skin stage has its own needs.

Execution:

The camera moves through different sections inside HEKA:

Hydration
↓
Brightening
↓
Anti-aging

↓
Hair Care

With text:

“Starting your skincare journey?”

“Looking for hydration?”

“Caring for mature skin?”

Every stage has its own products.

Ending:

The right routine starts here.

REEL 07

Different Ages. Same Choice

Concept

Showing that Gen Z and women +40 may have different skincare goals, but both choose HEKA for their skin needs.

Execution:

Both enter HEKA.

Each one chooses products based on her own priorities.

Gen Z:

- Hydration
- Glow
- Prevention

Woman +40:

- Firmness
- Fine lines
- Nourishment

The focus is not comparison.

It is showing that every age has different needs.

Ending:

Different routines. Same glow.

Additional REEL

The Skin Timeline

Concept

Instead of comparing generations, we show that skincare is a journey that evolves over time.

HEKA is present in every chapter.

Execution

داخل HEKA فقط.

الكاميرا تبدأ من رف المنتجات.

Product passes from hand to hand.

Scene 01 — Starting Point

يد بنت صغيرة تمسك أول منتج لها.

Text:

Chapter 1: Starting

Visual:

- Simple skincare product.
- Trying texture.
- Learning about her skin.

Scene 02 — Building A Routine

يد امرأة في الثلاثينات.

Text:

Chapter 2: Maintaining

Visual:

- Choosing serum.
- Building a routine.
- Looking for consistency.

Scene 03 — Caring Through Time

يد امرأة أكبر.

Text:

Chapter 3: Nourishing

Visual:

- Choosing products carefully.
- Asking about ingredients.
- Taking time for herself.

Final Shot

كل المنتجات على الكاونتر.

Different products.

Same purpose.

Healthy skin.

Ending Copy:

Your skin changes.Your care grows with it.