



HAMAM 100 % TURMERIC  
SOAP APPROACHES: CONCEPT  
(MOTHER-DAUGHTER ANGLE)



PRASANTH A

## Hamam 100 % turmeric soap Approaches: Concept (Mother-Daughter angle)

**Duration:** 59 seconds

**Video title:** Trust Beyond Times- Hamam 100 % trust with 100% Turmeric

The video begins with shots of a big home in a hilly town surrounded by green scenery and yellow flowers (symbolizing turmeric). A mother (ages 45 to 50) is getting ready to go out, asking her daughter (ages 23 to 26) to drop by the EB office to pay the EB bill. Her daughter shows her mobile to her mother and says, "Ma, I paid the bill online." With a smile, she hugs her mother and says, "Ma, change according to the time." After the cut, the mother asks her busy daughter, who is doing her nail polish, to come for grocery shopping. The daughter says to her mother, "Ma, I have ordered it online, and it will arrive soon," and hugs her mother, saying, "Ma, change according to the time." One morning, the daughter, getting ready for a bath, asks her mother for turmeric powder. The mother smiles, gives her daughter Hamam 100% turmeric soap, and says, "Ma, change according to the time." The daughter laughs and asks, "Turmeric in soap?" The mother explains the goodness of turmeric and says that Hamam has now introduced 100% turmeric soap. (Meanwhile, in-between visuals of bathing and voice-over, showing Hamam turmeric soap.) After the cut, the daughter asks her mother, "Ma, it seems you changed according to the time." The mother, with a genuine smile, says, "Not according to time, it is trust beyond time." Background voice-over: "Hamam now 100% trust with 100% Goodness of turmeric." The ad ends.

**Script:**

| Time Stamp  | Scene description                          | Visuals  | Interacting Dialogues  | Music/SFX                              | Tamil Translation   | Hindi translation   |
|-------------|--|--|--|--|---|---|
| 0:00 - 0:04 | Opening scene                              | The video begins with shots of a big home in a hilly town surrounded by green scenery and yellow flowers symbolizing turmeric. | -----  | Pleasant music with windy Instruments. |   |   |
| 0:05 -0:15  | Transition to the Drawing room of the home | Mom getting ready to go out and her daughter doing her   | Mother: Ma, drop me at the EB office I have to pay the bill. |  | Amma:Yema , enna konjam EB officela Drop pannen. Bill kattanum. | Maa:Beta, meine thoda sa EB office mein drop kiya hai. Ab |

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|           |  | work on her laptop.  | Daughter (Smiles) and: Maa, I have paid it online.   |  | Magal: (Punmuruvalu dan): Maa, nan erkanavey Onlinela Pay paniten ma.   | bill chukana hai.<br><br>Beti:Maa, maine abhi-abhi online mein payment kiya hai.  |
| 0:16-0:18 |  | The daughter comes toward her mother and hugs her.   | Daughter: Maa, Change according to the time.   |  | Magal:Maa, Kaalathukku yetha madhiri Maarumma.  | Beti: Maa, Samay ke anusaar badhal karo ma.   |
| 0:19-0:20 |  | Mother also smiles and the scene cuts.   |  |  |   |   |
| 0:21-0:25 | The scene moves to the Corridor of the home. | The daughter doing her nail polish and the mother is going towards her daughter and talking. | Mother: Ma, let's go to grocery shopping<br><br>Daughter: Maa, I have already ordered it online and it will arrive soon. |  | Amma: Yema, vayen poi maliga saaman vangitu vandhurlaam<br><br>Magal: Maa, Nan Erkanave onlinela Order paniten ma, innum konja nerathula vandrum. | Maa: Beta, Chalo, ham groceries kharidhne ke liye jayenge.<br><br>Beti: Maa,Meine abhi bhi online pe order kiya.Kuch samay me groceries ayenge. |
| 0:26-0:28 |  | The daughter moves toward her mother and hugs her.   | Daughter: Maa, Change According to the time.   |  | Magal: Maa,Kaalathuk ku etha madhiri Maarumma.  | Beti: Maa, Samay ke anusaar badhal karo ma.   |
| 0:29-0:30 |  | Mother smiles and the scene fades out  |  |  |   |   |

| Time Stamp | Scene description                   | Visuals   | Interacting Dialogues  | Music/SFX | Tamil Translation  | Hindi translation  |
|------------|-------------------------------------|---|--|-----------|--|--|
| 0:31-0:35  | The Scene moves to the kitchen area | The daughter getting ready to bathe comes to her mother in the kitchen with a vessel to take the turmeric powder.   | Daughter:<br>Maa, I am going to bathe give me the turmeric powder.             |           | Magal: Maa, Nan Kuilkka poren enaku konjam manjal kuden.                     | Beti: Maa, Mein, nahana jaa rahi hoon, Mujhe thoda haldi de do.          |
| 0:36-0:40  |                                     | Mother smiles and takes something from the shelf and keeps it in the vessel her daughter holding for turmeric powder. The daughter's face changes in surprise and the camera zooms to the new Hamam 100% turmeric. The daughter smiles with surprise and sees her mother. Mother with her trademark smile imitates her daughter and says the dialogue | Mother: Maa, Change according to the time.<br><br>Daughter: Turmeric? In soap? |           | Amma: Maa, Kaalathuk ku etha madiri Marumma.<br><br>Magal: Manjal? Soaplaya? | Maa: Maa, Samay ke anusaar badal karo ma.<br><br>Beti: Haldi? Soap mein? |

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| 0:41-0:48 |                               | Mother smiles and explains the goodness of turmeric. The scene changes to the daughter scrubbing the new Hamam 100% turmeric soap over her skin, removing dirt from her body and making her body glow. This sequence goes on with voice over of the mother explaining the goodness of turmeric and Hamam | Mother's voiceover: Yes, Ma now Our Hamam is with goodness of turmeric that deeply Cleanses the skin, makes it glow and protects it from viruses and other germs. |  | Ammavin voice-over: Amam, ma Ipo namma Hamam manjaloda nargunagaloda neranji irukku. Adhu sarumatha aazhama sutham senju,azhagana polivayum kodukkudhu. Adhu matum ilama Virus matrum matha germs kitendu sarumatha paadhugaakkum. | Maa ki voice over: Haan, beta, Ab hamara Hamam,Haldi se bhalai ki Bhara ho rahi hai. Ye tvacha ko saaf karthi hai,sundar chamakdhar de rahi hein.Iske saath ye tvacha ko Virus aur kaye anya germs se bachathi hai. |
| 0:49-0:50 |                               | The sequence ends and shifts.  |   |  |  |   |
| 0:51-0:53 | Dining area near the kitchen. | The daughter comes out after bathing with a bathrobe and hugs her mother.  | Daughter: Maa, it seems you have changed according to the time  |  | Magal: Maa,Nee ippo kaalathuku etha madiri maritta pola.   | Beti: Maa, lagta hai tum samay ke anusaar badal gayi ho.  |
| 0:54-0:56 |                               | Mother smiles at her daughter and looks at the camera.   | Mother: It is not change according to the time Ma; it is the Trust beyond the time.   |  | Amma: Kaalathukku etha madiri maralamma , idhu kaala kaalthukkumaa nambikkai.  | Maa: Ye samay ke anusaar nahin hai Maa, yeh samay ke paar vishwas hai   |

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| 0:57-0:59 | The scene fades out with a picture of New Hamam 100% turmeric with real turmeric near the soap and a monologue in the background voice-over<br><br>(The Video ends) | Voice over: Hamam now with 100% trust and 100% Goodness of turmeric. |  | Uplifting closing melody. | Voice over: Hamam ipozhudhu 100% nambikkai matrum 100% manjalin nargunagaludana. | Voice-over: Ab Hamam 100% vishwas aur 100 % haldi ki bhali se. |
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