

Find the better way



Rock

Primitive scraping



Blade

Crude cutting



Razor

Precision with care

Brief

Bombay Shaving Company has established itself as India's premium challenger in grooming.

The next step is to position it as a globally aspirational brand through a film that feels universal.

Insight

Shaving is about more than just removing hair. It's about leaving the primitive behind.

People don't want to feel stuck in an evolutionary hangover. They want refinement without the pain.

Solution

A visceral, cinematic metaphor: grooming as evolution.

The film builds a primal world of abrasion — bark torn, wool sheared, ice scraped, thorns tearing flesh, embers crackling. Each action mirrors the brutality of the unevolved.

Until, our protagonist steps into a stark yellow limbo, grabs the shaving product, and leaves the primitive world behind.

Tone: Primal, elemental, myth-making.

This positions the brand as the natural next step in the evolution of grooming.

Video

EXT. PRIMITIVE CLOSE-UP — DAY

Tight close-up on a grizzled, timeworn face with a Neanderthal beard.

He lifts his hand to his scraggly beard. Just as he touches it — CUT.

Bark getting ripped off a tree trunk.

Wool torn from a sheep.

Ice scraped from frozen ground.

Weeds torn out of earth.

Macro shot of splinters on wood.

A swift motion — the splinters get cleared.

Chaotic tight close-ups of a rough hand striking flint — sparks scatter.

The moment the fire lights up instantly.

A hot coal crackling, glowing red.

Bees crawling over each other.

A thorn tearing into skin — a glob of blood wells up.

Close-up of a beard, crudely cleared with a primitive blade.

CUT BACK:

The man from the beginning. He stares at his reflection (the camera), inspecting the patch on his face with disgust.

He exits frame left.

Camera pans left to a yellow limbo background. In the centre, on a pedestal: the shaving product.

Without breaking stride, he grabs it and exits the frame.

Tagline appears where the product was.

Audio

Narrator VO:

They say insanity

is repetition.

Again.

And again.

And again...

Clearing skin

till you

smell smoke.

Red

Bumpy

Broken skin.

Like concrete on sandpaper.

Doesn't it all feel a little less evolved?

Bombay Shaving Company

Find the better way.

Style:

- Montage of macros should feel tactile and uncomfortable, until the product reveal.
- Contrast: earth-toned primal montage to clean, bright yellow limbo.
- Every frame should feel larger than life.

Sound Design:

- Aggressive, rhythmic diegetic sounds: wood tearing, sparks, blood flowing, fire crackle.
- Crescendo breaks into peaceful silence when the man enters the limbo space.

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