

UNILEVER PURPOSE FILM – text description

This is a two-minute video from Unilever.

Flying above the clouds, a glaring, morning sun, beams on the horizon. A man opens a curtain and light floods in. A gurgling baby stretches its arms in the air and a couple brush their teeth together. In a bathroom, a child gets their hair towel-dried, then a woman takes a shower. A lady puts on make-up and a young girl puts a bowl down on the breakfast table. Superimposed text reads: 'A brighter life is a better life. This has always been our way.'

In a home, a black-and-white framed photo on a vintage newspaper, shows Lord William Hesketh Lever. His photo comes alive, turns to colour and Lord Lever speaks. A woman puts on make up and a young girl places a bowl on the breakfast table. Superimposed text reads: 'A pioneering vision at the forefront of change.'

A ray of sunlight beams into a bedroom, then a dated art-deco sign advertising Sunlight Soap stands in an old shop door. A tin of Knorr Bouillon sits beside a steaming pan on a stove, then a vintage tub of Vaseline is on the edge of a bath. Outside, a young boy washes his hands using a bar of Lifebuoy soap, then a young girl plants the beginnings of a tree. A spread of social-media posts appears, all showing women. Flying inside a post, a young woman swings her braids. The post's now on a city billboard; it shows a smiling lady with a child wrapping her arms around her, grinning. On the ground, a woman holding a young girl look at them, happily. A progression of televisions and living rooms, through the decades starting at the 1950s to now, all show Unilever adverts from their relative times - SR Toothpaste, Lynx deodorant, Lifebuoy soap and Knorr soup. In the present day, two young men watch an advert of a woman showering, who smiles wholeheartedly. Superimposed text reads: 'Creating new categories... driving a positive impact... across the world'.

Flying into a woman's bright blue eye, plump, pink love hearts shower out of it. Inside, a man crossing the road transitions to a cartoon and he lifts off the ground. Back in the real world, a woman soars up from the road, using water jets from the soles of her shoes. She flies around before a sunset, with a friend, who's also shooting jets. A lady watches them and smiles, helplessly. A young man picks up a woman, then a lady and child videocall an older woman. Superimposed text reads: Looking towards 2030 with our 100th year on our horizon. It's time to define tomorrow.'

Social media videos play on phones, then a happy toddler pops a bubble. A 5-a-side football team of female adolescents all line up together, then a spread of social media videos all show people using Vaseline. A woman eats a sugary gummy sweet, then a montage of Unilever brands shows: a Dermalogica bottle; Persil Wonder Wash; an aerosol of Sure 72-hour Rexona; Hellmann's Vegan Mayo and a Liquid I.V. Hydration Multiplier sachet. Superimposed text reads: 'We will shine brighter, anticipating the needs of all, led by our unmissable brands'.

A woman drinks her Liquid I.V. infused water and a stem of young leaves grows in a test tube. A screen on a washing machine reads: 'Persil - Dirt Is Good'. In a lab, a multi-nozzle piece of equipment rotates, then a screen shows multiple bottles of Tresemmé hair conditioner. A spread of Tresemmé video adverts stretches wide. A woman holds up a 3D-printed object against her CAD design, then a hand flicks on a light switch and illuminates an entire city. A quirky, reverse-ribbed bottle of Domestos stands beside a toilet, then a bottle of Dove face cream rotates. Flying out of a colour gradient pattern vegetables, a sugar-coated rainbow sweet sits on the palm of a hand. Superimposed text reads: 'Reimagining through science, advancing with technology, harnessing AI, to make new markets'.

A series of faces from all ages, backgrounds and genders quickly change, then a guided group are in a field, all listening to their guide. Sun dapples through a woodland, then social media videos show people making content with Pot Noodle and Marmite products. Paint splatted children play outside, then a woman goes to a sunlight-flooded window and a woman feeds her partner at the dining table. Superimposed text reads: 'Together. We'll make the future, elevating billions of lives, with brighter days'.

An eye opens and stares at the sky. A dollop of lotion falls into a palm, then two women apply it to their faces. A lady blows a heap of bubble bath foam, then a girl smells a fresh, white towel and shuts her eyes, delighted. A woman smells sauce on a wooden spoon, then three children run down a sunny, grassy pathway. The sun rises in a clear blue sky, over a busy city... Superimposed text reads: 'For every life... Every day... Everywhere'.

In a fish-eye lens, thriving, green trees spread around its circumference and the Unilever logo appears in the middle. It fades away, leaving a blue sky and quick moving white clouds. Superimposed text reads: 'Brighten everyday life for all.'

The lens closes.