



CREATOR CHALLENGE

MAKE THEM
WANT TO SMELL IT.

A 9:16 product film where the bottle is the hero and the world you build around it carries the scent.

FORMAT

9:16 vertical

LENGTH

8–25 seconds

WINNERS

30

Nobody can *smell a video.*

Fragrance is the one category that cannot show what it sells. So it learned to sell something else — light, liquid, texture, motion. A world you can almost breathe.

SACARA has nine of those worlds sitting on a shelf. Build one — or up to three.

SACARA,
IN ONE
GLANCE

CLEAN · ELEGANT · YOUNG · DESIRABLE

“Perfume Collection.”

— printed on every bottle

SACARA is an Israeli beauty brand with around **100 stores** across the country, and fragrance is one of its strongest categories.

- 01 Nine perfumes, nine characters — built on quality fragrance extracts.
- 02 Every perfume is identified by a number — N°0, N°15, N°45 — and the number is part of its identity.
- 03 The design is minimal: clear glass, a white label, a number. No loud colour.

YOUR MISSION

MAKE A
PRODUCT
FILM.

Create a 9:16 film that makes someone feel a scent they cannot smell — **then want it.**

- 01 The product is on screen in the **first 3 seconds**, and for at least **50%** of the film.
- 02 Build a visual world from the notes, materials and character of **one to three perfumes** — never more.
- 03 One idea, executed precisely. Not a story. Not a list of messages.

The product is the hero. The world only serves it.

WHAT MUST LAND

“I HAVE
TO SMELL
THIS.”

That is the whole message. The world you build has to **feel** like the scent — never explain it.

- 01 The bottle is the hero — front and centre through the film, and always desirable.
- 02 The world comes from the notes: colour, material, texture, light. One perfume, or up to three.
- 03 High beauty & fashion craft. Nothing that reads as cheap.
- 04 The spray is mandatory — it is the moment the scent becomes visible.
- 05 A clear, strong packshot, and an **end card**: a clean black screen with the SACARA logo centred.

THE SELF-TEST

Within 3 seconds the viewer understands: this is a SACARA perfume — and she wants it.

WAYS IN

Sparks, not scripts. Take one, combine a few, or build something better — as long as the product stays the hero. The references you were sent are the vibe, not the film. We want your read on it.

01

ONE PERFUME,
ONE WORLD

Pick a single bottle and build the world its character implies — materials, texture, light, motion.

The purest form of the brief. The scent becomes a place.

02

THREE PERFUMES,
THREE WORLDS

Three bottles, three distinct worlds. The cuts between them carry the difference in character.

Shows the range of the collection inside one film.

03

REAL, THEN
THE SCENT WORLD

The bottle on a dresser. A hand enters, takes it, sprays — and from that second the light, the room, the world changes.

An anchor in reality makes the fantasy land harder.

04

THE SPRAY IS
THE TRIGGER

She sprays, and a transformation starts: flowers appear, colour takes over the frame, the environment changes.

Gives you a built-in hook on second one.

05

FROM THE NOTE
TO THE BOTTLE

Open on one raw material — a flower, a fruit, a spice, a texture — and cut it into the bottle in a way we do not see coming.

Teaches the scent without a word of text.

WAYS IN — continued

These are starting points, not scripts. We do not want to see the same idea nine times. The tenth door is the one that usually wins.

06

WHAT HAPPENS
WHEN YOU SPRAY

Macro on the mist. The droplets hanging in the air become the elements of the scent world — petals, fruit, liquid, particles.

Pure craft, and the most scroll-stopping frame in the category.

07

SATISFYING
PERFUME

Visual ASMR: liquid wrapping the glass, a drop landing exactly right, ice cracking, a surface changing texture.

Retention. People watch these to the last frame.

08

WHICH ONE
ARE YOU?

Up to three perfumes, each with a completely different mood and palette, cut fast and tight.

Turns a product film into a choice — and a choice is engagement.

09

A MINI-STORY
AROUND THE BOTTLE

One action leads to another, the perfume drives what happens, and it lands on a strong product moment. No plot — one clear beat with a payoff.

Simple structure, still surprising.

10

A FORMAT WE
HAVEN'T NAMED

You have AI. Take the bottle somewhere we did not think of — as long as the label stays exact and the product stays the hero.

Open your mind. This is where the winner usually comes from.

THE COLLECTION

Notes, family and character for every fragrance in the challenge. This is **inspiration for the visual world** — not copy to put on screen.



N°0
MOLECULAR · CLEAN

A scent molecule that merges with the skin's own smell.

Clean, intimate, minimal. Elegant and personal — like clean skin.



N°02
AMBERY · RICH · SENSUAL

Jasmine, white amber, saffron, citrus touches.

Deep, powerful, sensual and dominant. Leaves a trail of compliments behind it.



N°07
WOODY AMBERY · UNISEX

Saffron, jasmine, amberwood, fir resin, sugar, ambroxan, woods.

Mysterious, charismatic, luxurious. Addictive and sophisticated.



N°08
FRUITY MUSKY · UNISEX

Bergamot, jasmine, iris, caramel, musk, amber, cedarwood.

Sensual, indulgent, unmissable. Sweet and full of presence.



N°15
FLORAL SPICED

Lavender, tangerine, orange blossom, jasmine, vanilla, musk, cedarwood.

Elegant, feminine, self-assured. Soft, with presence — slightly daring.



N°15 Extract Vanille
RICH VANILLA · WARM & SENSUAL

Vanilla caviar and rum extracts.

Deep, powerful, seductive. Elegant, feminine, full of presence.



N°15 Extract Berry
FRUITY FLORAL · SWEET & WARM

Apple, bergamot, tangerine, blackcurrant, plum, raspberry, jasmine, orange blossom, musk, vanilla, cedarwood.

Feminine, fruity, addictive. Young and sophisticated, romantic.



N°45
FLORAL · FRESH

Tangerine, bergamot, white peach, orange blossom, lily, musk, light wood, ambroxan, vanilla.

Clean, feminine, elegant. Calm and luxurious — clean skin on a sunny day.



N°69
CITRUS AROMATIC · UNISEX

Bergamot, ginger, pink pepper, jasmine, nutmeg, black tea, guaiac wood, musk, tonka, amber.

Fresh and sophisticated. Light, but present. Modern luxury without effort.

Three of the nine are N°15 — the original, Extract Vanille and Extract Berry. Note that they differ from one another: three products, three labels.

PRODUCT ACCURACY

EXACTLY THE
BOTTLE
SACARA
SELLS.

The product must stay true to the real perfume through every frame of the film.

Bottle shape & proportions	Cap	Liquid colour
The label	The perfume number	The SACARA logo

HARD RULE

Not one word on the label may change. A changed word = the film is disqualified.

THE BRAND KIT

The brand kit includes **a video of every perfume** showing the full label — parts of the label are cropped in the packshots, so this is your reference. It also includes a video of the bottle held in a hand. Use all of it **only** to get the size, the shape and the label right — none of it goes into your film. Never invent products, numbers, packaging or brand elements.

WHAT WINS

HOW WE SCORE

30%	THE FIRST SECOND	An original visual idea that stops the scroll — with the product already on screen.
25%	PRODUCT CRAFT	How good the bottle looks. Lighting, focus, glass, reflections, the packshot.
20%	BEAUTY & FRAGRANCE FIT	Does it belong next to the great fragrance films — or next to a cheap ad?
15%	EXECUTION & FINISH	Precision. Clean cuts, controlled motion, no artefacts — and the product never changes between frames.
10%	SOUND DESIGN	Music and sound are part of the craft, not a layer added at the end.

“Would SACARA publish this tomorrow, without a single edit?”

30 winners.
Submit more than one film — you can win more than once.

SHOW THIS. NEVER THAT.

SHOW THIS

- ✓ The product on screen in the **first 3 seconds**
- ✓ The product in frame for at least **50%** of the film
- ✓ Strong, desirable product hero shots
- ✓ The spray — **mandatory**
- ✓ A clear, strong packshot
- ✓ An **end card** — a clean black screen, SACARA logo centred
- ✓ A visual world tied to the scent — built around **1–3 perfumes**, never more
- ✓ High beauty & fashion craft — motion, light, texture
- ✓ Sound design as part of the experience

NEVER

- ✗ A narrative film or a slice-of-life story
- ✗ Characters leading the film instead of the product
- ✗ Faces or human close-ups that look artificial — almost no people
- ✗ Dialogue or voice-over of any kind
- ✗ Message overload, or an ad that explains too much
- ✗ Comparison to other fragrance brands, or “dupe” framing
- ✗ Price — never mentioned, never shown
- ✗ Anything that makes the product feel cheap or compromised

ASPECT	LENGTH	RESOLUTION	AUDIO	BUILT FOR
9:16 vertical	8–25 seconds	1080p+	Music & SFX · no dialogue	Reels · Stories · Paid social

Would SACARA publish this tomorrow?

- ☐ Is the product on screen inside the first 3 seconds?
- ☐ Is every word on the label exactly as it is on the real product?
- ☐ Does the world feel like the scent — without explaining it?
- ☐ Does it end on the end card — black screen, SACARA logo?
- ☐ Would someone watching say “I have to smell this”?

WHAT WINNING MEANS

SACARA wants to work directly with **2–3 creators** who stand out here. Worth the effort — they are serious about it.

If this challenge works, **2–3 more** follow this year, on other products.

Films are short — **submit more than one**, and you can win more than one prize.

Keep your working files. SACARA may come back to selected creators for a revision on a winning ad — you work with them on the change and earn a **\$25 bonus**.

WHERE TO SUBMIT

adarena.app/challenges/sacara

You can't smell a video.
Make them try anyway.