Story of Sisterhood, Friendship Wins Silver for Arbonne at the 2020 Telly Awards

Produced by the advertising production company Sinema Films, the spot ‘Sisters and Friends’ has won a Silver trophy at the 41st Annual Telly Awards

NEW YORK (PRWEB) August 18, 2020 -- Ad was part of rebranding campaign aimed at Latin, African-American and general markets
- Campaign featured real stories from real Arbonne Independent Consultants
- This is the 6th Telly Award for Sinema Films, other awards include campaigns featuring Bruce Willis

The video production company Sinema Films spot ‘Sisters and Friends’ has won a Silver trophy at the 41st Annual Telly Awards. The spot was produced for the global, holistic lifestyle brand and social selling giant, Arbonne. It tells the real-life story of two Arbonne Independent Consultants, as they help each other build their social selling business with the Arbonne brand. One of the Consultants plays mentor and business advisor to the mentee, and as their businesses flourish, they forge a strong, steadfast friendship. The story is an intimate, feel-good narrative about the experiences of entrepreneurs, and it plays particularly well for the mobile screen.

“This is a big honor for Arbonne. We are very proud that the warmth of our Consultants’ story resonated with our audience and is recognized by the Telly Awards Judging Council. Sinema Films did an excellent job in producing this campaign,” said Arbonne CMO, Carole Diarra. The Tellys are one of the most competitive awards to win with more than 12,000 entries each year. Previous winners include BET Networks, Bloomberg, CBS Interactive, Comcast and Conde Nast.

The spot is part of a rebranding campaign aimed at sharing the brand values of Arbonne through the stories of its’ diverse community. In the campaign, Diarra was committed to telling honest, authentic stories about the Arbonne community. “Our Independent Consultants come from all walks of life. They are nurses, accountants, students, parents, triathletes and more. They are truly a global community coming from around the world, and in many ways, they are also from right next door. Each one of them brings a unique story to the table and that’s what makes our community so special. We wanted to capture the true experience of using and selling Arbonne products within a circle of friends. We wanted to tell their stories without any fabrications because the stories are inspiring on their own.” Indeed, Diarra’s aim at authenticity seems to have hit the mark, the larger rebrand campaign won three more Gold statuettes.

“‘Sisters and Friends’ is a brief look into how these two amazing Arbonne women have supported and celebrated each other in their personal and career growth. When women support other women, incredible things happen. We were very humbled to be invited to work on this campaign, it is beauty, friendship, and community – it is magic,” said Noel Maimu, Sinema Films’ executive producer. The commercial production company handled both creative concept and production, taking the campaign from copy to final videos. “Clients are increasingly looking for a one-stop agency that does both – creative and production. As a production agency, we are faster, and more cost-effective, our clients are happy with our capabilities,’ Maimu added.

Since 1980, Arbonne International, LLC, has been creating personal care, beauty and wellness products crafted with plant-based ingredients, and grounded in science and clinical research. Arbonne’s philosophy of healthy living to improve Mind. Body. Skin™ combined with the entrepreneurial business opportunity fosters a holistic approach, focusing on the whole person to flourish inside and out. Earlier this year, Arbonne became a
Certified B Corporation®TM, reinforcing its commitment to balance people, planet and profit.

This is the 6th Telly Award for Sinema Films. Other wins include a global ad campaign for an energy drink starring Bruce Willis and Miss Universe and an Olympics television spot.
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