

# OSD CONTENT PRODUCTION

July 2026 Schedule

Orchard Scotts Dental

ID	Project	Deliverable	Format	Platform(s)	Shoot Date	Est. Hrs	Delivery	Status / Notes
OSD-J0 1	Painless Extractions	Dentist #1 — Technique + massage device demo	9:16	IG, TikTok	7 Jul 2026	4h	Jul 2026	Shoot locked. Friend as patient for realism.
OSD-J0 2	Painless Extractions	Dentist #2 — Same 3 questions, intercut footage	9:16	IG, TikTok	Jul W2	4h	Jul 2026	Book 1hr gap in patient schedule.
OSD-J0 3	Painless Extractions	Dentist #3 + Final Cut — 'OSD injections are painless because...'	9:16	IG, TikTok	Jul W2	6h	Jul 2026	Edit all 3 dentists into 1 final cut after D3 shoot.
OSD-J0 4	Aurelia	Dentist Interview — 1hr structured interview on SmileUp journey	9:16	IG	Jul W1	3h	Aug 2026	PRIORITY. Draft questions first, then book dentist.
OSD-J0 5	Aurelia	Log & Selects — Review hours of raw footage, pull selects	16:9	IG, Portal	Ongoing	10h+	Aug 2026	Background task. Bleed into August.
OSD-J0 6	Why OSD	Clinic scenes stitched into one video — concept TBC	9:16	IG, TikTok	Jul W3	8h	Jul 2026	BLOCKED: Concept must be locked before shooting.
OSD-J0 7	Annika — Miss Universe SG	Outsourced production. Ken: 2 shoot days + post oversight	16:9	IG, Portal	Jul TBC	12h	Aug 2026	AWAITING Annika schedule. Clinic days flex around her.

Colours: Blue = Painless Extractions Purple = Aurelia Amber = Why OSD Green = Annika

Total est. hours (July): ~48h | Official capacity: ~80h/mo | Remaining: buffer for pre-production & scheduling