

AMP2250

Abinav, Aeben, Lougain, Nami and Tanya

BANA
S T U D I O

CONCEPT

Our primary focus is to captivate the attention of both influencers and the youth demographic with the all-new BANA Studios sunglasses. We have centered the entire video around the journey of influencers discovering and embracing their BANA Studios sunglasses. As the influencers adorn their BANA sunglasses, the video seamlessly transitions to the influencers enthusiastically sharing their newfound love on their social media stories. This pivotal moment is the catalyst for a digital domino effect, setting off a chain reaction as more influencers and their ardent followers are drawn to the allure of BANA Studios.

OBJECTIVE

Our primary focus is to captivate the attention of both influencers and the youth demographic with the all-new BANA Studios sunglasses. We've centered the entire video around the journey of influencers discovering and embracing their BANA Studios sunglasses. As the influencers adorn their BANA sunglasses, the video seamlessly transitions to the influencers enthusiastically sharing their newfound love on their social media stories. This pivotal moment is the catalyst for a digital domino effect, setting off a chain reaction as more influencers and their ardent followers are drawn to the allure of BANA Studios.

TARGET AUDIENCE

**PRIMARILY NEW
CLIENTELE**

**OLD CLIENTS AS WELL
WHO OFTEN LIKE TO TRY
OUT THE PRODUCTS
BEFORE BUYING THEM**

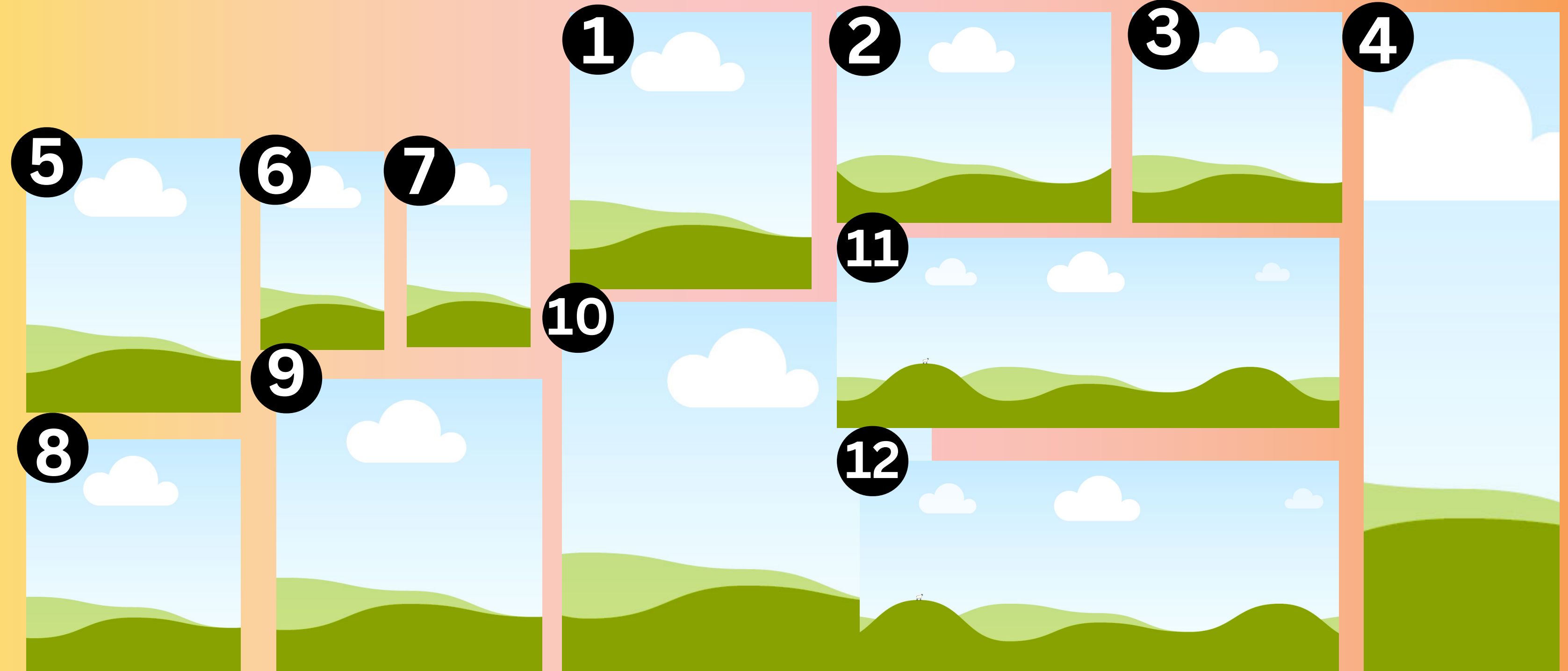
**FASHIONISTAS
ART ENTHUSIASTS**

**MAINLY PEOPLE WHO ARE
INTO FASHION AND ARE
TRENDSETTERS OR TREND
FOLLOWERS**

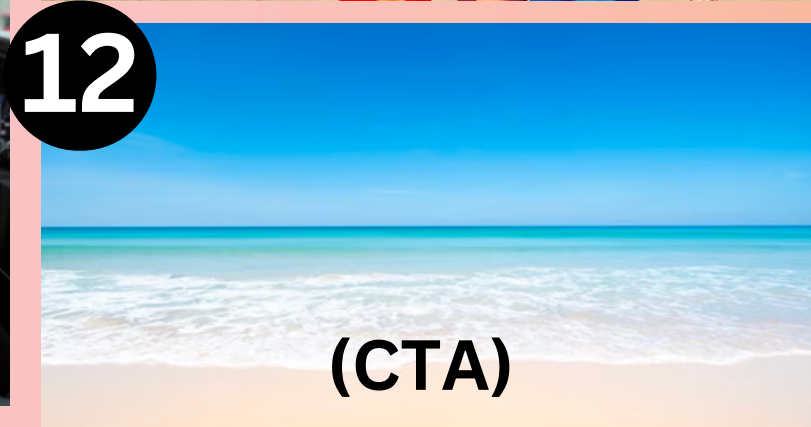
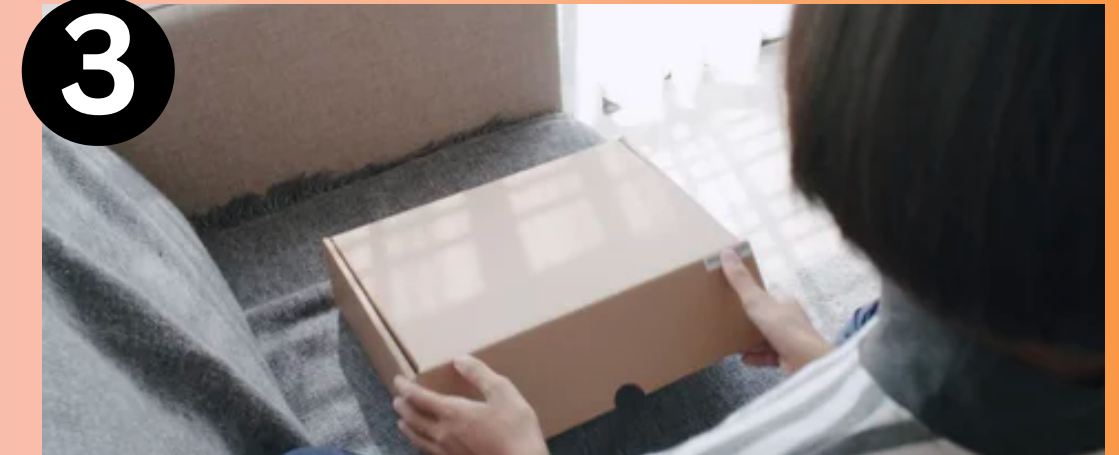
AGED 16-40

**SINCE FASHION DOES NOT
HAVE AN AGE. BANA
WANTS TO FOCUS ON AGES
16- 40**

MOODBOARD: ART DIRECTION

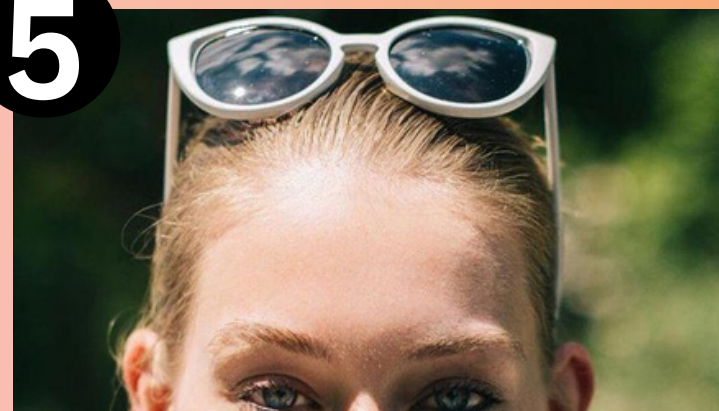
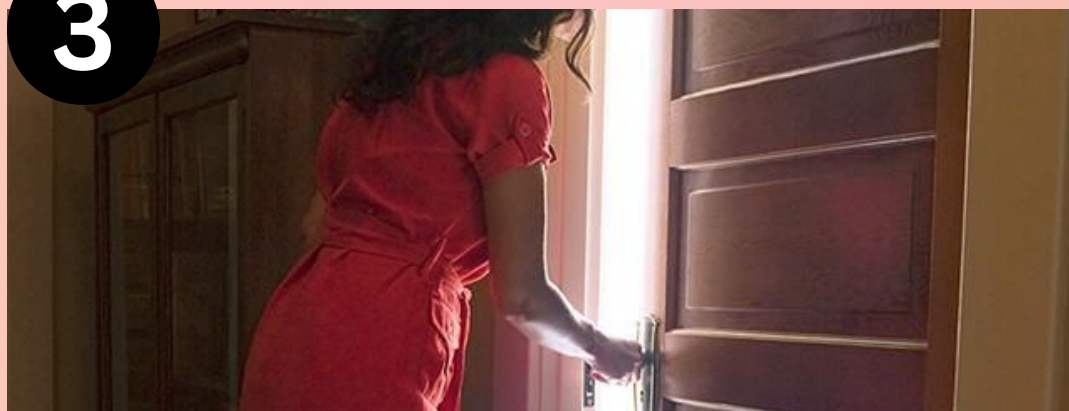
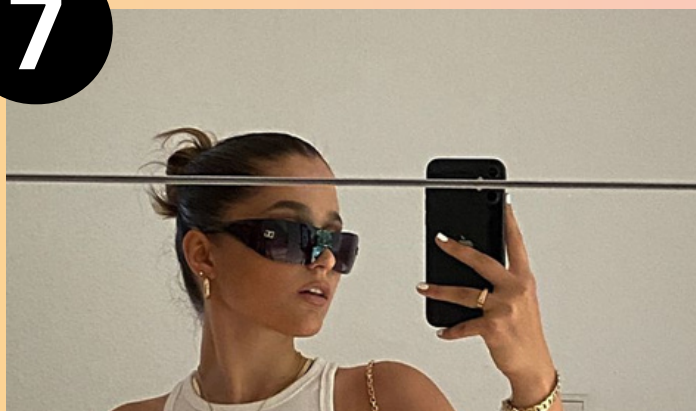
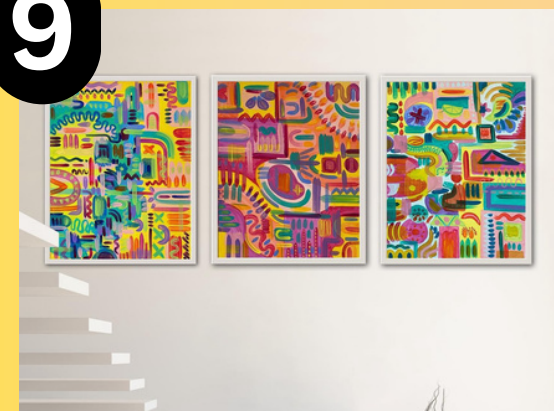
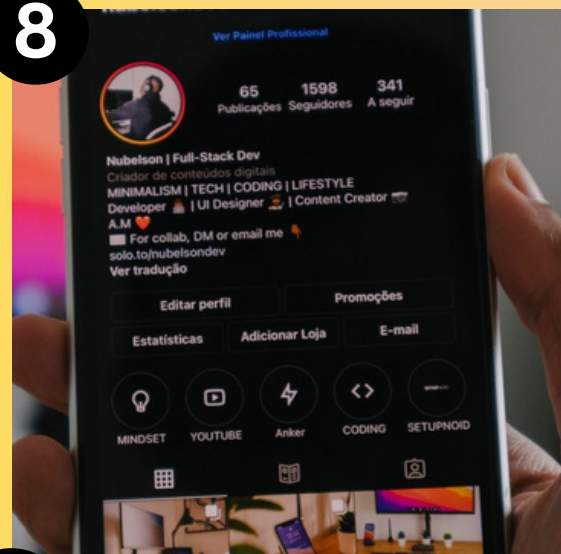


MOODBOARD: CAMERA ANGLES



(CTA)

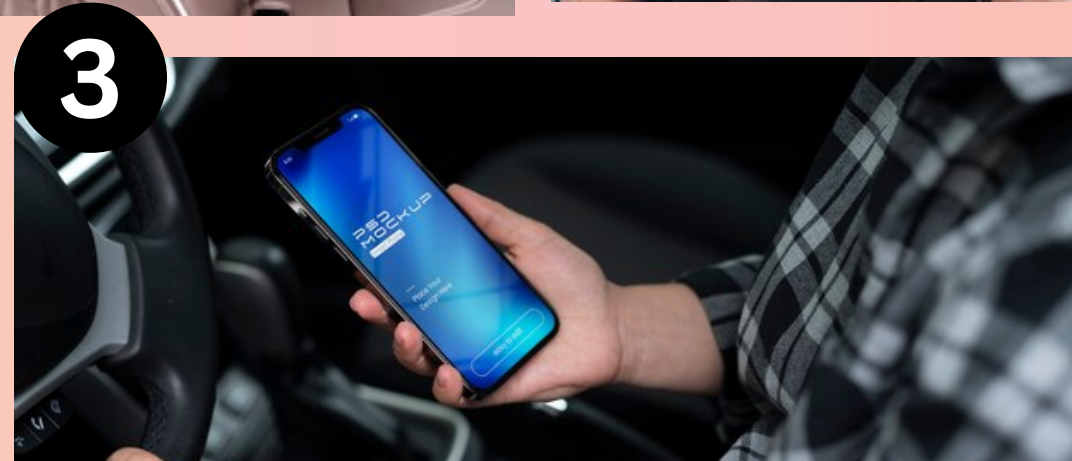
MOODBOARD: LOCATION (LIVING ROOM)



MOODBOARD: LOCATION (RESTUARANT)



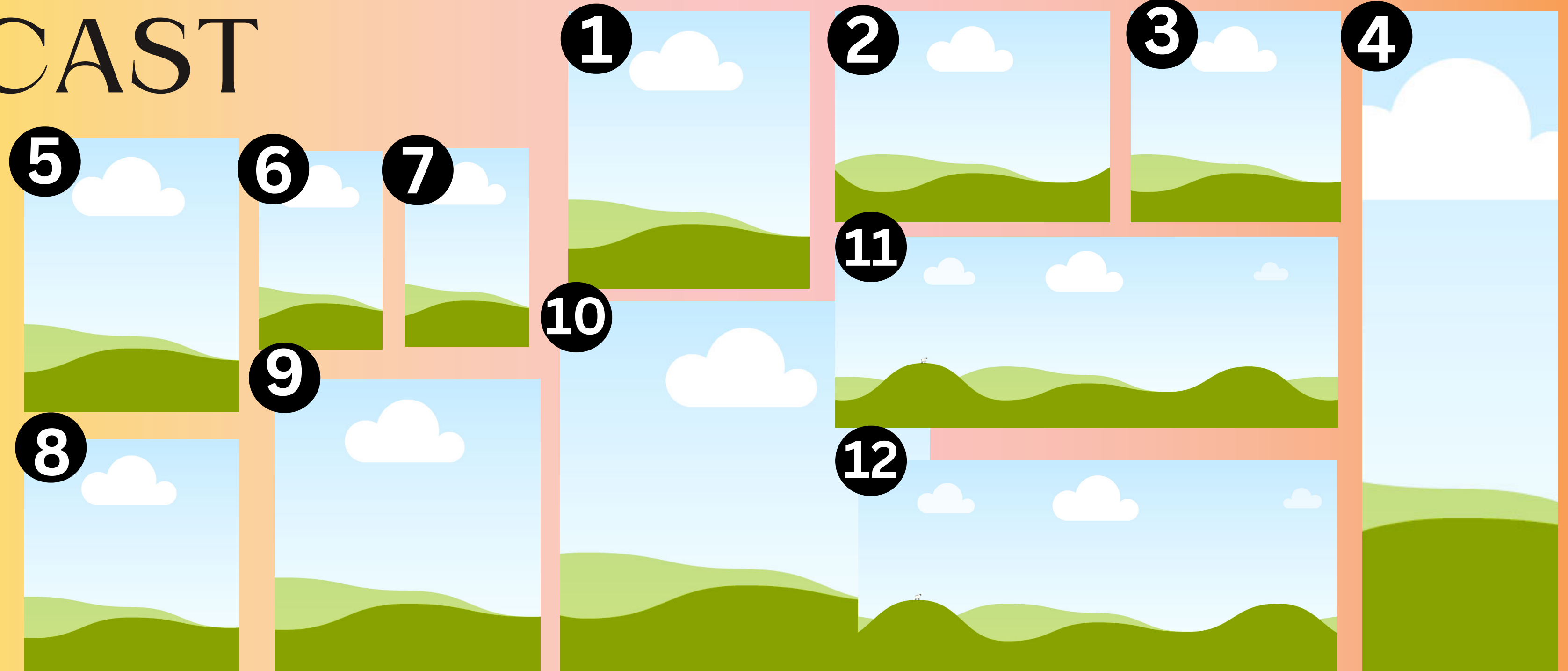
MOODBOARD: LOCATION (CAR)



MOODBOARD: LOCATION (BEACH)



MOODBOARD: WARDROBE & CAST



CAST DESCRIPTION

LOREM
IPSUM

LOREM IPSUM

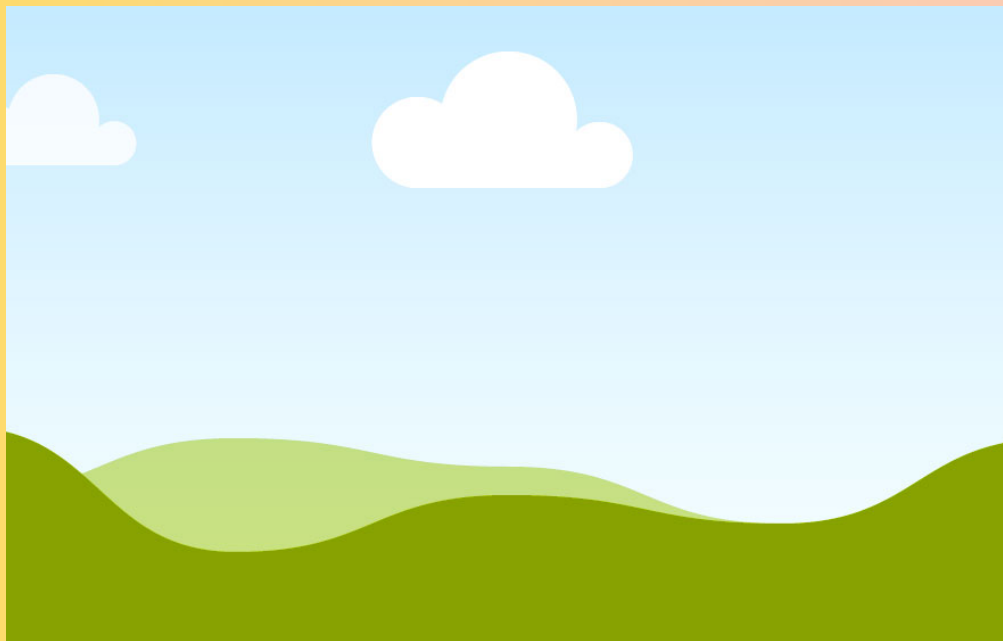
LOREM IPSUM

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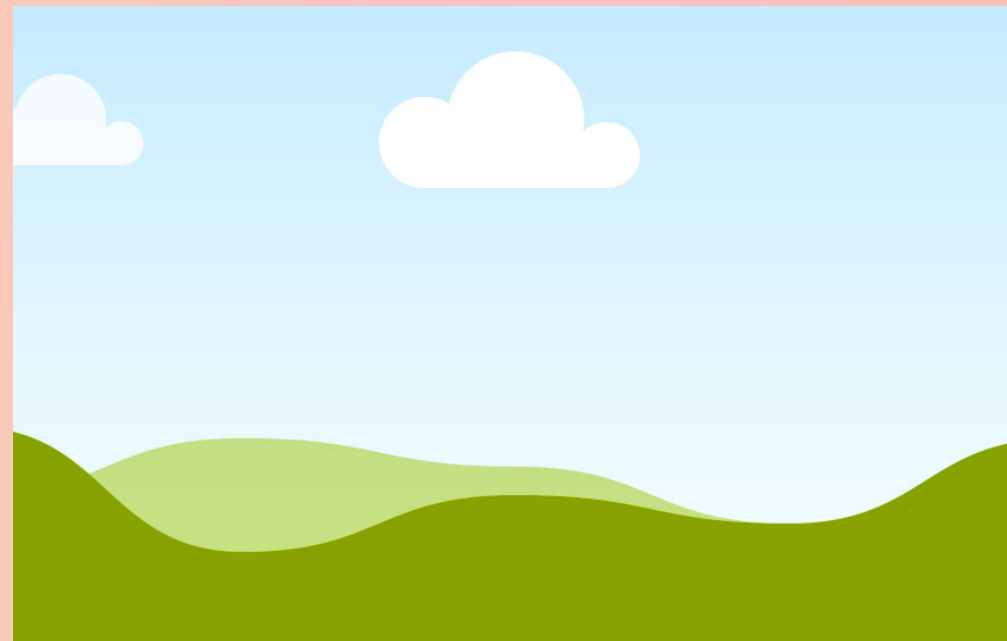
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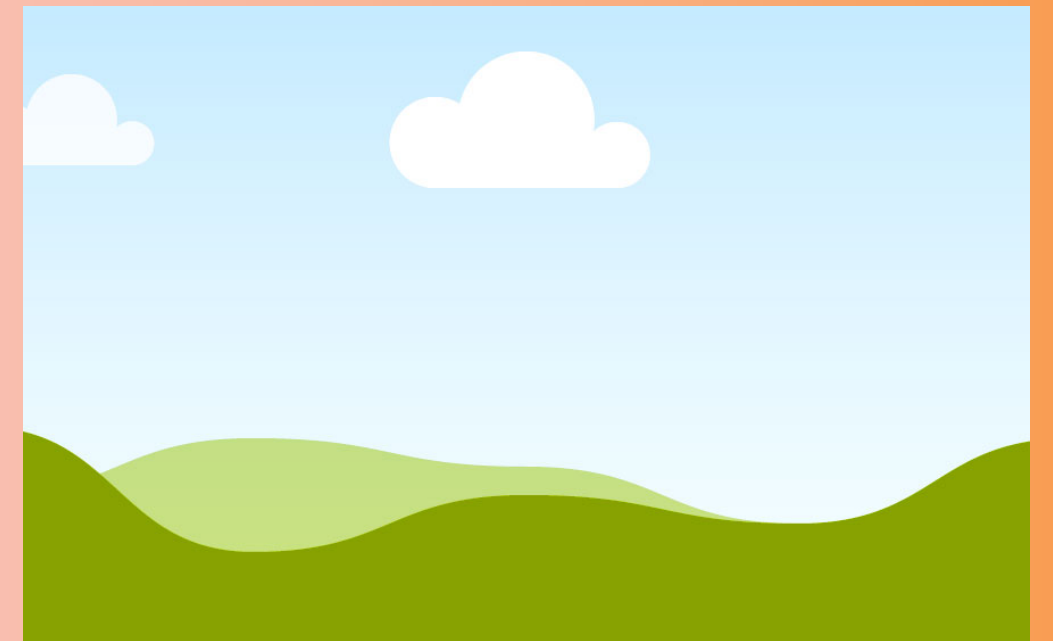
STORYBOARD



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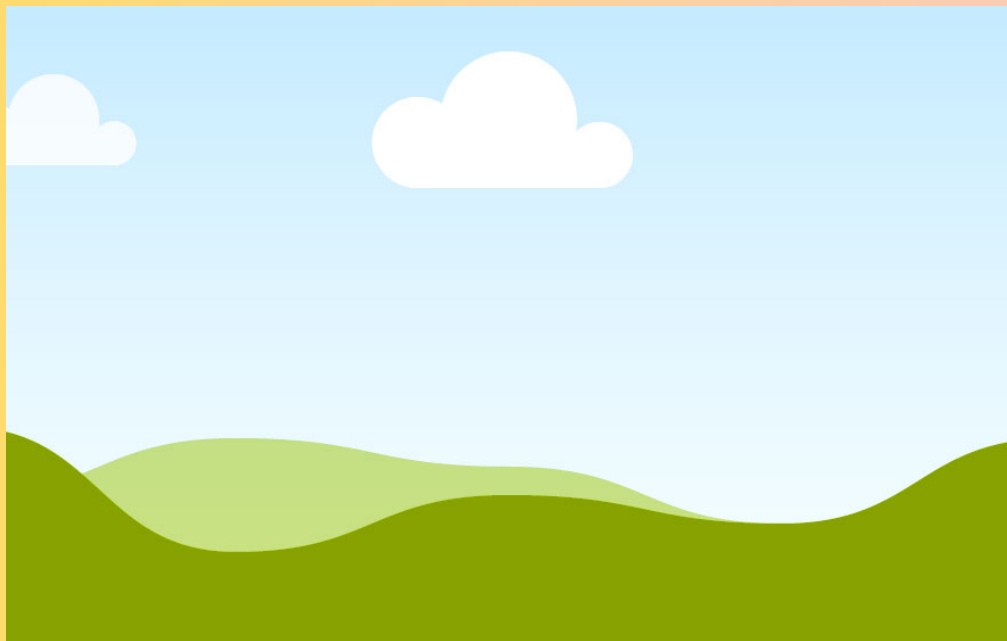


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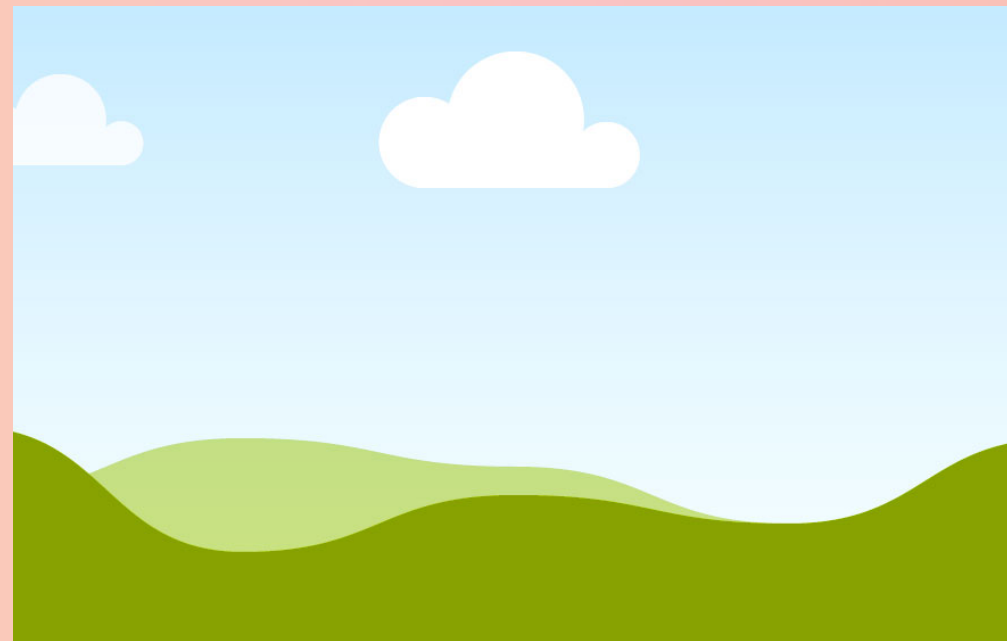


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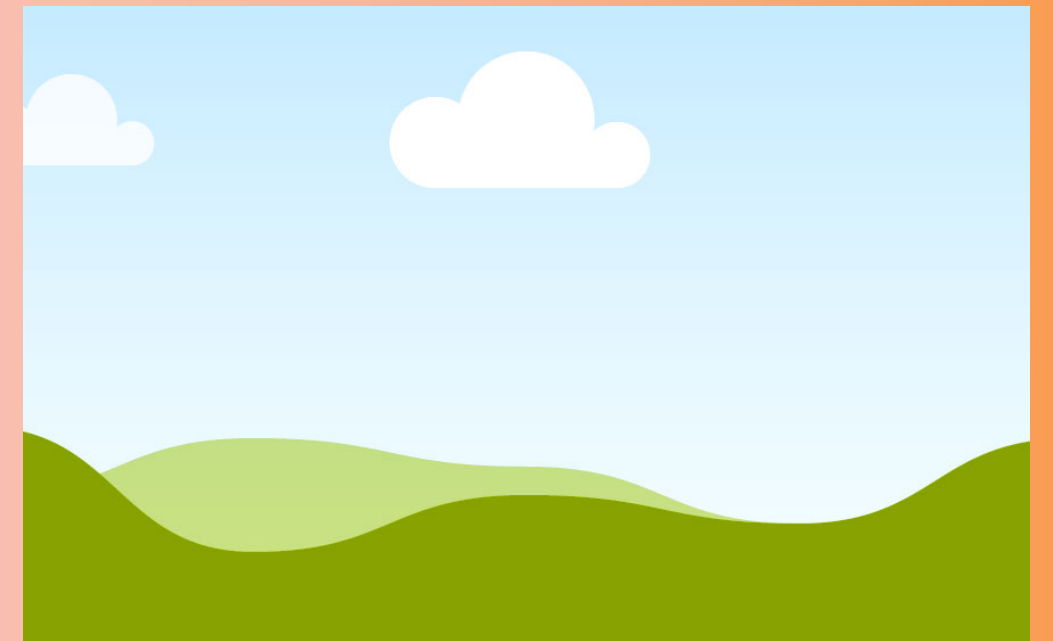
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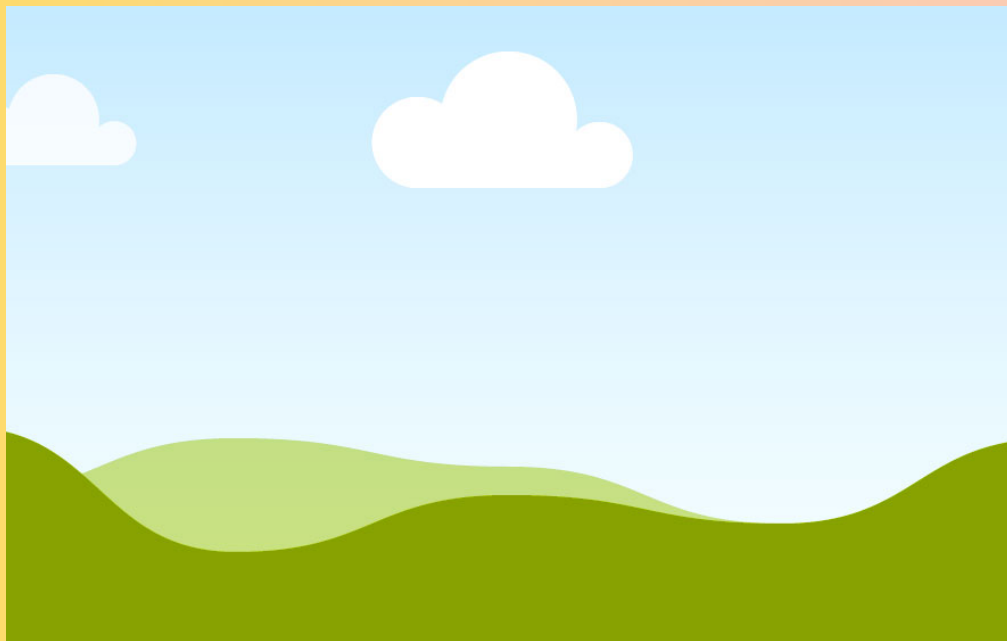


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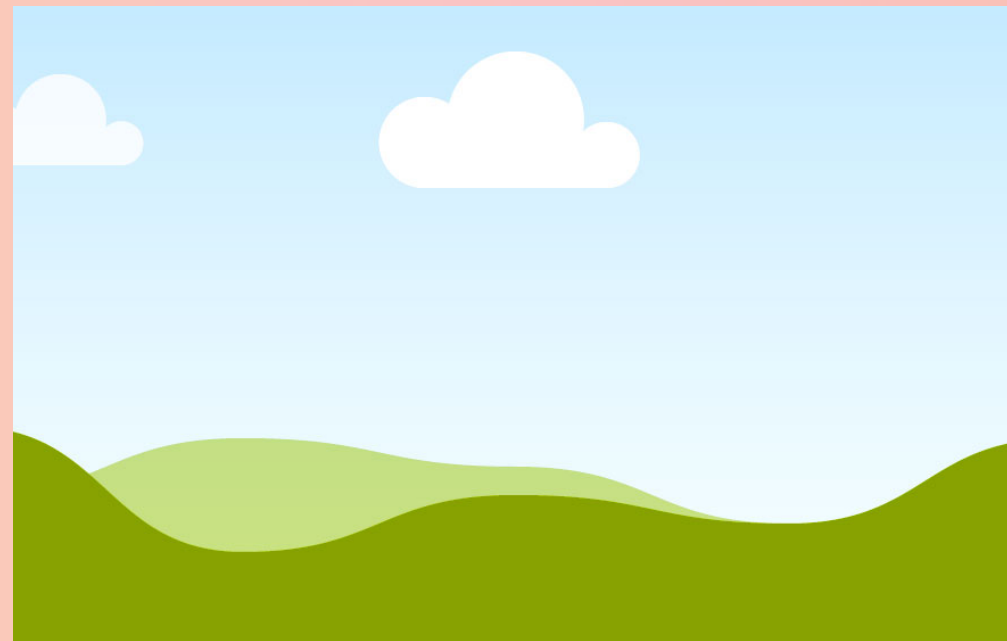


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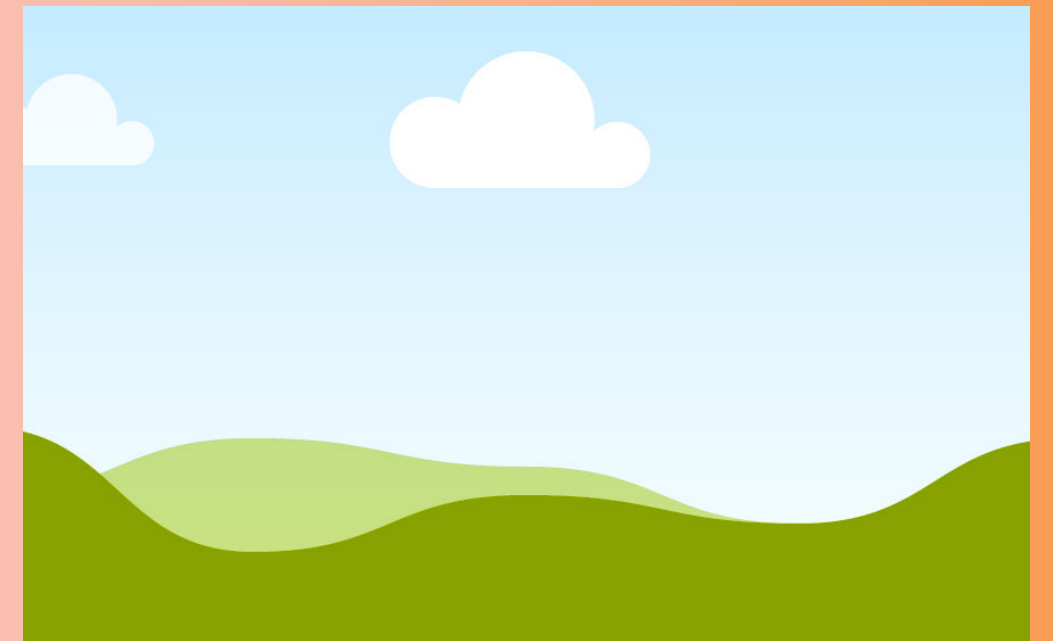
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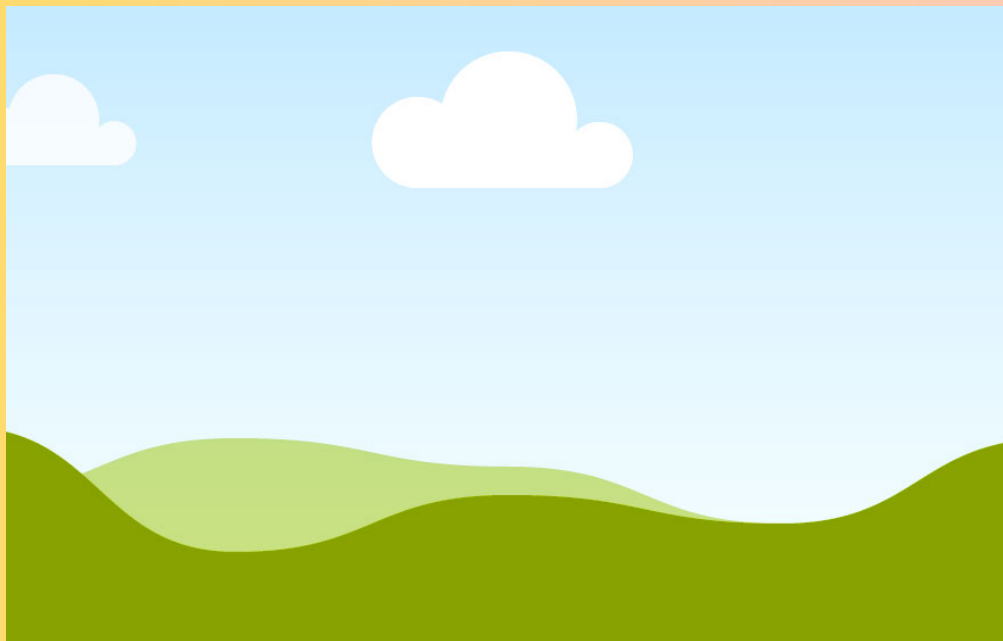


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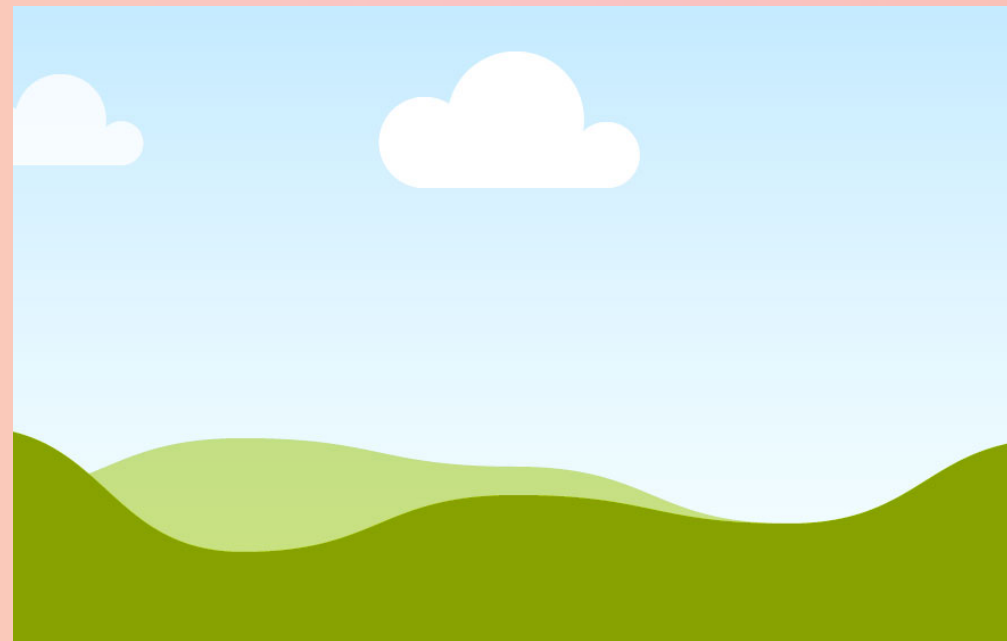


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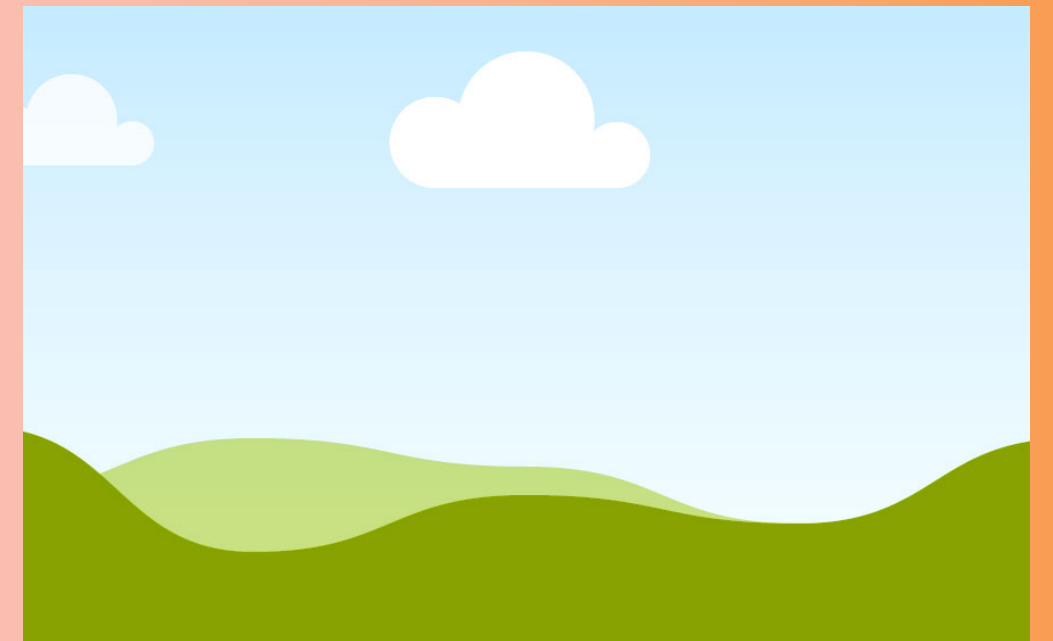
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REFERENCES

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THANK YOU

DUPLICATE THIS
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