MIX

ULTIS

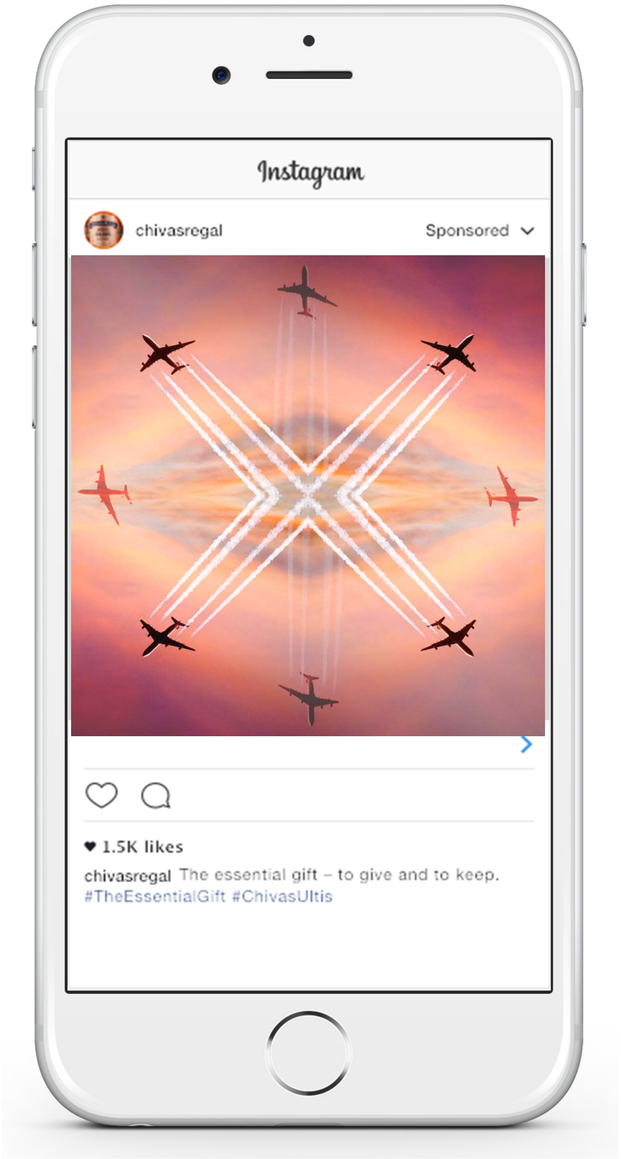
#TheEssentialGift

ROUTE 1: KELIDOSCOPE

Stunning movement to disrupt the newsfeed and engage our audience.

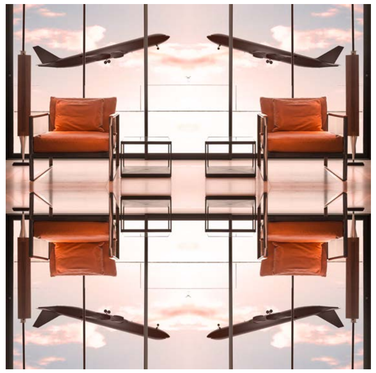
POST #2: Business

Travel / Business Trip



Art direction: XXXX

Post copy: Share the moment. #ChivasUltis #TheEssentialGift



Frame 1

Frame 3

Frame 3

Frame 4

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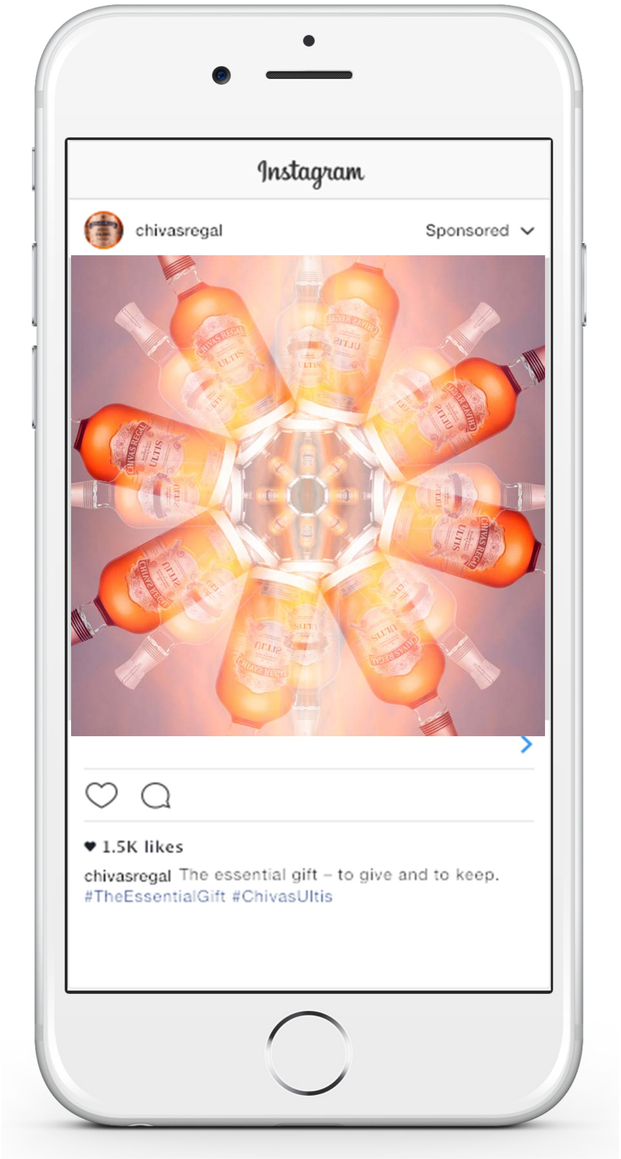

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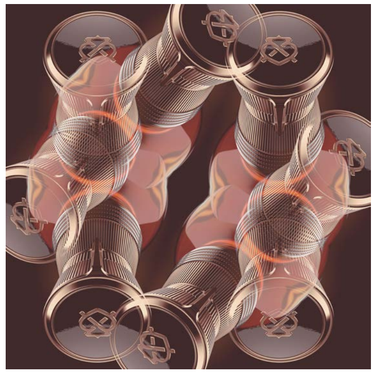


Frame 1

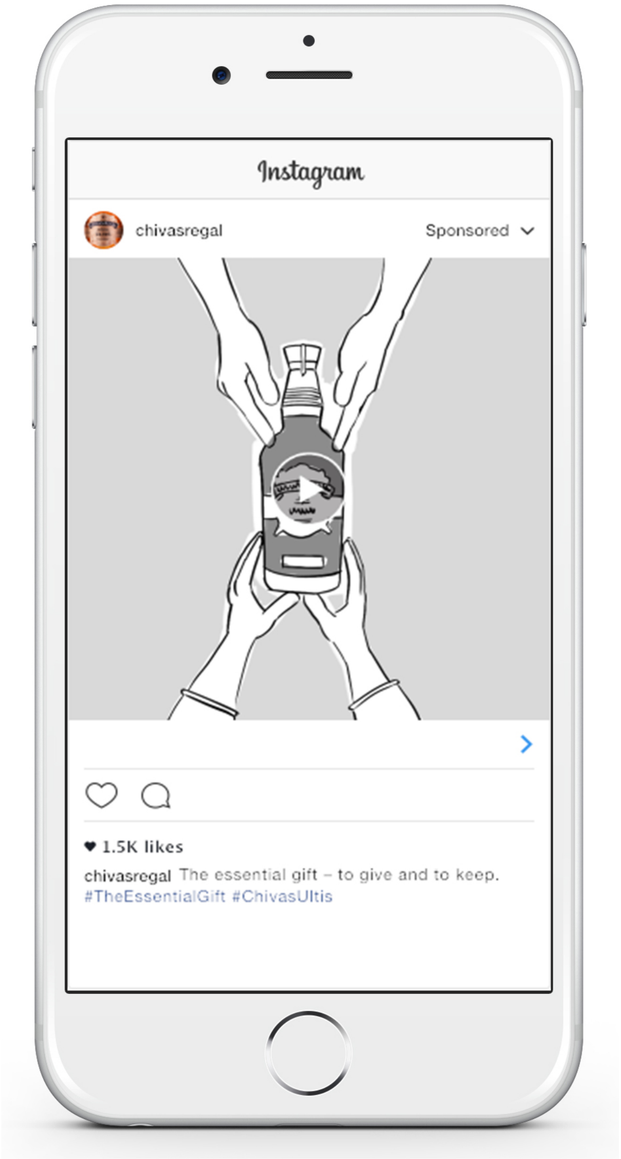
Frame 3

Frame 3

Frame 4

Post #2: Generic gifting

GIF

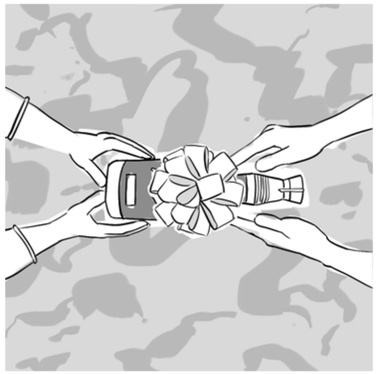


Art direction: Using an AfterEffects filter, we create a kaleidoscope effect using the Ultis bottle. Different hands come in from the top of the screen and the sides to create a looped effect that references the exchange of gifts.

Post copy: Share the moment. #ChivasUltis #TheEssentialGift

Frame 1

CHRIS COPY



Frame 3

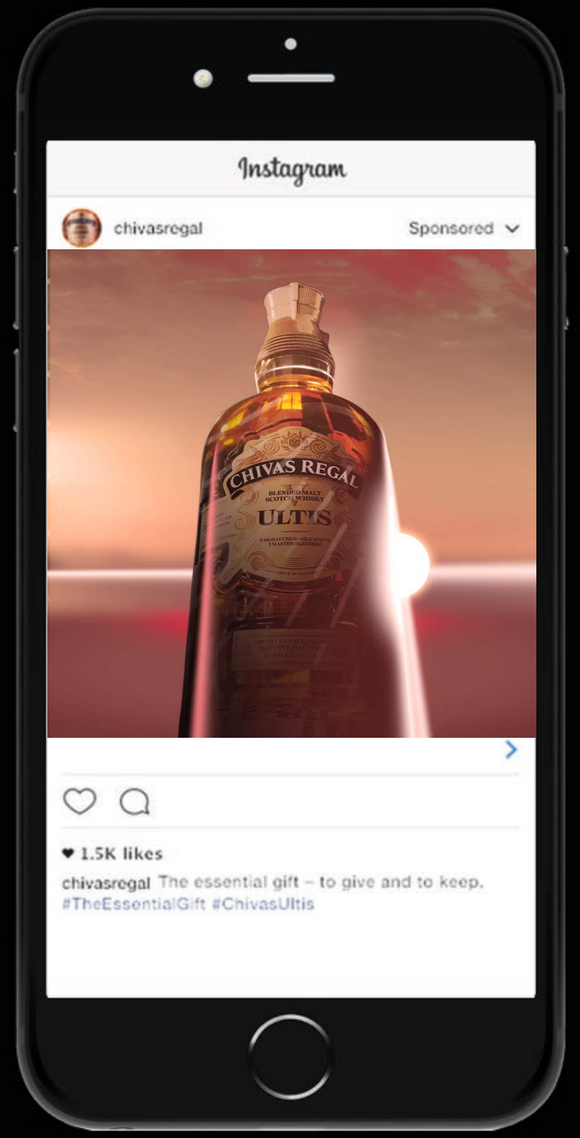
Frame 3

Frame 4

ROUTE 2: **SKYFALL**

High drama cinemagraphs that focus on the stature of the bottle and the special moments that surrounds it.

TEST



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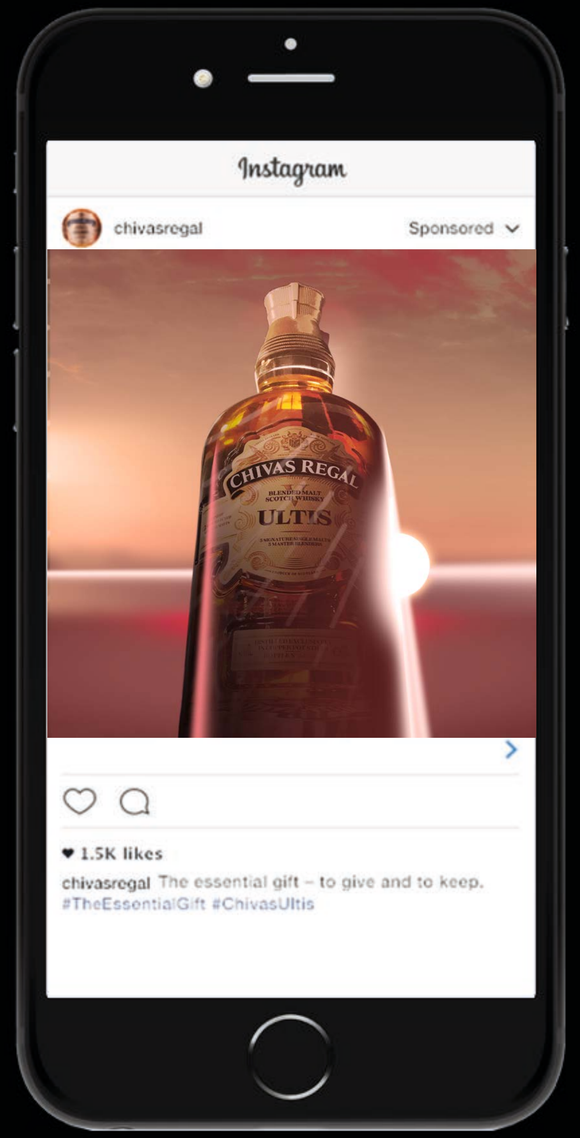
Post copy: When the gift eclipses the occasion. #ChivasUltis #TheEssential Gift

POST #1: Generic Gifting
Sunset / Seasonal



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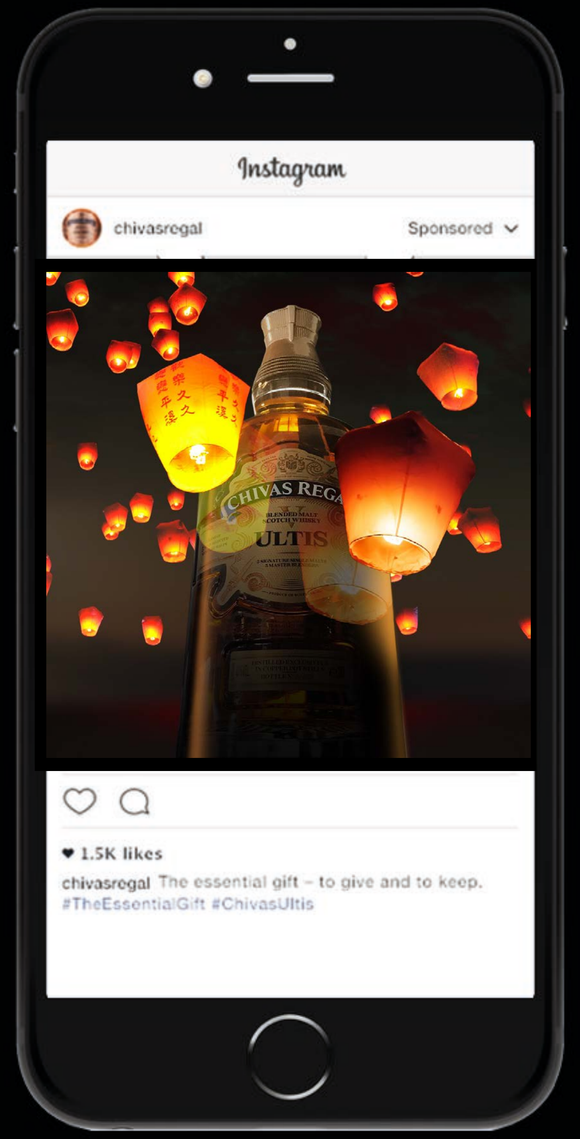
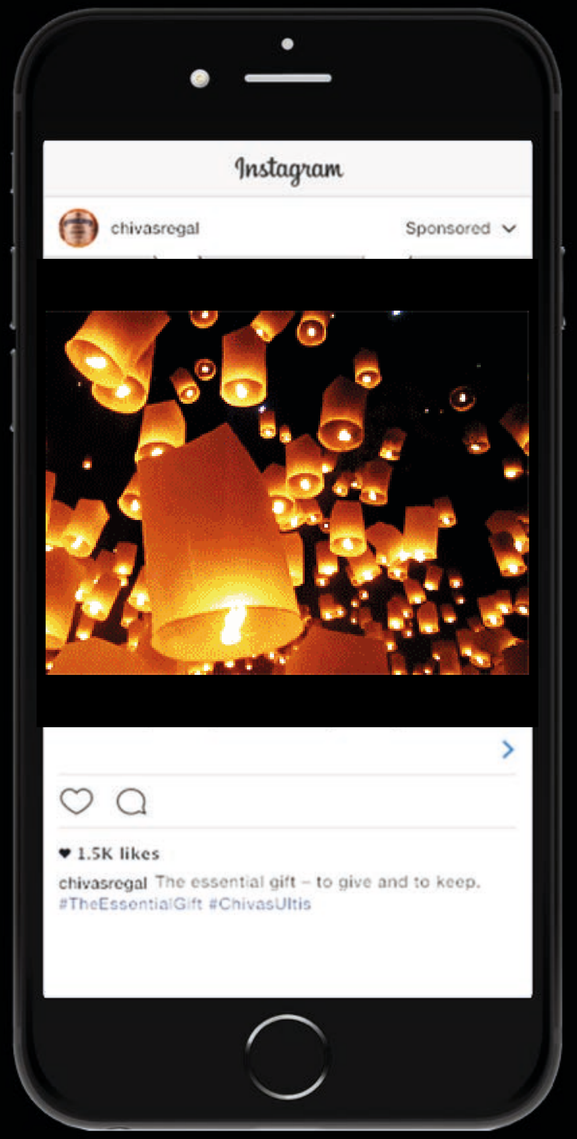


Press play



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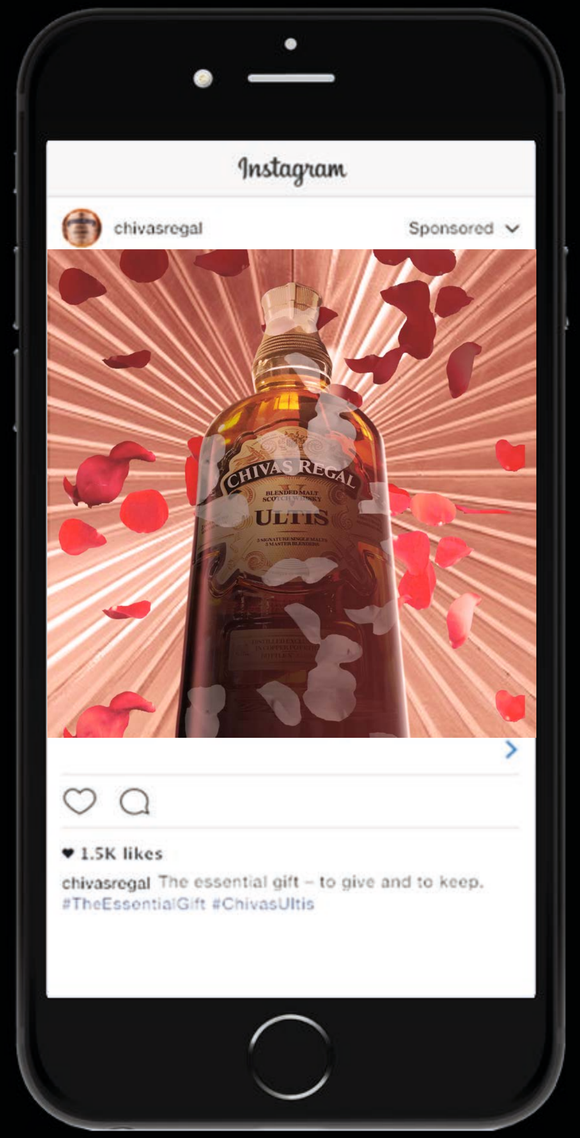

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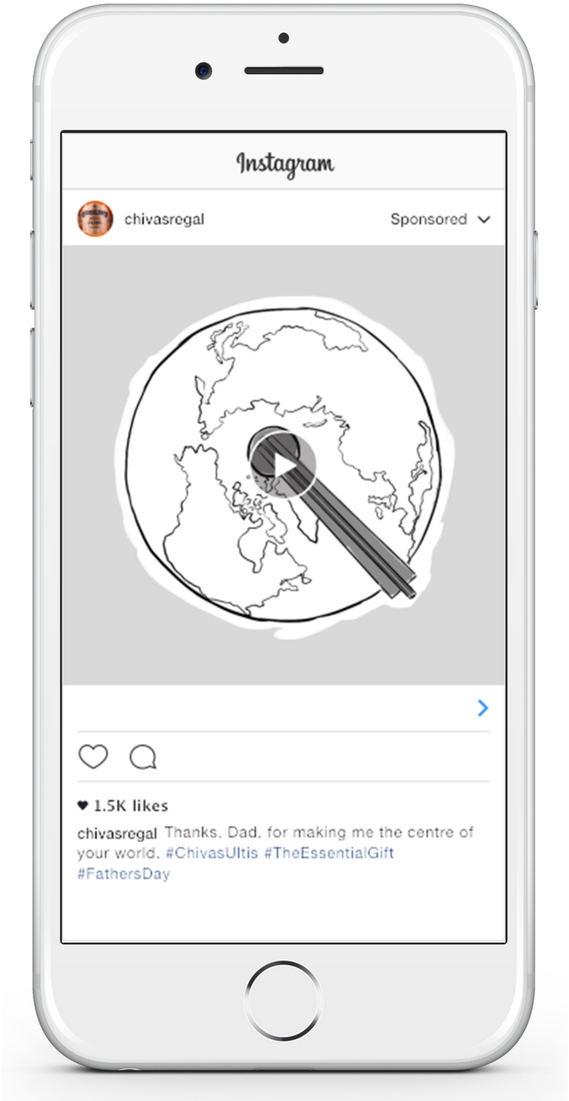
ROUTE 3: RESONATE

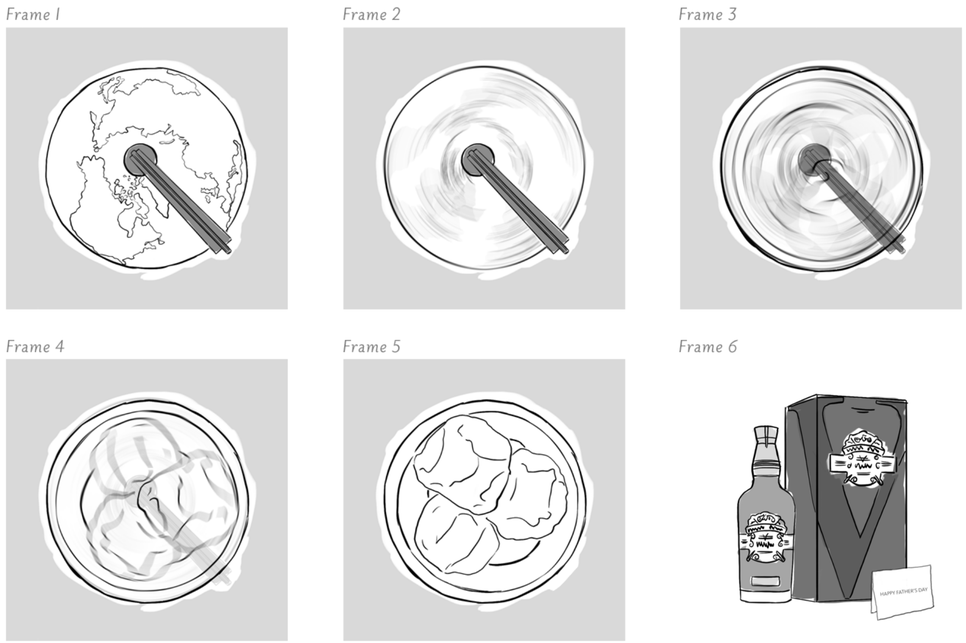
Ultis can play a key role in life’s special moments and occasions. We explore the stories and the round trip they take.

Post #1: Father's Day
GIF



Art direction: Video opens on a top down view of a glass of Ultis with ice. A segment of the circle becomes an antique globe, then a cufflink, then a golf ball. The final shot is the bottom of the Ultis bottle with the distinctive "V".

Post copy: For the centre of your world this #FathersDay. #ChivasUltis #TheEssentialGift



POST #2: Christmas
Baubles, snowflake, whisky

Post copy: It's the little things that make #Christmas what it is. #ChivasUltis #TheEssentialGift #MerryChristmas

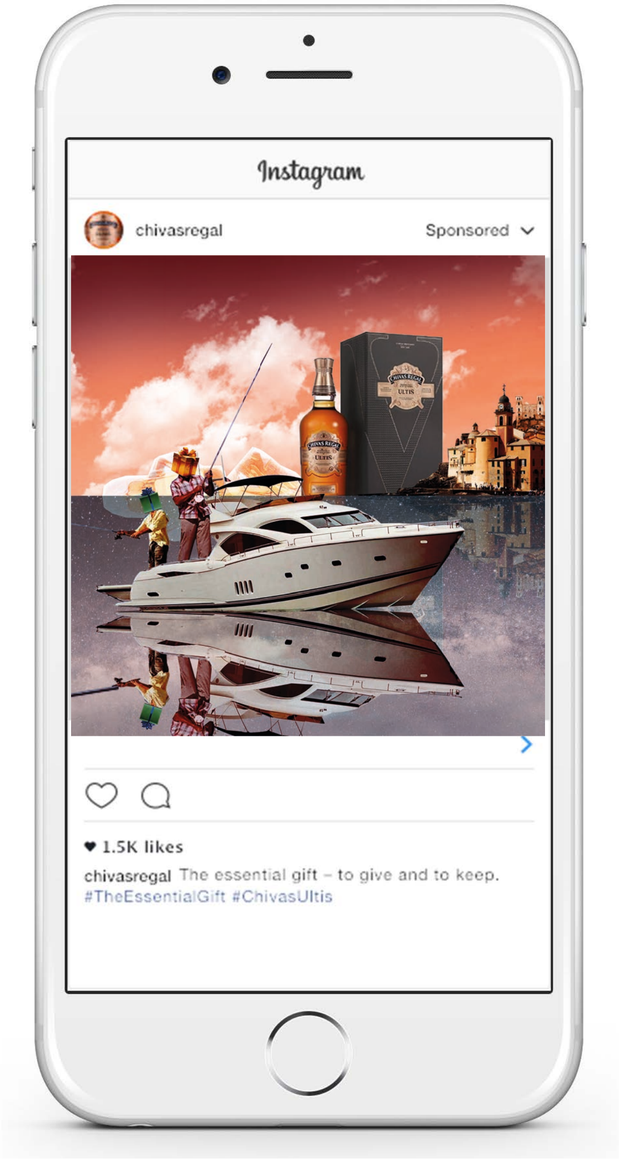
Amend styling to match colours of ultis, include greys to break up

ROUTE 5: COLLAGE

A hyper-realistic representation of the Ultis bottle being gifted in modern environments.

POST #1: Father's Day

Cityscape, fishing boat, father and son



Art direction: XXXX

Post copy: Share the moment. #ChivasUltis #TheEssentialGift

Frame 1

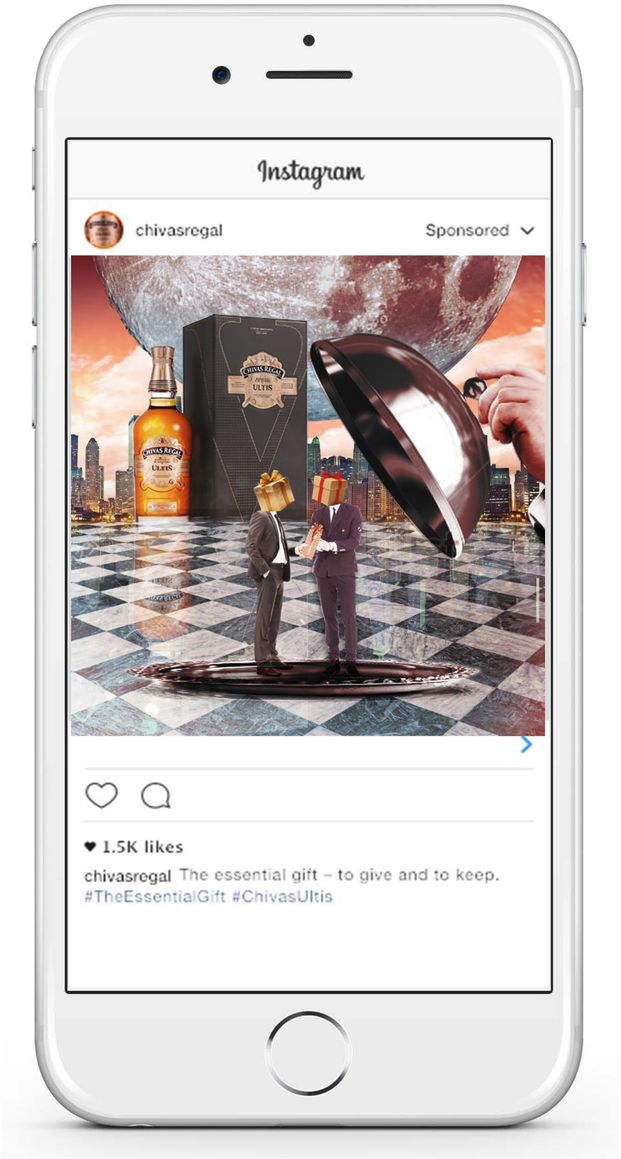
Frame 3

Frame 3

Frame 4

POST #2: Generic

Skyline, two people gifting Ultis



Art direction: XXXX

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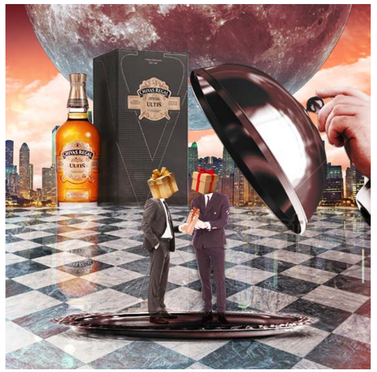

Frame 4

ROUTE 4: ICONS

We will create universally recognisable icons made of Ultis bottles and gifting imagery to create a new graphic treatment.

POST #1: Christmas
Wreath

Post copy: Christmas is served.
#ChivasUltis #TheEssentialGift
#MerryChristmas

POST #2: Generic Gifting

Bottle outline, celebratory assets

Post copy:

Styling to be amended, and re-designed to become more structured like previous one

https://www.youtube.com/watch?v=BPNTC7uZYrI

https://www.pinterest.co.uk/pin/343188434090457926/