



Intro

What this campaign does so well is capture the exhilaration of the unknown and asks if not now, when? If not you, who?

It takes the TikTok transition and elevates it in a way that feels fresh and authentic, giving it an energy, production value, and heightened feeling. Let's push this further and imbue everything from camera to talent to music with a charisma that draws us in and demands we pay attention.

Zalando has a history of creating high-quality, socially-conscious, authentic campaigns that zero in on human insights - ensuring the brand is tapped into the cultural zeitgeist and each campaign feels relevant. To us 'Now Celebrating' follows that legacy and is filled with opportunities to express the diverse relationships that people have with fashion.

Creative Approach

These films are larger than life. They're cinema. Rather than something that feels polished or commercial, we want to create a visceral, heightened feeling.

Celebrating the authenticity and energy of our characters and the natural textures of their world using canted, skewed angles and wide lenses.

Never dark or moody, the look we're going for is vibrant, ecstatic surrealism. This will be a constant theme throughout, but we'll use unexpected and surreal transitions to create a sense of variety. Whether that's alternating outfits, introducing the unseen light source, or changing the environment, lighting, and art direction.

There's a TikTok transition for every kind of person, so let's tailor each transition to our character. If they're dramatic, let's make the transition intense and bold. If they're energetic, let's have the transition bounce and snap.

The camera will be constantly on the move, floating with our characters through different environments and dipping then tilting in a visceral, energetic manner. Our protagonists are not just celebrating themselves, they're celebrating their freedom: their opportunity to live and breathe who they are.

We're seeing this shot on four perf 35mm film. The aspect ratio is an ideal match for social media. 35mm boasts stunning treatment of color and light while retaining a high-quality image that has an immediate impact on the viewer.

Film inherently has a consistent look and feel which means we can maintain a pure vision across the campaign while separating the spot from the rest of our viewer's social feeds.

We'll use the edit to accelerate the pace of the film, bewitching our audience and ensnaring their senses as their eyes and ears try to take it all in.

Lighting

Lighting is a storytelling cornerstone for this campaign and the key to creating consistently striking, visceral visuals.

We'll light each scene to create a world of dynamic tones and hues ranging from deep shadows to glistening highlights without ever straying into noir, setting the perfect palate for our disco fractals to blossom.

We see the disco ball as an unseen source that expresses the celebratory energy of each spot. Dancing, oscillating fractals are a bold and stunning visual way into an elevated world of simple, yet stunning light effects that will bring a distinct look and aesthetic to Now Celebrating.

Music

We're celebrating youth and the music will reflect that with a sound that resembles Yves Tumor - Kerosene or Sunni Colon - Satin Psycodelic.

NOTE: We're still researching music and the 2 recommended tracks above aren't final.

Like our story, the music will start with explosive energy and a speed that hits us right away, escalating beyond the transition and traveling through peaks and valleys as it reaches anthemic proportions.

Our sound design will work in synergy with the music and augment the experience of our audience, finding a natural rhythm between the music and diegetic effects.

Casting

This is a character-driven campaign, so we want the natural charisma of each cast member to shine through as their unique look and personality will help to define each spot. Let's bring together a cast of powerful characters that are capable of driving the narrative. Characters that are unique, idiosyncratic, and have a distinct energy and way of moving through the world.

Diverse sizing, gender, race, religion, sexuality, and age (between 18 to 30) is how we'll reach as many people as possible. Ideally, we stay away from tokenizing anyone's identity and let diversity be a ubiquitous part of the campaign.

As well as collaborating with influencers, in the form of musicians, dancers, and stylists, let's mix things up with some street casting so we have a range of aspirational and relatable talent.

Photo

The photos need to capture that sense of celebration in the 'post transition' world, so the photographer will follow our lead, reproducing our set-ups when it comes to lighting and set design to ensure visual consistency across platforms. They'll also cover product shots.

We're well suited to managing a shoot of this size, having worked with photographers on full campaigns for a range of artists. The benefit of having two directors is that we can manage different elements of the production with an intensity of focus whilst maintaining our shared vision.

These three photographers reflect the elegant, raw charisma at the heart of our vision and their work is stylistically diverse enough to respond to our style and the world of the campaign.

'Winter: The Forever Freezing Friend' Digital Video Script :15

Our camera rotates around our lead as their friends circle and adorn them with winter clothes as if they're a coat rack. The camera arcs over our lead's face as they exhale a cloud of cold air then pushes into the back of their head.

Cut to: our camera pulls out from the back of our lead's head into the room which is now filled with disco lights. Our lead is dripping in layers of their friend's winter accessories.

Super: Now Celebrating The Forever Freezing Friend

Super: Cyber Week Offers Up To 70% Off On Winter Accessories

‘Streetwear: Never Without My Bestie’ Digital Video Script :15

Two friends meet up at (location TBD), smiling as they cheekily assess their matching outfits by tilting their heads up and down. As one of their heads tilts, the camera dips into the floor.

Cut to: the camera drops beside them, dancing underwater with disco lights. We cut to them exiting the pool, soaked, but laughing with their arms around each other.

Super: Now Celebrating Never Without My Bestie

Super: Cyber Week Offers Up To 70% Off On Matching Sets

‘Streetwear: Now Celebrating Introverted Days’ Digital Video Script :15

Our talent is on a fire escape/on top of a building looking down at the busy world below as our camera rotates around them. As our talent turns, the camera pushes into a flower on their shirt.

Cut to: the camera pulls out, revealing the talent in their flower shirt against an array of flowers in a flower shop. We transition into a series of sequences and camera moves, transferring us from the environment to the material and back to the environment. The talent, dressed in clothes that reference their background, is completely absorbed. Blissfully immersed in the world and themselves while the disco lights dance around them.

Super: Now Celebrating Introverted Days

Super: Cyber Week Offers Up To 70% Off On Streetwear

‘Streetwear: Obsessions’ Digital Video Script :15

We’re on location (TBD - gallery or warehouse) as our talent showcases a new pair of sneakers to the camera. They toss the sneakers up in the air and the camera rotates around while pushing all the way in on them. We pull out of the transition to find our talent

now wearing them as they sit atop a giant cube of sneakers with a perfect, color-coordinated gradient.

Super: #NowCelebrating “Obsessions”

Super: Cyber Week Offers Up To 70% Off On Sneakers.

‘Sport: This is Definitely My New Thing’ Digital Video Script :15

We’re in a living room as our talent lies back on their yoga mat with a sparkle in their eye.

Whip pan: as we pull out to an oblique angle on a motion control rig, the room explodes into dancing disco lights. The yoga mat becomes a large rectangle of turf and our talent is wearing a soccer kit. Each time the camera moves to a new position around the room, our talent’s outfit and the ground change to match the sport. The grass turns into a gym floor and our protagonist is wearing a basketball jersey and shorts. The gym floor turns into a running track and our protagonist is wearing running trainers, lycra shorts, and a vest.

Super: Now Celebrating “This is Definitely My New Thing”

Super: Cyber Week offers up to 70% Off On Sportswear

‘Beauty: Now Celebrating Everyday Natural Makeup’ Digital Video Script :15

We’re inside the fridge as our talent opens it up and reaches for the oat milk carton on the shelf. They shake it. It’s empty. Disappointed, they place it back in the fridge and close it.

Cut to: they open it again and we’re now inside the fridge of a grocery store as our talent - beautified with over-the-top make-up - retrieves a fresh carton of oat milk. They walk down the aisle of the grocery store with fierceness and intensity - like the catwalk of a fashion show - dropping items in their hand basket as if it were a Prada bag.

Super: #NowCelebrating Everyday Natural Makeup

Super: Cyber Week Offers Up To 70% Off On Colorful Makeup

‘Footwear: Now Celebrating Realization’ Digital Video Script :15

Our talent dances into a room where a chunky boot awaits them. The camera rotates as they kick the boot.

Match cut: the talent wearing the boot and a full e-girl look as disco lights dance around them. As the camera dutches further away, they slam their foot on the table, sitting back with their feet up while disco lights dance all around them.

Super: #NowCelebrating Realizing Yourself

Super: Cyber Week Offers Up To %70 off on Chunky Boots

‘Sports: Now Celebrating Adventure’ Digital Video Script :15

The subway whistles by our talent as our camera pushes in from behind. They’re putting a pair of Oakleys on as our camera pushes into the back of their head.

Cut to: the camera pulls out from the Oakleys on their face, revealing them now in a full ski set. Disco lights dance around them and snow flies around them as if whipped up by the incoming train.

Super: #NowCelebrating Adventure

Super: Cyber Week Offers Up to %70 Off on Winter Eyewear

‘Luggage: Now Celebrating Romanticizing your life’ Digital Video Script :15

Our camera pushes toward our talent as they open a large suitcase and step into it. As they step, the camera inverts and swings down into the outside of the suitcase.

Cut to: the talent standing in a lush vacation home, holding a chain of luggage that extends offscreen.

Super: #NowCelebrating Romanticizing Your Life

Super: Cyber Week Offers Up to %70 off on Luggage

'Loungewear: Now Celebrating Just Vibing' Digital Video Script :15

In slow-motion, our talent lands on a cozy but elegant couch.

Cut to: an extra wiping across our frame as the camera pushes through a busy street toward our talent sitting on their couch surrounded by dancing disco lights.

Super: #NowCelebrating Just Vibing

Super: Cyber Week Offers Up to %70 off on loungewear

'Sustainable Fashion: Now Celebrating Nature' Digital Video Script :15

Rotate in on our talent as they sit up in bed wearing pajamas or tasteful underwear. They throw the covers off and we cut as the blanket covers the lens.

Cut to: Disco lights dancing around our talent as they walk in a semi-circle around the bed. Their outfit changes from sleepwear, to workout clothes, clothes for work, to a party outfit and back to sleepwear as they reach the other side of the bed.

Super: #NowCelebrating Nature All Day Long

Super: Cyber Week Offers Up to %70 off on Sustainable Garments

Closing

Going on the Zalando site feels like being invited into a house where not only your needs are met, but so are everybody else's. Their campaigns make sure that we are all seen and possess that rare trait of being specific yet universal. We're confident we can bring a beguiling and authentic aesthetic to Now Celebrating with a holistic all-encompassing vision that matches the ambition of this campaign.

Thanks for having us.