

ONE PRODUCT. ONE DIRECTION. ONE CAMPAIGN.

A complete skincare example.
From the first decision to the final handoff.



01 / THE COMPLETED BRIEF

Soft Ritual. A simple launch.

An imagined peach cosmetic jar. This example explains production decisions; it is not a paid client campaign or a report of commercial results.

Product and objective

Introduce the packaging and establish a recognizable visual world for a launch. Do not assume medical benefits, ingredients or product efficacy.

Audience and context

Working brief assumption: people who prefer a simple routine and a calm visual language. The brand must validate the audience; this is not a research finding.

The proposed deliverables

Four still images and one 15-second film concept, with the film exported in two ratios. Six final files in this example. This is a teaching scope, not a fixed-price package.

The non-negotiables

Keep the jar shape, cap and colour. For a real product, use accurate reference photographs and approved labels. Do not invent missing product facts.

Agree before production

Confirm budget, deadline, ratios, usage, revisions and one feedback owner. The visual reference alone does not define any of these.

02 / THE IMAGE PLAN

Four frames. Four jobs.

Make the set useful by giving every image a different role.

01 / Recognition

A clear packaging image. The question: what is the product? Keep the jar and cap readable, and compare the silhouette with the reference.

02 / Detail

A closer view of the edge, finish or approved texture. The question: what does the material look like? Product texture must be verified, not invented.

03 / Context

The jar in a considered bathroom or dressing area. The question: where does it belong? Supporting props should not obscure the product.

04 / Announcement

A composition with room for approved launch copy. The question: what is new? Keep the palette and lighting consistent with the other frames.

Why no additional character?

This brief is about packaging and launch. Talent adds complexity. Include a person when the script gives them a meaningful presentation role.

03 / ART DIRECTION

Colour follows the product.

A warm, calm direction for Soft Ritual. It does not need to copy the orange accent on the RAIKORA website.

Palette

Warm mineral background #F5EAD7. Peach product #E6B694. Terracotta accent #B96B40. Dark brown contrast #5E4430. These are creative references, not replacements for the actual product colour.

Light

Soft side light, as if from a morning window. Keep its direction and temperature consistent across the four frames.

Surfaces

Travertine or fine plaster. Enough texture to create depth, without competing with the jar. Keep the point of contact and shadows believable.

Copy

One approved message per frame. Leave adequate space, and avoid placing small text over the product or a busy background.

Approval view

Place the frames side by side. If they look like different campaigns, resolve lighting, temperature or composition before animation.

04 / THE STORYBOARD

The same idea, in 15 seconds.

A proposed sequence with restrained motion. Timings are a useful starting point, not a performance promise.

00-03 seconds / Establish

The jar on the selected surface. A slow camera approach introduces the product and its setting.

03-07 seconds / Detail

Move to a closer view of the lid and rim. Reveal shape and material while preserving the same light direction.

07-11 seconds / Perspective

A controlled angle change. Keep the packaging stable and recognizable; reduce motion if the object deforms.

11-15 seconds / Resolve

Hold a clear final frame with the approved name and next step. Soft Ritual is a working name for this fictional example.

Audio and formats

Music, voice and rights are agreed separately. Check the silent version. The example uses 9:16 and 4:5 film exports, with composition reviewed for both.

05 / PRODUCTION ORDER

Approve before you multiply.

One dependable visual direction is more useful than many unresolved variations.

1 / Review the source

Collect accurate photographs and product information. Ask for missing angles or details before trying to produce them.

2 / Approve the keyframe

Agree light, palette, composition and product fidelity. Approve a concrete image rather than the word premium.

3 / Produce the stills

Create the four roles in the image plan, select the strongest frames and retouch. Compare shape, colour and labels across the set.

4 / Develop the motion

Animate approved keyframes, review continuity and consolidate feedback by shot and timecode.

5 / Export and deliver

Check the files themselves: ratio, duration, image quality, captions and naming. Deliver the agreed versions together.

06 / QUALITY REVIEW

Look beyond the first impression.

A beautiful scene is only part of a useful product image.

Shape and construction

Check the lid diameter, edges and proportions. Reject a lid that changes shape between frames.

Material and colour

Compare the jar finish and colour with the source. Reject plastic that turns metallic or reflections that contradict the light.

Labels and claims

Read every visible word. Correct misspellings and invented text. Do not add an ingredient or benefit that was not supplied and approved.

Contact and continuity

Check surface contact, shadows and camera changes. A jar must not float, melt or change size during the film.

Delivery context

Review the final crop at the intended size. Make sure the product and message remain readable and the ending is not cut short.

07 / FEEDBACK

Make the next action obvious.

Specific feedback protects the idea and reduces unnecessary production.

Instead of: make it more premium

Try: soften the highlight on the lid, remove the secondary prop and give the jar more empty space on the right.

Instead of: the product looks wrong

Try: the cap is wider than in reference image 02; match that proportion and retain the original peach colour.

Instead of: the video feels off

Try: at 00:08 the label changes; reduce the camera turn and hold the approved front angle.

One consolidated review

Collect comments from the decision-makers before sending feedback. Identify the file, frame or timecode and the required change.

A correction or a new idea?

Fixing a mismatched cap is a correction. Replacing the bathroom with a new desert concept changes the direction. Confirm scope before rebuilding the set.

08 / HANDOFF

Six files. No guessing.

An example delivery structure for the scope defined on page two.

Four stills

soft-ritual_01_packaging_4x5.jpg

soft-ritual_02_detail_4x5.jpg

soft-ritual_03_context_4x5.jpg

soft-ritual_04_launch_4x5.jpg

Two film exports

soft-ritual_film_v01_9x16_15s.mp4

soft-ritual_film_v01_4x5_15s.mp4

What the handoff confirms

Approved version, dimensions, duration, intended use and any agreed usage restrictions. Source files are included only when part of the agreement.

Quality is not commercial performance

The studio can check fidelity, readability and technical delivery. Sales depend on the offer, audience, placement and wider experience as well.

The next iteration

Record the question behind each change. Use campaign evidence in context rather than assuming the image alone caused a result.

09 / YOUR BRIEF

Now make it yours.

Copy these prompts into a document or use the brief builder on the website.

Product and sources

Product / website: _____

Reference images and fixed details: _____

Audience and message

Who should this reach? _____

One primary message: _____

Placement and delivery

Channels and formats: _____

Number of stills / film duration: _____

Direction and approvals

Visual references / avoid: _____

Approval owner / revision rounds: _____

Practical details

Deadline / budget range: _____

Usage and audio requirements: _____

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