

CLIENT STRATEGY CASE STUDY

Wish Me Luck Sport Experiential Campaign

A culturally grounded photo and video world built around movement, music, community, and the founder's history.

PROJECT TYPE	ROLE	PRIMARY SETTING	STATUS
One-off client strategy	Campaign + experience strategy	Classic gymnasium	Creative concept proposal

EXECUTIVE BRIEF

The campaign needed to introduce a sports collection without reducing the work to product shots. I developed an experiential content system where the clothing belongs to a lived world—one shaped by synchronized movement, musical contrast, nostalgic athletic culture, and authentic group energy.

4	30-60 sec	2	1
HERO CONCEPTS	VIDEO MODULES	VIDEO ORIENTATIONS	SHARED VISUAL WORLD

CREATIVE THESIS

MAKE THE COLLECTION PART OF THE WORLD—NOT THE ONLY SUBJECT

The gym becomes a flexible stage for movement and culture. Each scene can stand alone while sharing the same palette, light, spatial language, and emotional tone.

DESIRED PRESENCE

NOSTALGIC References athletic and community memory without becoming costume-driven.	CINEMATIC Uses wide geography, close texture, pacing, and selective motion blur.
RHYTHMIC Builds repetition, synchronization, speed, and pauses into the edit.	HUMAN Prioritizes natural interaction, real emotion, and movement over static posing.

DIRECTION PRINCIPLES

Natural light when possible • organic movement • varied field of view • visual consistency without stiffness • authentic interaction • movement over posing • integrated environment • real energy and emotion

Four concepts, one campaign world

Each module gives the collection a different cultural and kinetic context while remaining production-efficient within one primary location.

01 / DOUBLE DUTCH An editorial homage to the founder's upbringing. Synchronized jump-rope movement creates rhythm, memory, and immediate visual identity. Key frames: rope arcs, group timing, footwork, lockers, and hero stills.	02 / JAZZ IN THE GYM A live band inside an athletic environment creates purposeful contrast. Key frames: wide court geography, instruments, hands, fabric textures, warm shadows, and natural pauses.
03 / STYLIZED AEROBICS Retro workout language elevated through choreography rather than comedy. Key frames: coordinated floor work, overhead compositions, symmetry, repetition, color, and expressive movement.	04 / ROLLER SKATING Fluid formations turn the gym floor into a moving dance sequence. Key frames: tracking shots, circular motion, wheel details, reflections, motion blur, and authentic interaction.

CONTENT LOGIC

LAYER	PURPOSE	PRIMARY OUTPUT
Hero	Establish the world and collection at campaign scale.	Group image + hero video edit
Module	Give each movement concept its own visual identity.	30-60 second horizontal + vertical cut
Editorial	Create fashion-forward depth beyond the main action.	Talent, locker, band, and movement stills
Detail	Support product storytelling and social sequencing.	Fabric, hands, wheels, instruments, and environment

Translate the concept into a shootable system

The proposal organizes creative ambition into a practical location, capture, and deliverable plan.

CAPTURE PLAN

LOCATION CONTROL Use one classic gymnasium with court, lockers, and polished floors to support every module while minimizing company moves.	COVERAGE DESIGN Plan wide establishing shots, medium interactions, close detail, overhead compositions, and motion coverage for each concept.
PERFORMANCE DIRECTION Rehearse timing and formations, then preserve room for unscripted interaction so the work remains human.	FORMAT PLANNING Frame hero action with both horizontal and vertical edits in mind; protect clean negative space for campaign applications.

DELIVERABLE ARCHITECTURE

DELIVERABLE	RECOMMENDED SCOPE	USE
Hero film	One campaign edit with all four worlds	Launch + brand storytelling
Concept films	Four 30–60 second modules; horizontal + vertical	Social sequencing + paid/owned media
Hero photography	Group, band, jump-rope, skating, and locker compositions	Campaign, web, press, and retail
Supplemental stills	Individual looks, product details, and environmental moments	Content calendar + product support

PREPRODUCTION DECISIONS

Confirm collection delivery, location access, casting, movement specialists, music approach, shot priorities, styling continuity, safety requirements, usage rights, and the final content matrix before scheduling the shoot.

PORTFOLIO NOTE / One-off client strategy project. This case study presents concept development and production direction; it does not claim that the proposed campaign was produced or released. Third-party mood-board imagery and external references have been removed.