

BALENCIAGA

Activewear Campaign



Process Book

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Brand Research

Revenue and Sales:

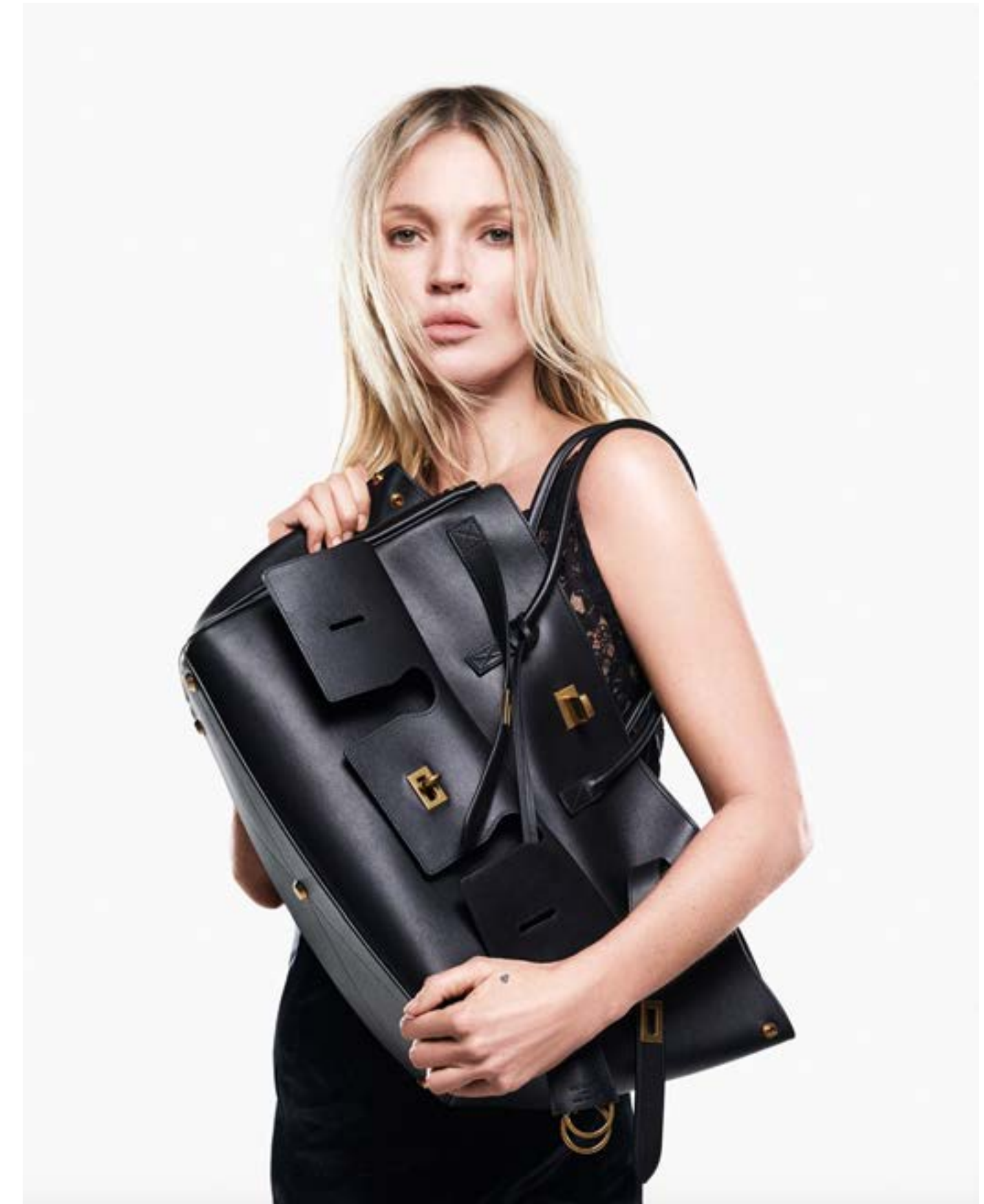
Balenciaga contributes greatly to Kering Group's revenue, with estimates placing annual revenue around 1.5 billion.

Balenciaga's sales are driven by innovative design and influential product launches, especially in footwear and accessories.

Value Proposition:

Balenciaga offers a distinctive combination of luxury and cultural relevance, positioning itself as a leader in modern, experimental fashion.

Balenciaga delivers high-quality, statement-making pieces that allow customers to express individuality and align with progressive trends.



Brand Research

Brand Identity:

Balenciaga is renowned for its edgy, avant-garde aesthetic and disruptive approach to luxury fashion.

The brand consistently challenges traditional norms, blending high fashion with streetwear influences and embracing a bold, boundary-pushing image that resonates with younger, fashion-forward consumers.

Competitive Landscape:

Key competitors include other premier luxury labels such as Dior, Prada, Gucci, and Saint Laurent

These brands compete for the same pool of luxury consumers seeking exceptional craftsmanship and directional fashion. Balenciaga differentiates itself through its conceptual, almost provocative design approach that challenges traditional notions of luxury.



Target Market



Balenciaga caters to confident, young, and affluent individuals who seek function and quality.

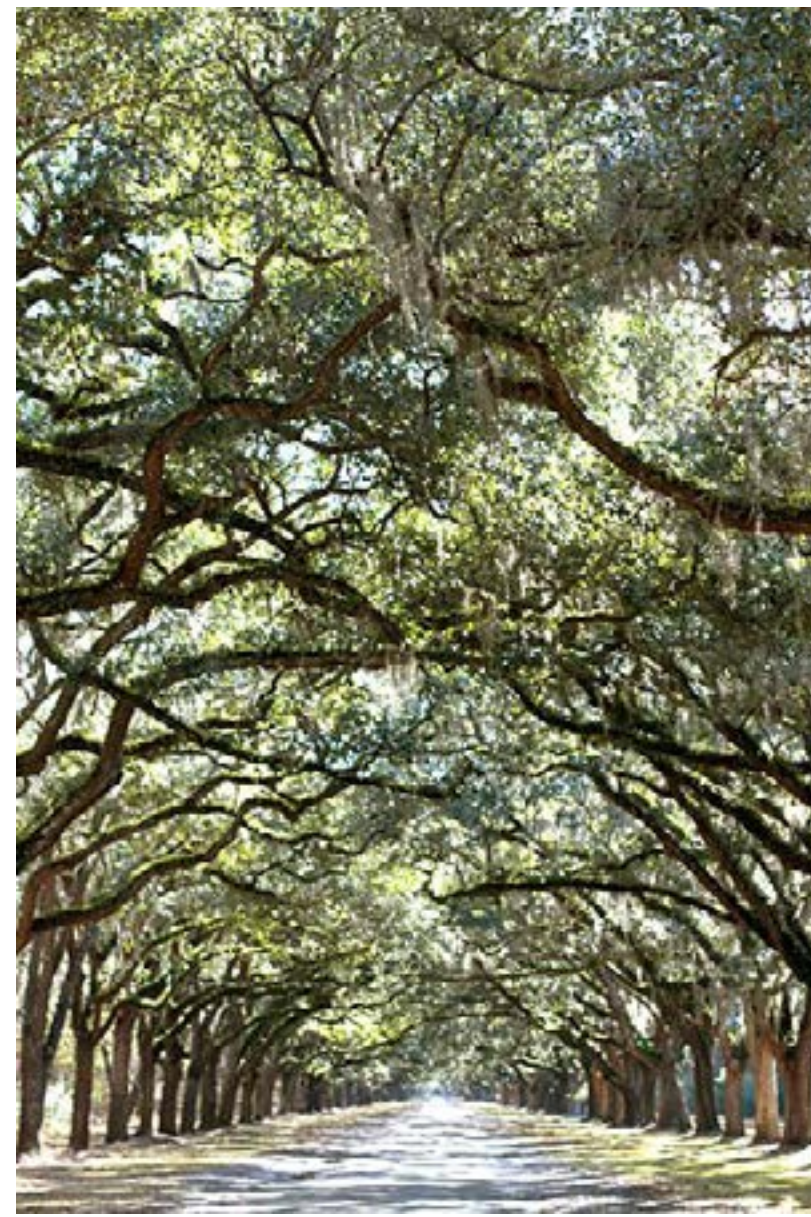
Young professionals (ages 25-35) who work in creative or urban industries and prioritize both fitness and fashion. They move from workout to social engagements.

Athletes, fitness influencers, and lifestyle personalities who value style and functionality. They are highly visible on social media inspiring others with their fitness routines and aspirational lifestyles.

Message

The Balenciaga girl is confident, driven, and a bit rebellious. Through the sleek activewear line, she is able to tap into her innate power and move between every task with ease.





BALENCIAGA

Uncover your Power, Defy the Ordinary



Unstoppable - Versatile - Ambitious



Articulate CF Bold | Articulate CF Light



Urban

Organic

Gritty

Chic

Treatment

Title: Uncover Your Power, Defy the Ordinary

Logline:

In the city of Savannah, two bold women in their twenties break free from the mundane and push their limits in sport, wearing Balenciaga activewear that empowers them to uncover their power and defy the ordinary.

Plot Summary:

Beginning:

To demonstrate the versatility of the Balenciaga athleticwear, Isabella starts out in a classy room. She and renee are seen in a rapid montage preparing for their day, each in her own style. The camera cuts to Isabella throwing on a black blazer over her athletic wear and Renee slipping on some flats and an oversized buttondown with her tennis skirt. In a split-screen shot, Isabella grabs her tote and Renee grabs a pair of sunglasses. They both look at themselves confidently in the mirror before heading out the door. They are seen with both their feet hitting the pavement as they walk out to the street. This shot underscores the theme of hidden power and potential. They both look at their reflections in storefronts and grab coffee at a chic cafe. They are seen laughing as they walk through a historic street. The subtle power and confidence exuded by the women is highlighted with the activewear signifying the hint that they are ready to break free at any moment.

Middle:

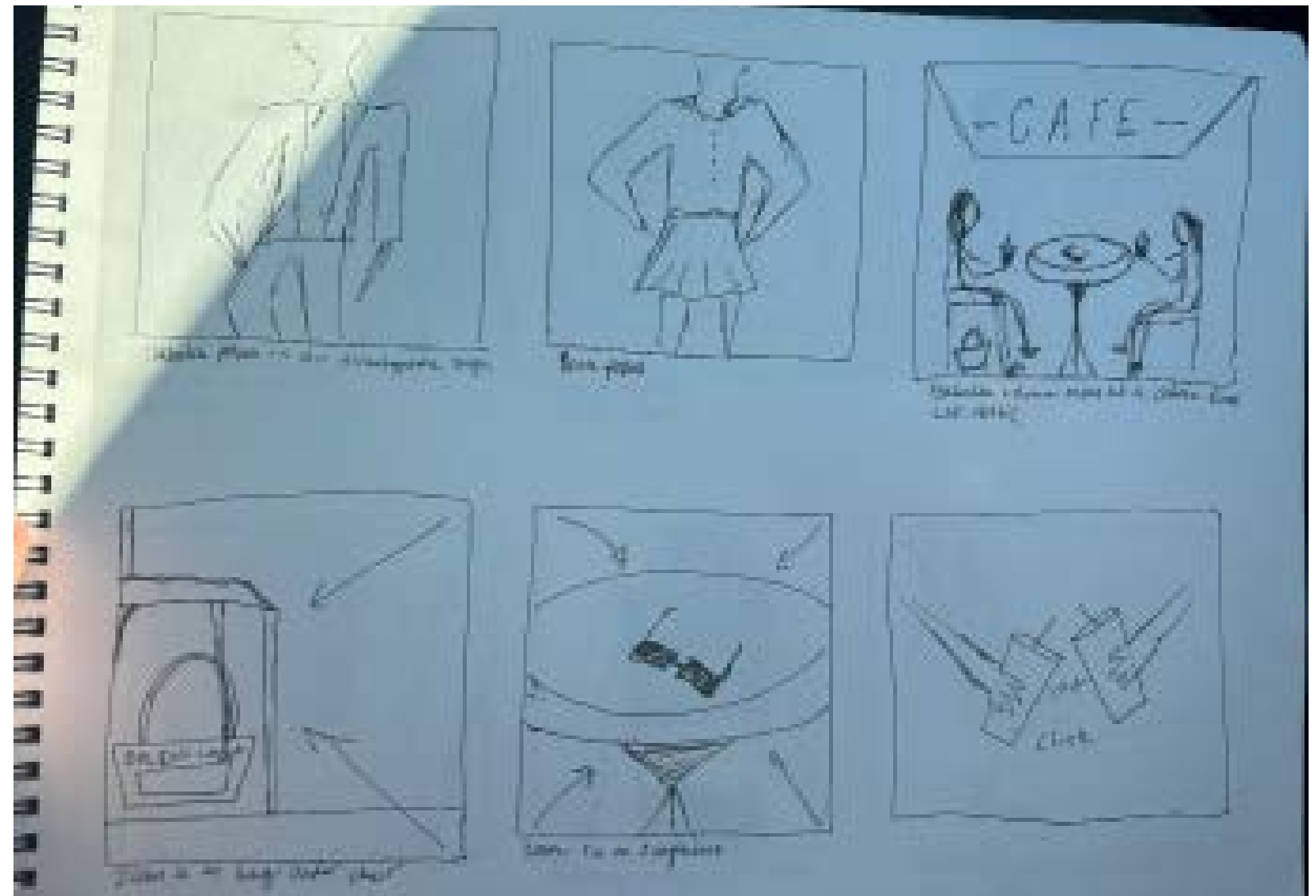
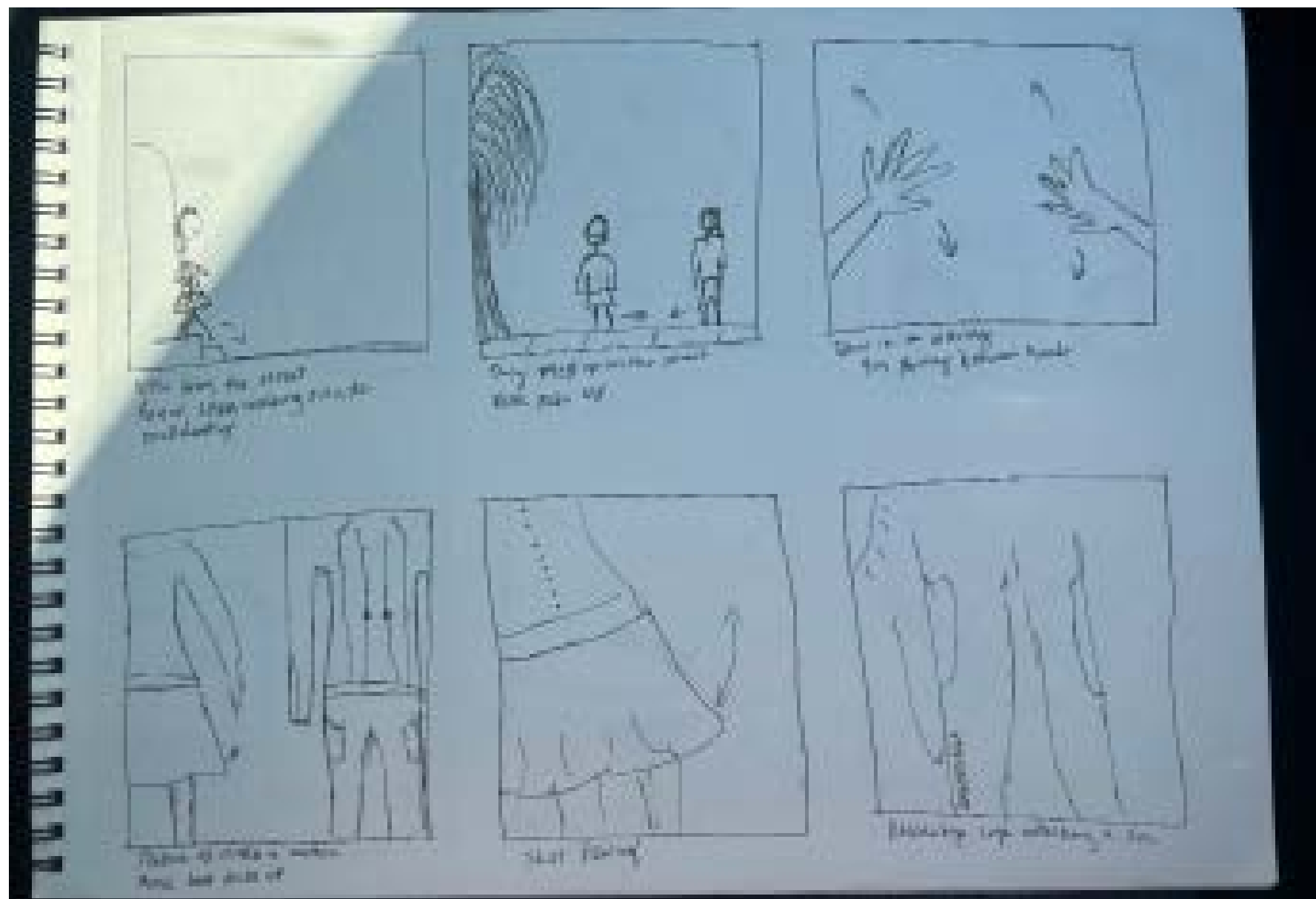
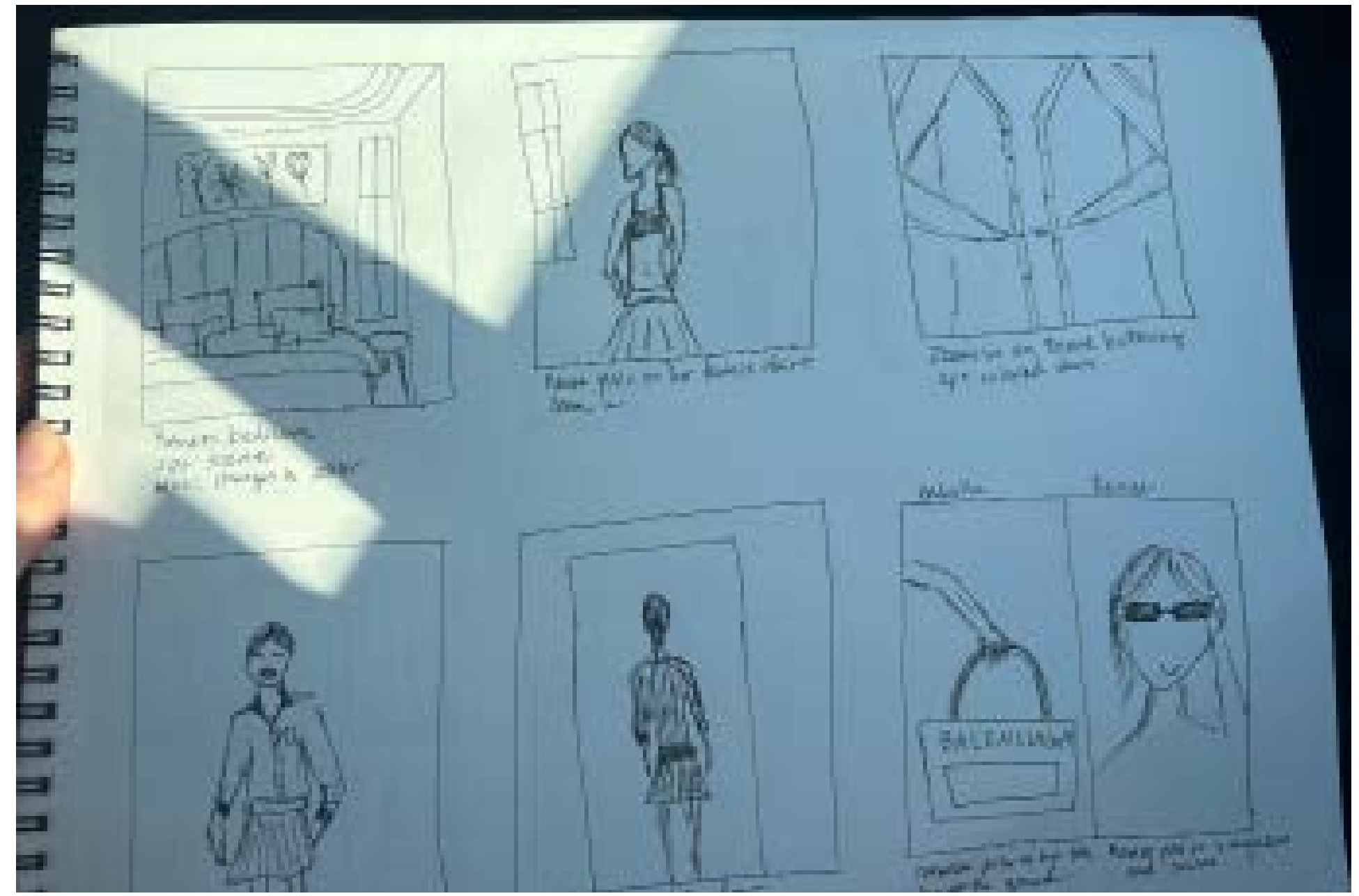
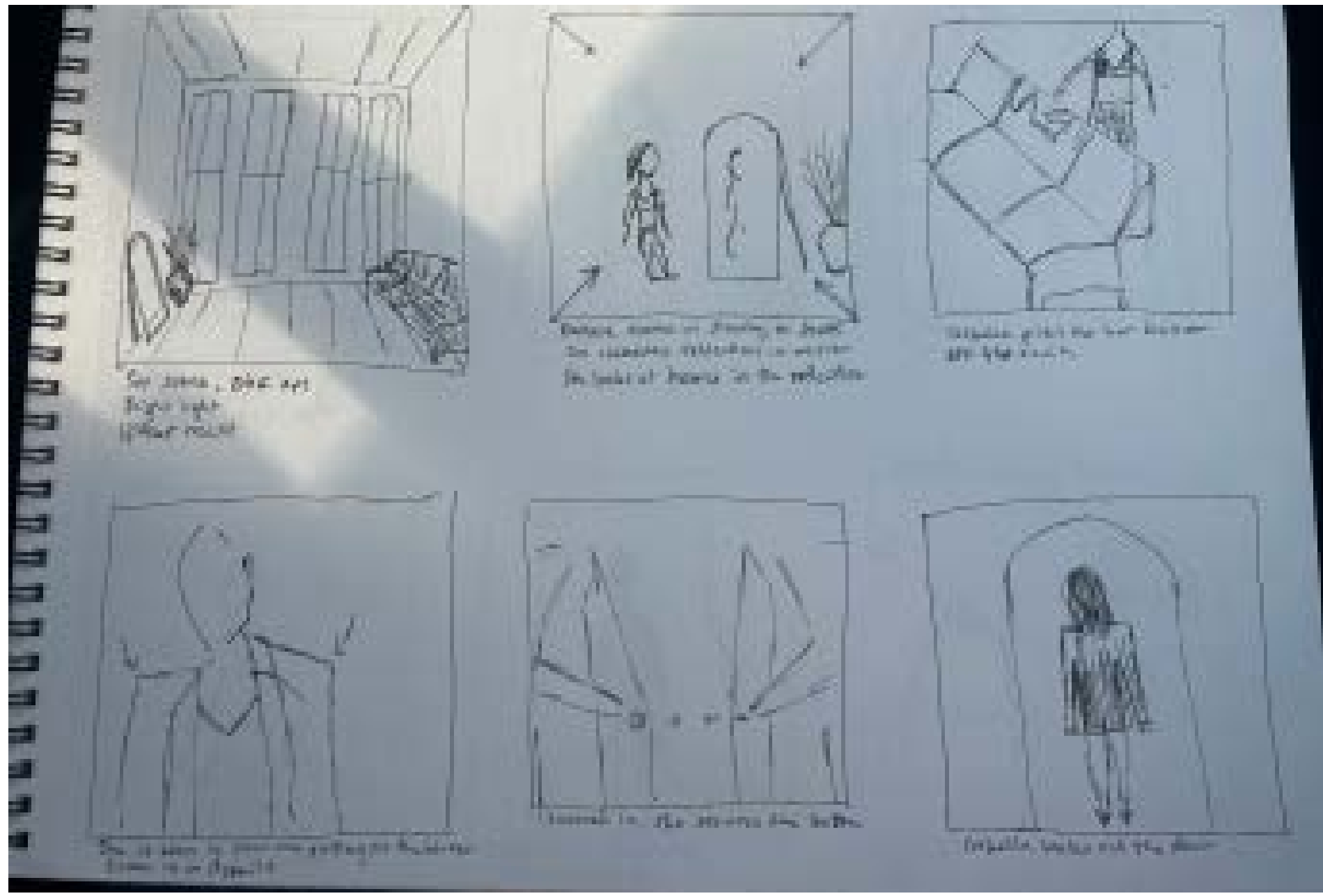
The music becomes more intense and dynamic showing that they are on the brink of transformation. Isabella is shown at the edge of Forsyth Park, slipping off her blazer revealing the sleek activewear underneath. Renee is at a tennis court in Forsyth Park kicking off her flats and slips on sleek sneakers. she is seen tying her shoelaces looking fierce. The camera zooms in on Isabella, tying her running shoes, and speeds up as she sprints under the moss trees with precise and powerful form. She makes solid and bold movements, and the angles of the movements are captured, reflecting the often-avant-garde poses recognized in Balenciaga campaigns. Renee practices her tennis serves with determination. the fabric of her athletic wear is featured moving fluidly with her. The unveiling of the activewear is symbolic, representing the shedding of constraints. They feel liberated and empowered in their Balenciaga gear.

End:

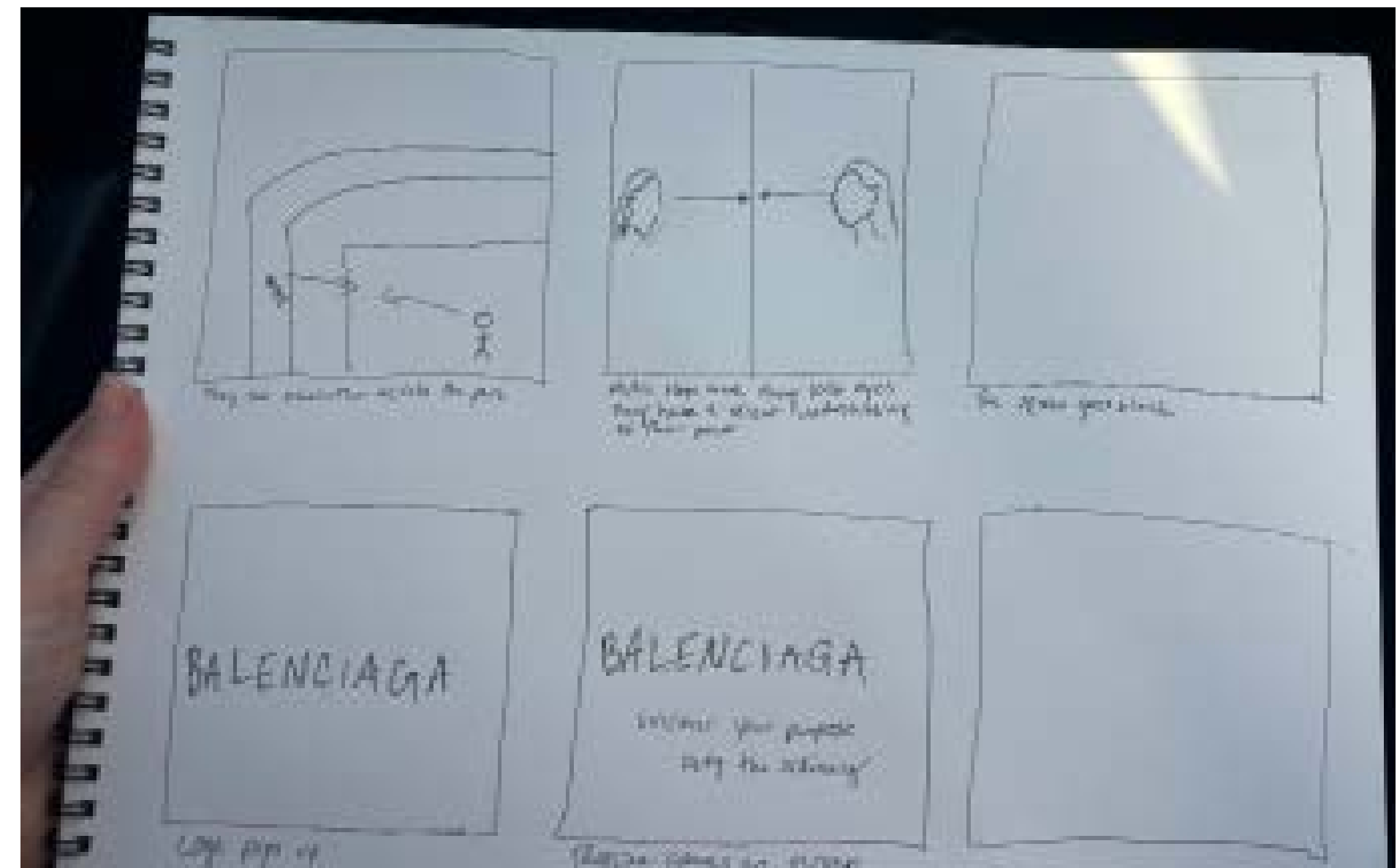
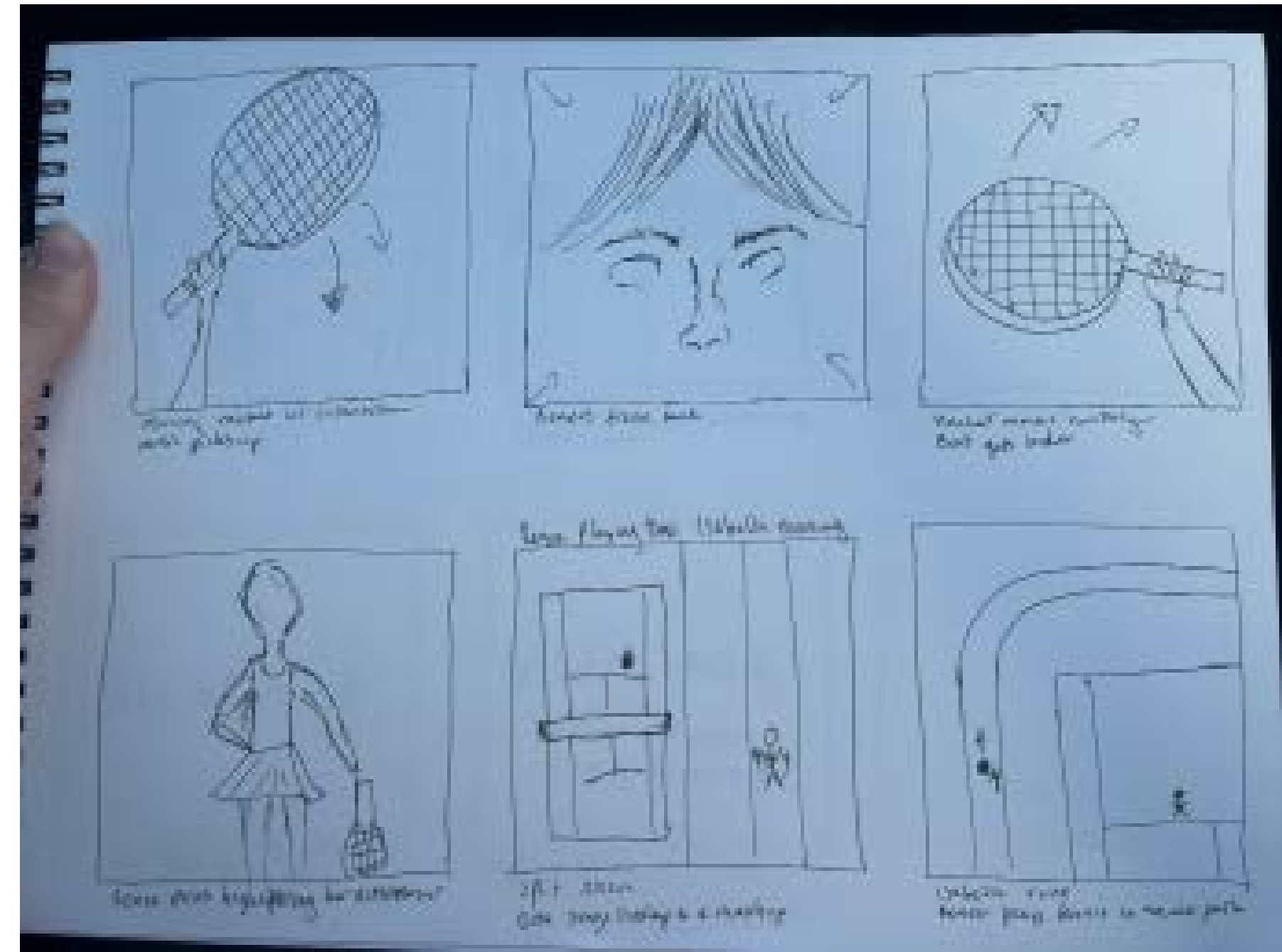
As the music builds, we see Isabella running through a gritty parking lot and city streets without regard to anyone around her. Her silhouette contrasts against the industrial backdrop. The camera catches her long, powerful strides and her determined face, as well as the critical performance features of her outfit. The camera cuts to Renee swinging her racket as she plays tennis. She is powerful in every swing. She is focused and practices with intention. There are interspersed shots of Isabella running through the streets and Renee swinging deliberately on the court. With similar purpose and strength.

Isabella slows down as she sees Renee on the tennis court. Renee, pausing, looks up and sees Isabella. They make eye contact and recognize their shared journey and power they have uncovered. The camera zooms in on their faces and they both subtly smile before returning to their sports. The quiet power of their connection is noticed. The screen fades to black with the slogan "Uncover Your Power, Defy the Ordinary" with the Balenciaga logo following.

Storyboard



Storyboard



Production List

Production Needs

Talent

- Director of Photography
- Editor
- Sound Designer
- Producer
- Director
- 3 Athletic Female Models
- Hair/Makeup

Props

- Balenciaga Athleticwear
- Shooting Location permission
- Sleek Apartment/ Eclectic Apartment
- Sunglasses/ Tote bag
- Tennis Skirt/ Large Button Down
- Flats/ Sneakers
- Camera Equipment
- Tennis Racket/Ball

Locations

- Forsyth Park/ Tennis Courts
- Daffin Park

For a 1 min. **Balenciaga Ad Campaign Video**
(athleticwear)- For LXMT 740

Casting



Logline: In the city of Savannah, two bold women in their twenties break free from the mundane and push their limits in sport, wearing Balenciaga activewear that empowers them to uncover their power and defy the ordinary.

Requirements

Friday, Nov 1	2 Females	Age 18-26
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mdaine20@student.scad.edu | 410-564-4866

Please contact Molly if interested!

Character Descriptions

Isabella:

Isabella is a student in her mid-twenties and a fearless and confident runner. She loves a good challenge and thrives off pushing the limits both when she is running and when she is in class. Her sleek and bold style is why she chose Balenciaga activewear. It combines functionality and an edge of high fashion. It perfectly moves with her as she runs and hits the city streets. She is a bit rebellious by nature, always looking ahead and fighting against the ordinary routines of life.

Renee:

A Gen Z girl, both sporty and chic. Renee is a committed tennis player who embodies precision and agility. She takes on every swing with a defiant spirit to push her limits. In Balenciaga's activewear, she is stylish and mobile as she plays with defiance and grace. She is a businesswoman by trade and enjoys city nightlife and high fashion.

Story Refinement

In the beginning stages of the story creating process, I had the initial idea of having this breakthrough moment, an unveiling of sorts. Backed by inspiration from the brand itself, the gritty, odd, and powerhouse that Balenciaga is known for, and other activewear ads, I wanted to demonstrate the innate power that lies in each one of us. This started as 2 main young women who lived their ordinary lives and then shed their layers of clothing to reveal both the activewear and accompanying power.

The story beautifully transformed into 2 characters who are powerful and bold. I changed the location to a historic site to provide unique contrast, and the top of a parking garage. The story was tweaked to follow the unveiling of a white button down shirt. Through transitions from editing, the video reveals the edge of Balenciaga, while showcasing the power of their consumer. The transformation is shown in the beginning with editing and film techniques to be mysterious, and upon uncovering the activewear, they are seen. It ends with one model which portrays independence and internal power.

Story Refinement



BALENCIAGA

*Uncover your Power,
Defy the Ordinary*

Unstoppable - Versatile - Ambitious

Articulate CF Bold

Articulate CF Light



COLOR PALETTE



Urban



Organic

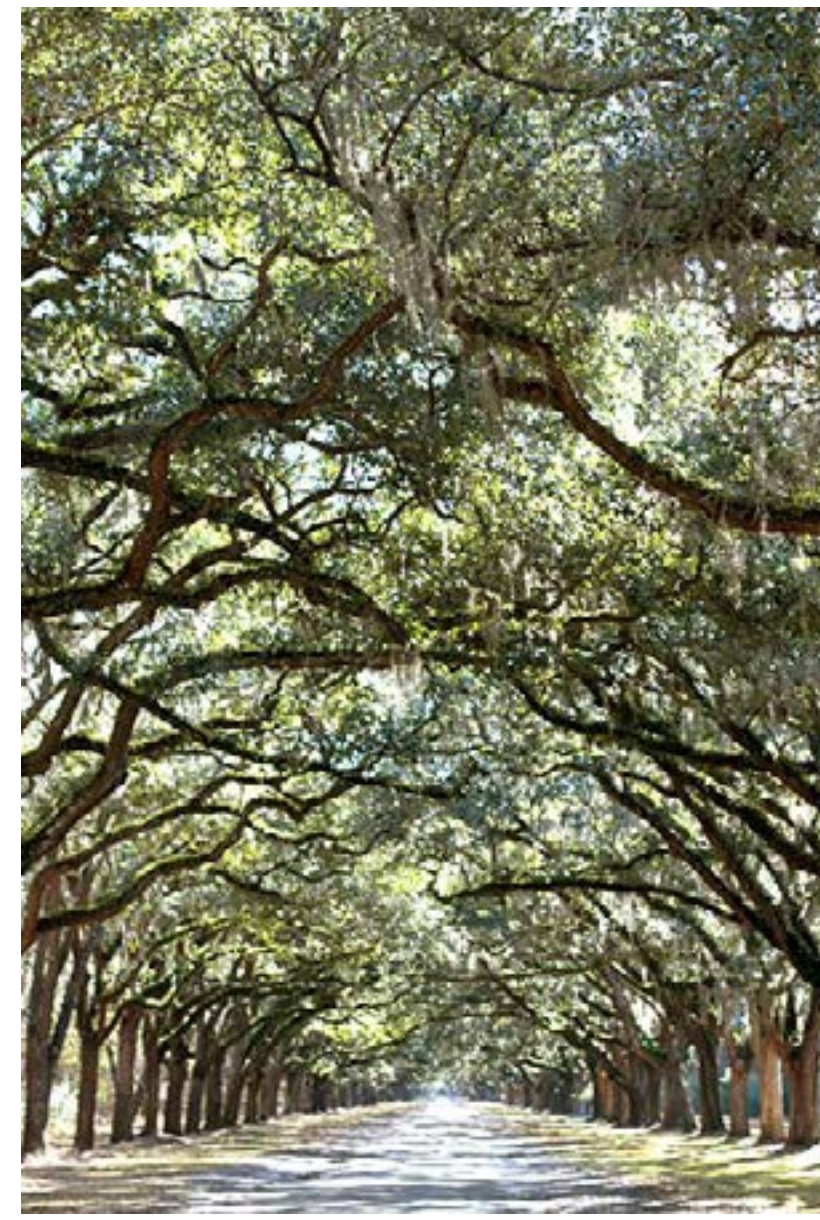


Gritty



Chic





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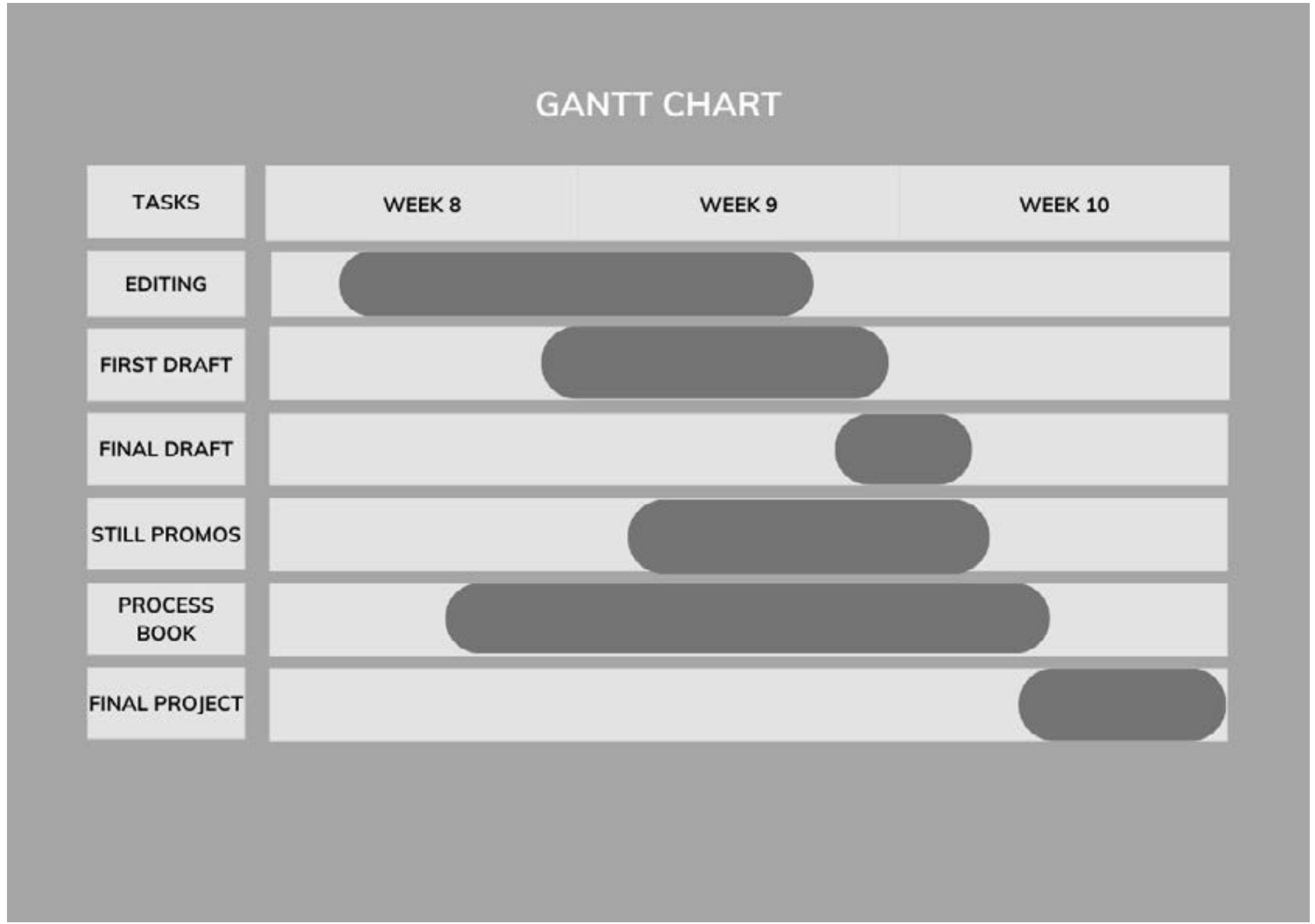
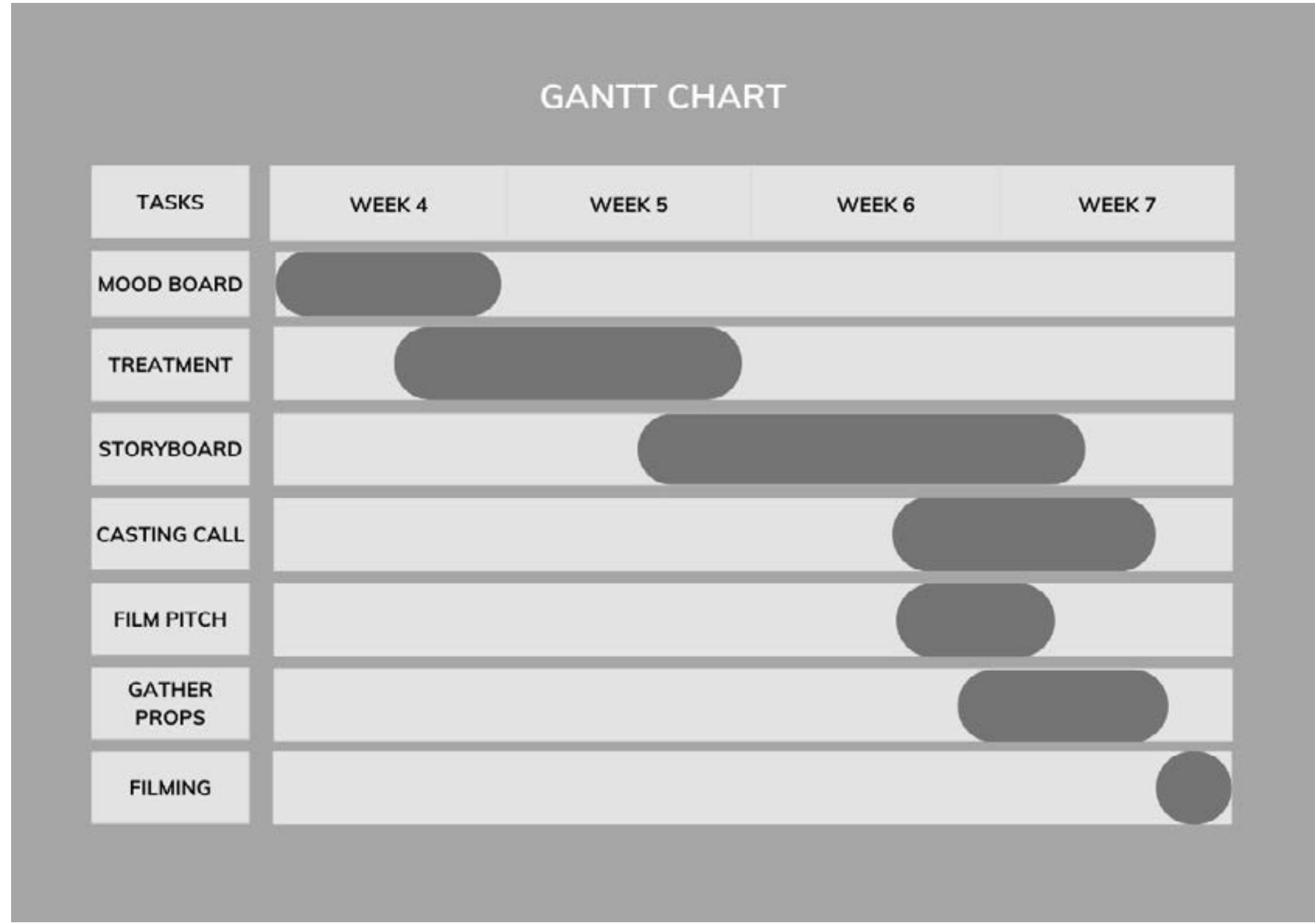


Gritty

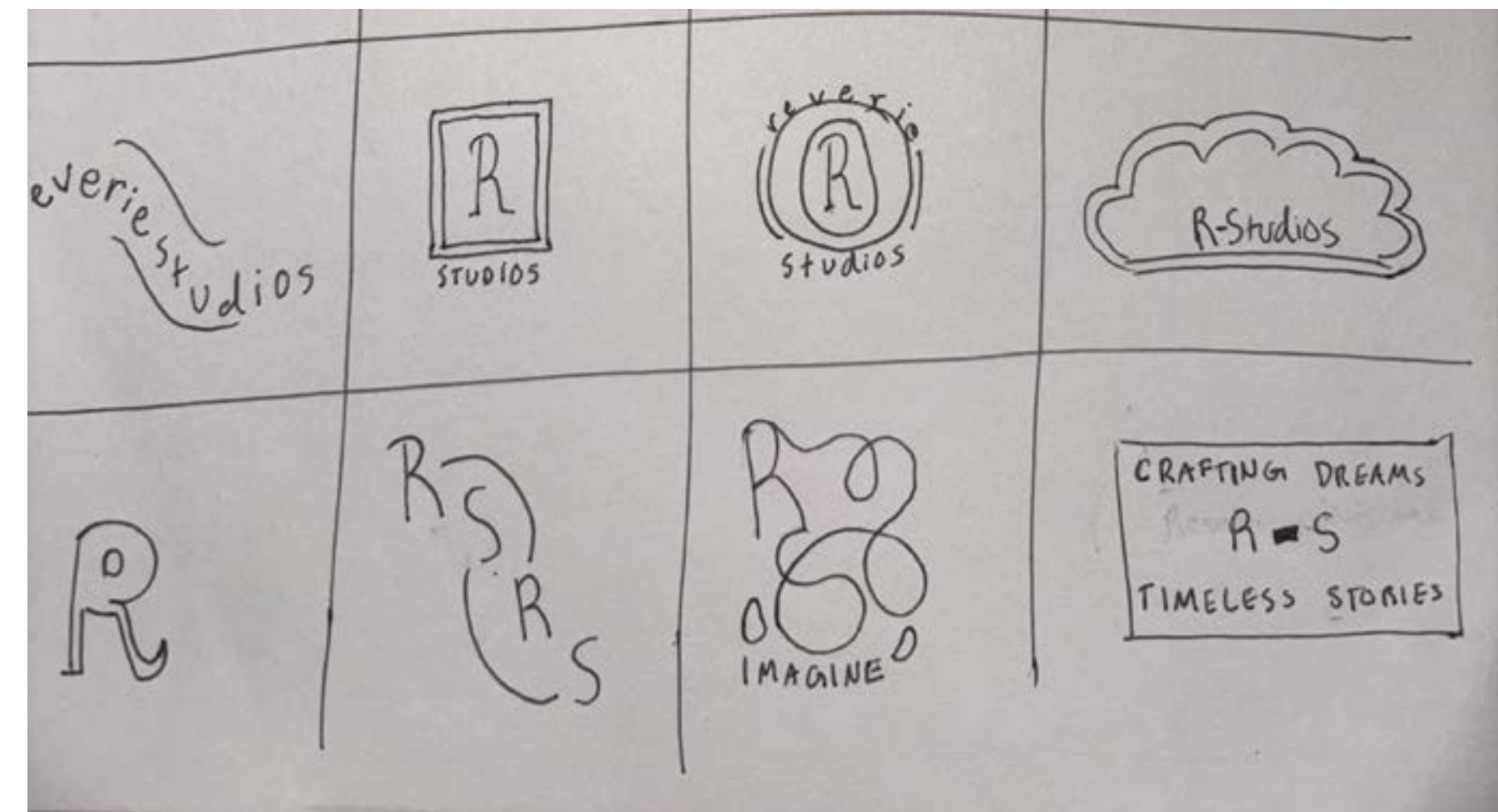
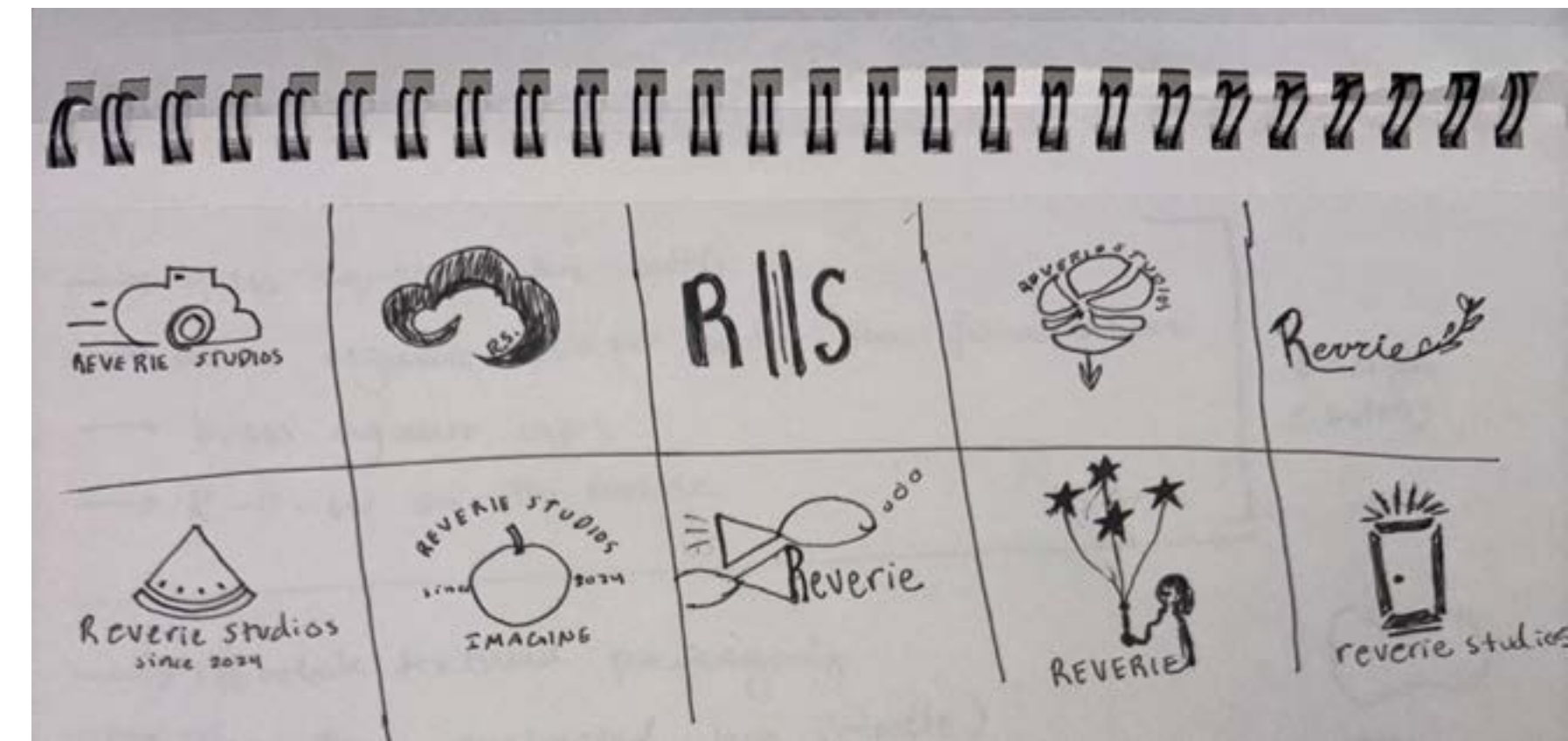
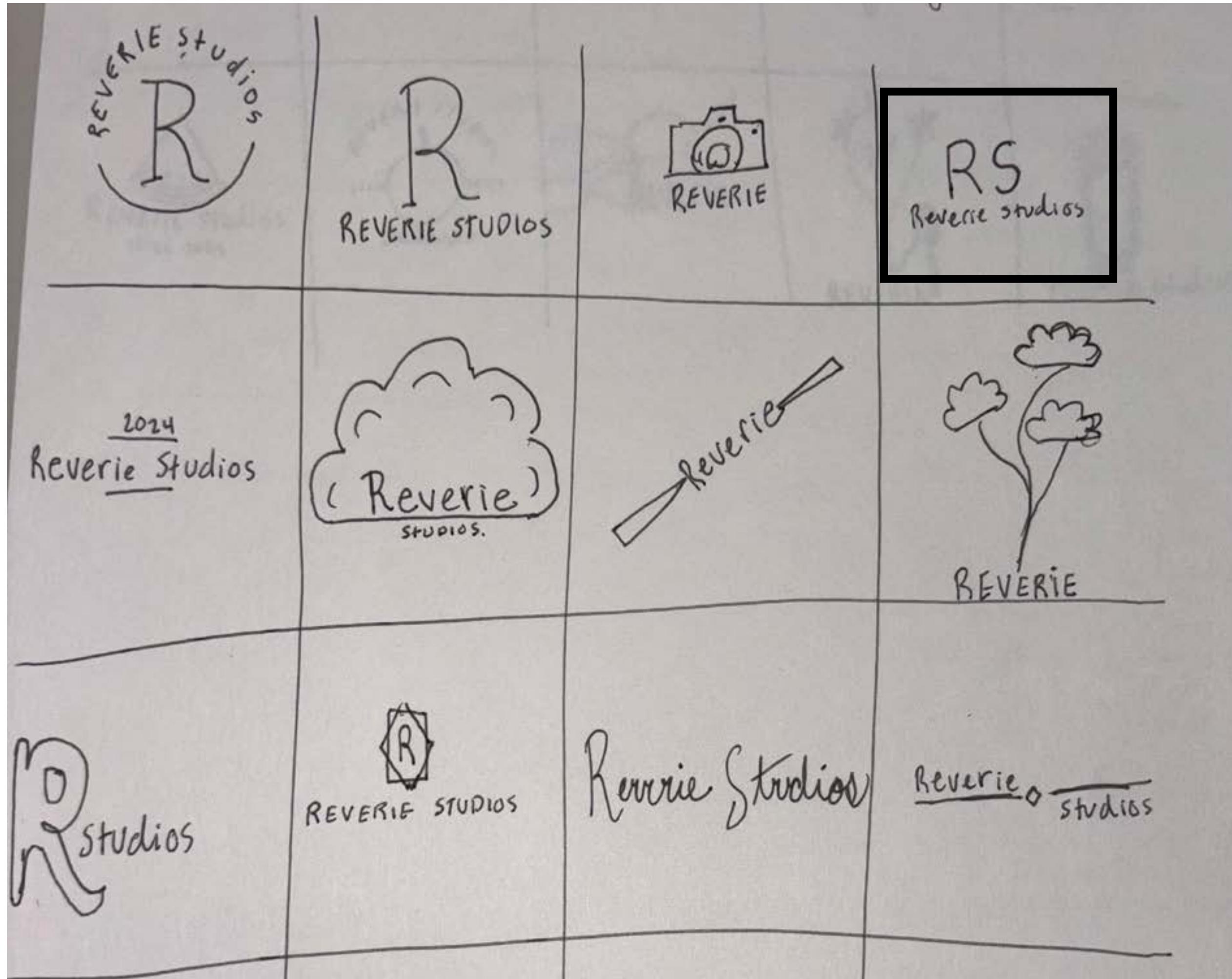


Chic

Gantt Chart



Logo Development



Logo Design

This logo is inspired by the very essence of Reverie Studios, where we craft dreams into timeless stories.

Backed by the imaginative essence of the company, the cursive font of the name is complemented by bold and whimsical initials. The logo maintains simplicity while exuding wonder.



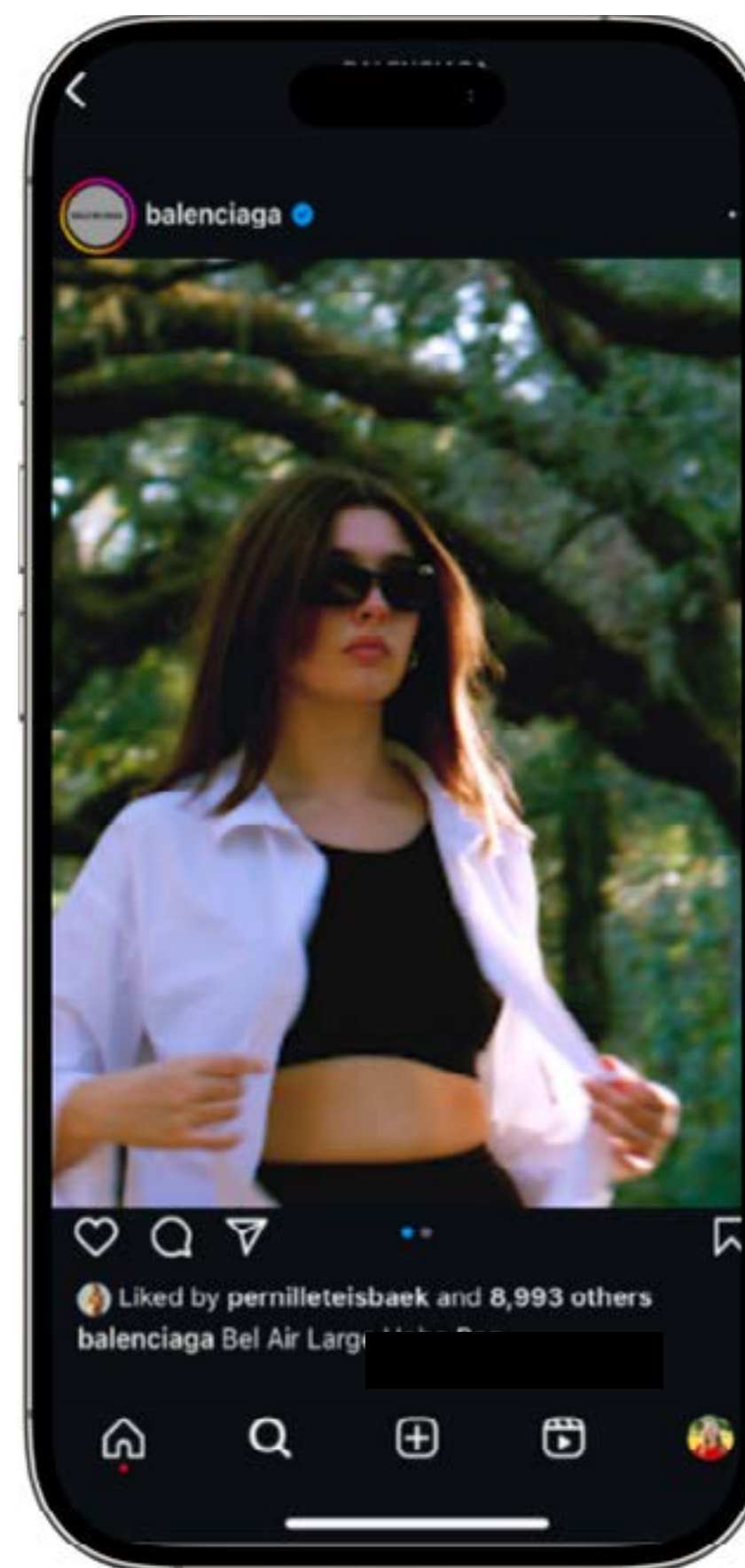
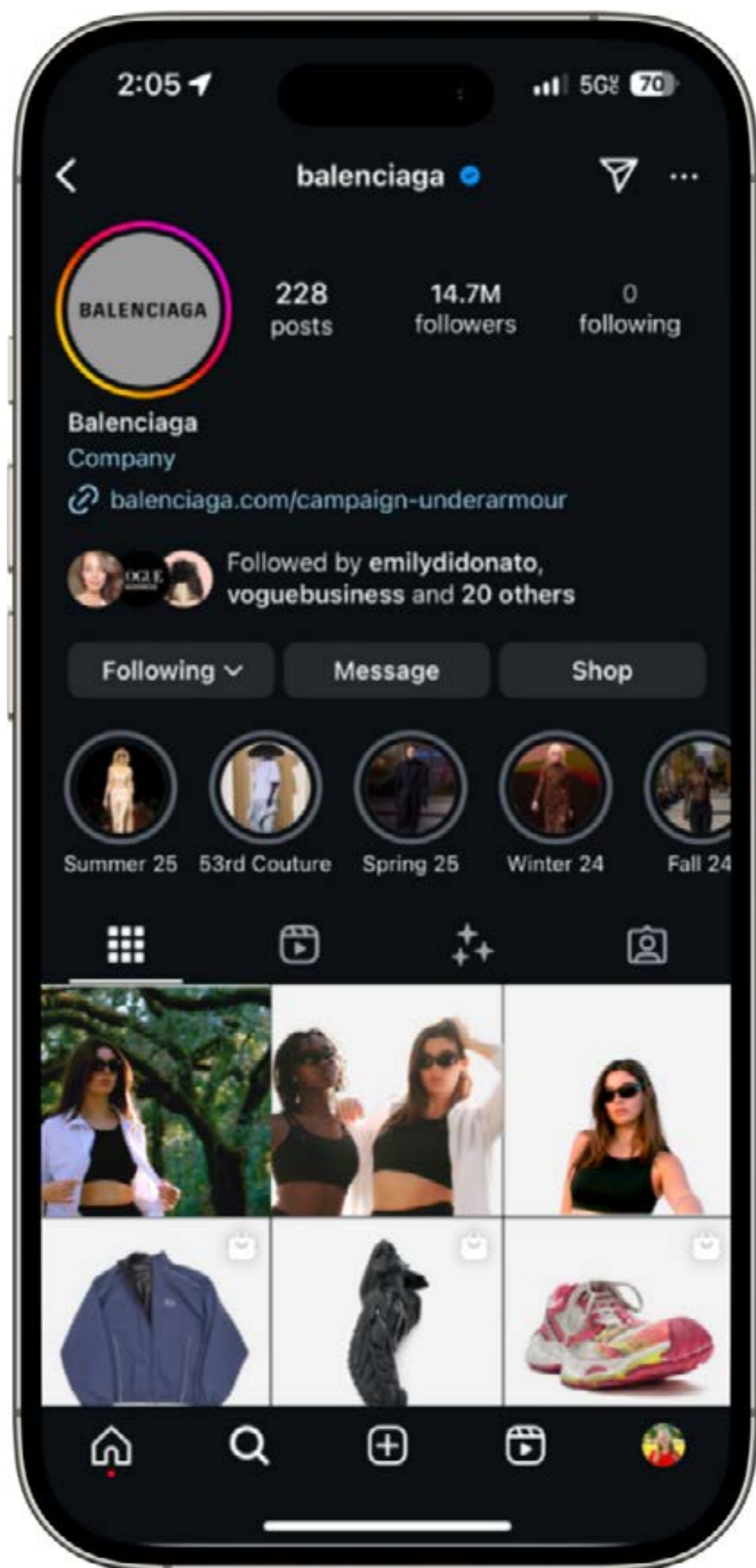
Collaborative Process

Creating the 60-second Balenciaga advertisement campaign with other students from across disciplines was a collaborative journey full of iterations, changes, and challenges. I set out to find people that were excited about my project idea and vision. I pitched my concept to multiple senior film classes and I sent out a casting call to the theatre department to find talent.

At the outset, aligning our visions and defining the right direction for the campaign was not an easy feat. We each brought our own ideas, perspectives and skillsets to the table, which at times led to healthy debates and the need to compromise. However, through communication and a willingness an open mind, we were able to align on a cohesive creative concept that played to each team member's strengths, ultimately with my creative direction and commitment to the brand's identity.

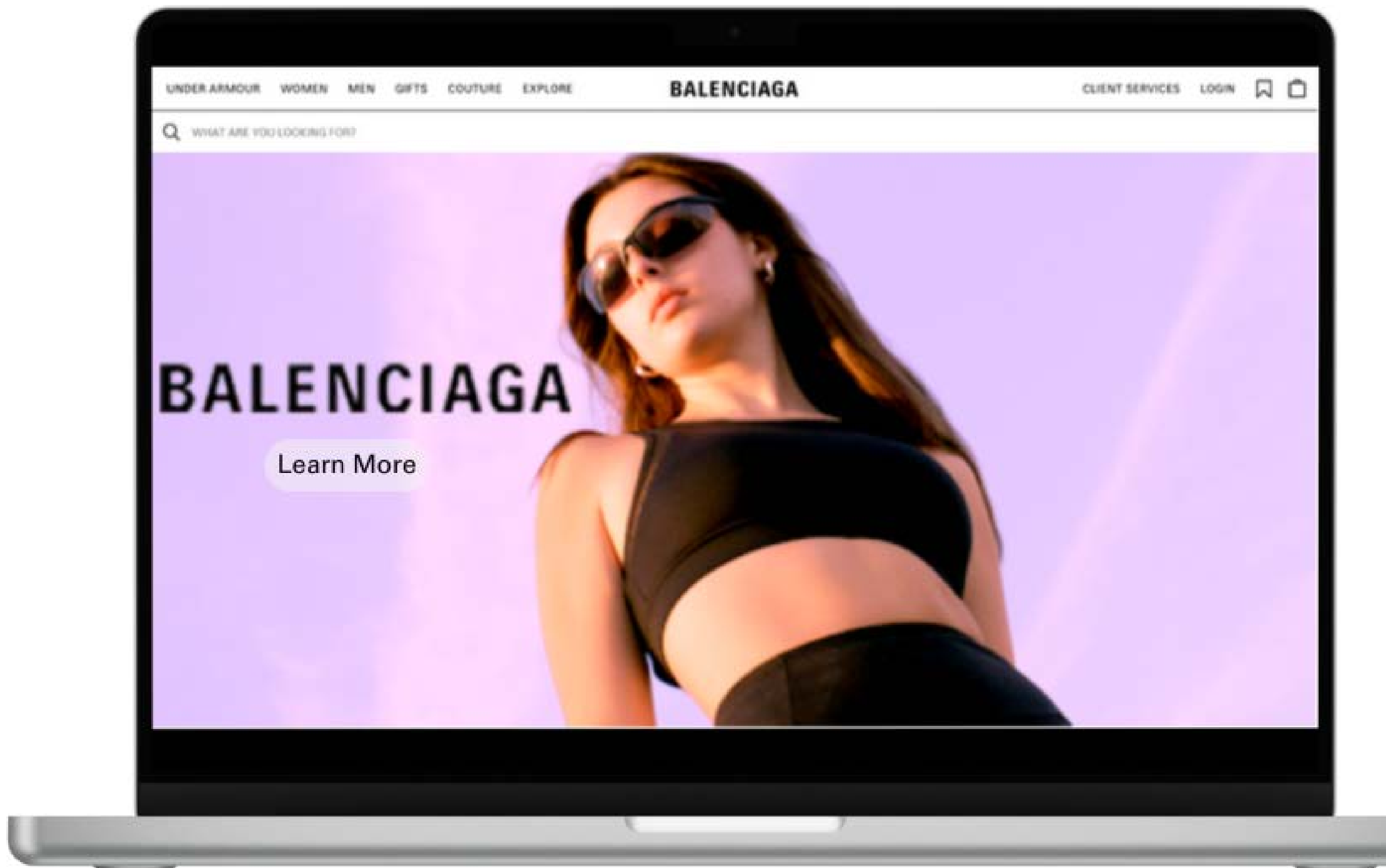
The production process itself was marked by several rounds of revisions - from refining the script, locations, and talent, to fine-tuning the visual aesthetic, to meticulously editing the footage. At times, it felt like we were starting from scratch, but we learned to embrace the iterative nature of collab-

Promo #1



Instagram page features engaging visuals with links to shop the featured activewear from the posts.

Promo #2



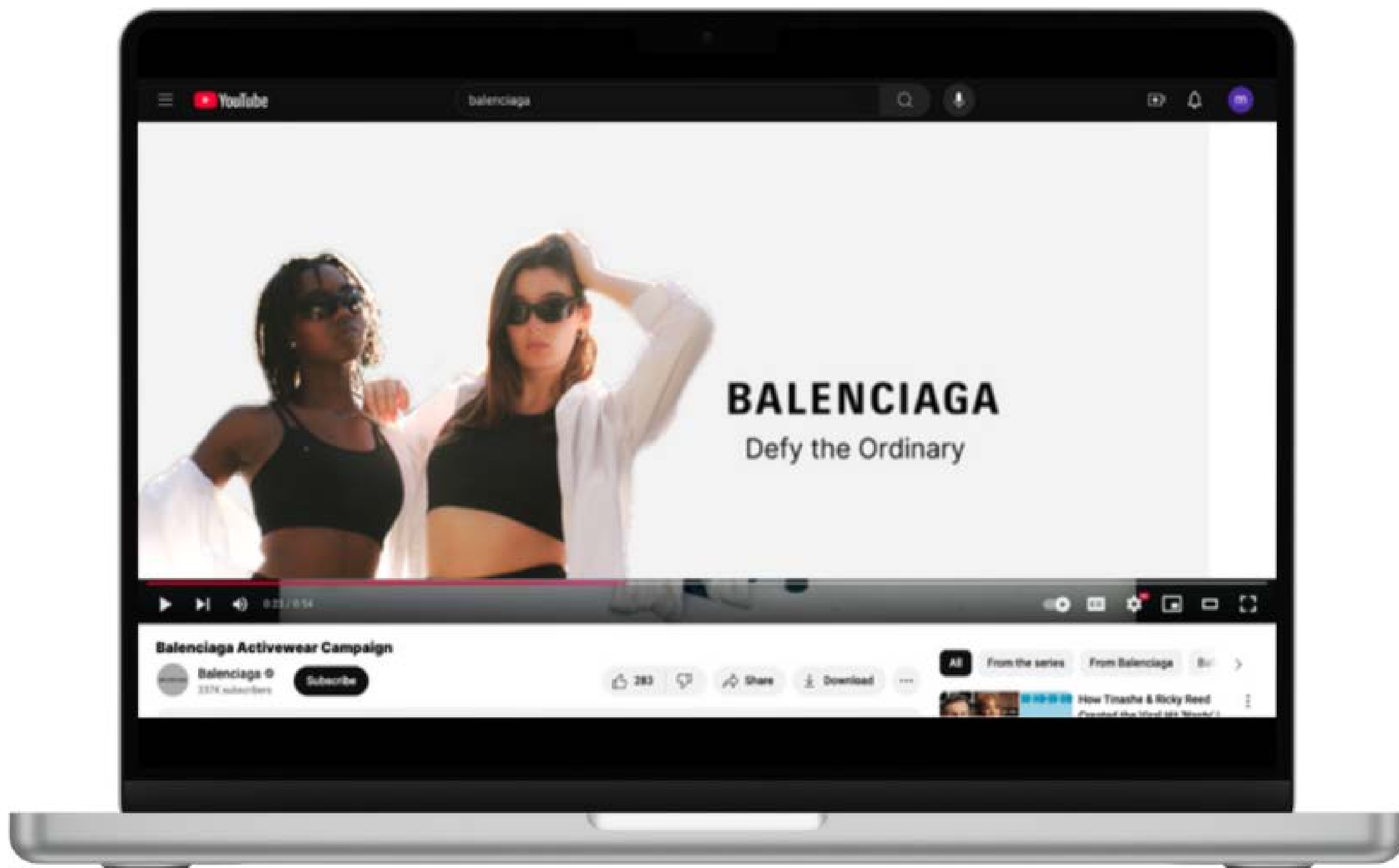
Homepage of Balenciaga's website with new campaign launch and a button inviting consumers to learn more, where they discover the innate power inside them.

Promo #3



Large coffee table book inspired by the campaign which features both stills and text on the pages within.

Promo #4



Youtube thumbnail of video campaign with call to action related to the essence of the campaign.

Email Pitch

Subject: Bold New Campaign Concept for Balenciaga Activewear

Dear Balenciaga,

I'm excited to present a powerful 60-second campaign designed to drive sales and position Balenciaga Activewear as top of mind for today's bold, fashion-forward consumer. This ad captures two dynamic individuals moving through iconic urban locations, shedding layers to reveal the strength, elegance, and modern edge of Balenciaga's activewear.

By highlighting the collection's seamless blend of grit and elegance, we will boost brand recognition and affirm Balenciaga Activewear as essential in the luxury activewear space. I'd be happy to share more on how this campaign can elevate the line and reinforce Balenciaga's cutting-edge identity.

Thank you,

Molly Daines
Reverie Studios

Video Campaign

BALENCIAGA

60-second advertisement for Balenciaga by Reverie Studios

Thank you for viewing!

Reverie Studios



Contact Me!