Briefing

Concept shoot & Brand experience
BRIEFING

Concept photo shoot

This briefing has to be used for the photo shoot that will communicate the new identity of LA BONG
The artwork of LA BONG always needs to be the starting point for every picture.

The artwork (drawings or text) should become the link between the clothes or the model and her surrounding. This way it will come alive and adds the surrealistic character of the brand into the images.

Interaction must occur through the artwork between the model and the environment.
Always remember the Brand values of LA BONG

Surrealism  Humor  Minimalism

Play with 2D and 3D, so the fashion and the artwork comes together as one.
The photographer needs to capture the moment and should always link the artwork with the model and her environment. No photoshop tricks or extreme colours are allowed so it keeps the minimalistic character of the brand.
The location needs to be simple; it’s all about the interaction between the model and the art work. They have to complement and complete each other, so it’s important that the surrounding environment doesn’t disturb the vibe.
CASTING

Models with a strong character and a pure attitude. They must represent world citizens and should give of an International look & feel.

Must appeal to the target group, people who are in their twenties. They should not be too sweet, shy or teenage looking.

Poses
Daring, they need to look like they know what she want.
STYLING

Street style, but keep it simple, don’t use too many accessories and jewellery, tough but still feminine.
HAIR & MAKE-UP

Neutral look, with a focus on the eyes, so they will expose the personality and strong character of the model. The skin needs to be smooth and lips should be natural. Keep hair simple.
This is the art work you will have to use for shooting this concept shoot.

Only the text will be on the wall, Mr. Bowman will be on the t-shirt of the model.

The text will be ‘WE SAW DALI’ so the model and the art work will become one.

The ice-cream will be human size and painted on the wall. There has to be an interaction between the model and the art work.

The text “I’m not in the mood” should be written on the wall. “I’ll turn you on” and the light switch will be on the t-shirt of the model.

The model holds her fingers up and the text has to be written on the wall.

This art work will be drawn on the back of the model.
WE SAW DALI

I’LL CLAP WHEN I’M IMPRESSED
BRIEFLING

BRAND EXPERIENCE
The brand experience creates interaction between the Art work and the audience. It will bring the target group in contact with the brand LA BONG and creates more brand awareness. People can create their own customised photo with LA BONG art and share this with their friends on social media.
LA BONG is a young brand so there is a low budget available. The brand is active on Facebook and Instagram, contains a webstore and has five offline selling points in the Netherlands. Festivals are a good location to perform the brand experience.

People can use their own smartphone to take pictures of themselves with the LA BONG art and share this with their friends. LA BONG will use a photographer who will make professional photo’s and share them online through the LA BONG Facebook page and Instagram.

This concept creates an experience between the audience (target group) and the brand, because of the interaction with the target group, they will remember the brand.