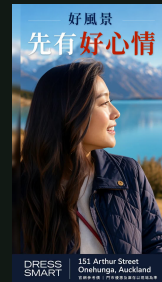


DRESS SMART ONEHUNGA

# CREATIVE REVIEW BOARD

## DS VIDEO 03 / NEW ZEALAND TRAVEL FASHION

Scenic travel storytelling • two model looks • retail product reveal



### FORMAT

9:16 • 1080 × 1920

### FRAME RATE

30 FPS

### RUNTIME

00:36.20

### AUDIO

AAC • continuous master music track

# Opening / Scenic Fashion Hook

New Zealand landscape establishes mood, destination and styling promise

## OPENING FRAME

### ON-SCREEN MESSAGE / TRANSLATION

#### New Zealand's most beautiful scenery

Good mood, even better styling

Travel styling inspiration

### STYLE / MOOD

Bright, aspirational and cinematic; landscape and fashion share equal importance.

### VISUAL RHYTHM

A calm three-second opening creates a premium pause before the first model reveal.

### CREATIVE INTENT

Begin with emotion and destination first, then connect the scenic promise to wearable products available at Dress Smart.



# Alpine Blue

Lake Tekapo-inspired travel styling

## MOTION FRAMES

## PRODUCT CONFIRMATION

## ON-SCREEN LOOK

# Alpine Blue

## STYLE / MOOD

Bright, optimistic lakeside travel styling with a polished casual finish.

## MOTION DIRECTION

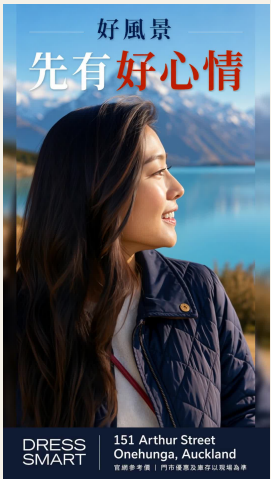
Begin with facial expression, then widen to confident walking; hair and clothing movement remain natural.

## VISUAL RHYTHM

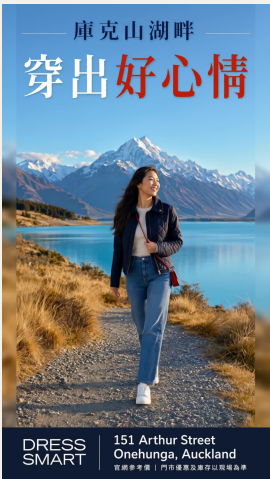
Close-up emotion → full-body movement → product tags → clean flat-lay confirmation.

## CREATIVE INTENT

Connect the uplifting landscape with practical, recognisable products and in-store value.



CLOSE-UP



FULL-BODY



PRODUCT TAGS



FLAT LAY

# Fiordland Black

Milford Sound-inspired travel styling

## MOTION FRAMES

## PRODUCT CONFIRMATION

## ON-SCREEN LOOK

# Fiordland Black

## STYLE / MOOD

Refined, weather-ready alpine styling in black, cream and charcoal.

## MOTION DIRECTION

A composed close-up leads into natural walking on a realistic gravel trail beside the fiord.

## VISUAL RHYTHM

Portrait confidence → scenic walking → shoppable product tags → coordinated flat lay.

## CREATIVE INTENT

A more mature, elegant look broadens relevance while keeping the same travel-fashion story.



CLOSE-UP



FULL-BODY



PRODUCT TAGS



FLAT LAY

# Closing / Call to Action

Final scenic frame with clear retail direction



## CLOSING FRAME

### ON-SCREEN COPY / TRANSLATION

#### New Zealand's most beautiful scenery

Good mood, even better styling

#### Visit Dress Smart Onehunga now

Offers and stock are subject to in-store availability

### CREATIVE ROLE

The mature model remains inside the scenic world while the red CTA button gives the story a direct retail conclusion.

### ENDING TONE

Natural, confident and welcoming. The final beat holds the campaign message clearly while the music fades once across the full master track.