

YOUR VIDEO CONCEPT

SOLARA / INDEPENDENT STUDIO EXAMPLE

An afternoon worth slowing for.



CONCEPT VISUAL / The proposed look and mood of the film.

THE OPPORTUNITY

Give the drink a recognisable occasion: a chilled pause by the water, with the product at the centre.

THE GOAL

Introduce SOLARA through a clear serving moment, so the viewer can picture when they might choose it.

THE CREATIVE IDEA

Build the film around reaching for a cold SOLARA. Light, ice and the seaside setting establish the moment; the can remains the visual anchor.

THE THREE-PART STORY

01 / OPEN	A close view of the can in ice establishes the product and setting.
02 / BUILD	A hand reaches for the can, turning the product shot into a use moment.
03 / FINISH	A clean pack shot leaves room for one approved brand message.

WHY THIS DIRECTION

The serving occasion gives the imagery a purpose. The repeated can keeps the product recognisable, while the reaching gesture connects it to a simple human action.

SUGGESTED USE

A short brand video for social or a launch page. Final length, format and message would be agreed before production.

Does this direction fit your next launch?

If so, [tell me about your production plans](#) and I can suggest a scope.

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