



Chanel_Ad_Rebrand

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Project brief

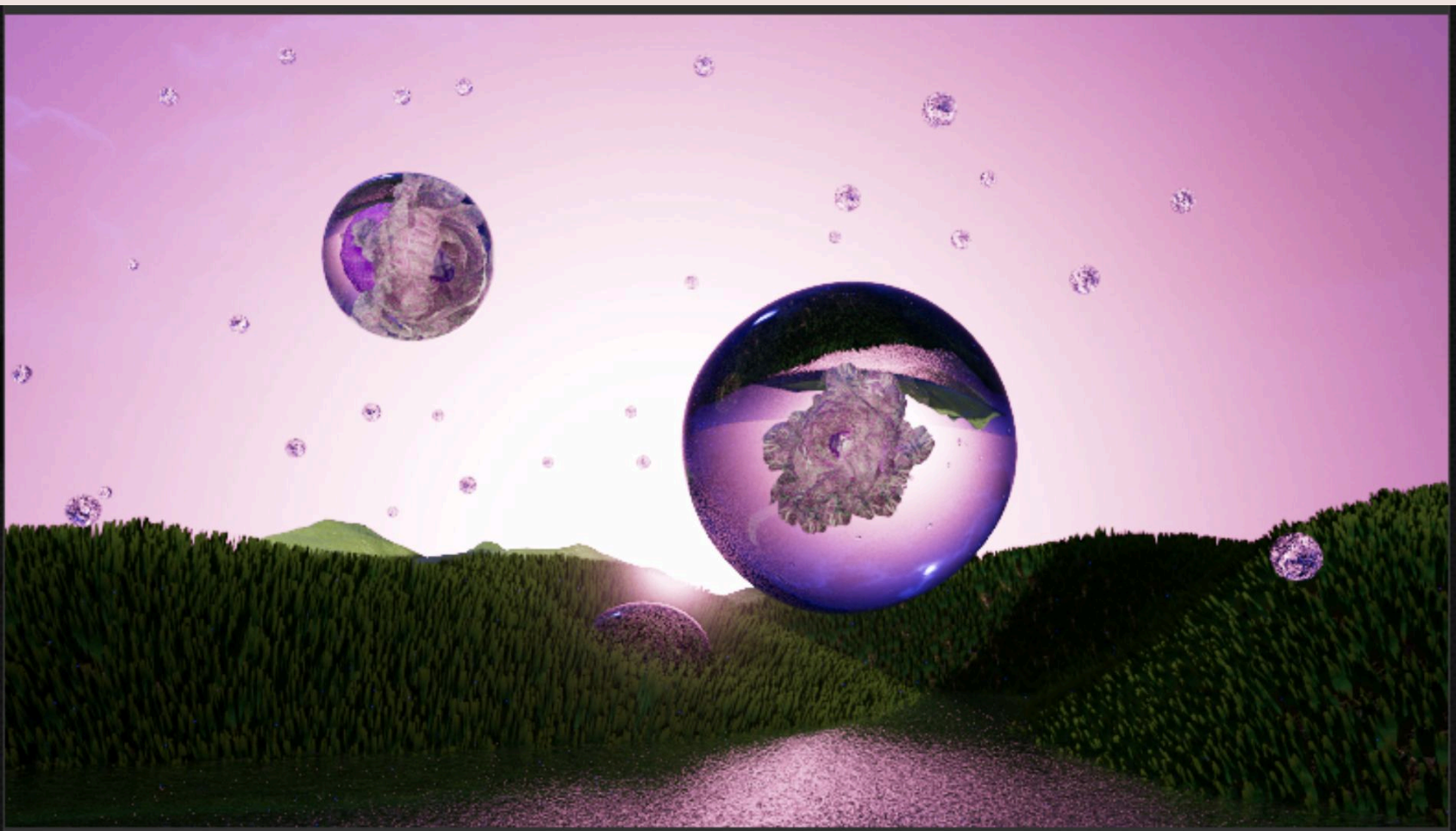
Escape into another world by chance. The fragrance is a key to exploring the surreal. Chance may be hard to come by, but more likely than not, it is offered to everyone. Through expression, reflection, and journeying into the unknown, chance gives access to timeless beauty for every identity.

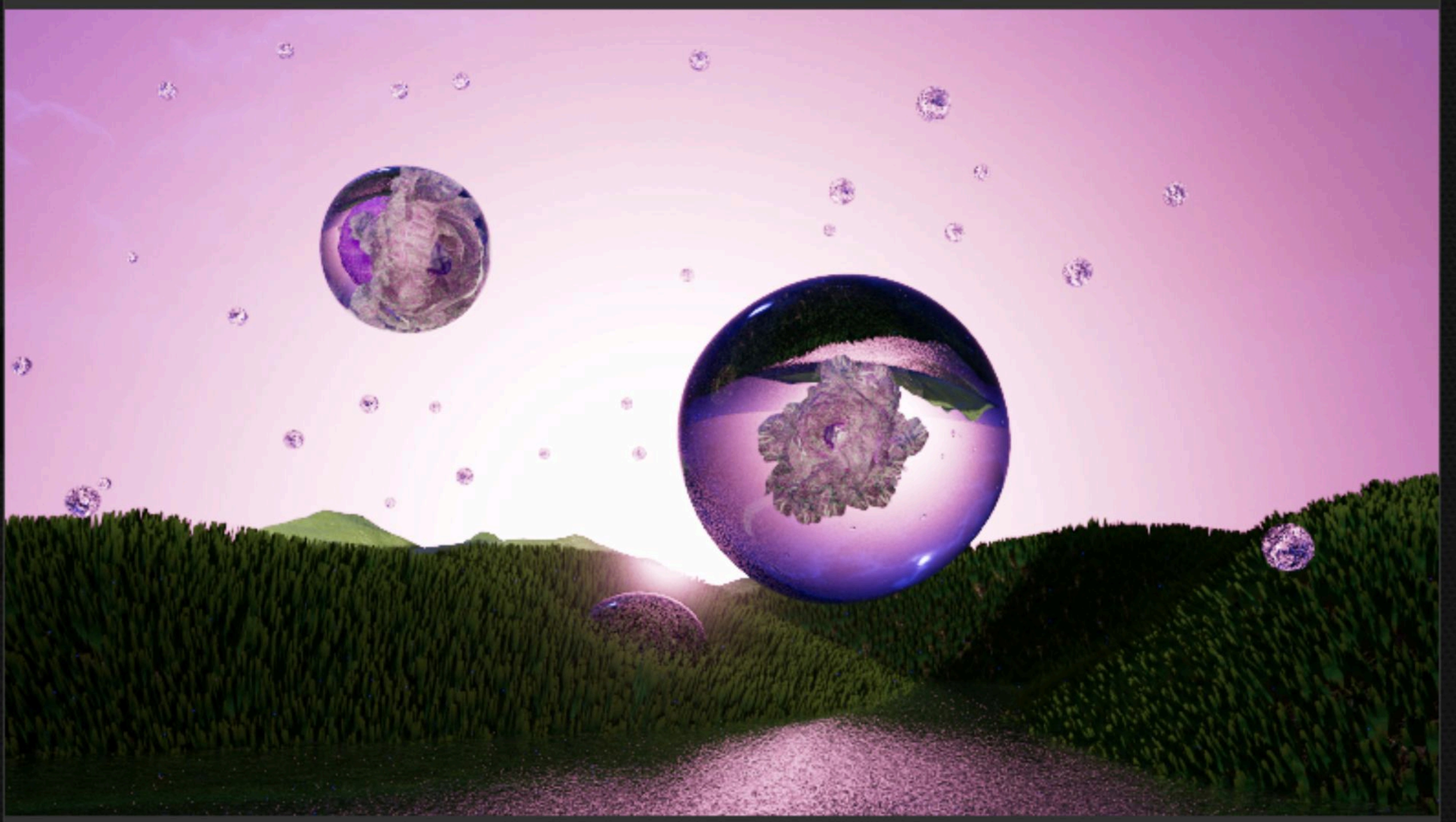
Written_treatment_wip

This is a product promotional video for a specific Chanel perfume called Chance Eau Splendide.

Based on the idea that everyone has the chance to be themselves, our concept follows the themes of escapism for the consumer, affordability of the product, and explores the innovation of Chanel as it aims to appeal towards a new audience in generation Z while remaining true to the brand's core values; surrealist identity and freedom.

Style_frames_initial







s Stand



CHANEL

Reference



many more
inside

Project_details

Tone_of_piece

Playful, bold, surreal

Duration

30 seconds

Production_time

4 weeks (3D production)
1 week (Brand packaging)
1 week (Post-production)

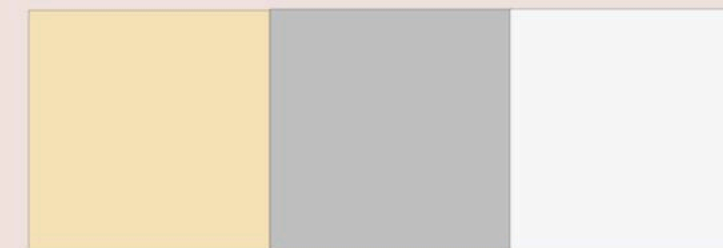
Type_treatment

Elegant

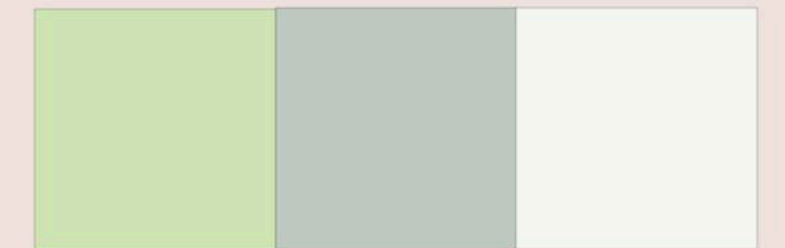
Street art influenced

Color_palette_initial

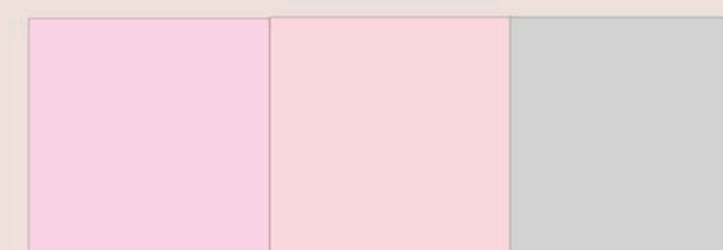
Chance Eau de Toilette



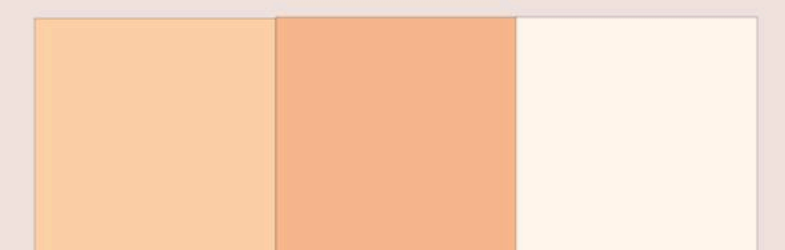
Chance Eau Fraîche



Chance Eau Tendre



Chance Eau Vive



Audio

Experiential, urban, ambient

Chance Eau Splendide

