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PHOTOSHOOT
IDEAS



PILYO PERO PALABAN

1.0 Executive Summary

This proposal outlines the creative direction, styling plan, and shot list for the "Pilyo pero Palaban" campaign. The concept is built around a powerful duality—mischievous playfulness combined with a determined fighting spirit. We will leverage the unique, raw environment of an empty condo to tell a story of a work-in-progress, where the model embodies both the creative disruptor and the resilient builder. The styling will be functional yet bold, and the shot list is designed to capture a range of emotions and moods, perfectly aligning with the campaign's core message.

2.0 Campaign Concept: The Unfinished Story

The empty condo is more than just a location; it's a blank canvas representing potential and a

journey. Our model is the hero of this "unfinished story." Pilyo

(Mischievous): This persona

breaks the mold. He's playful, a bit of a disruptor, and he finds amusement in the unexpected.

This is showcased through candid, spontaneous poses and playful interactions with the

mundane elements of the space, like cleaning materials.

Palaban (A Fighter): This is his core strength. When faced with the challenge of building

something new, he shows focus, determination, and resilience. This is captured through

powerful, direct poses and intense expressions that convey his resolve.

We will use the contrast between the clean, empty space and the model's dynamic presence to highlight this duality.





3.0 Styling and Wardrobe Plan

The wardrobe will support the narrative by being both comfortable and symbolic of the

"work-in-progress" theme. We will focus on two distinct looks.

Look 1: The Mischievous DIYer (Pilyo)

Clothing: An oversized, worn-in t-shirt with a vintage or cheeky graphic. Pair this with

distressed, paint-splattered jeans or loose-fitting cargo pants.

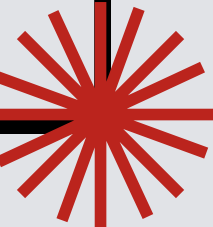
Accessories: A backward baseball cap, a simple necklace or chain, and scuffed-up sneakers.

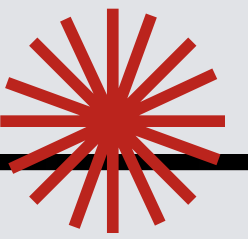
Look 2: The Determined Visionary (Palaban)

Clothing: A form-fitting black or dark gray tank top or a sleek, simple crew-neck shirt. Combine

with tailored joggers or clean-cut trousers.

Accessories: A minimalist watch or a subtle wristband





4.0 Detailed Shot List and Creative Execution

We will use the different areas of the condo to create a diverse and compelling visual narrative.

4.1 The Bathroom (CR) and Sink (Lababo)

Shot 1 (Pilyo): A wide-angle shot in the CR. The model is holding a spray bottle like a microphone, singing playfully into the mirror. Lighting: Bright, direct light.

Shot 2 (Palaban): A low-angle portrait shot from inside the empty shower or near the sink. Determined stare, cleaning materials scattered. Lighting: Dramatic single light source.

4.2 The Empty Living Room

Shot 3 (Pilyo): The model is lying on the floor, looking up at the ceiling with a lazy, content expression. Lighting: Soft, natural window light.

Shot 4 (Palaban): A powerful, full-body shot in the middle of the room. Lighting: Spotlight effect for drama.

4.3 The Empty Room (Bedroom)

Shot 5 (Pilyo): Playful pose against a bare wall, mischievous grin. Lighting: Soft and diffused.

Shot 6 (Palaban): Profile shot by the window, strong stance. Lighting: Natural light with silhouette effect.



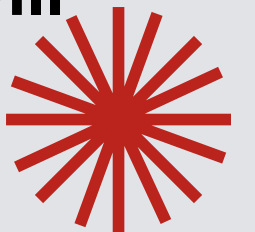


5.0 Production Notes

Backdrops: Bright colors for Pilyo shots, darker tones for Palaban.

Lighting: High-contrast style to emphasize expressions and control mood from playful to serious.

This proposal provides a clear roadmap to create a powerful and visually engaging campaign that truly embodies the spirit of "Pilyo pero Palaban." We believe this creative approach will result in a memorable and impactful series of image





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