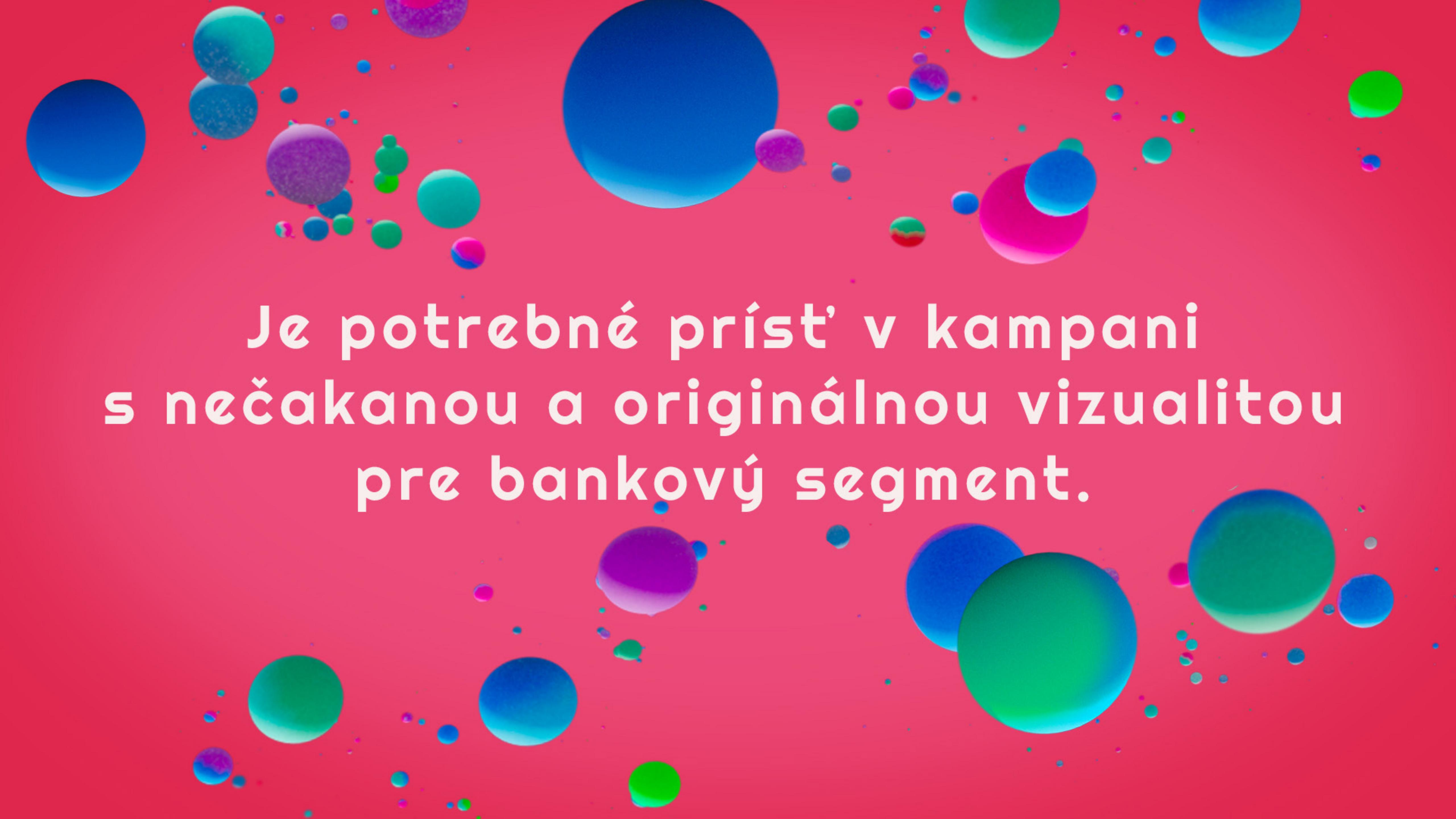


A photograph of a man and a woman standing in a dark room. The man is on the left, wearing a brown jacket over a white shirt. The woman is on the right, wearing a dark blazer over a patterned dress. They are surrounded by bright, colorful light streaks in shades of red, orange, yellow, green, blue, and purple, creating a dynamic and energetic atmosphere.

Odvaha snívat'

Kategória: Best Art Direction

Ako čo najatraktívnejšie v kampani ukázať, že ľudia na Slovensku stále dokážu snívať a zároveň vizuálne omladit značku **SLSP**?



Je potrebné prísť v kampani
s nečakanou a originálnou vizualitou
pre bankový segment.

**Preto sme vytvorili snový,
fantazijný, až surrealistický multicolor
svet budúcnosti – svet, o akom
snívame. A aké nástroje nám ho
pomohli vytvoriť?**

A close-up photograph of a woman's face. She has dark, curly hair and is wearing large, light-colored aviator-style sunglasses. Her gaze is directed upwards and to the right. The background is blurred, showing other people in what appears to be a social gathering or event.

Originálny casting

odkazujúci na súčasné a multikultúrne trendy

A photograph of a diverse group of approximately ten young adults of various ethnicities and styles. They are standing in a single file against a light blue wall. The lighting suggests it's either dawn or dusk, with a warm glow visible behind them. The individuals are dressed in a variety of casual to semi-casual attire, including a woman in the center wearing a vibrant, patterned dress with a floral collar and a man to her right in a light blue sweater.

Grading
s nadčasovým, filmovým feelingom

A photograph of three women dressed in elaborate, colorful, and futuristic costumes. The woman on the left has long blonde hair, wears purple sunglasses, and a large, voluminous white feathered hat. She is also wearing a sequined top and pants. The woman in the center has dark hair and wears blue sunglasses, a large blue feathered hat, and a sequined top. She is holding a red electric guitar. The woman on the right has dark hair and wears blue sunglasses, a blue feathered hat, and a sequined top. She is also holding a red electric guitar. They are all smiling and looking towards the camera. The background is dark and appears to be a stage or studio setting.

Fitting a styling

reflektujúci najnovšie, až obskurné trendy

A vibrant, colorful photograph of two women dancing in a room filled with falling confetti. The woman on the left is wearing a shiny blue top and patterned pants, captured mid-dance with her arms raised. The woman on the right is wearing a sequined dress and sunglasses, also dancing. The background is a bright, multi-colored space with geometric shapes.

FX a postprodukcia

vo veľkej mierе až trendy analógová



Grafická animácia
s atraktívnym LO-FI prístupom Ové Pictures

**Exekučný prístup výrazne pomohol banke
dostat' sa do top 3 najznámejších
finančných kampaní u mladých.**

Zdroj: Go4insight / Young People AD monitor / jún 2023

