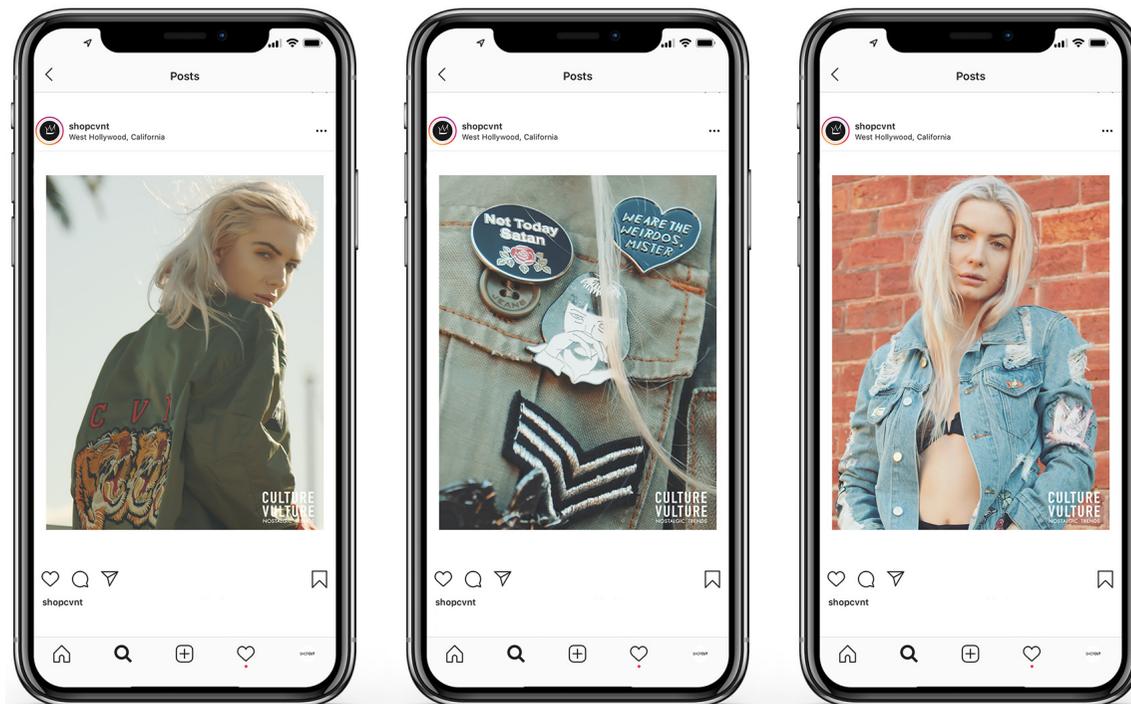




# SHOTCUT™

**CLIENT | CULTURE VULTURE NOSTALGIC TRENDS**  
SOCIAL MEDIA CONTENT CAMPAIGN | PRODUCT



**01** Instagram story campaign for *Liberty Kitty* **02** Selected Instagram post frames from *Unisex Bomber, Major You & Tokyo Blossom*  
\*All Instagram post deliverables set at maximum accepted dimensions increasing content awareness. Click images to view content.

## A. CULTURE VULTURE NOSTALGIC TRENDS

Culture Vulture pieces include a wide variety of embellishments. Ornamental, hand painted, sewn, stitched, crafted ideas brought to life spending many sleepless nights, creating an unforgiving range of head turning wearable stories, moods and cultural inspirations.

SHOTCUT were asked to create a content package specifically produced for social media platforms to compliment the launch of the first collection (20) of custom jackets.

## B. CONTENT STRATEGY

Three different sets of deliverables were created to maximise the content produced.

Two versions of each clip were delivered in Instagram post & Instagram story / IGTV format. One additional version was designed for widescreen formats used on Facebook, Twitter, YouTube and all other broadcast platforms.

A fifteen second running time enabled each clip to be used as a stand-alone Instagram story without any 'continuation cuts', as well as being available for targeted Instagram advertisements.

## C. CREATIVE

Twenty multi-shaped clips were produced to allow each jacket to have its own personality. As shown in the examples, every deliverable provided a different point of view, which allowed the same jacket to explore an alternate field of view depending on what platform it was being viewed on.

The style of the campaign needed to blend campaign & look-book with each individual piece shown in enough detail for buyers to see its design and also with enough personality to give each garment a point of difference and tell it's own 'story'.

## D. PRODUCTION

Framing was based on the Instagram story format to ensure no detail was lost with extreme vertical dimensions. Filmed using Blackmagic cameras in 4K to avoid any upscaling in post-production.

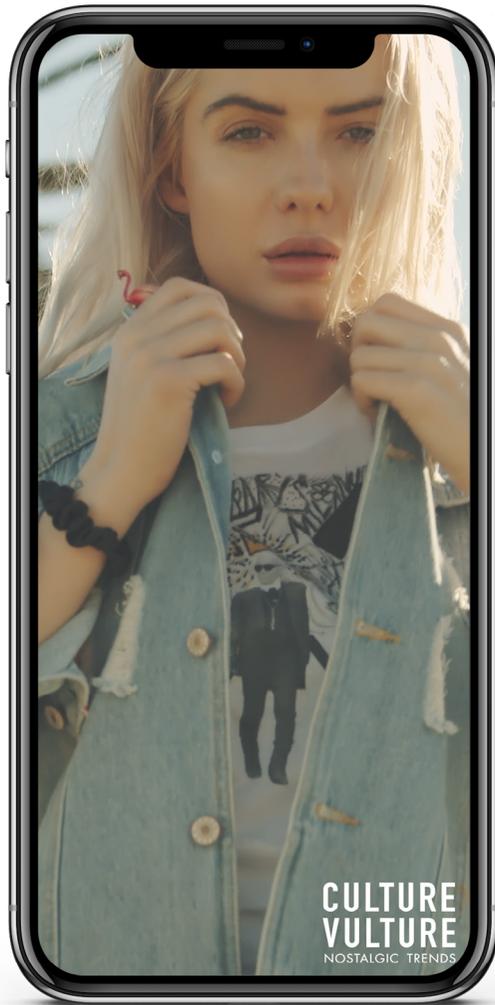
**03** Instagram post campaign for Tokyo Blossom **04** Instagram story / IGTV for Tokyo Blossom

**05** Standard widescreen format for Tokyo Blossom \*All identical frames. Click images to view content.

03



04



05





Click images to view content.

## E. DESIGN

A strong, bolded font was used to display the name of each item. Purposefully housed inside a modern white frame, we wanted each jacket to be viewed just as CVNT intended it to be, as a one-off piece of art.

## F. POST

A golden film look was applied to the finished grade in order to emulate a laid back Venice Beach in Los Angeles (the city where the label initially started).



**WEB.** [shotcut.net](http://shotcut.net) **CONTACT.** [info@shotcut.com.au](mailto:info@shotcut.com.au) **SOCIALS.** [shotcutau](https://www.facebook.com/shotcutau)

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