
GREAT GEAR.
Dead
ADS?
FIELD NOTE PERFORMANCE CREATIVE LAB · 013
ONE RACKET → FOUR CAMPAIGN IDEAS
WILSON BLADE 98 · 16×19 · V10 · CHAMPIONSHIP GREEN · UNOFFICIAL STUDY
SAME RACKET · FOUR AD IDEAS · SWIPE → · SAME RACKET · FOUR AD IDEAS · SWIPE → · SAME RACKET · FOU
UNOFFICIAL AI CONCEPT · WILSON BLADE 98 V10
01 / 09

GENERIC

VS

DIRECTED

SAME RACKET.

Different feeling.

Give the shot a moment.
Not just a backdrop.

ILLUSTRATIVE AI COMPARISON

Keep the product.
Build the campaign.



01
TENSION

02
TEXTURE

03
CONTEXT

04
SIGNATURE

TENSION · TEXTURE · CONTEXT · SIGNATURE

Four ideas. One unmistakable racket.

16×19 · 98 SQ IN · METALLIC EMERALD LACQUER · INFRARED STENCIL

01

TENSION
THE ACTION SHOT



3 CM OFF THE CLAY

CATCH THE *split second.*

**A bouncing ball. Clay in the air.
A reason to look.**



MAKE IT TACTILE → FELT · STRING · LACQUER →

GET *closer.*

Details you can almost touch.

02

SELL THE NEXT *set.*

Put the product inside the life they want.

TOWEL · BALLS · VISOR



03

04

ONE COLOR.

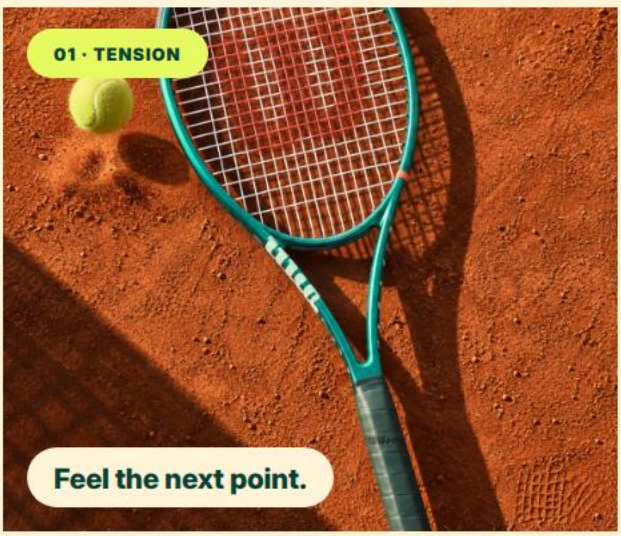
All yours.

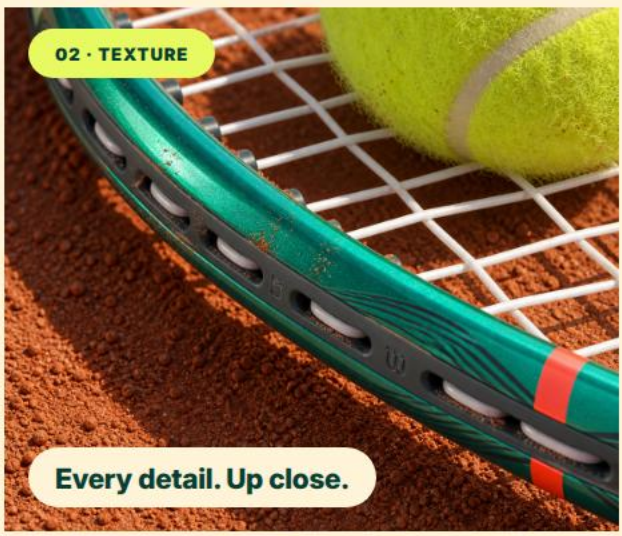
LACQUER · FELT · STENCIL

REPEAT THE COLOR · CHANGE THE COMPOSITION · REPEAT THE COLOR · CHANGE THE COMPOSITION

Same racket. *Four ad ideas.*











Test the idea before you multiply the variations.

STEAL THE *winning* RECIPE.



COMMENT BLADE →

6 scene prompts + the shot checklist

COMMENT BLADE · SIX PROMPTS · ONE CHECKLIST · COMMENT BLADE · SIX PROMPTS · ONE CHECKLIST