

GREAT GEAR · GREAT GEAR

Dead ads?

FIELD NOTES · PERFORMANCE CREATIVE LAB · 013

ONE RACKET → FOUR CAMPAIGN IDEAS

GENERIC AI SHOT

DIRECTED AI SHOT



VS

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

Four ideas. One unmistakable racket.

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



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.

Sell the next set.

Put the product inside the life they want.





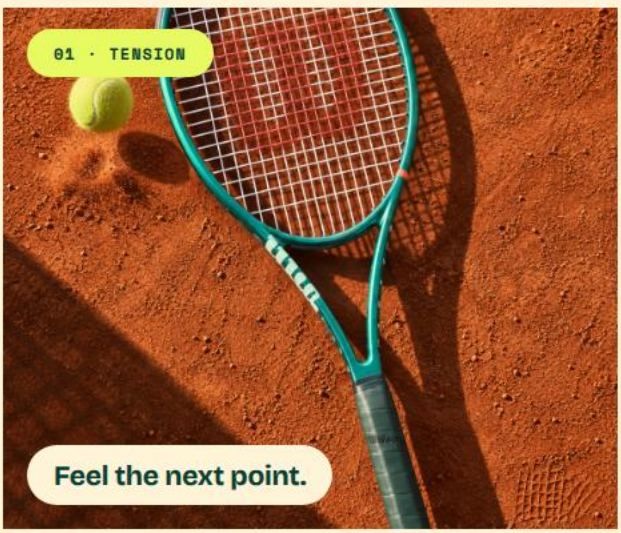
One color.

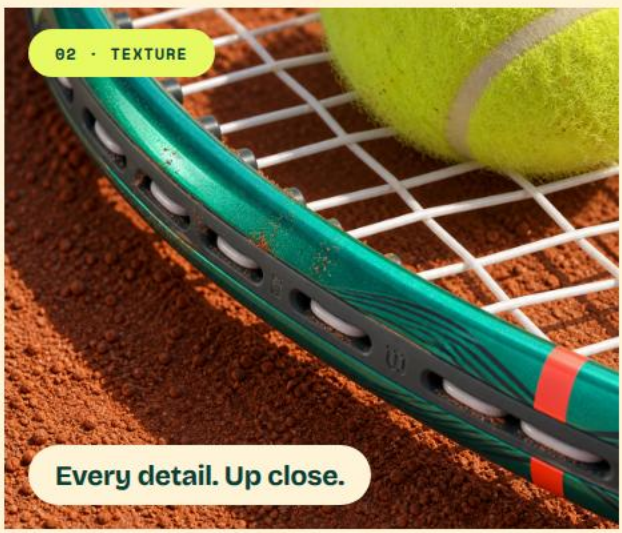
All yours.

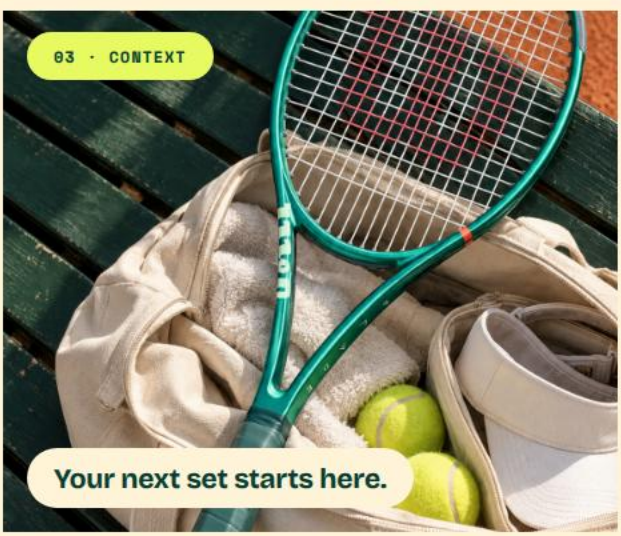
LACQUER FELT STENCIL

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