

YOUR PHOTO ISN'T THE PROBLEM.

ONE RACKET. *four ads.*

THE FOUR DIRECTIONS →

THE CATALOGUE SHOT



Correct.
Complete.
Forgettable.

ILLUSTRATIVE AI COMPARISON

THE DIRECTED SHOT

SAME RACKET.
Different ad.

One is a record.
One is a reason.

One racket. *Four directions.*

01 TENSION

Freeze the moment before contact.

02 TEXTURE

Get close enough to feel the felt and the lacquer.



03 CONTEXT

Put it inside the ritual it belongs to.

04 SIGNATURE

Repeat one colour until it reads as yours.

Same product. Four different reasons to stop.



01 TENSION

Catch the *split second.*

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



02 TEXTURE

Get *closer.*

Felt, string, lacquer, clay.
Make them want to touch it.

03 CONTEXT

Show the *ritual.*

A bag, a towel, two balls.
The life around the product.



04 SIGNATURE

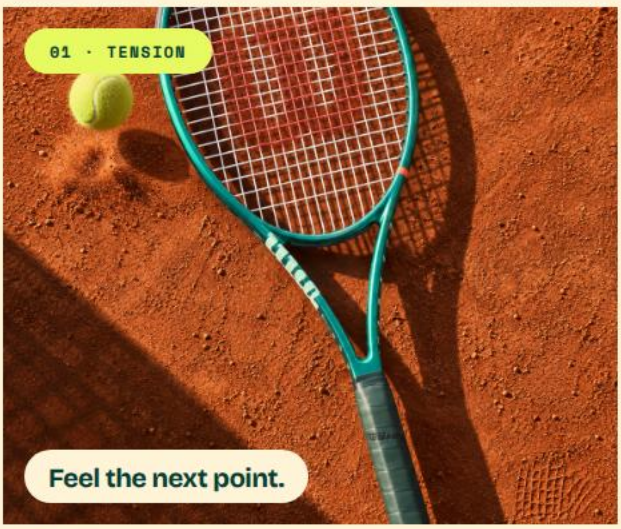
Own one *colour.*

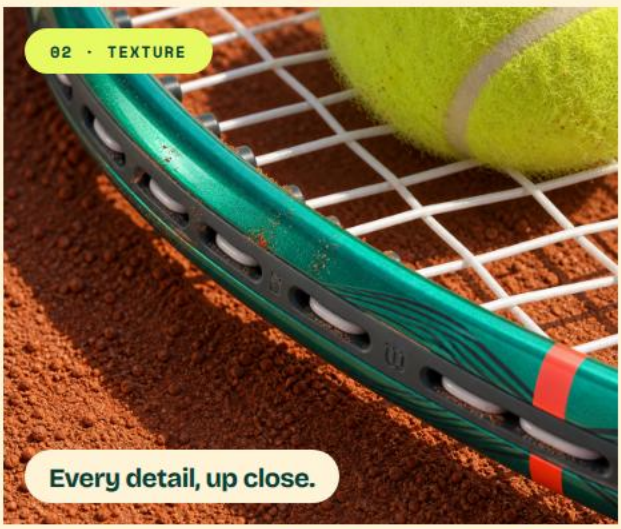
Repeat the palette.
Change everything else.

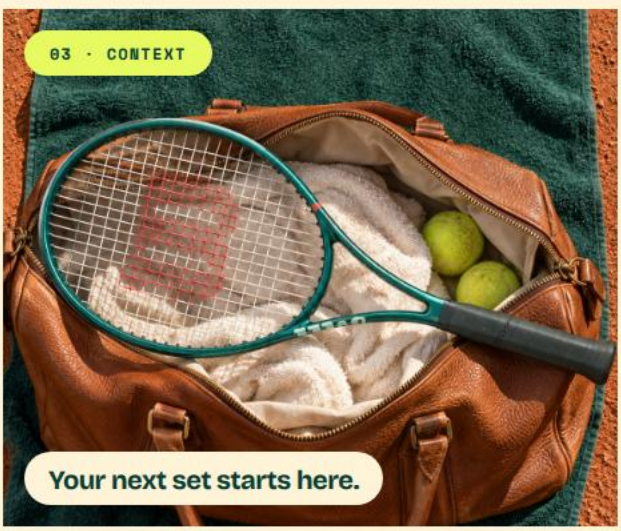


One racket. *Four ads.*

01 — 04









Test one idea before you multiply the variations.

Steal the *recipe.*



COMMENT BLADE →

8 scene prompts +
the shot checklist.