TAKE A DETOUR.

Your ads play it safe.



Build a world they can feel.

LOCK THE PRODUCT.

SAME SKATE.
NEW SCENE.



BLUE LEATHER



ORANGE WHEELS



SAME HARDWARE





SELL THE RUSH.

A low camera. A hard lean.
The moment before the turn.

CAMPAIGN NOTES

02 / TOUCH

LEATHER GRAIN
RAISED STITCHES
WORN WHEEL



SELL THE WEEKEND.

Show the plans.
Not just the product.



TURN UP THE BLUE.

One electric color.
A world built to set it off.



ONE SKATE.
FOUR REASONS
TO STOP.



A / RUSH

Catch
the lean.



B / TOUCH

Show
the finish.



C / WEEKEND

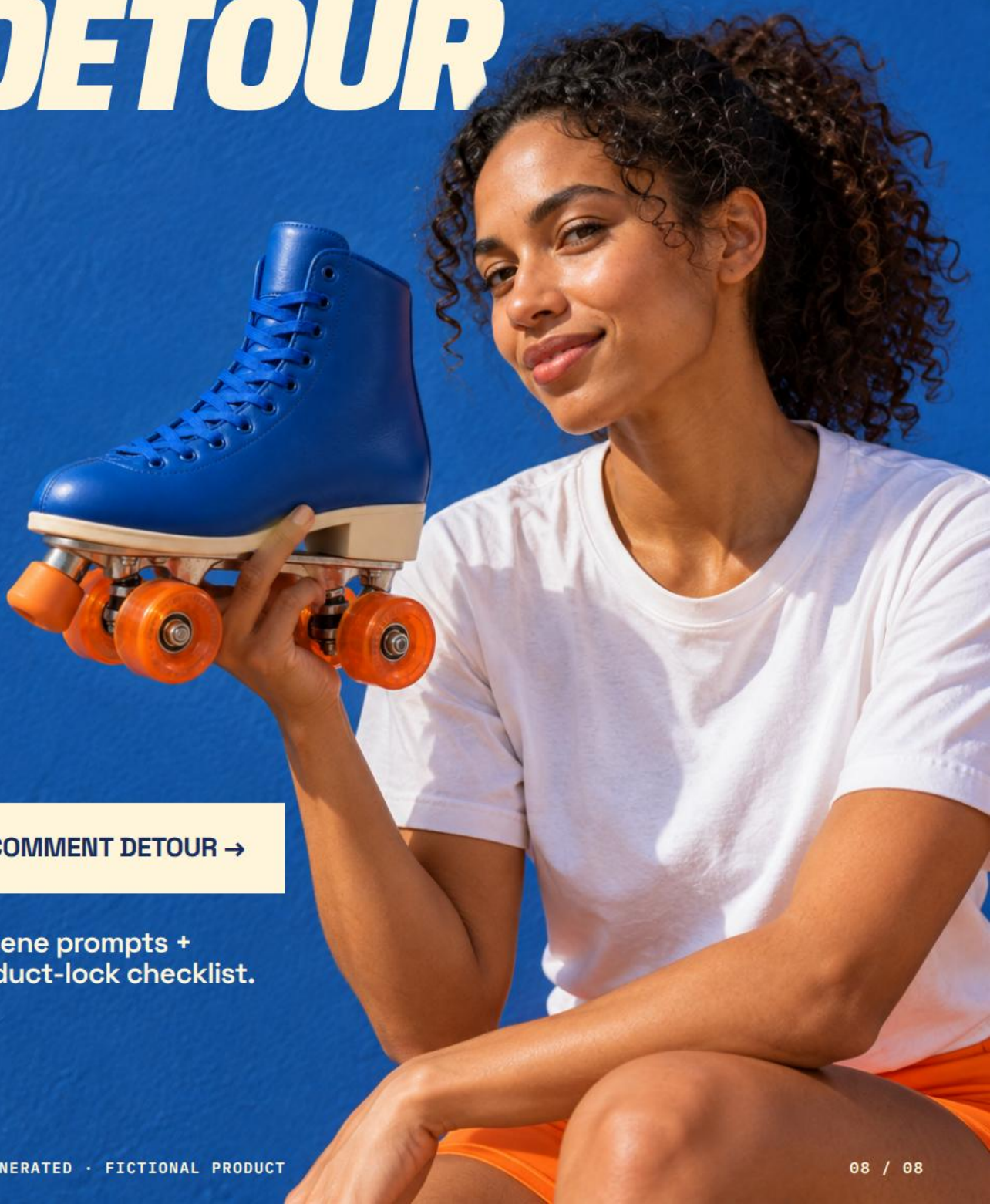
Set
the scene.



D / COLOR

Build
the world.

STEAL THE DETOUR



COMMENT DETOUR →

6 scene prompts +
product-lock checklist.