



CLIENT GUIDE

CAMPAIGNS & ADVERTISING

Bring your brand into focus.

Creative direction, talent and movement for compelling brand imagery.



WHAT WE CAN SUPPORT

Fashion, lifestyle, hospitality and product campaigns for photography, film, social content and advertising. We shape our creative contribution around your audience, message and chosen channels.

OUR CREATIVE SERVICES

Concept development and visual storytelling
Creative direction and choreography
Casting and talent coordination
Movement direction for camera
Styling, costume and production coordination as scoped

DEFINE THE DELIVERABLES

Agree on stills or video, formats, quantities, deadlines and approval rounds. Photography, filming, editing and other production services are included only when specified in the proposal.

YOUR CAMPAIGN, STEP BY STEP

- 01 BRIEF**
Share your brand, objectives, audience and intended platforms.
- 02 SHAPE**
Align on the concept, deliverables, scope, budget and schedule.
- 03 CREATE**
Confirm talent, prepare the creative and collaborate with your production team on set.
- 04 DELIVER**
Complete the agreed scope and coordinate handoff with your team.

PLAN YOUR INVESTMENT

Budget depends on creative scope, talent, shoot days, locations, styling and production needs. Talent and content usage should be agreed for the relevant channels, territory and duration.

START YOUR CAMPAIGN

www.dxocollective.com

Exxperience Exxtraordinary.