

• Ortigia A Sensory Edit

A Dual Perspective Production
Blueprint

● Agenda

1. Introduction and Creative Vision
2. Visual Style and Storytelling
3. Imagery and Movement
4. Design and Lighting Techniques
5. Engagement and Brand Integration
6. Production Planning and Execution
7. Campaign Launch and Conclusion

- Introduction and Creative Vision



Campaign Overview

Campaign idea

Fuse Ortigia's timeless coastline with a modern, high-impact edit.

Premium travel and lifestyle tone

Elevate everyday island moments into a curated, aspirational experience.

Sensory-first storytelling

Prioritise texture, light, and atmosphere to create instant immersion.

Dual perspective approach

Balance intimate details with expansive scenery to keep energy high.

What this sets up

A clear creative framework for production decisions and final delivery.



Contrast That Stops Scroll

Scroll-stopping opening

- Start in motion and sound, then snap into iconic Ortigia details.

Contrast as the hook

- Pair slow, ancient textures with fast, modern movement for tension.

Intimate meets epic

- Cut tight food and hands against sweeping coastal aerial perspectives.

Rhythmic transitions

- Use whip pans and crash cuts to keep **momentum** constant.

Sensory texture throughout

- Let steam, citrus, and market chaos land between the big vistas.

Audio & Sound Design



Rhythm-led music bed

- A driving electronic pulse locks the cut to a clear tempo.
- Traditional Sicilian strings add heritage without slowing momentum.

Foley as percussion

- Shakers, knife chops, and market textures become the beat's accents.
- Piazza ambience fills the space, keeping scenes tactile and real.



Sound-driven transitions

- Whip pans and crash cuts land on hits for maximum impact.
- Audio bridges move us from cafe intimacy to open-coast speed.

- **Visual Style and
Storytelling**

Mood and Atmosphere



Light that feels premium

- Lean into warm morning sun to evoke calm, elevated Mediterranean ease.
- Use directional light to shape faces, stonework, and sea reflections.



Contrast and texture

- High-contrast frames make food, fabric, and architecture feel tactile.
- Protect bright whites while keeping shadows rich, clean, and cinematic.



Modern grid discipline

- Grid-led layouts balance detail shots with wider context in one view.
- Use consistent spacing and crisp type blocks for editorial polish.



● Palette and Style

Signature palette

- Warm terracotta, deep ocean blue, and crisp white signal premium travel.
- Terracotta leans into stone, sun-baked streets, and heritage textures.
- Ocean blue anchors the coast, adding depth and modern contrast.

Mood and meaning

- Bright whites hold space for typography and clean grid layouts.
- The trio reflects architecture, sea, and sunlight in one system.

Cohesion across assets

- Consistent grading keeps food, streets, and coastline feeling unified.
- Colour continuity strengthens recognition across all campaign placements.



• Dual Perspective

Two tempos, one story

- Cut between timeless stone, rituals, and textures and modern motion.
- Use contrast to make Ortigia feel both ancient and electric.

Split-screen as a device

- Pair intimate cafe details with wide coastal movement in-frame.
- Let the viewer compare pace, scale, and mood instantly.

Immersion through rhythm

- Crash cuts keep momentum, then brief holds reward sensory detail.
- Every transition is motivated by action, not decorative editing.

- Imagery and Movement

Food and Cafe Culture



Food as texture

- Macro shots linger on granita melt, citrus twist, and seafood prep.
- Hands, steam, and glassware detail make flavours feel immediate.



Cafe life, up close

- Quiet table moments contrast with the island's street-side pulse.
- Natural interactions capture the rhythm of authentic Italian mornings.



Culinary heritage cues

- Local ingredients, simple rituals, and tradition anchor the modern pace.
- Every plate becomes a cultural postcard, not a staged product shot.

Coastal & Aerial Impact

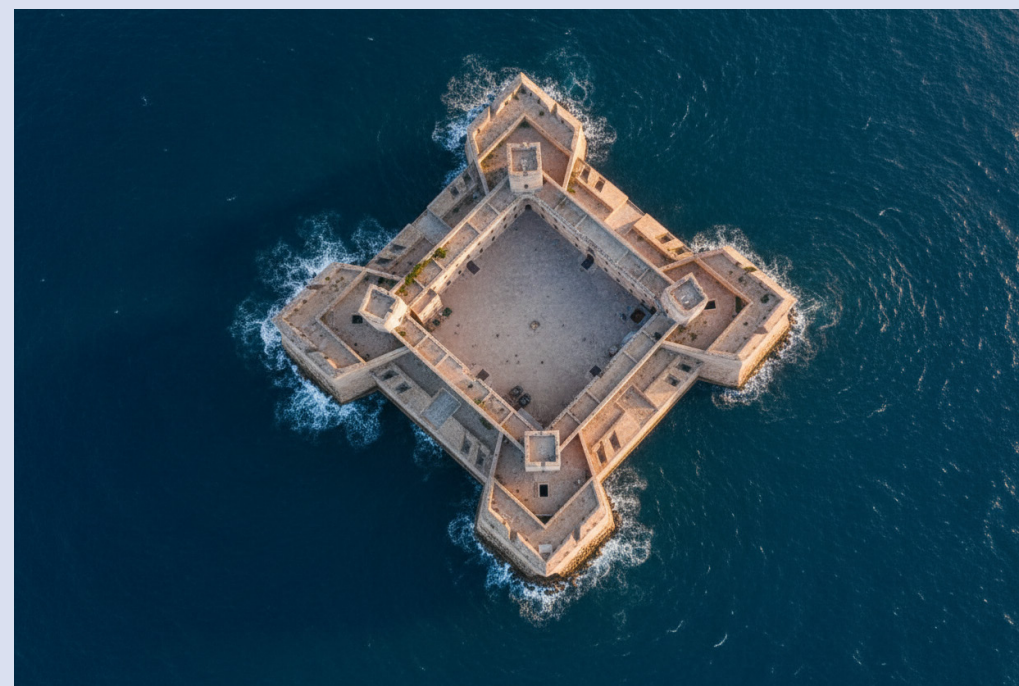


Coastline as a reveal

- FPV-style passes trace cliffs, sea walls, and the Lungomare edge.
- Wide horizons establish scale, then cut tight for immediate impact.

Ancient architecture from above

- Banking angles showcase Castello Maniace as a coastal anchor point.
- Top-down moments highlight geometry, stone texture, and centuries-old lines.



Momentum versus calm

- High-speed sweeps crash-cut into still, sunlit frames for contrast.
- Movement becomes the transition, keeping the viewer locked in.



Dynamic Movement

Fast-paced set pieces

- Cut between boats, market surges, and street crossings for momentum.
- Use quick, directional moves to keep the viewer chasing the scene.

Motion-driven rhythm

- Build sequences around whip pans, crash cuts, and continuous forward motion.
- Let movement carry transitions so the pace never visibly resets.

Contrast with calm

- Drop into quiet details between bursts to heighten perceived speed.
- Balance high energy runs with breath moments that feel premium, not chaotic.

Intimate Close-Up Moments



Human proximity

- Hands pouring, stirring, and plating to build a personal, lived-in feel.
- Faces in soft morning light to ground the edit emotionally.



Texture as storytelling

- Macro details of citrus peel, sea spray, stone, and fabric.
- Lingering frames that let the audience notice heat, steam, and melt.



Contrast against the rush

- Quiet micro-moments placed between fast transitions to reset the pace.
- Intimacy makes the wide, high-speed sequences feel even bigger.

- Design and Lighting Techniques

Modern Grid Storytelling

Structure that reads instantly

- Use modular grid blocks so each scene lands cleanly, fast.
- Separate food textures, coastal scale, and street energy into clear panels.

Premium travel aesthetic

- Let white space and strong alignment elevate every image and cut.
- Pair high-contrast frames with warm highlights for Mediterranean polish.

Visual hierarchy that guides

- Lead with the hero moment, then support with detail close-ups.
- Keep typography minimal so visuals and rhythm stay in control.



Lighting and Contrast



Warm Morning Advantage

- Shoot early to capture soft, golden light across stone textures.
- Use long shadows to sculpt arches, alleys, and cafe interiors.



High-Contrast Look

- Balance bright whites with deep blues for crisp, premium separation.
- Emphasize highlights on water, glassware, and fresh seafood surfaces.



Premium Consistency

- Keep skin tones warm and natural, avoiding heavy color shifts.
- Match exposure between intimate close-ups and wide coastal views.

- Engagement and Brand Integration

Sensory Overload Plan



Multi-sensory layering

- Intercut macro textures with wide coastal movement for constant contrast.
- Use environmental foley as percussion to make scenes feel tactile.

Pacing that hooks

- Let the beat lead; cut visuals to rhythm, not chronology.
- Snap between calm detail and speed to prevent viewer fatigue.



A signature feel

- Crash cuts and whip pans create a recognizable, premium momentum.
- Old-world ambience plus modern energy becomes a distinct campaign stamp.

Engagement Tactics



Design for participation

- Create quick-poll prompts and “choose the next scene” story moments.
- Build shareable loops where whip-pan transitions become the hook.



Invite discovery through contrast

- Use split-screen beats to let viewers compare slow versus fast experiences.
- Turn sensory details into micro-stories people replay for texture.



Fit premium travel audiences

- Keep pacing bold but elegant, pairing craft moments with coastal scale.
- Deliver vertical-first cuts that feel curated, modern, and aspirational.



Brand Integration

In-frame brand presence

- Place logos subtly on menus, coasters, and packaging, never intrusive.
- Prioritize authentic use moments, captured naturally within the action.

Story alignment

- Match brand messaging to Ortigia's contrast: calm detail versus kinetic energy.
- Connect key product beats to sensory cues: taste, texture, sound, motion.

Consistency across deliverables

- Keep a unified grade and typography to reinforce premium recognition.
- Use repeatable visual motifs to tie long-form and social cuts together.

- **Production Planning
and Execution**

Production Blueprint

Capture plan and rhythm

- Pre-map sound cues so camera movement matches the beat.
- Collect clean ambience and tactile foley for layered transitions.

Schedule and milestones

- Build a day-by-day shot list tied to best light windows.
- Lock a strict two-hour restaurant window for hero food scenes.

Team coordination

- Lean crew workflow with clear handoffs: capture, data, notes.
- Daily alignment with brand stakeholders to confirm priorities fast.

Delivery readiness

- Edit checkpoints ensure the 60s master and social cuts stay on-track.



Scouting & Planning



Key locations to anchor the edit

- Castello Maniace provides bold coastal architecture for high-impact openers.
- Piazza del Duomo and tight alleys offer clean lines and fast transitions.
- Markets and cafes deliver authentic texture, hands, and close-up moments.



Light and contrast scouting plan

- Prioritise early morning for warm light and minimal foot traffic.
- Use shaded streets and bright sea horizons to push contrast.



Logistics for speed and intimacy

- Pre-map movement between zones to protect time, batteries, and momentum.
- Confirm safe FPV corridors and backup routes for crowded areas.
- Lock short restaurant windows for food shots without disrupting service.

Talent and Casting



Authenticity on camera

- Prioritise real locals to ground every cafe and street moment.
- Capture natural gestures and routines, not posed travel stereotypes.

Casting that reflects Ortigia

- Represent a mix of ages, styles, and backgrounds seen daily.
- Wardrobe and props stay true to contemporary island life.



Energy and intimacy

- Choose expressive talent who can move with the edit's pace.
- Build comfort fast so close-ups feel candid and tactile.

Post-Production & Edit



Edit for momentum

- Cut to the beat, using whip pans and crash cuts.
- Build contrast by alternating intimate details and wide coastal energy.



Colour grade the campaign look

- Push warm terracotta highlights while protecting skin tones and food colour.
- Deepen ocean blues and keep whites crisp for a premium finish.



Sound design as storytelling

- Layer driving electronic music with traditional Sicilian string textures.
- Use real foley as percussion: shaker crack, seafood chop, piazza ambience.

- Campaign Launch and Conclusion

Launch and Activation



Channel rollout

- Lead with the 60-second hero film on YouTube and the website.
- Drive reach with four 15-second vertical cuts on Reels and TikTok.



Activation moments

- Program sensory-first drops around food, coastline, and nightlife sequences.
- Use rapid transition moments as repeatable hooks for sharing.



Measurement and feedback

- Track view-through and completion to validate pacing and story clarity.
- Review saves, shares, and comments to refine future edits.

Takeaways and Next Steps



What this campaign delivers

- A premium, high-impact film that makes Ortigia instantly feel-able.
- A sensory-first approach that turns textures, light, and motion into desire.

Why it stands out

- Dual perspective storytelling balances intimate moments with big coastal scale.
- Rhythm-led editing keeps momentum and rewards repeat viewing.



Next steps to proceed

- Lock hero locations and confirm the daily flow around key light.
- Align on the final shot list and brand moments to capture.
- Schedule production, then move straight into edit, sound, and delivery.