

FT FI

LEFT FIELD

New Zealand

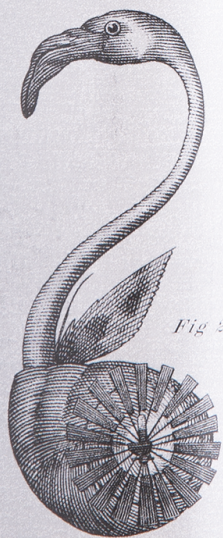


Fig 2.

Flamingo Recluse

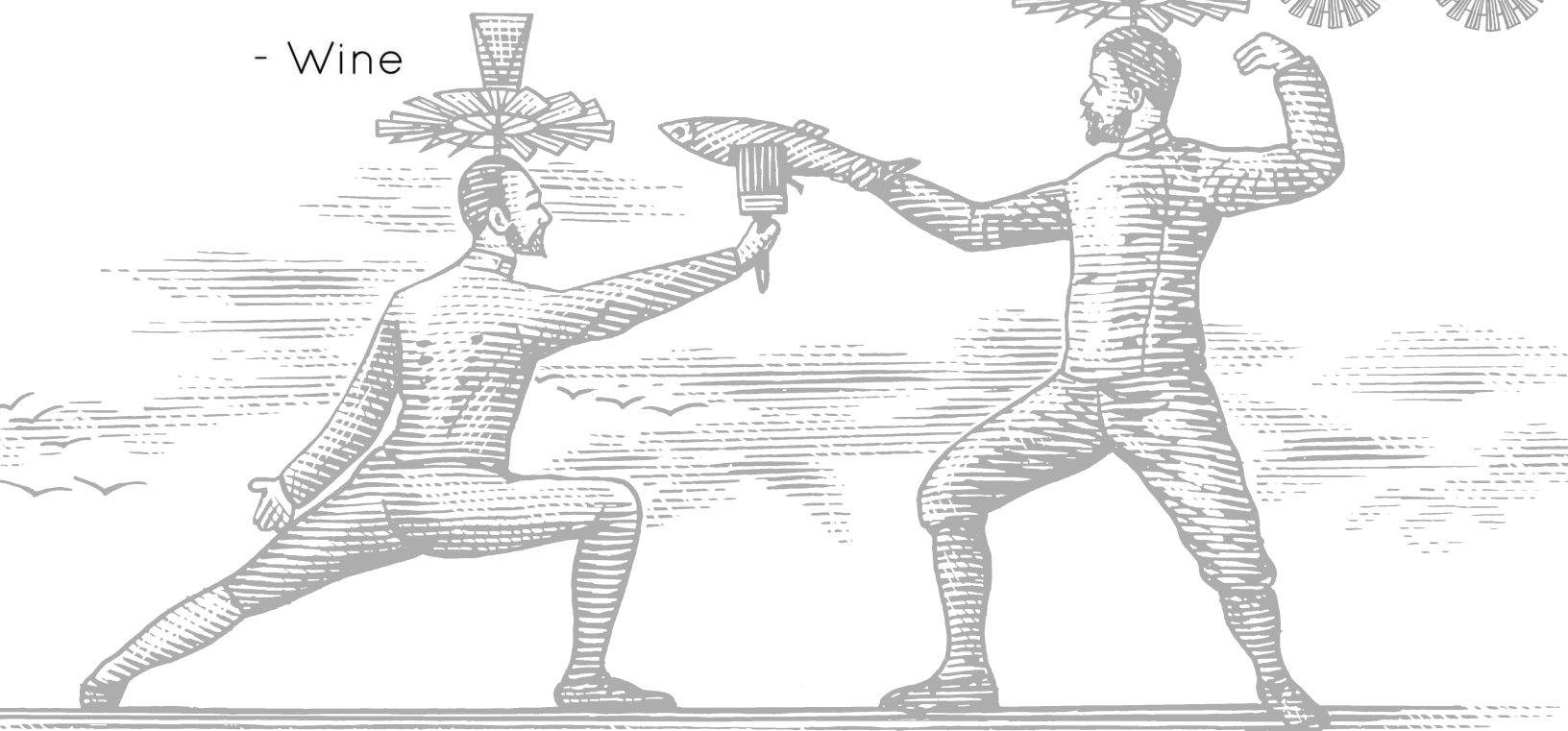
Nelson
PINOT NOIR

a treatment by: **itsknottv**

LEFTFIELD

"trust me,
you can
dance"

- Wine



Weird.
Wonderful.
Whimsical.

These will be the pillars that hold up your branding campaign. I love the overall energy. So many elements can blend right in with the creative atmosphere you've already established. My approach will continue along that old timey mashup with elements of steampunk, industrial, and retro style.

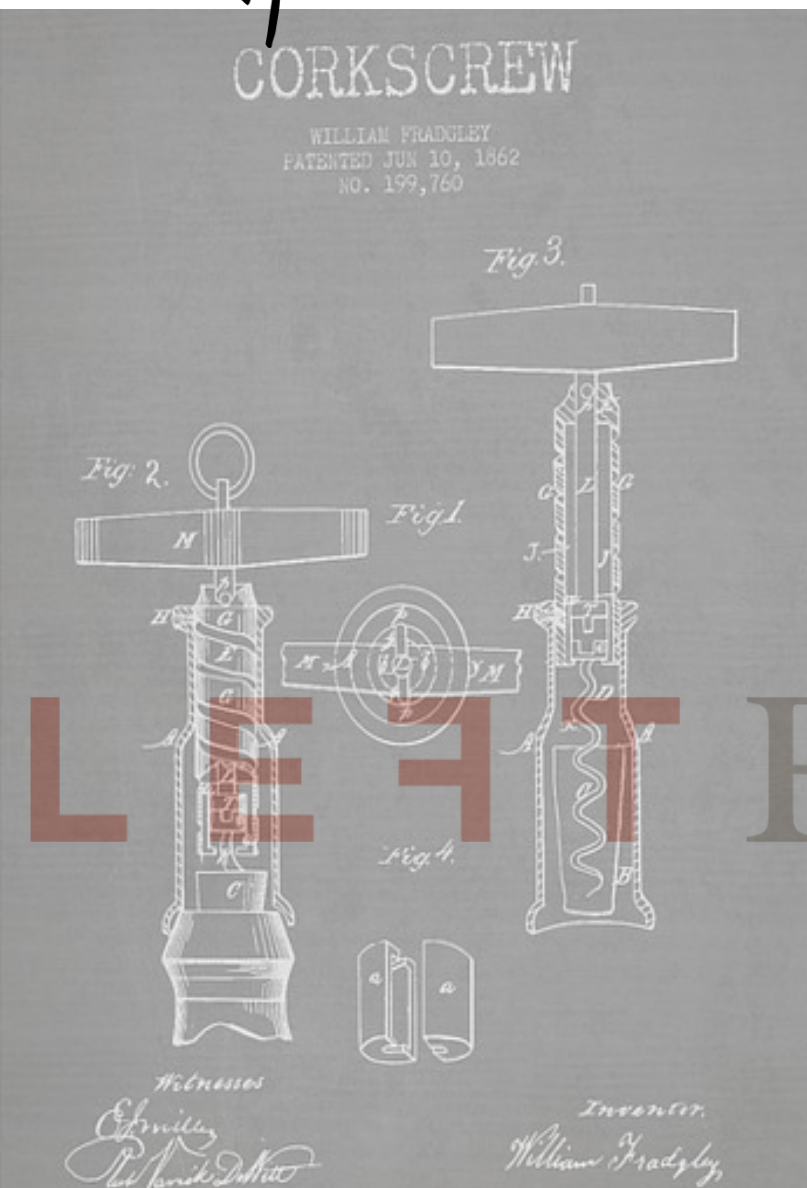
An anomaly myself, having escaped the confines of corporate to pioneer my own path, I bring a unique perspective to this campaign. I've represented the globally celebrated HBO, launching multiple channels into success by brand definition / preservation, content curation and audience understanding.

The look and feel I am proposing for the video, will be aligned with the magical creatures and artwork from LeftField, as they interact with neutral locations. Think Netflix's LE PETIT PRINCE meets the wine industry.



The stills will be consistent to the energy of the brand. Here we can create quirky memes, vintage postcards, fun facts and inspirational quotes to promote key messaging, current events and promotions.

Colours will border primary but with flat, muted tones to further enhance that vintage vibe. Think Tim Burton's world of EDWARD SCISSORHANDS.



Kites rise against the wind, not with it.
-Sir Winston Churchill

product

Product shots will allow us to celebrate the adventurous explorers of LeftField. The daring, free thinking, rebels who refuse to accept under quality; but not necessarily want to swirl wine in their glass, examine it in the light, before swishing some around in their mouth to comment on its bouquet.

Quirky memes, one liners, instructional posts would drive the messaging that anyone can enjoy LeftField if they're willing to take the road less travelled. Artistically, these will also feature similar aspects to our other creative to better define the look and feel of the brand.

Quality is not an act, its a habit
-Aristotle

LEFTFIELD
WINE FOR
THE
ECCENTRIC

Without the cheese.



consumption



POST CARD

BRITISH MADE

Providence

Address

Consumption shots will be in the theme:

Where does going LeftField take you?

Here we can incorporate old vintage style postcards and imagery, combined with the creatures hidden in the environment like easter eggs. These could be authentic stock imagery with some touchups, or re-creations. All art would remain aligned with the overall creative that harbours the old fashioned magic that goes into making such a delightfully unusual wine experience. It's not wine tasting, its wine consuming!



New Zealand



Fig 6.

Moon Shell Moth

Hawkes Bay
ROSÉ

LEFTFIELD

animation

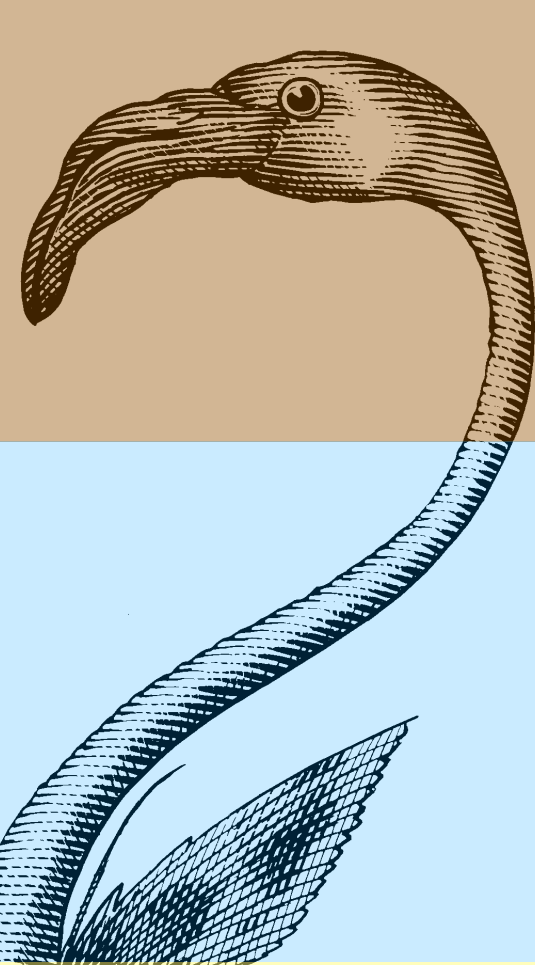


For the animated / video approach, we would bring the creatures to life while still maintaining the earlier established energy. Creatures would float through scenes or pop up as hidden gems in the shots. Visually stunning, along the lines of *THE SHAPE OF WATER*, the videos would open a world of imagination. The storyline to these could be a running theme where each one builds on the other, or standalone, *Tales From LeftField*.

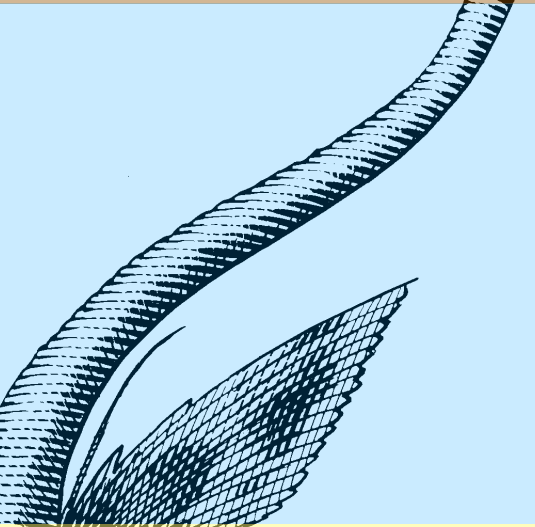
Snackable short quips, best washed down with a glass of Sauvignon Blanc or Pinot Noir.



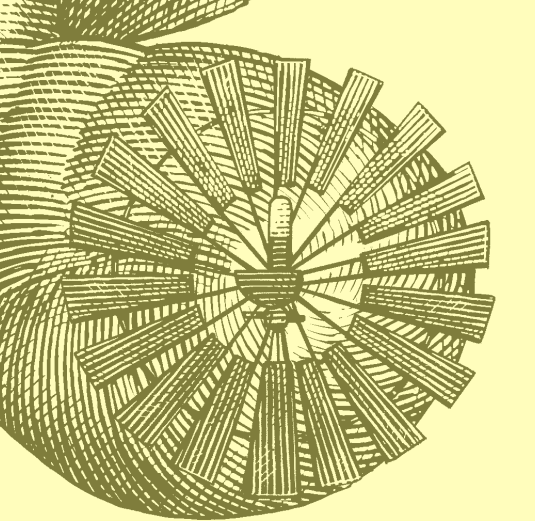
If one glass of wine is good for you. Two is even better!



I make wine disappear.
What's your superpower?



Drink wine:
it isn't good to keep
things bottled up.



If there were "Box Tops for
Education" on wine labels,
my kid's school
would be rich!



LEFT FIELD



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