

Xxxx Xxxxxx – *SDLX+ Visual World*

SDLX + Visual World

by *Xxxx Xxxxxxxx*

Xxxx Xxxxxx- *SDLX+ Visual World*

Introduction

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JOHNNIE WALKER.

Xxxx Xxxxxx- SDLX+ Visual World

Blue Label

A cool blue horizon of pure, fresh water.

JOHNNIE WALKER.

Approach

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Blue Label
Horizon & Perspective



JOHNNIE WALKER.



Blue Label
Textures & Distortions

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JOHNNIE WALKER.



Blue Label
Additional Textures



JOHNNIE WALKER.



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XR21

A prism of echoing light

JOHNNIE WALKER.

XR21 Overview

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Approach One

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1.
XR21

Repeated silhouette on natural-textured backdrop



1.
XR21
Repeated silhouette on natural-textured backdrop



Approach Two

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2. XR21

Silhouette with abstract blur



JOHNNIE WALKER.





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2. XR21

Silhouette with abstract blur



JOHNNIE WALKER.

Approach Three

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XXXX

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3.

XR21

Mirror-box & Infinity repeats





3.
XR21

Mirror-box & Infinity repeats



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Gold Label

Shimmering & playful pools of Gold

JOHNNIE WALKER

Gold Label Overview

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1.
Gold Label
Shimmering gold & Solarisation



JOHNNIE WALKER.



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1.
Gold Label
Shimmering gold & Solarisation



JOHNNIE WALKER.

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JOHNNIE WALKER.

2.

Gold Label

Fluid fabric & letters



2.

Gold Label

Fluid fabric & letters



2.

Gold Label

Solid Gold & Shadowplay 3D lettering



go.
go.



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Dark Markets

JOHNNIE WALKER

Dark Markets Overview

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Blue Label

Defined lighting and higher perspective



JOHNNIE WALKER.

XR21

Label to be shot with kaleidoscope repetition



Gold Label

Textural gold liquid with stylised disruption



Motion Overview

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Motion



JOHNNIE WALKER.

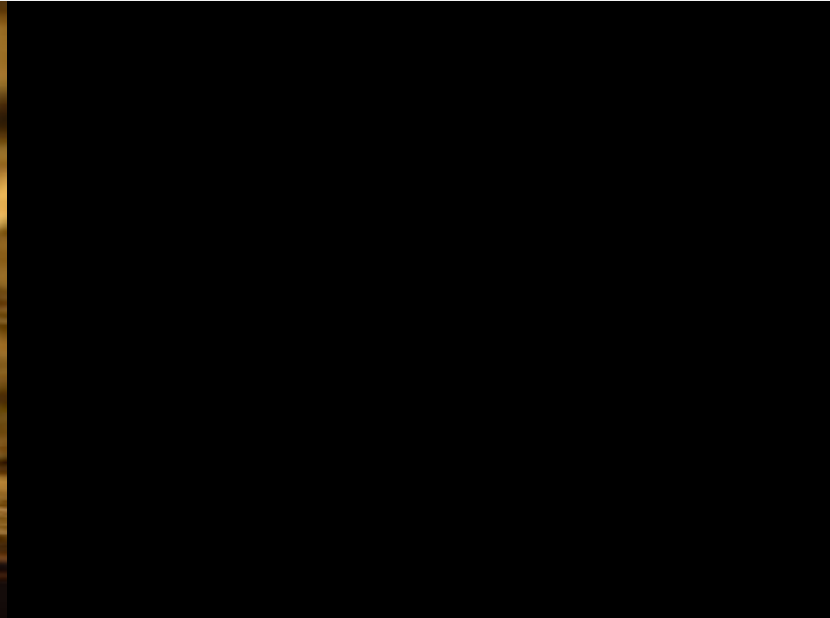
Motion



FORCE
BIOTHERM HOWE

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Motion



JOHNNIE WALKER.

Xxxx Xxxxxx- SDLX+ Visual World

Motion



JOHNNIE WALKER.

Thank you for your attention and time reviewing this creative response, we are thrilled to be able to work with such a distinguished brand as Johnnie Walker.

Look forward to further developing this creative dialogue and creating the best possible visual campaign for Johnnie Walker.