

# CASE STUDY

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## ANAVI

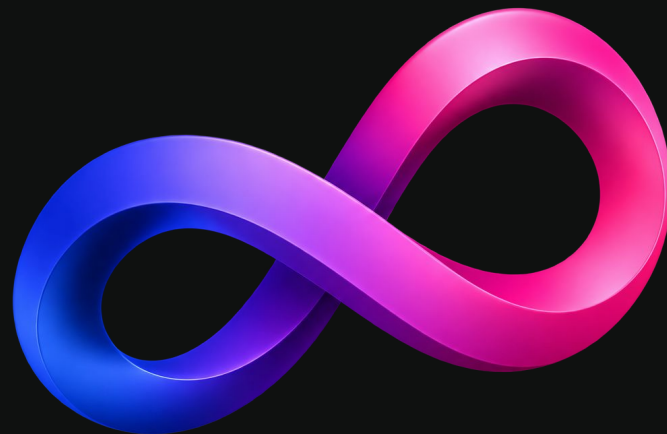
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From product catalogue to product experience.

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4-month social media strategy, content direction & creative production.

- 24 reels planned
- 28 static posts
- 16 carousel posts



# DRONYX

Ideas in Motion.

## THE BRIEF

**The products are there. The experience is not.**

### BEFORE

The social presence was heavily product-led and did not consistently create a strong, elevated visual perception.

### BUSINESS NEED

The owner's feed still had to function as a catalogue. Important products needed to remain clearly visible.

### CREATIVE TASK

Upgrade the visual quality without losing catalogue clarity: show the product, then show why it belongs in a real space.

**PRODUCT CLARITY × LIFESTYLE ASPIRATION**

# Make the product desirable by showing where it belongs.

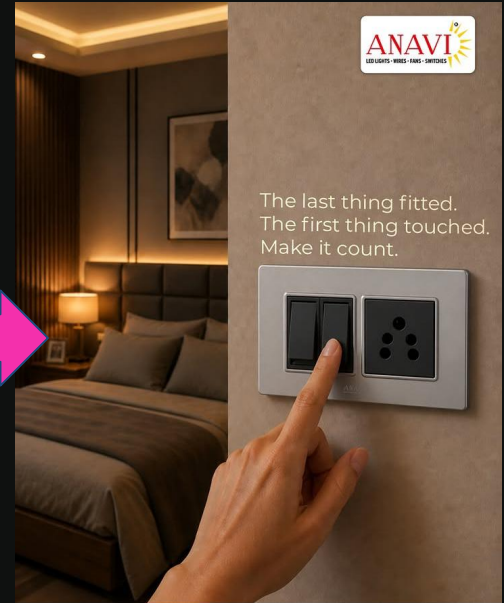
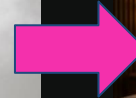
Lights, switches, wires and automation products moved out of isolation and into homes, workspaces, exteriors, stadiums and everyday moments.

## PRODUCT

Visible. Clear. Feature-led.

## EXPERIENCE

Contextual. Aspirational. Relatable.



## A catalogue feed with a lifestyle layer

### PRODUCT SHOWCASE

Clear product visuals, names, specifications and use cases.

### LIFESTYLE CONTEXT

Products placed in environments where their value is immediately understood.

### EDUCATIONAL CONTENT

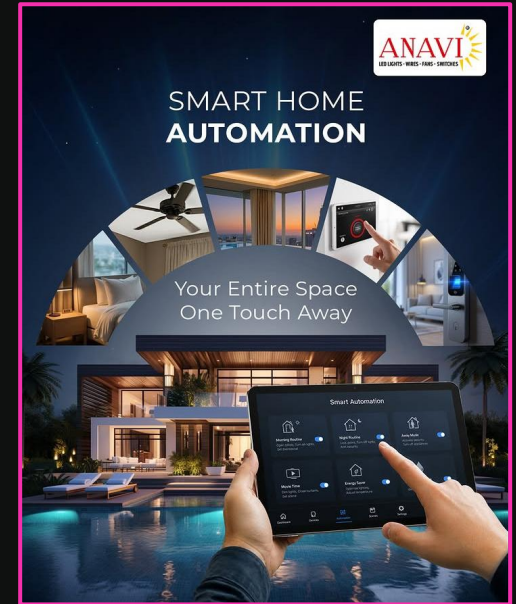
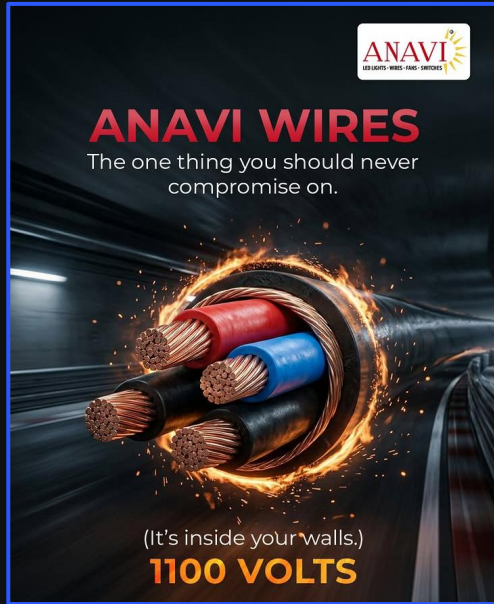
Benefits, features, applications and product differences.

### SMART / HUMAN CONTENT

Hooks and scenarios designed to make technical products easier to engage with.

**The result:**  
**Catalogue clarity stayed intact,**  
**but the feed stopped feeling like only a catalogue.**

# Products in context, not products in isolation



# From product brief to scene-by-scene execution

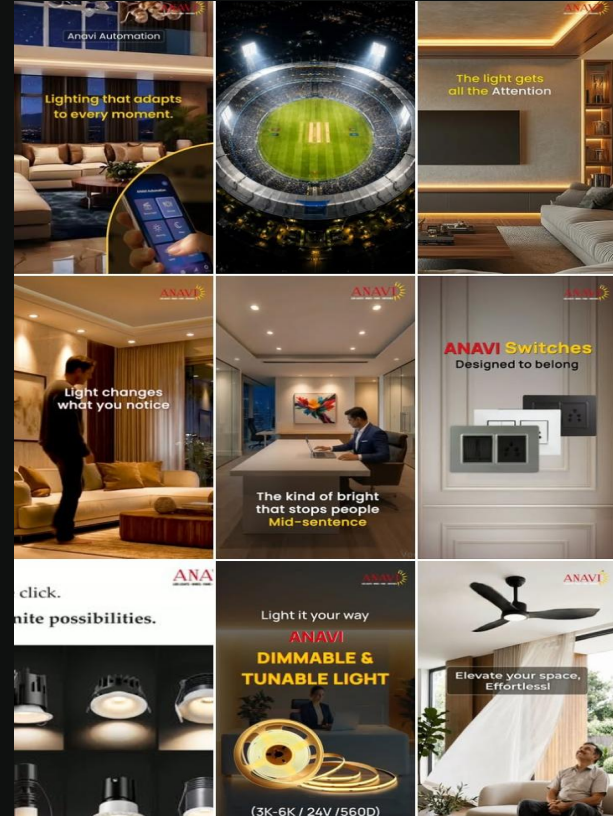
24

## REELS PLANNED

Across four months, I planned reel concepts, hooks, scripts and individual scenes, keeping the product at the centre while the story made it relevant.

- Lifestyle storytelling
- Product demonstrations
- Familiar situations
- Visual hooks

ANAVI



## A hybrid AI + editor workflow

### AI-LED CREATION

Created a large portion of the visual assets using AI tools, building realistic product environments and lifestyle compositions.

### EDITOR SUPPORT

Remaining assets were produced with editors, with direction kept consistent across the content system.

### CREATIVE CONTROL

Maintained visual direction, product visibility and content logic so different production methods still felt like one brand.

**AI was the production tool,  
not the story.**

## Consistent output across the 4-month engagement

**24**

REELS PLANNED

**28**

STATIC POSTS

**16**

CAROUSEL POSTS

**4**

MONTHS

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### Monthly Calendar

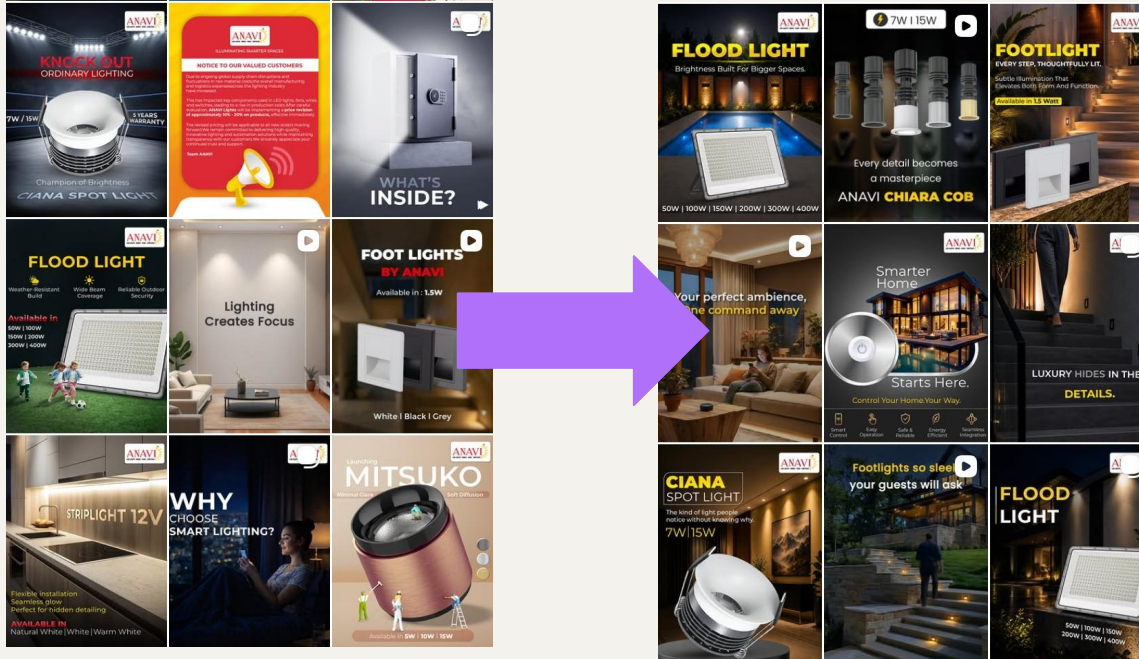
7 static posts + 4 carousel posts + planned reels

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Enough room to educate, showcase, contextualise and experiment.

Without abandoning the catalogue requirement.

# Keeping the catalogue, upgrading the perception



# Strategy + creative direction + execution

## SOCIAL STRATEGY

Defined the balance between catalogue, lifestyle and educational content.

## REEL STRATEGY

Planned 24 reels including hooks, scripts, story flow and scene-by-scene direction.

## ART DIRECTION

Redesigned the visual language to create a more elevated and consistent brand presence.

## AI CREATIVE

Created product-led lifestyle imagery using AI tools and guided editor-produced assets.

## CONTENT PLANNING

Managed a four-month cadence of static posts, carousels and reels.

## BRAND REQUIREMENT

Protected the catalogue requirement while pushing content beyond basic product display.

The result:

The **feed** became more than a catalogue.

- Social Media Strategy
- Creative Direction
- Reel Planning
- AI Visual Production

