

CASE STUDY

ARD AL ZAAFARAN

Launch Campaign

&

Brand Direction

Initial launch planning | Visual direction
Brand identity | Content creation



THE BRIEF

Build the launch language for a new fragrance brand.

THE ASSIGNMENT

I helped plan the initial launch campaign for Ard Al Zaafaran and define how the brand should look, feel and communicate.

THE CHALLENGE

Create a distinctive fragrance identity that feels premium without relying on the word “premium” or generic luxury cues.

THE OUTPUT

Launch concepts, visual direction, brand identity cues, video concepts and initial social creatives.

The role was focused on establishing the creative foundation; the wider agency team later took the direction forward.

BRAND DIRECTION

Premium was a **feeling**,
not a **word**.

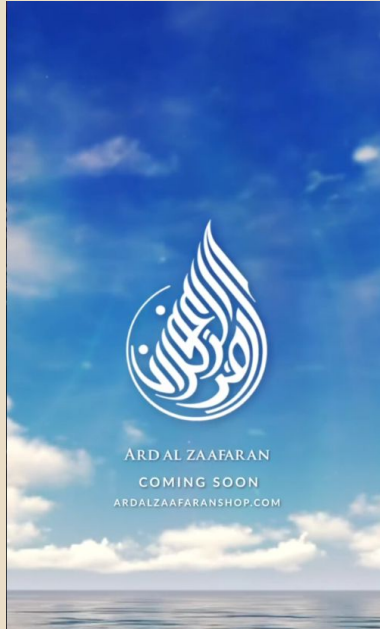
The brand direction focused on creating an elevated, **aspirational world** through **visual restraint**, atmospheric imagery, fragrance-led storytelling and a sense of mystery.

Instead of repeatedly communicating “luxury”, the identity was designed to make the audience experience it through the **visual language**.



DRONYX

VISUAL DIRECTION



ARD AL ZAAFARAN

The visual language moved beyond simple product shots, using **texture**, atmosphere, **movement**, scale and **cinematic** environments to build a recognisable world around the fragrance.

CONTENT CREATION

From **concept** to **launch-ready** content.

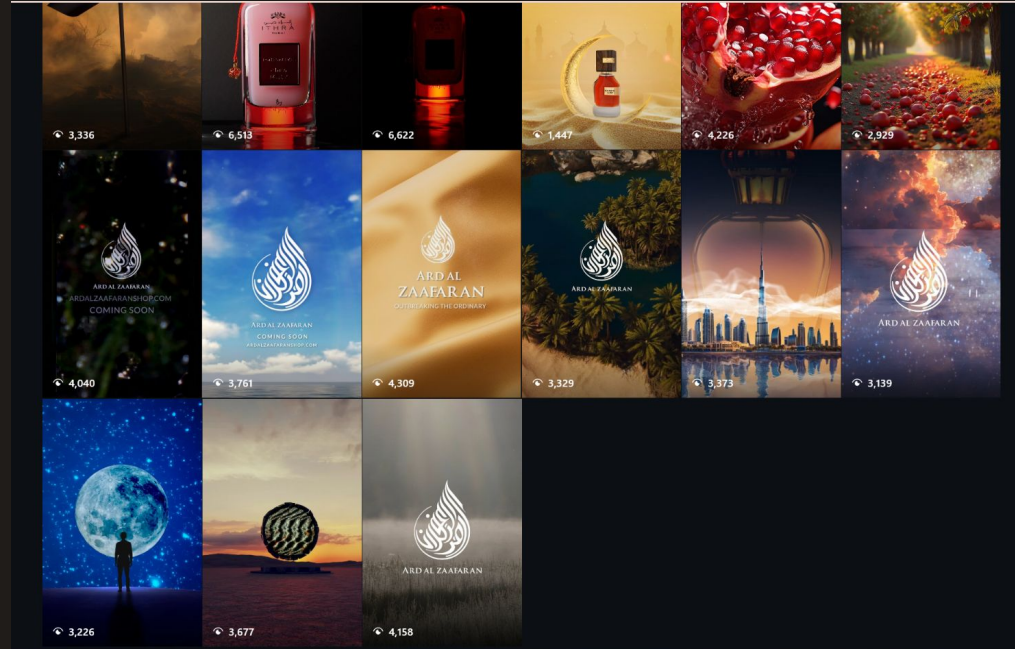
I helped shape the videos from the initial idea & visual treatment through to the final creative direction, alongside helping establish the first wave of social posts.

Video language

Atmospheric • product-led • cinematic • sensory

Social language

Consistent • aspirational • visually distinctive



MY CONTRIBUTION

Launch campaign planning

Helped create the initial campaign plan and the creative direction for the brand launch.

Brand identity

Defined how the brand should feel visually and how to communicate an elevated identity without relying on obvious luxury language.

Video concepts

Helped develop the visual concepts and treatments for the launch videos, including the videos shared in this case study.

Content direction

Helped shape the first social creatives and establish the visual consistency for the initial launch phase.

SUMMARY

Setting the **creative** foundation before the **launch**.

My involvement with Ard Al Zaafaran was centred on the **initial launch phase**, defining the **brand's visual world**, shaping the campaign direction, helping create launch **videos and establishing the look** of the first social content.

ROLE:
CREATIVE STRATEGY + BRAND DIRECTION +
CONTENT CREATION

ARD AL ZAAFARAN

