

JASMINE FITNESS CLUB & SPA TVC

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AGENDA

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INTRODUCTION ABOUT PROJECT

THIS PROJECT AIMED TO CREATE AN INSPIRING AND BRANDED COMMERCIAL FOR JASMINE FITNESS CLUB & SPA, A LEADING HEALTH AND WELLNESS CENTER IN KATHMANDU, NEPAL. WE BEGAN BY RESEARCHING THE BRAND AND UNDERSTANDING ITS AUDIENCE TO DEVELOP A CONCEPT THAT TRULY REPRESENTS JASMINE FITNESS.

THE COMMERCIAL WAS PLANNED AND PRODUCED FOLLOWING PROFESSIONAL STANDARDS, COVERING ALL STAGES FROM PREPRODUCTION TO SHOOTING AND POSTPRODUCTION. IT SHOWCASES THE CLUB'S MODERN GYM, SPA, SWIMMING POOL, AND RESTAURANT, HIGHLIGHTING THE VIBRANT AND HEALTHY LIFESTYLE THAT JASMINE FITNESS PROMOTES.



AIM AND OBJECTIVES

- **Aim:**
To create an inspiring and professional commercial that promotes Jasmine Fitness Club & Spa as a leading wellness destination.
- **Objectives:**
 - Showcase the gym, spa, pool, and restaurant facilities.
 - Produce a motivational and visually appealing video.
 - Ensure content fits social media standards.
 - Incorporate client feedback to align with brand identity.
 - Enhance storytelling to connect emotionally with the audience.

CONCEPT RESEARCH

We conducted thorough research to develop a concept that aligns with Jasmine Fitness Club & Spa's identity as a premier wellness destination in Kathmandu. Our target audience includes health-conscious individuals aged 16–55 in urban areas. We analyzed successful fitness advertisements and marketing strategies to inform our creative direction. The concept emphasizes showcasing the club's modern facilities—gym, spa, swimming pool, and restaurant—through motivational storytelling that resonates with the audience's aspirations for a balanced and healthy lifestyle. The content is tailored for digital platforms like Instagram, Facebook, YouTube, and TikTok to ensure broad reach and engagement. Throughout the development process, we incorporated feedback from the client to maintain brand consistency and relevance.

PRE-PRODUCTION OVERVIEW

- Developed a detailed pre-production plan to guide every aspect of the shoot.
- Created the script and storyboard, and conducted location scouting.
- Finalized costume styling and managed the shooting schedule.
- This preparation minimized confusion during filming, enhancing productivity and quality.
- Served as the foundation for the entire video production.

SCRIPT DEVELOPMENT & STORYBOARD DESIGN

- Crafted a concise script to guide the narrative and ensure clarity in messaging.
- Designed a storyboard to visualize each scene, detailing camera angles and transitions.
- This process streamlined the shoot, enhancing efficiency and visual coherence.
- Ensured alignment with the brand's identity and audience expectations.
- Facilitated better communication among the production team, reducing misunderstandings during filming.



CASTING & STYLING

- The selected model was initially unavailable due to her participation in an international competition, leading to a brief delay in production.
- We chose to wait for her return to maintain consistency and uphold the creative vision.
- Her confident and athletic presence perfectly embodied the energetic and wellness-focused image of Jasmine Fitness Club & Spa.
- Her movements and expressions were directed to showcase strength, elegance, and motivation.



PRODUCTION PHASE

- Filming occurred throughout the day at various locations within Jasmine Fitness Club & Spa, focusing on the gym, swimming pool, and restaurant areas.
- Utilized a Sony FX3 camera to capture high-quality visuals, employing a tripod for steady shots and a gimbal for dynamic movements
- Implemented LED tube lights to add depth and a premium feel to the visuals, combining natural and artificial light sources as needed.
- Adhered closely to the storyboard and script, maintaining a strong visual narrative with minimal distractions.
- Directed the model's movements to reflect energy and motivation, aligning with the brand's image.

FILMING TECHNIQUES

- Utilized a blend of close-up, wide-angle, and product-focused shots to effectively showcase the fitness equipment and environment.
- Employed a Sony FX3 camera on a tripod for stable shots and a gimbal for dynamic movements, ensuring a balance between stability and motion.
- Directed camera angles and movements to reflect energy and motivation, aligning with the brand's image.
- Adhered closely to the storyboard and script, maintaining a strong visual narrative with minimal distractions.

POST PRODUCTION OVERVIEW

- Editing transformed raw footage into a cohesive narrative, ensuring pacing and timing aligned with the brand's energy.
- Color grading enhanced visuals, creating a vibrant and polished look that resonated with the target audience.
- Sound design integrated background music and effects, complementing the visuals and reinforcing the brand's message.
- The final output was optimized for various platforms, ensuring consistent quality across all media.

EDITING WITH DAVINCI RESOLVE

- Arranged clips, trimmed footage, and synchronized with music.
- Added transitions and fade-ins for smooth scene changes.
- Utilized color grading tools to enhance visuals.
- Refined timing and details to achieve a polished look.
- Ensured the final video aligned with the brand's premium image.

COLOUR GRADING

- Enhanced visual appeal by adjusting hues, saturation, and luminance.
- Applied a cinematic look using DaVinci Resolve's color wheels and curves.
- Created mood and consistency across scenes.
- Employed LUTs for stylized effects.
- Ensured brand alignment through color choices.

MUSIC & SOUND

- **No Sound Effects or Voiceovers Used:** To maintain focus on the visuals and the brand's identity, no additional sound effects or voiceovers were incorporated.
- **Background Music:** A carefully selected, non-copyrighted track was chosen to complement the video's theme and mood.
- **Audio Mixing:** The background music's volume levels were adjusted to ensure a balanced mix with the visuals, preventing any audio elements from overpowering the imagery.

FINAL RENDER

- Exported video to a full HD in high-quality codec.

CHALLENGES FACED

Model Unavailability: The initially selected model became unavailable at the last minute, causing delays in production.



**THANK
YOU**

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