

March towards THE AWESOMENESS







Concept note

March towards **THE AWESOMENESS**

Whatever you do, make it extraordinary because the mundane will not do on the month of march .Despite being imperfect, every one of us will inevitably have some or many excellent and extraordinary qualities. The only problem is most people do not recognize it and notice the awesome things and activities they have done every day in all walks of life. If you have found it, then you are awesome. If someone gets inspired by you and your qualities, then it is called awesomeness. Why not excuse and make our awesomeness shine with a special celebration? Thus, let's celebrate the all those unrecognized, unrevealed awesomeness and let them shine.

key dates of the months

March 2022

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2	3	4	5
6	7	8 	9	10 	11	12
13	14	15	16	17	18 	19
20 	21	22	23	24	25	26
27	28	29	30	31		

10 World awesomeness day 08 International women's day

20 International day of happiness 18 World sleep day

Story breakups

	SUB STORIES	PRODUCT CATEGORIES
Story 1	Feel the Awesomness	Individuality inspired Collection
Story 2	Spread the Awesomness	Bright colors / printed / gradiation collection
Story 3	Let it shine with Awesomness	Gold / silver / ornate / Bling collection

Story 3

COLLECTION
VIDEO 2
WITH MODELS

PRODUCT
CAROUSEL

PRODUCT
VIDEO

COLLECTION
STILL
WITH MODEL

GIF

LAY DOIWN
LOOK

Story 2

COLLECTION
VIDEO 2
WITH MODELS

PRODUCT
CAROUSEL

PRODUCT
VIDEO

COLLECTION
STILL
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Story 1

COLLECTION
VIDEO 2
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CONTENT TYPES

COLLECTION
VIDEO 2
WITH MODELS

PRODUCT
CAROUSEL

PRODUCT
VIDEO

COLLECTION
STILL
WITH MODEL

GIF

LAY DOWN
LOOK



COLLECTION VIDEO WITH
MODELS



PRODUCT CAROUSEL



PRODUCT VIDEO



COLLECTION WITH MODEL



GIF



LAY DOWN LOOK

STORY 1

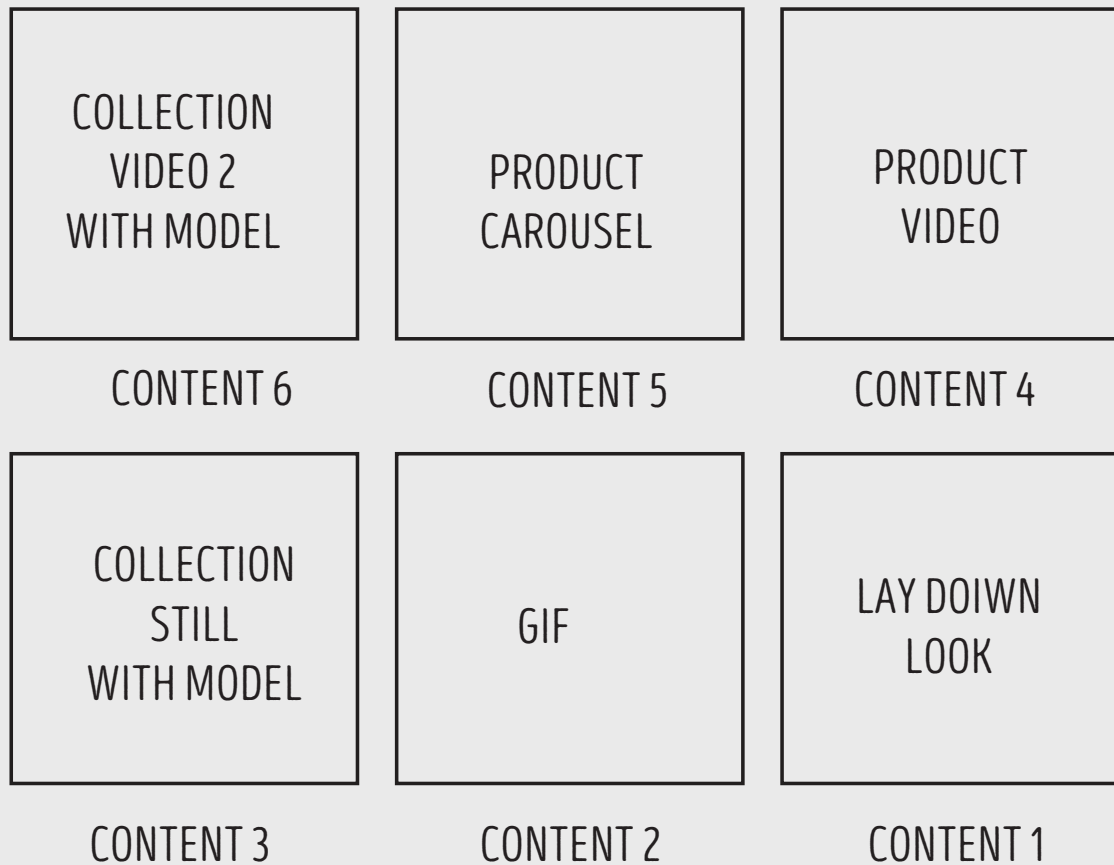
Feel the Awesomness



Individuality inspired
Collection.

Trendy / Cool / Colorful

GRID LOOK



LAY DOWN
LOOK

CONTENT 1



Nice trendy collection of glasses to stand you out from the crowd

GIF

CONTENT 2



reference given in the link feel the awesome gif

COLLECTION
STILL
WITH MODEL

CONTENT 3



PRODUCT
VIDEO

CONTENT 4



Reference given in the link feel the awesome product video

PRODUCT
CAROUSEL

CONTENT 5



1ST IMAGE



2ND IMAGE

COLLECTION
VIDEO
WITH MODEL

CONTENT 6

Reference given in the link feel the awesome model video

STORY 2

Spread the Awesomness



Bright colors / printed
/ gradation collection

GRID LOOK

PRODUCT
SHOOT

CONTENT 6

PRODUCT
CAROUSEL

CONTENT 5

PRODUCT
VIDEO

CONTENT 4

COLLECTION
STILL
WITH MODEL

CONTENT 3

GIF

CONTENT 2

LAY DOWN
LOOK

CONTENT 1

LAY DOWN
LOOK

CONTENT 1



Frames which good for outdoor activity / going out for weekend etc.

GIF

CONTENT 2



spread the awesome gif

COLLECTION
STILL
WITH MODEL

CONTENT 3



Image ref 1



Image ref 2



Image ref 3

PRODUCT
VIDEO

CONTENT 4



Refrence given in the link spread the awesome product

PRODUCT
CAROUSEL

CONTENT 5



1ST IMAGE



2ND IMAGE

COLLECTION
VIDEO
WITH MODEL

CONTENT 6



refrence given in the link spread the awesome model video

STORY 3

Let it shine with Awesomness



Gold / silver / ornate / Bling
collection

GRID LOOK

PRODUCT
SHOOT

CONTENT 6

PRODUCT
CAROUSEL

CONTENT 5

PRODUCT
VIDEO

CONTENT 4

COLLECTION
STILL
WITH MODEL

CONTENT 3

GIF

CONTENT 2

LAY DOWN
LOOK

CONTENT 1

LAY DOWN
LOOK

CONTENT 1



SHOTS IN SUNLIGHT WHICH CAN REFLECT THE SUNLIGHT FOR MORE SHINE LOOK

GIF

CONTENT 2



reference given in the link [Let it shine with Awesomness gif](#)

COLLECTION
STILL
WITH MODEL

CONTENT 3



PRODUCT
VIDEO

CONTENT 4



reference given in the link [Let it shine with Awesomness](#) **PRODUCT VIDEO**

PRODUCT
CAROUSEL

CONTENT 5



1ST IMAGE



2ND IMAGE

COLLECTION
VIDEO
WITH MODEL

CONTENT 6



reference given in the link [Let it shine with Awesomness](#) **MODEL VIDEO**

THANKS :)