

GENAi – HQ PILOT

Absolut Ocean Spray RTD BRIEF PROMPTS

GLOBAL RTD LIFESTYLE SHOOT BEST PRACTICES & COMMENTS:

- Cans should always be shown icy cold with lots of condensation.
- Vodka Cranberry is the primary can, with alt flavors as secondary.
- RTD Can should be the primary focus of the shot, with any ancillary activity or objects in the background, but need a very clear, tight read on the Vodka Cranberry can within each shot.
- If the GENAi tool has a difficult time with people, these can all be scenic scenarios without people or just with hands.
- “AI Talent”: Absolut MOC includes a diverse, younger, and stylish female demographic, while golf has historically been seen as a male-dominated sport. The goal is to showcase a variety of groups, including vibrant, fashionable female friends, as well as more traditional male groups enjoying the game. This diverse representation allows for a blend of modern, inclusive lifestyles with the classic appeal of the sport, while delivering against the Absolut MOC and the RTD drinker.

EXISTING ASSETS:

- Existing Lifestyle Imagery: <https://www.dam.pernod-ricard-usa.com/share/D04CF048-964F-41C7-9E637D0D0D50F3FE/>
- Can Renders: <https://www.dam.pernod-ricard-usa.com/share/DC055CD9-3DEB-45E1-98DDBBA86E242DA4/>

PROMPT 1: ON THE FAIRWAY

- **Location:** California
- **Background elements:** A golfer enjoying a sunny day on the green fairway, with distant rolling hills and the bright blue sky above. The fairway stretches out ahead, with the golf cart parked nearby. The golfer takes a break after a swing, relaxing with an Absolut + Ocean Spray Canned Cocktail in hand.
- **People skin color:** Diverse skin tones
- **Number max of people:** 2-4
- **People Age:** 25 to 35 years old.
- **Wardrobe:** Casual golf attire: polos, shorts, and sunglasses. Whites, blues and maroon.
- **Highlighted Activities:** Taking a break, toasting the canned cocktail, relaxing.
- **Foreground:** The Absolut + Ocean Spray Canned Cocktail placed on the golf cart, with a golf glove, tees, and a club resting nearby.
- **Location:** Golf course, on the fairway
- **Mood Lighting:** Bright, midday sun with natural sunlight reflecting off the grass
- **Moment of the day:** Midday
- **Objects:** Golf club, golf cart, canned cocktail, golf tees

PROMPT 2: AT THE CLUBHOUSE

- **City:** Florida
- **Background elements:** A large, open-air clubhouse patio overlooking the golf course, with a panoramic view of lush green fairways and palm trees in the distance. A group of golfers are seated at a table, clinking their Absolut + Ocean Spray Canned Cocktails together in a celebratory toast.

- **Number max of people:** 4-8
- **People Age:** 25 to 45 years old.
- **People skin color:** Diverse skin tones
- **Wardrobe:** Casual summer clothing, polos, shorts, and sunglasses. Navy, white and maroon.
- **Highlighted Activities:** Toasting with Absolut + Ocean Spray Canned Cocktails, laughing, sharing a moment of camaraderie.
- **Objects:** AOS RTD Canned cocktails, golf bags, table, bucket of cans, score cards and pencils
- **Foreground:** A table with a Branded Absolut + Ocean Spray metal bucket filled with ice and Absolut + Ocean Spray Canned Cocktails, golf bags, and a couple of score cards and pencils.
- **Location:** Golf course clubhouse patio
- **Mood Lighting:** Warm golden hour sunlight with a slight evening glow
- **Moment of the day:** Late afternoon/early evening

PROMPT 3: ON THE PUTTING GREEN

- **City:** Arizona
- **Background elements:** A golfer practices their putt on the immaculate putting green with a perfectly manicured layout. A chilled Absolut + Ocean Spray Canned Cocktail rests on the edge of the green, ready for the golfer to enjoy a refreshing sip after the shot.
- **Location:** Golf course putting green
- **Moment of the day:** Late afternoon
- **Number max of people:** 1-2 people
- **People Age:** age 25 to 35 years old.
- **People skin color:** Light to medium skin tone
- **Wardrobe:** Sporty and casual golf attire, including a visor and comfortable shoes.
- **Highlighted Activities:** Taking a break to enjoy the cocktail, practicing putting.
- **Object:** Golf ball, putter, RTD, golf glove
- **Foreground:** The chilled RTD on the putting green, golf ball on the green, putter in hand.
- **Mood Lighting:** Soft, late afternoon sunlight with a calm, peaceful feel

PROMPT 4: ON THE GOLF CART

- **City:** Midwest (Ohio, Wisconsin, Michigan)
- **Background elements:** A stationary golf cart rests on the cart path, overlooking a sprawling golf course that stretches out in all directions. The sun shines brightly, casting warm light across the lush green fairways and towering trees lining the path. In the cart's cupholders sit two cold Absolut + Ocean Spray Canned Cocktails, gleaming in the sunlight, ready to be enjoyed. The scene is peaceful and serene, with the gentle breeze rustling the leaves, and the course bathed in calm, afternoon light.
- **Location:** Golf course, on the golf cart
- **Moment of the day:** Midday
- **# of people:** 0
- **People Age:** N/A
- **People skin color:** N/A
- **Wardrobe:** N/A
- **Highlighted Activities:** The cans of Absolut + Ocean Spray Canned Cocktails rest quietly in the cupholder, with the golf cart stationary on the path, offering a peaceful moment to relax and take in the view.
- **Object:** A golf cart, with the cans of Absolut + Ocean Spray Canned Cocktails nestled in the cupholders, and golf clubs resting in the back of the cart.

- **Foreground:** The golf cart, with Absolut + Ocean Spray Canned Cocktails in the cupholder, positioned along the cart path, with the green fairway stretching in the distance.
- **Mood Lighting:** Bright, midday sunlight casting shadows across the path

PROMPT 5: ON THE TEE BOX

- **City:** Cape Cod, Massachusetts
- **Background elements:** A golfer stands on the tee box, preparing for a shot with the serene, coastal view of Cape Cod in the distance. The sun casts a soft glow on the dunes and nearby marshes. A gentle sea breeze rustles the tall grasses surrounding the tee box as the golfer holds their Absolut + Ocean Spray Canned Cocktail, enjoying the fresh, salty air before lining up their shot.
- **People skin color:** Diverse skin tones
- **Location:** Golf course, on the tee box with views of Cape Cod's coastal landscape
- **Moment of the day:** Early evening
- **Number max of people:** 2
- **People Age:** age 25 to 35 years old.
- **People skin color:** Diverse skin tones
- **Wardrobe:** Stylish golf gear, including a cap and golf shoes, with light layers for the cool ocean breeze.
- **Highlighted Activities:** Preparing to tee off, enjoying the drink, taking in the coastal scenery.
- **Object:** Golf clubs, tee, canned cocktail
- **Foreground:** The golfer standing with a tee and cocktail in hand, clubs ready for the shot.
- **Mood Lighting:** Soft, golden hour sunlight with cool coastal light reflecting off the ocean

PROMPT 6: AT THE DRINK CART

- **City:** Louisiana
- **Background elements:** The warm Louisiana sun shines down on the lush, sprawling fairways of a golf course, surrounded by dense, vibrant greenery and Spanish moss hanging from towering oak trees. A golf cart snack and drink cart is positioned next to a group of golfers who take a break in the shade, enjoying a moment of relaxation. The cart offers a selection of refreshing Absolut + Ocean Spray Canned Cocktails, along with southern-style snacks like boiled peanuts and Cajun-spiced chips.
- **People skin color:** Diverse skin tones
- **Location:** Golf course, beside the snack and drink cart, with oak trees and lush foliage in the background
- **Moment of the day:** Mid-afternoon
- **Number max of people:** 3-5
- **People Age:** age 25 to 45 years old.
- **People skin color:** Diverse skin tones
- **Wardrobe:** Casual golf attire, with light layers to beat the heat, including polos, hats, and sunglasses.
- **Highlighted Activities:** Choosing a drink from the cart, chatting, laughing, enjoying a snack.
- **Object:** Golf cart, Absolut + Ocean Spray Canned Cocktails, snacks (boiled peanuts, chips), golf clubs
- **Foreground:** The golf cart filled with Absolut + Ocean Spray Canned Cocktails, snacks. One golfer holds a cocktail while another browses the snack options.
- **Mood Lighting:** Warm afternoon sunlight filtering through the trees, with a soft, golden hue