| **Features** | **Initial brief received** | **brief revised (March 4th)** |
| --- | --- | --- |
| **City** | Shanghai (view / specific parts of the city ? ) | Shanghai (focus on a vibrant, urban nightlife vibe) |
| **Background elements** | City cool kids, night animals, mid to upper-level income.A group of young Chinese people are enjoying themselves in a nightclub. The entire club is filled with laser lights, ambient lighting, high-energy music, and a light haze of atmospheric smoke. Some people are sitting on sofas chatting, others are standing by tables dancing, and some are clinking glasses and drinking shots. On the tables, there are bottles of ABSN, ice buckets, and some shots. | City cool kids, night animals, mid to upper-level income. A lively group of young Chinese people enjoying a high-energy nightclub. The dance floor is the central focus, packed with energy, while tables and sofas with chatting groups are subtle in the background. The scene is filled with high-energy music, a dense haze of atmospheric smoke, and stylish nightclub decor. |
| **People skin color** | Asian | Asian |
| **Number max of people** | 5-7 People Age age 25 to 35 years old | 5-7 People Age age 25 to 35 years old |
| **Wardrobe** | On trend fashion, high street young brand, independent designer | On trend fashion, high street young brand, independent designer |
| **Highlighted Activities** | Dancing, drinking, celebration | Dancing (primary focus on the dance floor), drinking (cheering with shots, holding bottles, pouring drinks), celebration (eyes on the product, clinking smaller shot glasses) What are the people exactly doing ? |
| **Foreground** | Where is the foreground ? Angles ? | The foreground features the dance floor with 2-3 people actively engaging with Absolut Nights Nordic Spice (e.g., pouring shots, holding the bottle, cheering). The product is prominently placed and eye-catching. |
| **Location** | Night club, high energy music | Nightclub with high-energy music |
| **Mood Lighting** | Dark, disco light, Lazer | 70% darker than the initial version, minimal lasers (sparse, sharp beams), heavy use of disco lights and ambient nightclub glow |
| **Moment of the day** | midnight | midnight |
| **Objects** | Absolut Nights Nordic Spice & Orange Peel (high quality bottle photos as below), Cool desktops, stylish nightclub decor, high-energy lighting, shots, and laser beams. | Absolut Nights Nordic Spice (high-quality bottles positioned on a table, prominently featured), smaller shot glasses (no big glasses), ice buckets, stylish nightclub decor, high-energy lighting effects |
| **Camera Angle** | None | Two variations:  - 1.  **Close-up shot**: Focuses largely on the product on the table (e.g., a hand pouring a shot from the bottle, or a group cheering with shots poured from it).  - 2.  **Mid-range shot**: Captures the dance floor energy with the table and product highlighted amidst the scenography. |