

Campaign Direction

- Character-driven storytelling (Eduardo)
- Motorsport + lifestyle crossover
- Vintage-inspired aesthetic

Eduardo Glenn aspirational positioning on and off track using the helmet bag while going to do a test day for Formula SAE or driving a 1960s mg on Colorado roads wearing Pacto apparel, shirt, jacket, shoes, gloves.

Content with a character always outperforms product shots alone. Eduardo isn't just modeling—he's an aspirational figure your customers can relate to. When they see your gear on him, they see the lifestyle they want. That's what drives real engagement and sales.

Locations

Ram Racing Workshop



Ram Racing Test Site

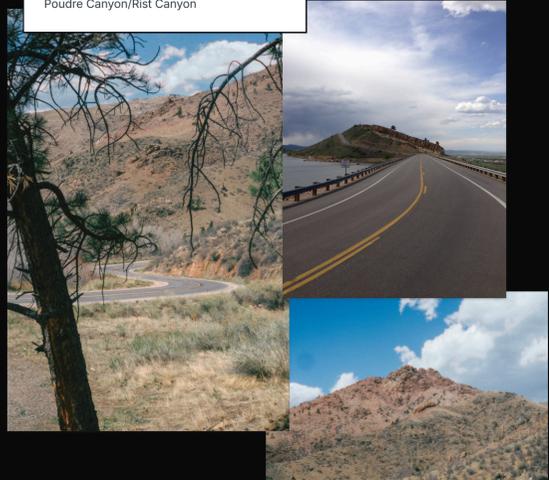


Palette

using rich colors will boost the luxury feeling, and make it stand out in the Colorado landscape and a workshop setting.

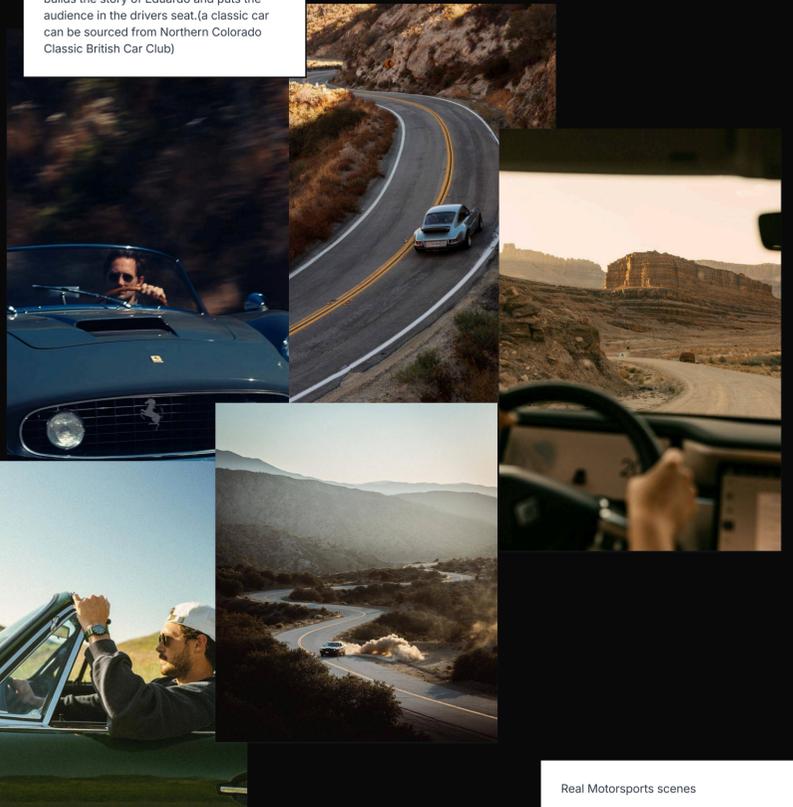


Poudre Canyon/Rist Canyon

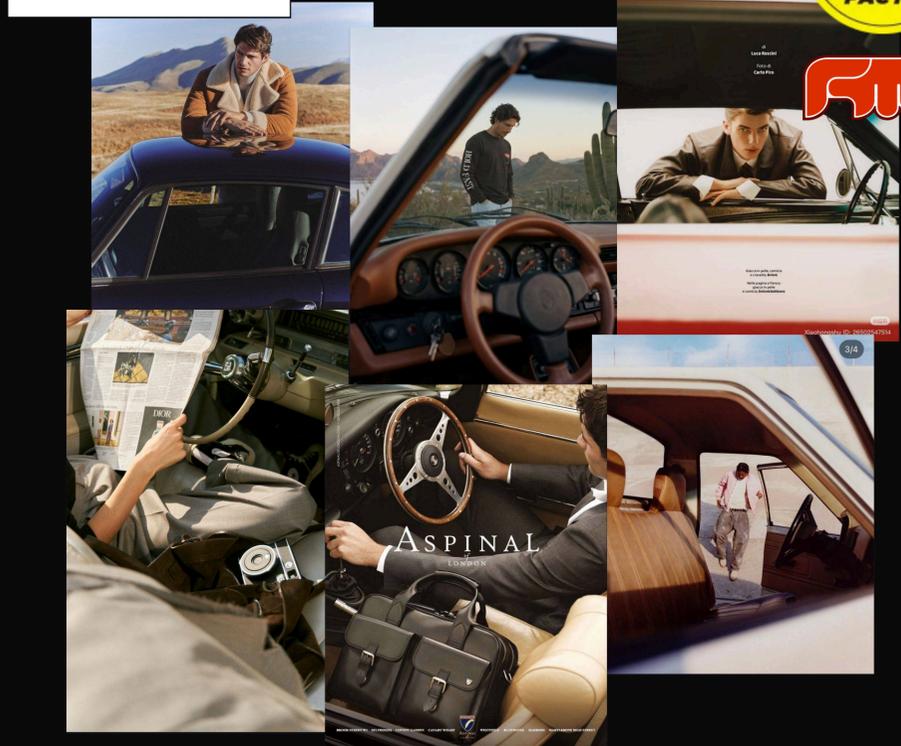


Shot Concepts

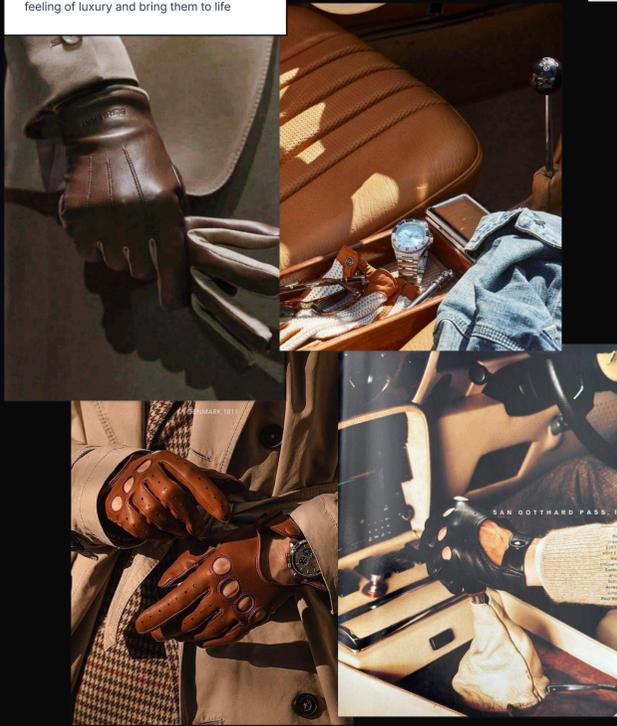
Action Shot
Dynamic Shot of Eduardo in a classic car on the winding Poudre Canyon roads. This builds the story of Eduardo and puts the audience in the drivers seat.(a classic car can be sourced from Northern Colorado Classic British Car Club)



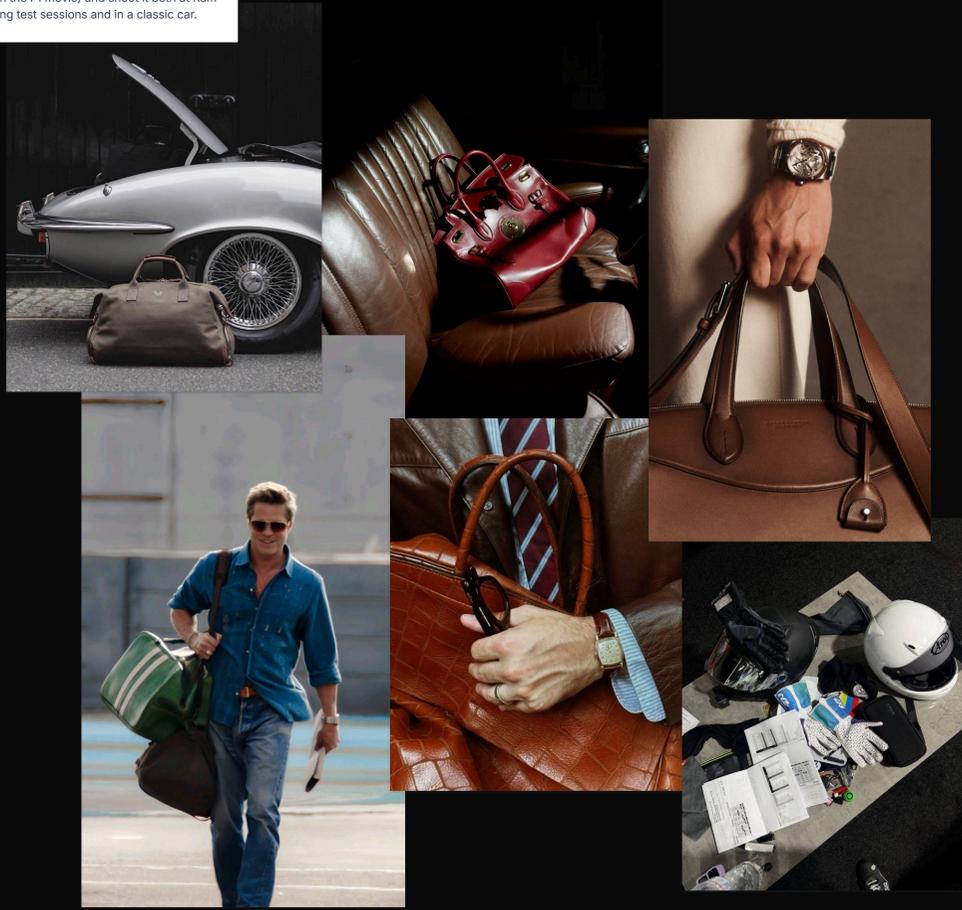
Apparel through Car
These static shots shot through a car gives a good detailed up close look at the apparel and accessories in an interesting way that fits the story



Close glove shots
If we shoot Driving Gloves these are some creative framings that give the audience the feeling of luxury and bring them to life



Helmet Bag
If we shoot a helmet bag we can shoot it in the setting of eduardo at the track (like brad pitt in the F1 movie) and shoot it both at Ram Racing test sessions and in a classic car.



Real Motorsports scenes
We can shoot real moments working on and testin the fsae car, creating images reminiscent of 1950s and 60s formula 1, The Ram Racing Shop feel real and gritty and really sells the old motorsports image and lifestyle.

