

Look Book Photoshoot for an  
Iconic Kidswear Brand



DISNEY  
WINNIE  
THE POOH

# Winnie the Pooh Kids' Fashion Photoshoot

Working closely with Disney's regional team, we helped on a range of photoshooting activities, including casting, props design, storyboard creation, talent management and photo retouching.

## Business Strategy

## Brand Strategy

Creative Theme  
Photo Styling

## Design and Touchpoints

Model Photography  
Props Design  
Talent Management  
Photo Retouching

## Digital & Social Media

# Advertising Campaign for a Children's Wear Brand

## Disney Winnie the Pooh Look Book Photoshoot



Each activity involved articulating and reinterpreting the brand strategy and core message so that they would engage with Asian customers whilst remaining true to the brand's fundamentals.

### Scope of Work

Business Strategy

### Brand Strategy

Creative Theme  
Photo Styling

### Design and Touchpoints

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Props Design  
Talent Management  
Photo Retouching

### Digital & Social Media