PROJECT BRIEF

City Gal Drop II × Daniela Núñez Dodero

1. CAMPAIGN OVERVIEW

Hypothesis: A boot that goes from work to dinner is easier to justify at its price.

Audience: Women who already follow Daniela, dress for the office and go straight out.

Angle: Sin pasar por casa. No need to go home and change.

2. CREATIVE DIRECTION

Open each cut with one of four hooks in the first two seconds.

- A boot taps the train sill.
- One tap on the beat.
- A menu wipes across the lens.
- “¿Con botas?”

Daniela leads the film. Three smaller creators use the same hooks to shoot their own commute-to-dinner versions. Show the heel in profile in every cut. Keep the footwear sharp and faithful to the product photograph. Use Spanish captions. End with “Descubre City Gal Drop II”.

3. FORMATS & DELIVERY

FORMAT	DELIVERABLE
9:16 vertical	Four Stories for Reels and TikTok
4:5 static	One campaign still
Motion loop	One six-second animated product loop
16:9 landscape	One YouTube cut
2:3 portrait	One Pinterest pin

First cuts in five working days, followed by one round of revisions. Final files named by hook and format. Evaluate three-second hold rate first, then click-through rate, then cost per purchase.