



FIG. 01 — L'ORÉAL · MAYBELLINE NY

PREVIZ FRAME

Three concepts, one release window.

L'ORÉAL · MAYBELLINE NY

A native TikTok drop for Maybelline's Teddy launch — and the proof that PREVIZ goes all the way: the same platform that blocked the films rendered the finals.

REPRESENTED WORLDWIDE BY **ATRIBUTE**

THE CHALLENGE

Beauty social moves at trend speed, but L'Oréal's brand bar does not bend for the feed. Maybelline's Teddy launch needed three distinct vertical concepts — each on-brand to the pixel — shipped native to TikTok inside a single release window.

THE PREVIZ APPROACH

This one went end to end inside PREVIZ: each concept was blocked shot-by-shot so product truth, palette, and cut rhythm were locked as motion — and then PREVIZ itself carried the work to FINAL renders, all three films finished in parallel on the same system. No handoff, no translation loss: the previz that L'Oréal approved is, frame for frame, the film that shipped. Continuity held per concept, brand codes held across the set.

OUTCOMES

BASIS NOTED PER FIGURE

3 CONCEPTS SHIPPED, ONE WINDOW All three films delivered inside a single TikTok release window.	3× CREATIVE TERRITORY PER BRIEF Qualitative — previz iteration let three full concepts run where a conventional shoot budgets one.
9:16 NATIVE, NOT CUT DOWN Composed vertical from the first previz frame — never a broadcast crop.	1 BRAND BAR, THREE REGISTERS Qualitative — L'Oréal brand codes continuity-locked across all three concepts at the previz layer.

01 /

Trend speed versus brand bar

The tension in beauty social is structural: the feed rewards volume and velocity, the Maison rewards control. Conventionally you pick one. The Teddy drop was designed to refuse the choice — three genuinely different concepts, all holding the Maybelline register.

02 /

Blocked vertical, born vertical

Every shot was composed 9:16 inside PREVIZ from the first frame — framing, product hero moments, and edit cadence tuned to the scroll rather than adapted to it. Sign-off happened on motion, which is the only sign-off that means anything on TikTok timing.

With blocking locked, the generative stack finished the three films in parallel: product truth and palette continuity enforced per concept, brand codes enforced across the set.

03 /

The multiplier

The economics are the story: one brief, three shipped concepts, one release window. PREVIZ turns concept exploration from the most expensive phase of beauty production into the fastest — which is exactly what a launch calendar wants.

"Three concepts where the calendar budgeted one. The feed got velocity; the Maison kept control."

— AIM · TEDDY LAUNCH NOTES

Bring PREVIZ to your next production.

[AIMWORLD.AI/CONTACT](https://aimworld.ai/contact)

REPRESENTED WORLDWIDE BY **ATRIBUTE**