



FIG. 01 — NESCAFÉ

PREVIZ FRAME

One ritual, blocked once. Three films.

NESCAFÉ

A modular three-film campaign for Nescafé Espresso Concentrate — the clearest demonstration of PREVIZ as a campaign multiplier.

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THE CHALLENGE

Nescafé needed a repeatable brand moment for Espresso Concentrate that could fork into three distinct endings without tripling the production. The first half of every spot — spotlight, pour, sip — had to be frame-identical so the interruptions could land as a system.

THE PREVIZ APPROACH

AIM choreographed the hero beat as a shared PREVIZ template: one room, one camera move, one lighting arc, locked as motion. The dog, the friend, and the announcer endings were then previzualized side-by-side, so the campaign's rhythm was confirmed before production committed to a single setup.

OUTCOMES

BASIS NOTED PER FIGURE

3 FILMS FROM ONE BLOCKED MASTER One previz template, three endings — swapped like a reel change.	1 LIGHTING ARC, HELD FRAME-IDENTICAL The fixed first half is what makes the campaign read as a system.
Side-by-side ENDINGS APPROVED BEFORE PRODUCTION Qualitative — all three variants watched as motion in previz review.	3× CAMPAIGN SURFACE PER SHOOT INVESTMENT Qualitative — broadcast, sequential social, and OOH stills derived from the same light.

01 /

The modular ritual

The campaign idea only works if the setup never wavers: the glass, the spotlight, the silence. PREVIZ made the fixed variable genuinely fixed — the hero beat existed as a locked template that all three films inherited, down to timing and lens.

02 /

Watching the fork before paying for it

The dog angling for attention, the friend asking about the spotlight, the announcer narrating the sip — each interruption was previsualized against the same master and reviewed side-by-side. The rhythm question ('does the joke survive three tellings?') was answered in previz, where the answer costs nothing.

03 /

Finished as a system

One hero frame, one grade, one edit grammar — scaled to broadcast cutdowns, sequential social, and out-of-home stills pulled from the same light. That multiplication is the PREVIZ economics in miniature: block once, ship a system.

“The first half of every spot is a fixed variable. PREVIZ is what let us fix it — and then fork it three ways without flinching.”

— AIM · NESCAFÉ CAMPAIGN NOTES

Bring PREVIZ to your next production.

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