

A system built to make \$5K luxury ad campaigns.

*I kept the machine.
Binned the ads.*

INSIDE THE SOURCE SYSTEM —

Built for perfume, jewellery, romance.

*Glossy \$5K-a-campaign output,
for brands selling a feeling.*

Not a single client of mine sells a feeling. They sell outcomes.

THE REFRAME —

Strip the luxury dressing off and it's not an ad system.

It's a production line.

Two parts: the bones (brand rules, QC, cadence) and the modules (the format). The bones don't care what you're making.

THE REBUILD —

Same pipeline. Different inputs.

Brief + copy + QC → stills → motion → polish.

Swap “Nike ad” for “audit insight” and the machine runs exactly the same way.

WHAT'S RUNNING ON IT NOW —

This carousel came off that machine.

So do the fly-throughs, the stat cards, the sales demos.

One system. Every format. Delivered on retainer for done-for-you clients.

THE QUESTION —

**Most teams have a \$5K tool
solving a \$50 problem.**

Where's yours?