

Look Book Photoshoot for  
an Iconic Kidswear Brand



DISNEY  
MICKEY  
MOUSE

# Mickey Mouse 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 Kids' Fashion Brand

## Disney Mickey Mouse 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  
Model Photography  
Props Design  
Talent Management  
Photo Retouching

Digital & Social Media