



**VICTORINOX**  
**SWISS ARMY**

# CONCEPT

Victorinox, Swiss Army - By highlighting the everyday applications of their products, it can show how their tools are essential for anyone looking to make quick fixes and emergencies more manageable. The fast-paced movement I envision for the video can keep viewers engaged and showcase the wide range of uses for the Victorinox - Swiss Army Knife. Including a montage of all the different ways the knife can be used is a compelling way to showcase its versatility.

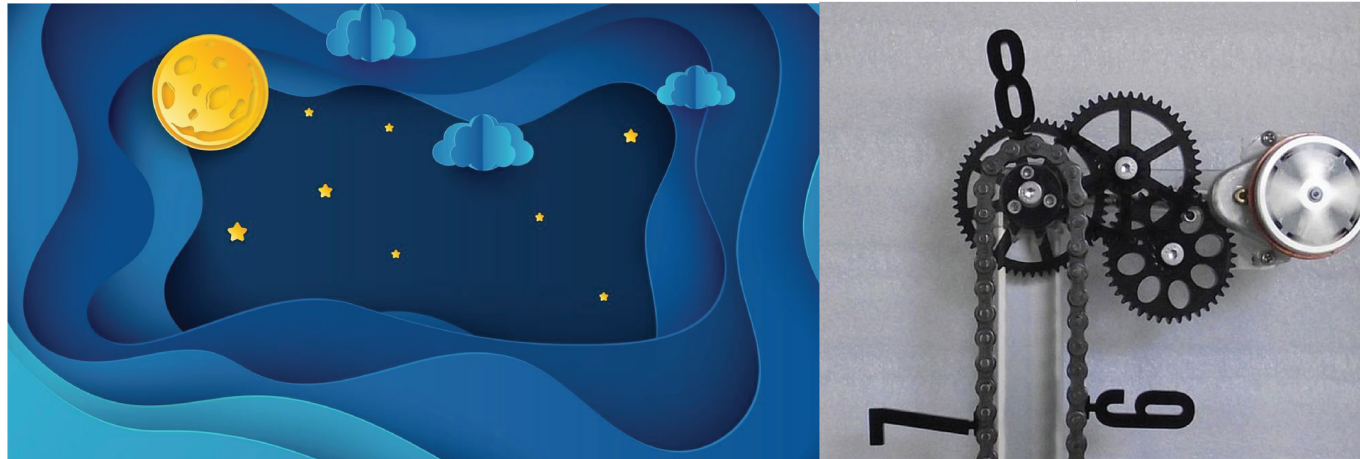
The choice of music is also critical in setting the tone for the video. Selecting vigorous and powerful music instills in the audience a sense of excitement and energy that matches the Victorinox brand and its products, encourage them to purchase the product.

# RESEARCH

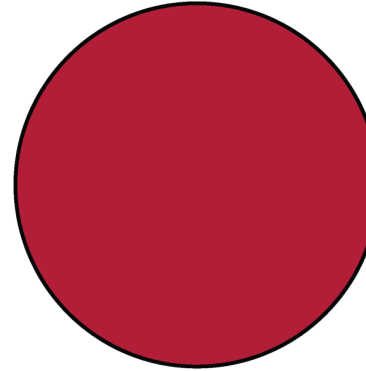
The company was started by Karl Elsener in 1884 in Ibach-Schwyz as a cutler's workshop and has remained in the hands of his descendants to this day is a testament to the company's longevity and success. The idea of creating a compact knife with a variety of functions was a game-changer, and it quickly gained popularity, leading to the birth of the Swiss Army Knife. Over the years, the Swiss Army Knife has evolved and adapted to the changing needs of customers, expanding into different forms worldwide. In addition to the Swiss Army Knife, Victorinox has also expanded into other categories such as household and professional knives, watches, travel gear, and fragrances.

This diversification of products highlights the company's commitment to quality, function, innovation, and iconic design across all categories.

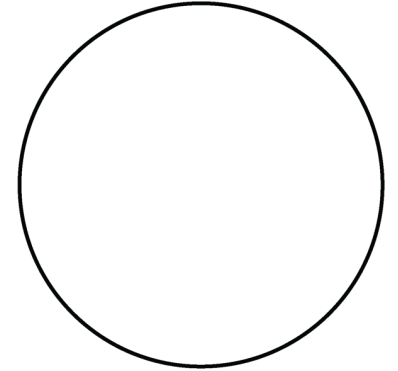
# MOODBOARD



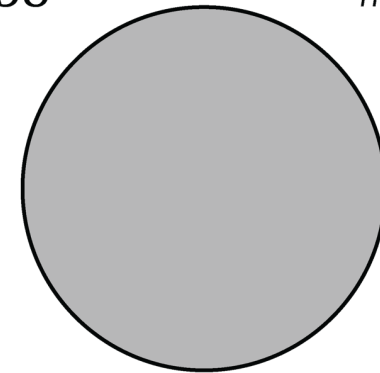
# COLOR PALETTE



#b21e38

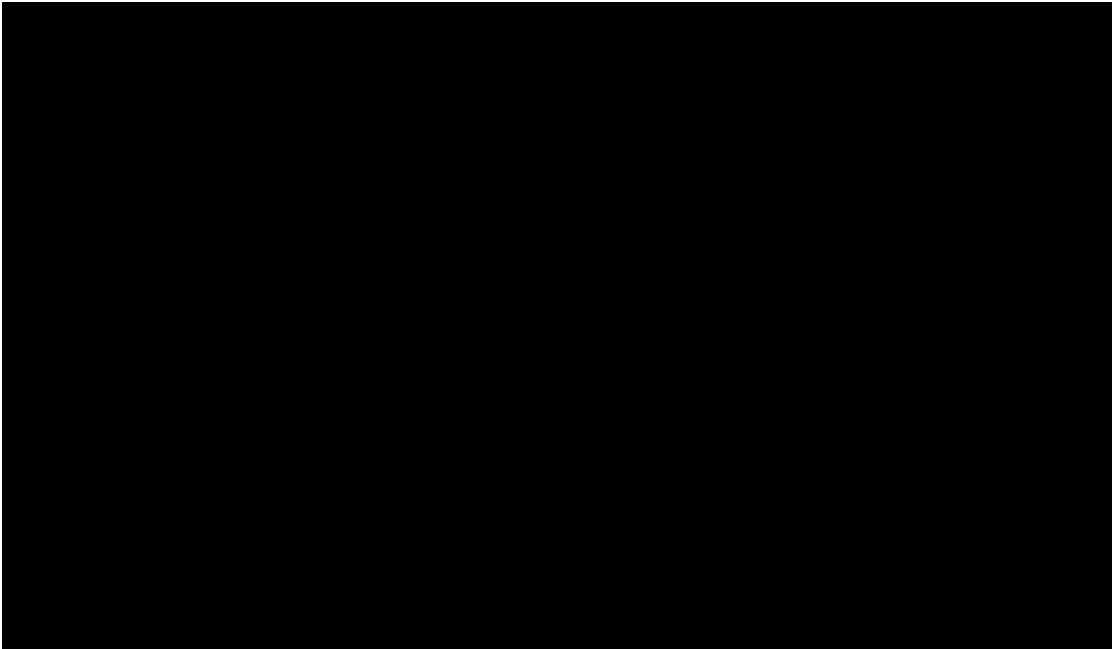


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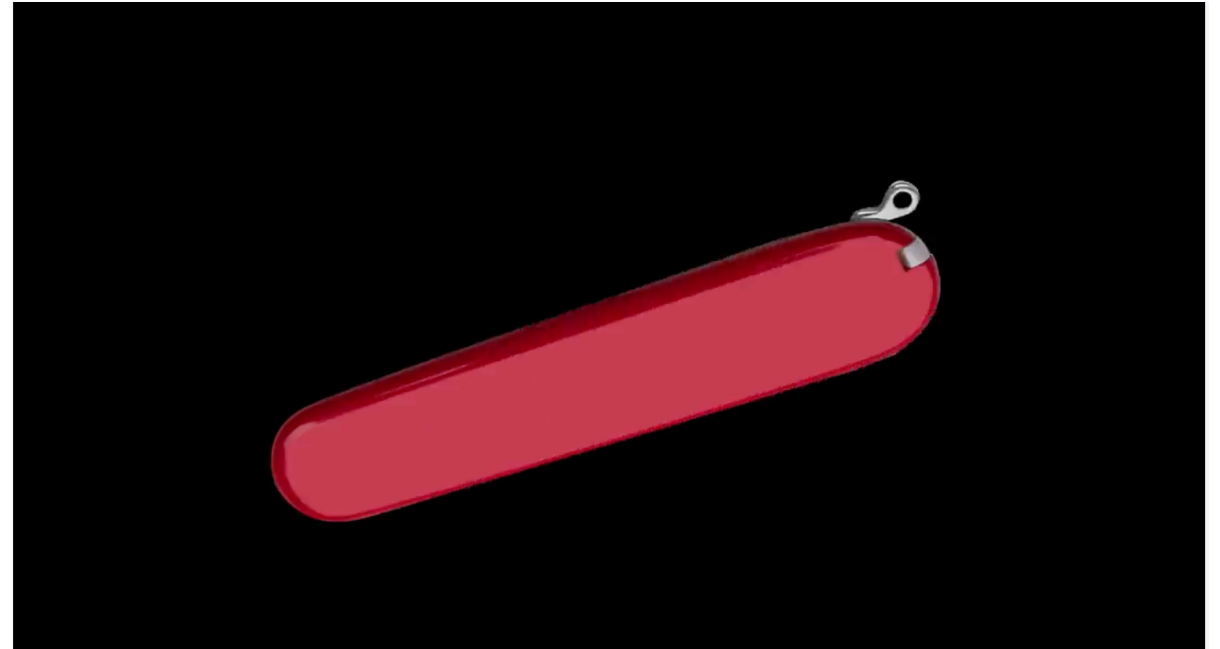


#b7b7b7

# THUMBNAIL 1&2

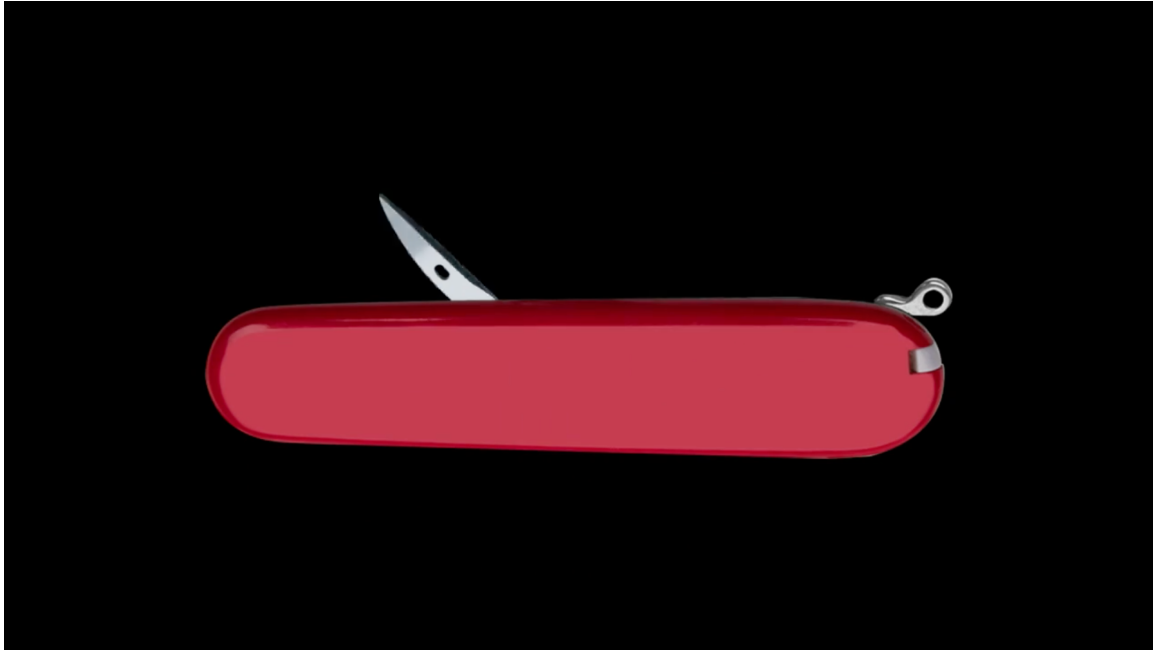


The first scene start off with a blank black scene.



The second scene will be a piece of the Swiss Army Knife coming spinning and scaling from the center.

# THUMBNAIL 3&4

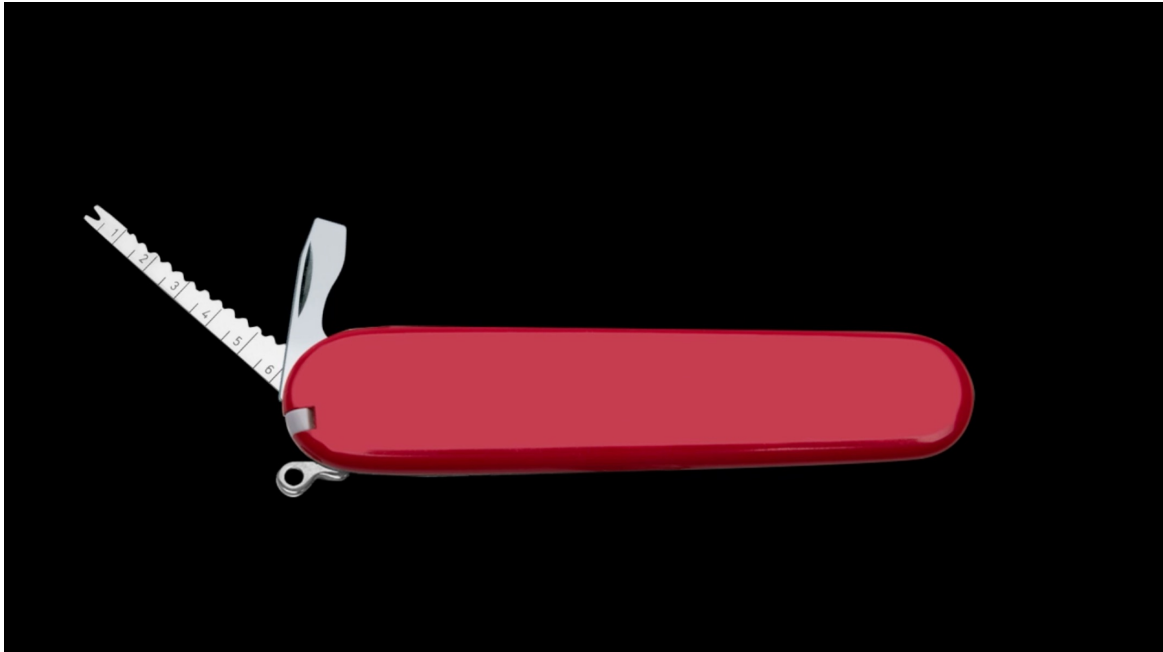


The Third scene will have the mini knife of the Swiss army knife pop out.

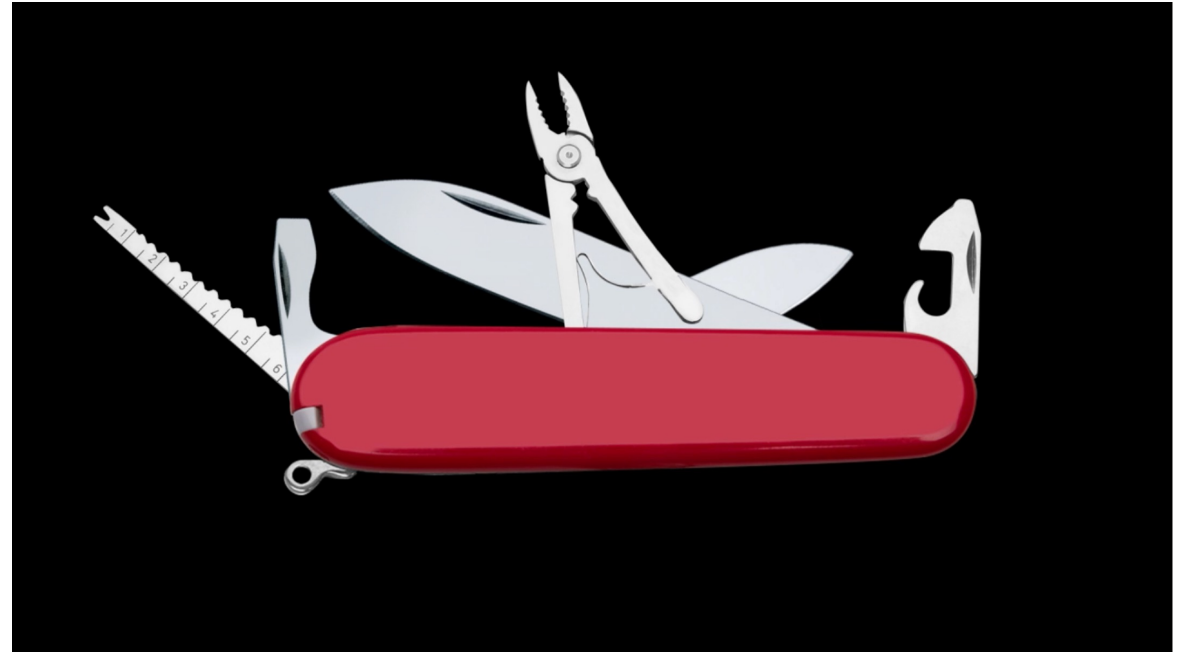


The fourth scene will have the other tools pop out.

# THUMBNAIL 5&6



The previous scene tools will go back to the body, then the next set of tools will pop up out.



All other tools of the Swiss Army knife will pop out to show the product full function tools.

# THUMBNAIL 7



The Final Scene will have the company logo pop out and the text will relieve as the body knife drops below.