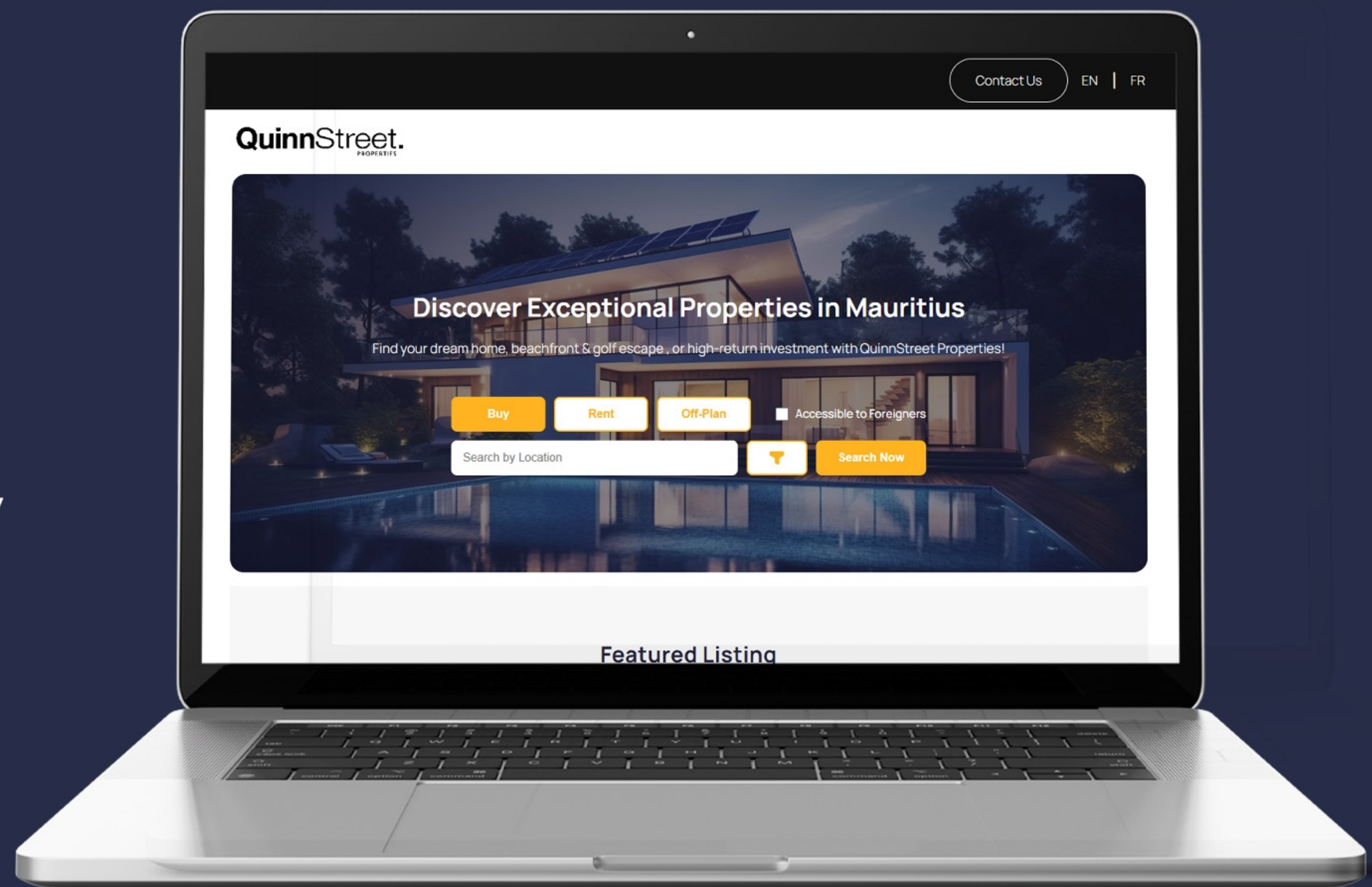


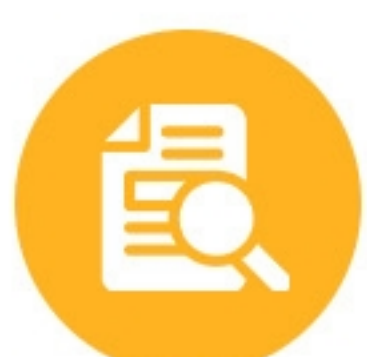
QuinnStreet Properties

AI Services Case Study



THE CLIENT

QuinnStreet Properties is a premier real estate firm specializing in luxury and lifestyle-driven homes across the beautiful island of Mauritius.



OVERVIEW

The client requested a 30-second video ad that is 100% AI-generated, styled like a spoof of a luxury perfume commercial, with an unexpected and humorous twist revealing it's actually about real estate.



REQUIREMENTS

- Deliver a highly stylized video ad with complete AI generation (visuals, voice, editing).
- Mimic the look and feel of a high-fashion perfume ad, including:
 - ▶ Black & white slow-motion shots

- ▶ Dramatic narration with a sultry, European tone
- ▶ Cinematic and abstract presentation
- ▶ End with a humorous tone shift to real estate – showcasing Mauritius beachfront villas.
- ▶ Incorporate distinct voiceovers, visual transitions, and stylized typography.



CHALLENGES

- ▶ **Blending Satire with Cinematic Realism:** We needed the ad to convincingly emulate a perfume commercial, not just mock it. That meant the opening visuals had to maintain visual class, artistic framing, and slow-motion flair – while the final reveal delivered the twist clearly and comedically.
- ▶ **Tone and Voice Management:** The script demanded two opposing voiceover styles within a tight 30-second window:
 - ▶ First 20 seconds: A sultry, European-accented whisper, invoking elegance.
 - ▶ Last 10 seconds: A casual, comedic tone that “breaks the illusion.
 - ▶ Balancing both required tone training, timing alignment, and vocal pacing precision.
- ▶ **Narrative Through Visual Metaphors:** The brief required abstract shots – tiles, wind, pool dives, door openings – all representing luxury, without directly showing properties. These visuals needed to be symbolic yet believable, maintaining ad coherence until the tropical reveal.
- ▶ **Seamless Style Shift:** Switching from black-and-white high-drama to full-color beachfront warmth is difficult even in traditional production. We had to design the transition with narrative intent, ensuring the voice shift acted as a cue without feeling jarring.



SOLUTIONS

- ▶ **Script-to-Screen Workflow:** A structured storyboard was created from the approved script, mapping each frame to its visual metaphor and emotional tone. The sequence was locked before visual rendering began, reducing trial loops.

- **AI Visual Generation:** Abstract cinematic visuals were generated using prompts fine-tuned to ensure consistency in camera angles, lighting, and fashion aesthetics, even across multiple characters and locations.
- **Dual Voiceover Synchronization:** The two voiceovers were generated in separate passes, then carefully spliced and aligned with dramatic timing. We optimized voice tone and pacing to match on-screen movement – enhancing believability.
- **Tone Shift Engineering:** Visual effects (record scratch, color saturation spike, audio tone dip) were precisely synced to enable the tonal shift. We simulated this like a punchline in stand-up: well-timed and anticipated, not abrupt.
- **Final Assembly & Output:** The entire video was stitched, color-timed, and exported in multiple formats – optimized for WhatsApp Catalogue sharing, and YouTube ads. Lightweight rendering ensured fast delivery without loss of quality.



RESULTS:

100% AI-generated cinematic ad, ready for use across social media and digital platforms. Delivered in under 1 week from script to final output

This project demonstrated how AI can mimic, mock, and master traditional ad formats when guided by the right creative discipline. Despite complex tonal and visual demands, we delivered a polished, brand-aligned, story-first campaign – entirely without actors, film crews, or studios.