

Aurora Launch — Creative Brief

Purpose Introduce Aurora through warm, understated product storytelling that feels tactile, calm, and quietly premium.

Visual system

Anchor: the cobalt-blue cup. **Light:** natural sunlight or amber interior light. **Materials:** stone, wood, linen, ceramic, glass. **Treatment:** editorial, photoreal, restrained, with room to breathe.

Four launch directions

Studio	Sculptural and assured — hard sunlight turns the cup into a quiet design object.
Rainy Café	Intimate and reflective — a warm pause held against the movement of a wet city.
Coastal Breakfast	Open and restorative — slow coffee, sea air, and a little room to breathe.
Terrace	Grounded and generous — an easy morning shaped by stone, greenery, and sun.

Handoff notes

- Choose one hero direction for the first launch touchpoint; use the remaining three as supporting rotation.
- Keep copy short and sensory. Let the image carry the atmosphere.
- Protect product shape, cobalt color, and the quiet editorial tone in every crop and adaptation.