

URBAN

**Creative Brand
Pitch**

Professional Practice for
Performance
ADPA6008

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OUTFITTERS



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THE BRAND OVERVIEW

THE BRAND ETHOS

Urban Outfitters has created a community which celebrates individuality and creativity. The brand is defined by their cultural relevance and for being a curator of young peoples self expression through fashion.

Urban Outfitters has created an aesthetic with elements of vintage styles and indie cultures, in a combination of ways, such as fashion, art, music and design which defines the brand.

The brand offers a mix of products which creates an environment within stores to promotes individuality among customers and employees. (Urban Outfitters, 2026)



BRAND DEMOGRAPHIC

Page 4



Urban Outfitters targets the 18–30 year old age range, which includes university students and graduates as well as those that are searching for their identity. Customers typically live in a city environment, engaged with culture and live by self expression. Because of Urbans range of products, it allows young adults to experiment with a range of fashion instead of conforming to mainstream trends. (Urban Investor 2002)



CREATIVE BRIEF

As a creative director, I offer a 3 minute advertisement video for Urban Outfitters, named UO Academy – We're The Movement.

The sound used for this advertisement will be “Rush” by Troye Sivan, due to the song representing individuality, freedom and community which aligns with the Urban Outfitters Ethos. (Sivan, 2023)

The advertisement is set in a university institution which aligns with where Urban Outfitters originates. It will show the contrast between conformity and individuality within society, with the use of 3 individuals expressing their uniqueness within a group that conform to the societal standards.

The use of music and clothing encourages those that are conforming to begin to express themselves as individuals rather than as society deems them to act like.

This advertisement is to highlight what Urban Outfitters stands for and the difference the brand makes to society.

This 3 minute advertisement will be created for TV commercials with the addition of social media promotional content.

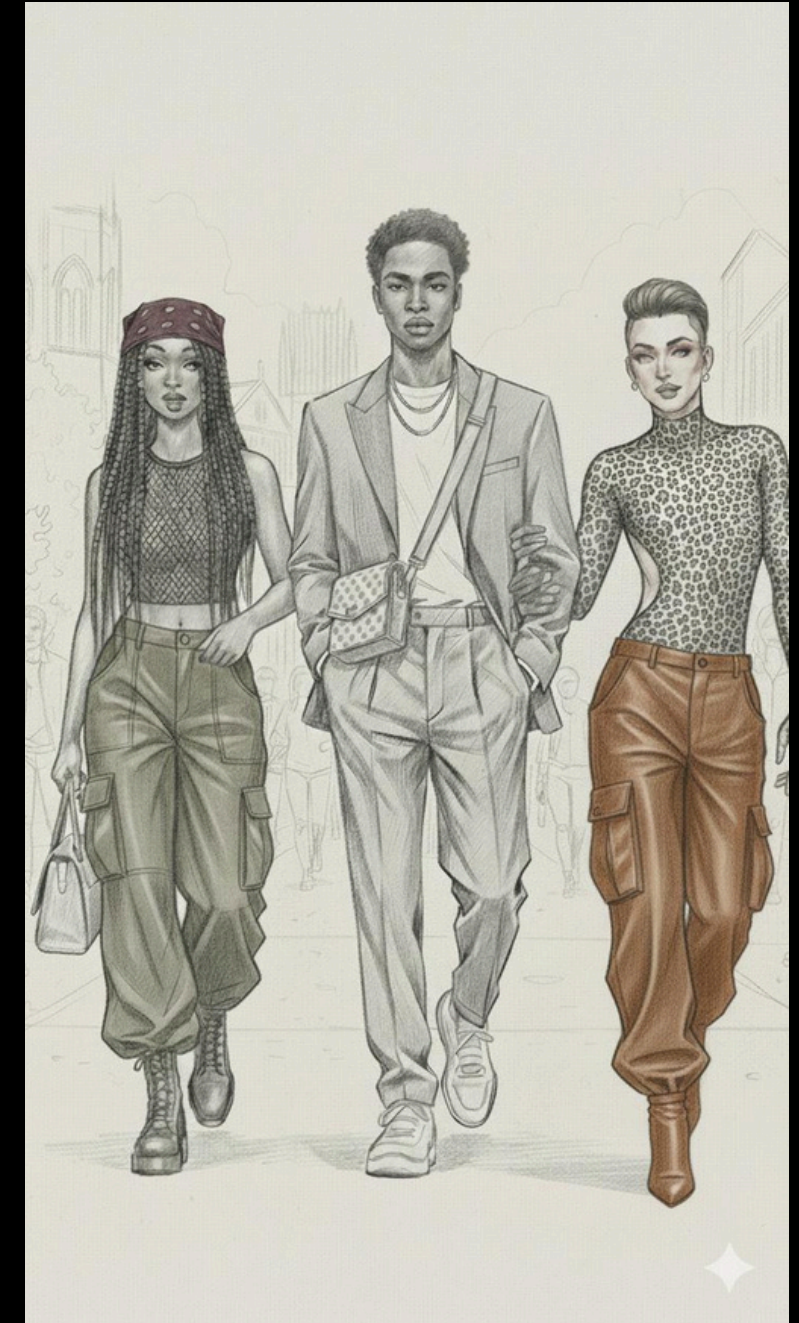
STORYBOARD

OPENING SCENE

AI HAS BEEN USED TO CREATE THESE ILLUSTRATIONS

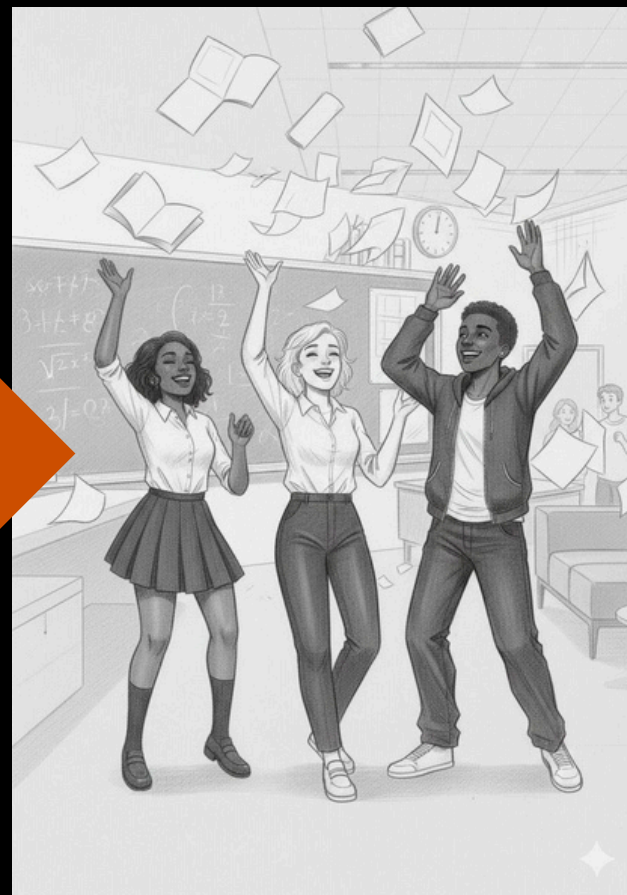
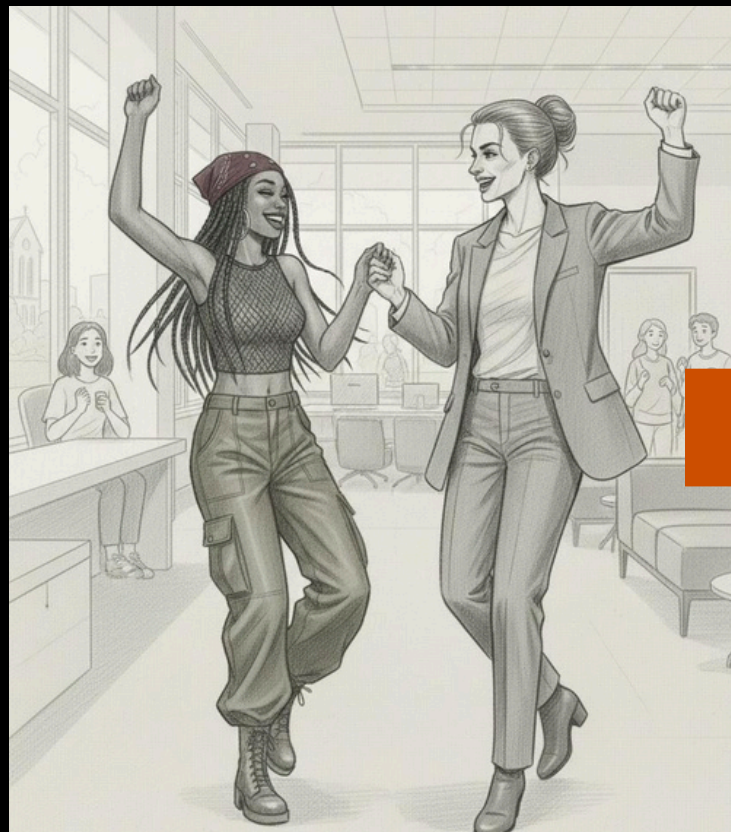
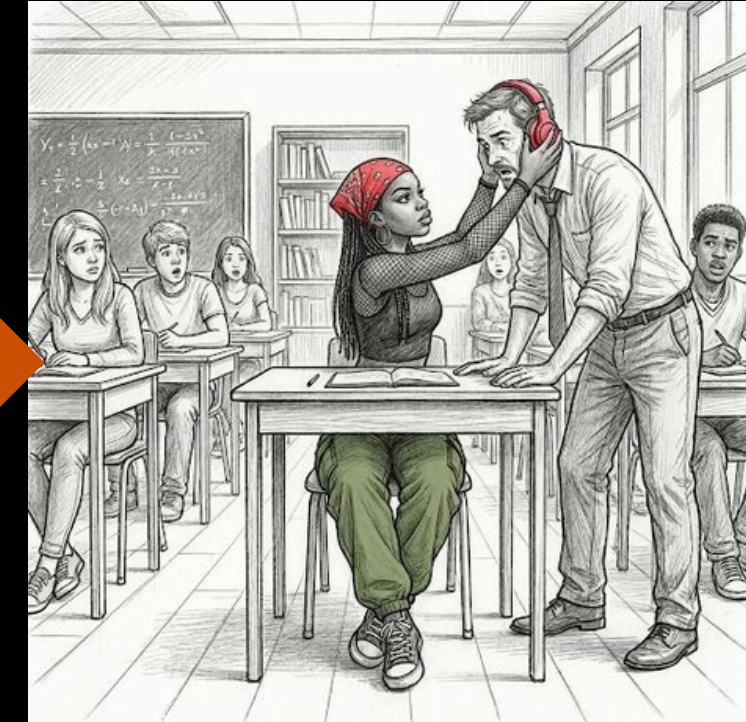
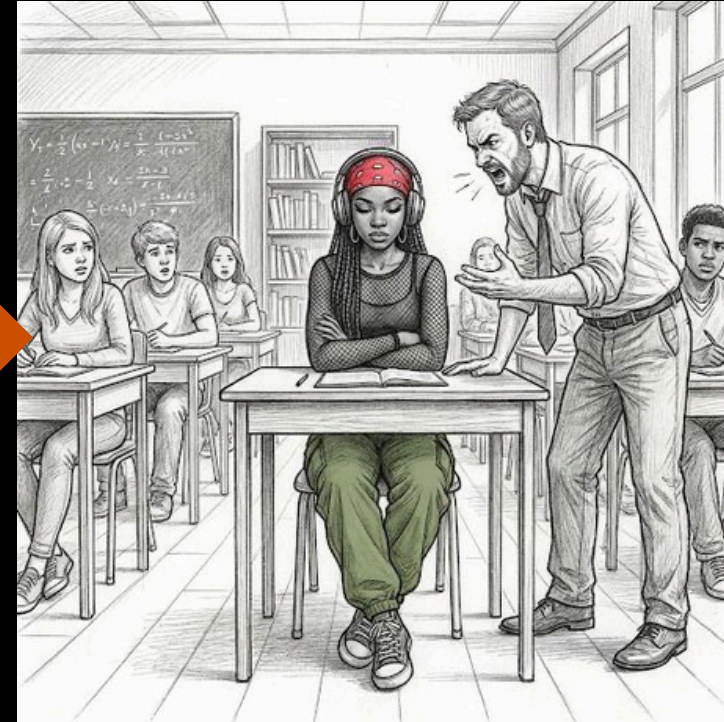
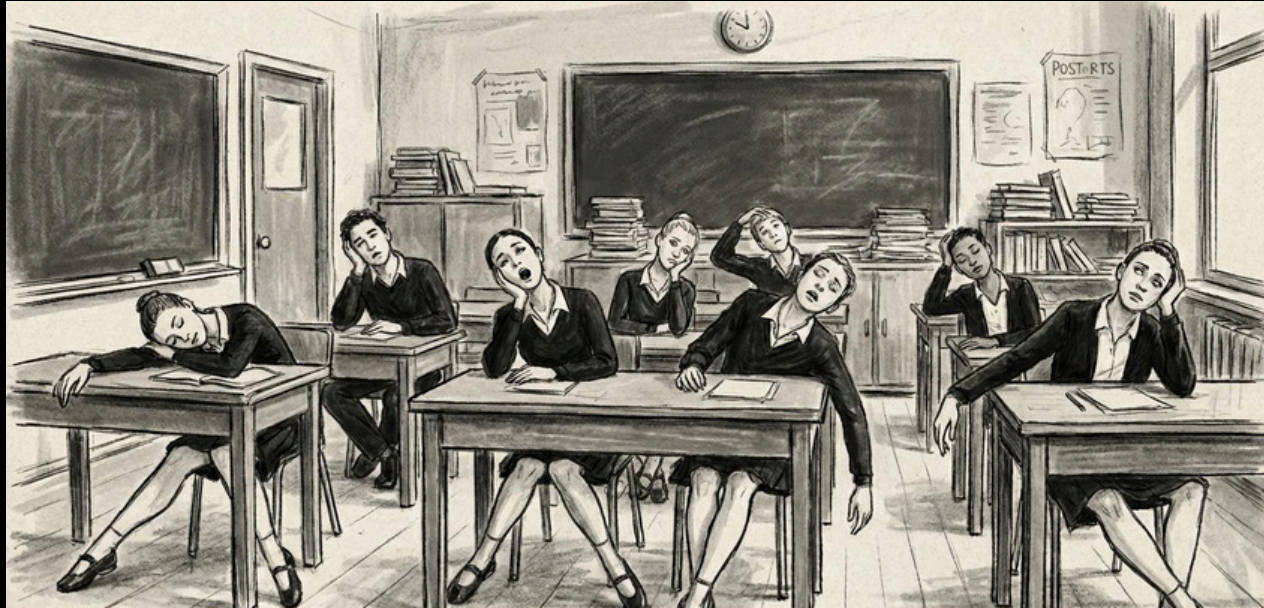


- First look at the mundane students shoes walking up stairs
- The heroes' shoes are the last to appear
- Camera pans up from the shoes showing the faces of the heroes



SECOND SCENE (CLASSROOM)

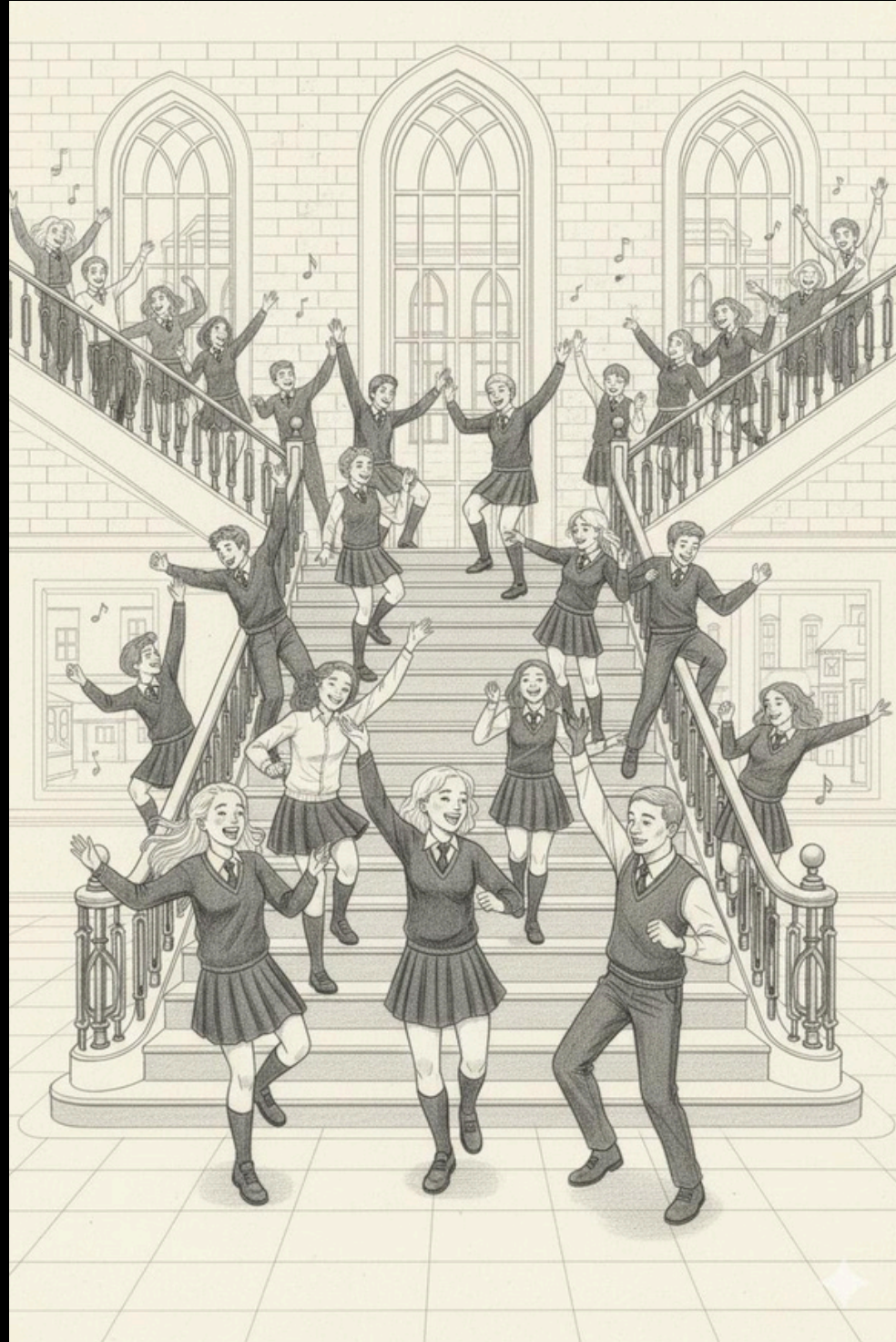
AI HAS BEEN USED TO CREATE THESE ILLUSTRATIONS



- Camera pans across all mundane students looking bored
- Mundane students do a section of choreography
- Hero 1 is sat on a desk at the back with headphones not listening to the teacher
- Teacher gets agitated at the hero
- The hero puts headphones on the teacher
- The teacher begins to dance with the hero
- All mundane students are surprised and end with throwing paper in the air partying with each other.

TRANSITION SHOTS

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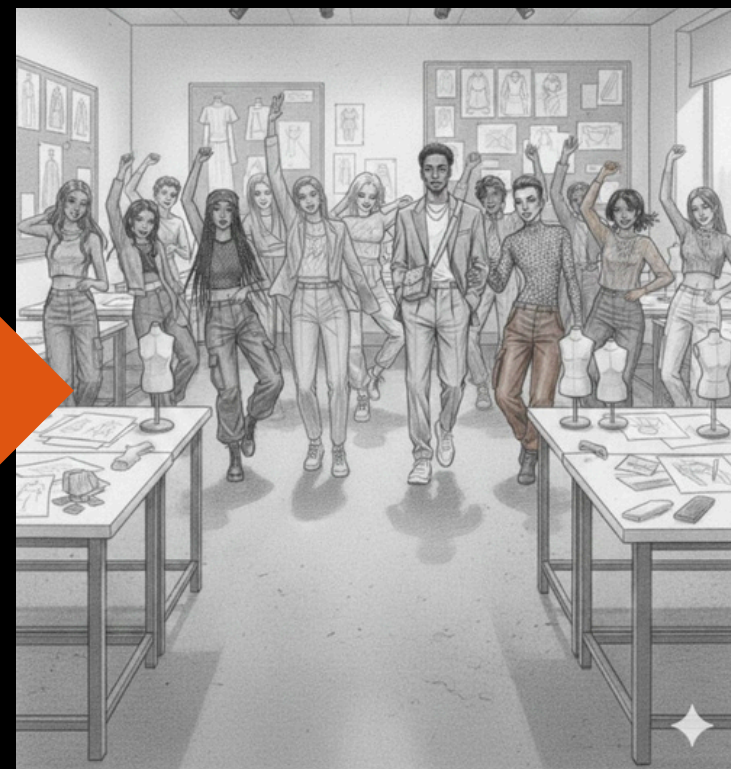
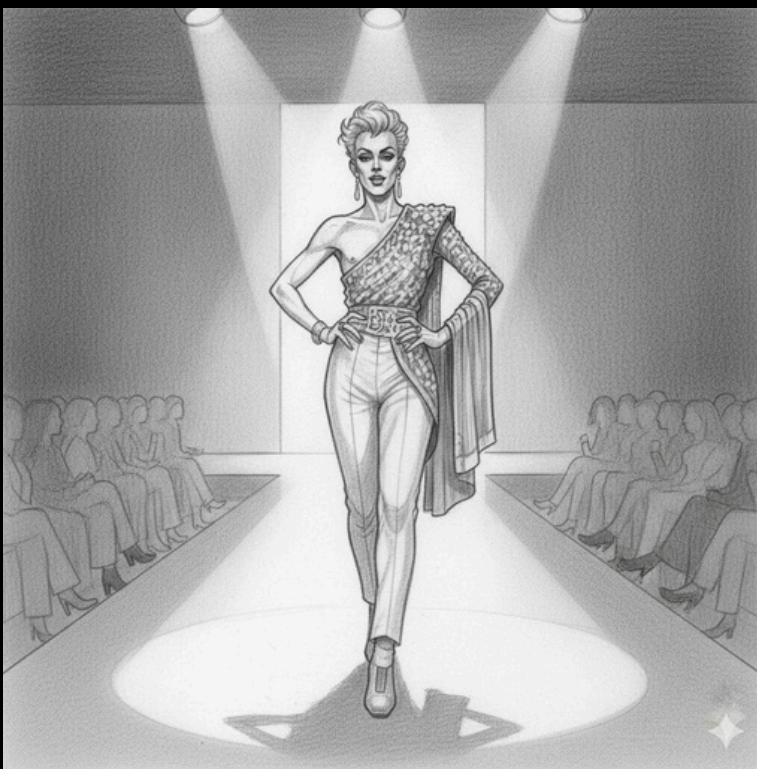
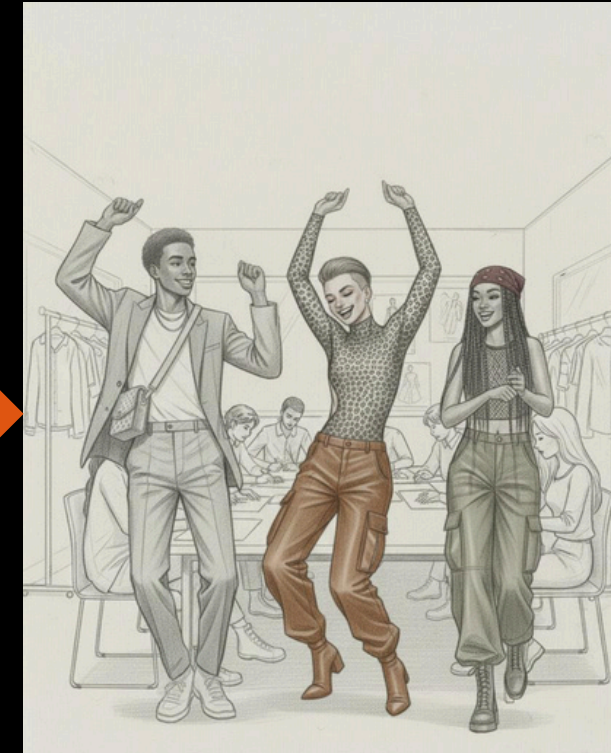


- **Teacher dancing alone in reception**
- **cut away shots of students dancing on the stairs**
- **All whilst the hero is looking at the impact she has made**



THIRD SCENE (FASHION ROOM).

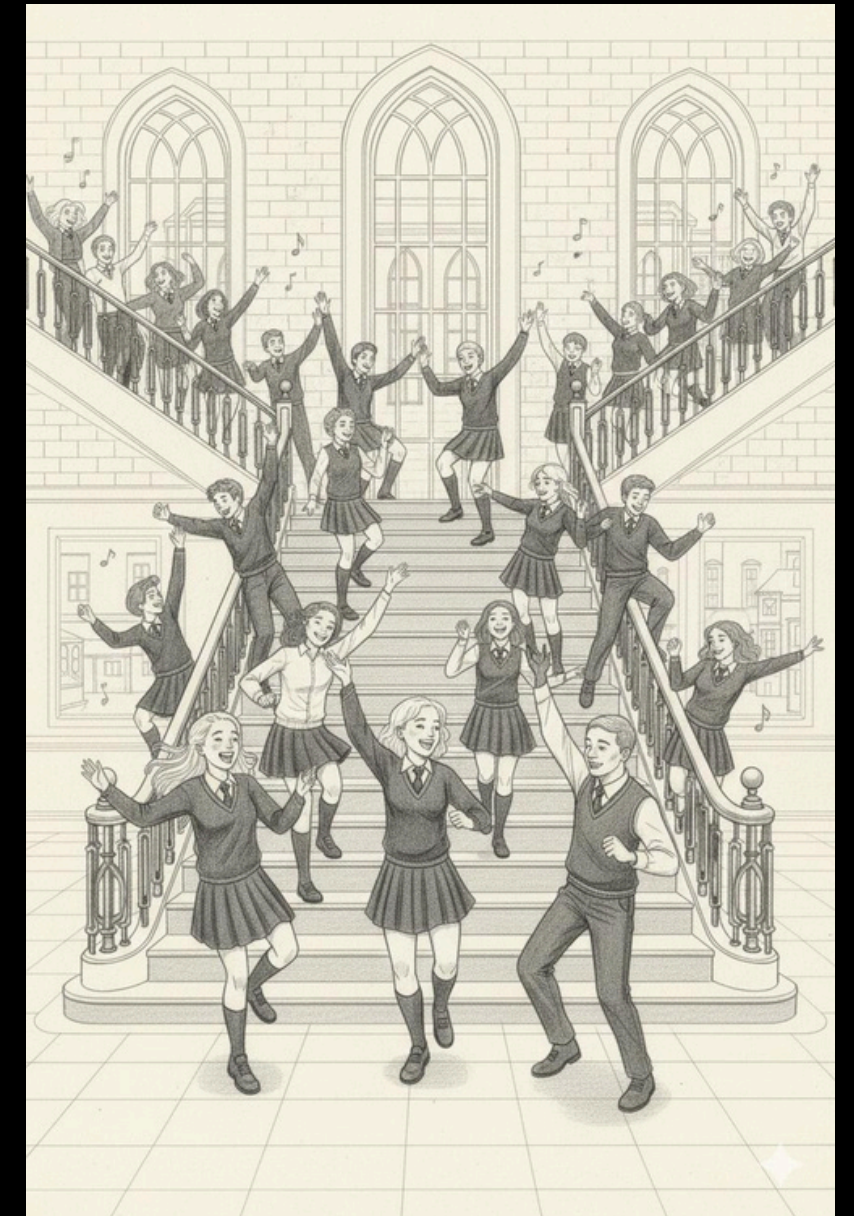
AI HAS BEEN USED TO CREATE THESE ILLUSTRATIONS



- Camera enters fashion room
- All students are bored and showing no personality
- Clothing rails are pushed in front of camera
- Hero 2 appears
- All heroes break out into a trio
- Fashion room teacher gets pushed into dressing room
- Fashion room teacher comes out of fashion room in loud clothing
- Cut away shots of the teacher walking down a runway whilst a dance break with all heroes and students involved

TRANSITION INTO VINYL ROOM

AI HAS BEEN USED TO CREATE THESE ILLUSTRATIONS



- **Cut away shots of students getting dressed in the lift**
- **The fashion room teacher walking the runway with the heroes**
- **Students dancing on the stairs**

FINAL SCENE (VINYL ROOM).

AI HAS BEEN USED TO CREATE THESE ILLUSTRATIONS



- All students in different Urban Outfitters clothing
- All students showing personality
- Final dance break
- Ending with camera focusing on the 3 heroes whilst the rest of students are partying around them.



LOCATION

The filming location will be at the Haywood House campus, Cardiff, at The University of Wales Trinity Saint Davids.

With the use of 2 dance studio, 1 classroom, stair well, lift and foyer.



LOCATION 1 (FOYER)

- **The first glimpse at the students and the 3 heroes.**



LOCATION 2 (CLASSROOM)

- **1st section of choreography with all dancers.**
- **Hero and teacher duet.**



LOCATION 3 (RECEPTION)

- **2nd dance break with all student except 2 heroes.**



LOCATION 4 (FASHION ROOM)

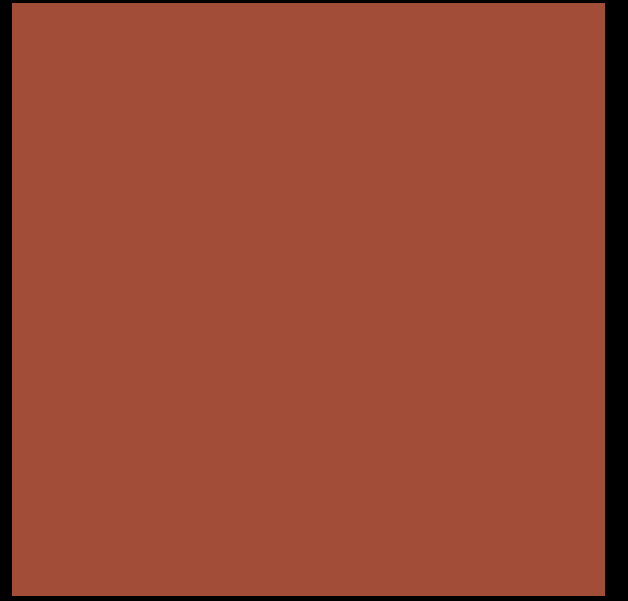
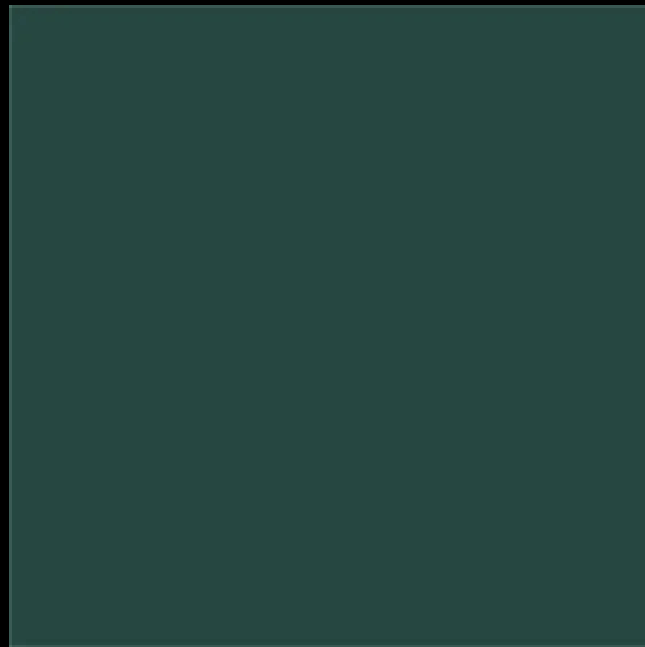
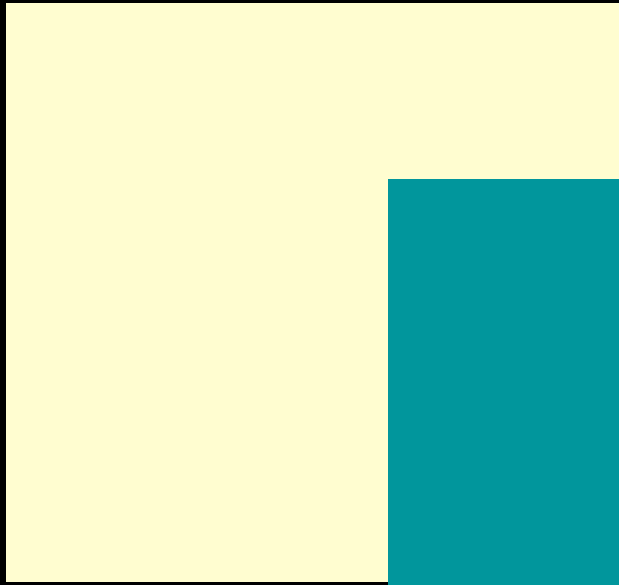
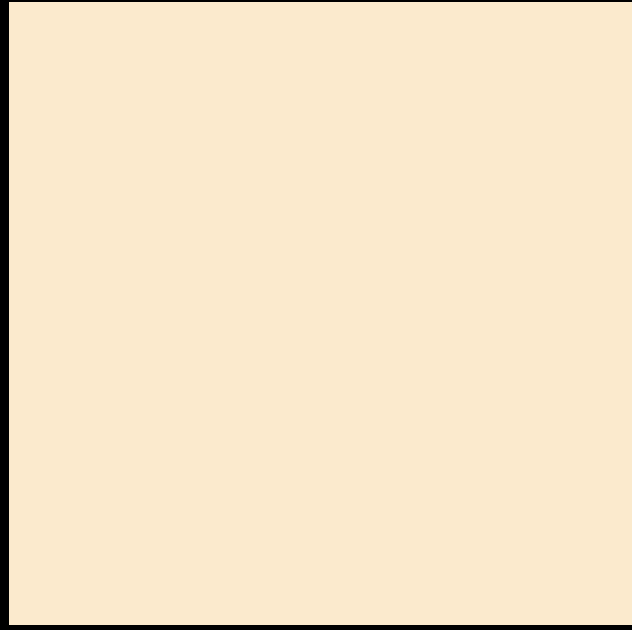
- **1 dance trio with all of the heroes**
- **3rd dance break**



LOCATION 5 (VINYL ROOM)

- **Final dance break**
- **All dancers involved**
- **All extras partying in the background**

COLOUR SCHEME

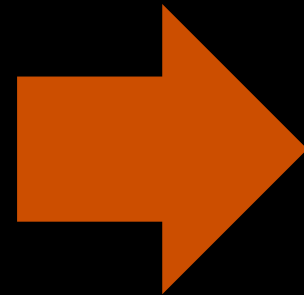


SET & PROPS

CLASSROOM

The classroom will be very simple, with each table having two chairs, black notebooks only being used, and one white board for the teacher to use.

Providing the mundane aesthetic for this room.



I ACKNOWLEDGE THE USE OF AI TO CREATE THIS PICTURE



FASHION ROOM



Here is a visual mock up of how the fashion room would include, with many different fabrics over the room, clothing on mannequins, sewing machines, a dressing room and various sketches of clothing scattered around.

The cluttered workroom provides context behind what the room is and clarity for the visuals.

I ACKNOWLEDGE THE USE OF AI TO CREATE THIS PICTURE

VINYL ROOM



The vinyl room has a very noticeable difference to the other rooms, more personality, more colours and a mix match of items, such as blankets, pillows, plants and record players will be included as well as many vintage posters being scattered around.

This room creates a cozy atmosphere and shows colour and personality within the end of this advertisement.

I ACKNOWLEDGE THE USE OF AI TO CREATE THIS PICTURE

COSTUMES

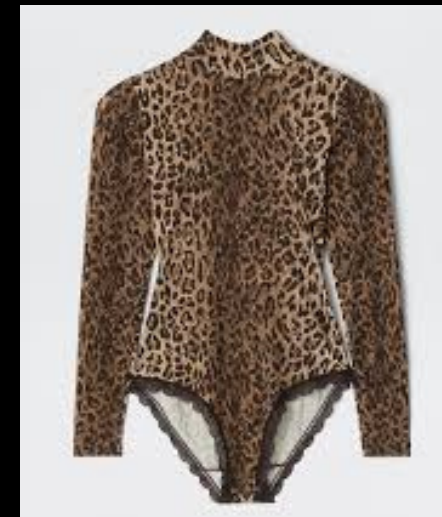
THE 3 HEROES

The 3 heroes will be in these outfits throughout the advertisement to so clairty to the audience about the difference in characters compared to the other students.

HERO 1



HERO 2



HERO 3



CLASSROOM & FASHION ROOM

The students will be dressed in stylish plain white and black clothing, showing the difference between the individuality and conformity through clothing.



VINYL ROOM

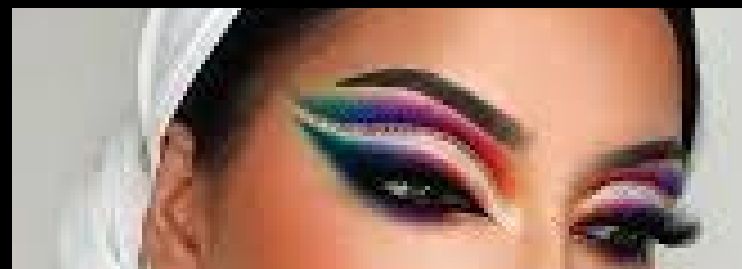
These pieces of clothing will be what the students wear in the final shots when they have begun to show their own personality and individuality after the large change from the heroes.



HAIR & MAKEUP

HEROES

The heroes will have loud make up to show their self expression.



FASHION ROOM/CLASSROOM



The students will have simplistic make up and all the same hairstyle to limit the opportunity for individuality.

VINYL ROOM



The students will change their look to correspond to their new found individuality with the use of their hair and make up.

CHOREOGRAPHY

As a creative director I have decided that I would only hire 1 choreographer for this project

SECTION 1 (CLASSROOM)

- **This section of choreography will be minimalistic but effective, with 8 dancers sat at desks, using notepads and pens as props.**
- **The choreography will show slow fluid movements along with sharp dynamics.**
- **All choreography is uniformed with no personality within the performance.**

SECTION 2 (RECEPTION)

- **Within this section the main objective is angles.**
- **Arm shapes with right angles and static movements.**
- **Pedestrian styled walks.**
- **Uniformed style of movements**
- **The beginning of showing self identity through small movements**

SECTION 3 (FASHION ROOM)

- **The main focus is the hands, splayed hands throughout this section.**
- **Sharpness within every movement.**
- **Dynamic use of cannons.**
- **Power and strength filled section for main chorus of music.**
- **All heroes involved.**
- **All mundane students joining the heroes.**

SECTION 4 (VINYL ROOM)

- **Final dance break.**
- **All students and heroes are in Urban Outfitters clothing, showing their individuality.**
- **Choreography is less uniformed and more playful.**
- **More facial expressions powered by personality.**
- **Soft moments within movement along with sharp.**
- **Different formation changes.**
- **The 3 heroes at the front of the formations.**
- **End of section, party inspired movements through improvisation from the dancers.**

BUDGET

The budget for this advertisement will be £21,500 to allow any extra costs to be covered.

LOCATION	£400	22X COSTUMES	£100 PER COSTUME £2,200 TOTAL	DIRECTOR	£2,000
VIDEOGRAPHER (AND EDIT)	£700	3X FEATURED DANCERS	£350 PER DANCER £1,050 TOTAL	EXTRA REHEARSAL COSTS (2 DAYS)	£125 PER DANCER EACH REHEARSAL
4X STYLISTS	£2,800	9X DANCERS	£300 PER DANCER £2,700 TOTAL		£5,000 TOTAL
LIGHTING HIRE + GAFFAR	£500	10X EXTRAS	£150 PER EXTRA £1,500 TOTAL	22X COSTUME FITTINGS	£75 PER FITTING £1,650 TOTAL
PROP HIRE	£500	CHOREOGRAPHER	£1,200	DIEMS	£20 PER PERSON £620 TOTAL
DOP (2 DAYS)	£500				

**THANK
YOU**

ANY QUESTIONS?

REFERENCE LIST

I acknowledge the use of AI to generate the story board illustrations

- **(2026) About Us. Available at: <https://www.urbn.com/our-brands/urban-outfitters/about-us> (Accessed: 05 March 2026).**
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