



L V N D

WOLFGANG ZAC

for SCHWEPPES

May 2025

Schweppes®

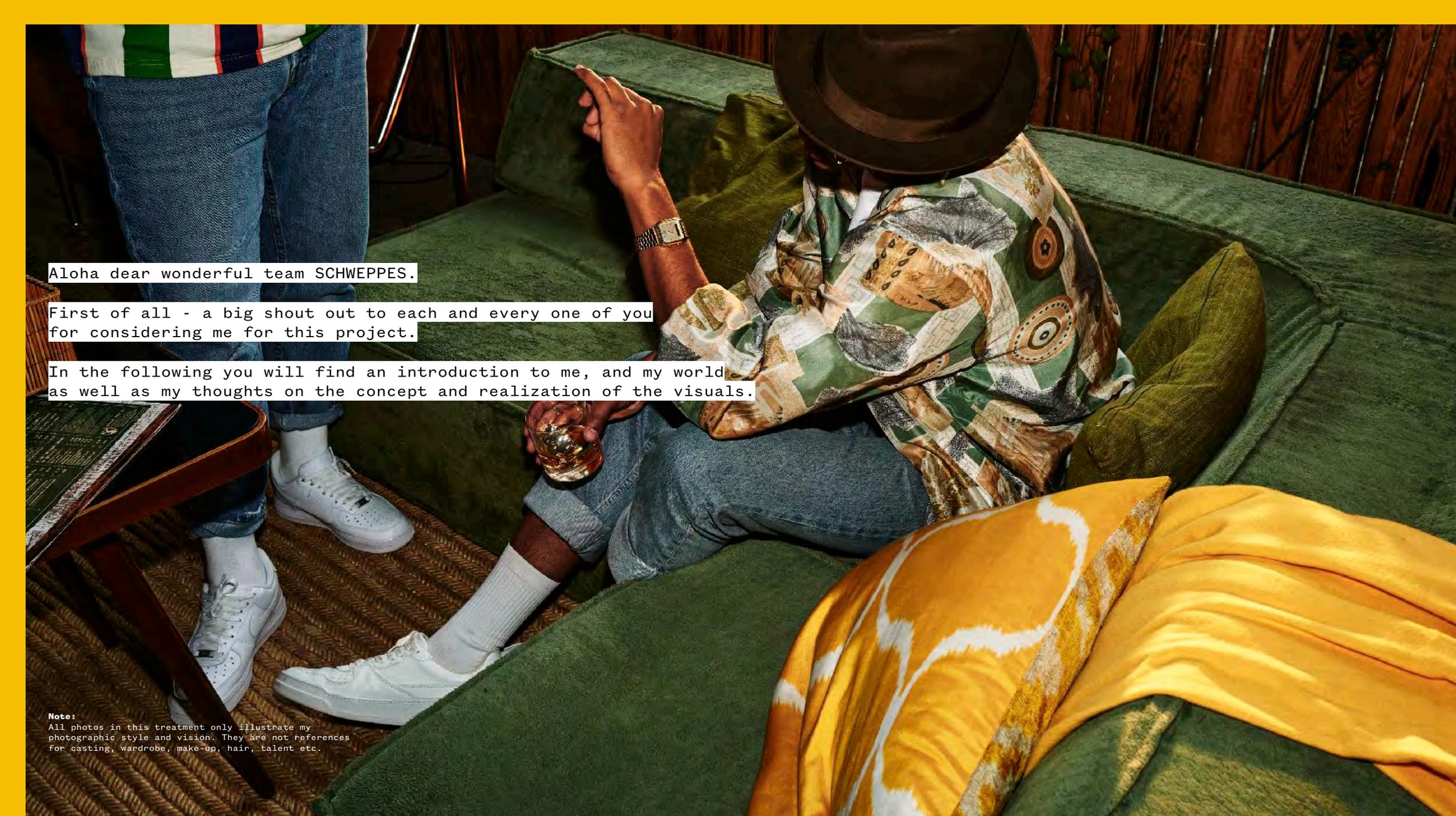
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Ogilvy

WELCOME  
TO  
ZACLAND.





Aloha dear wonderful team SCHWEPPEES.

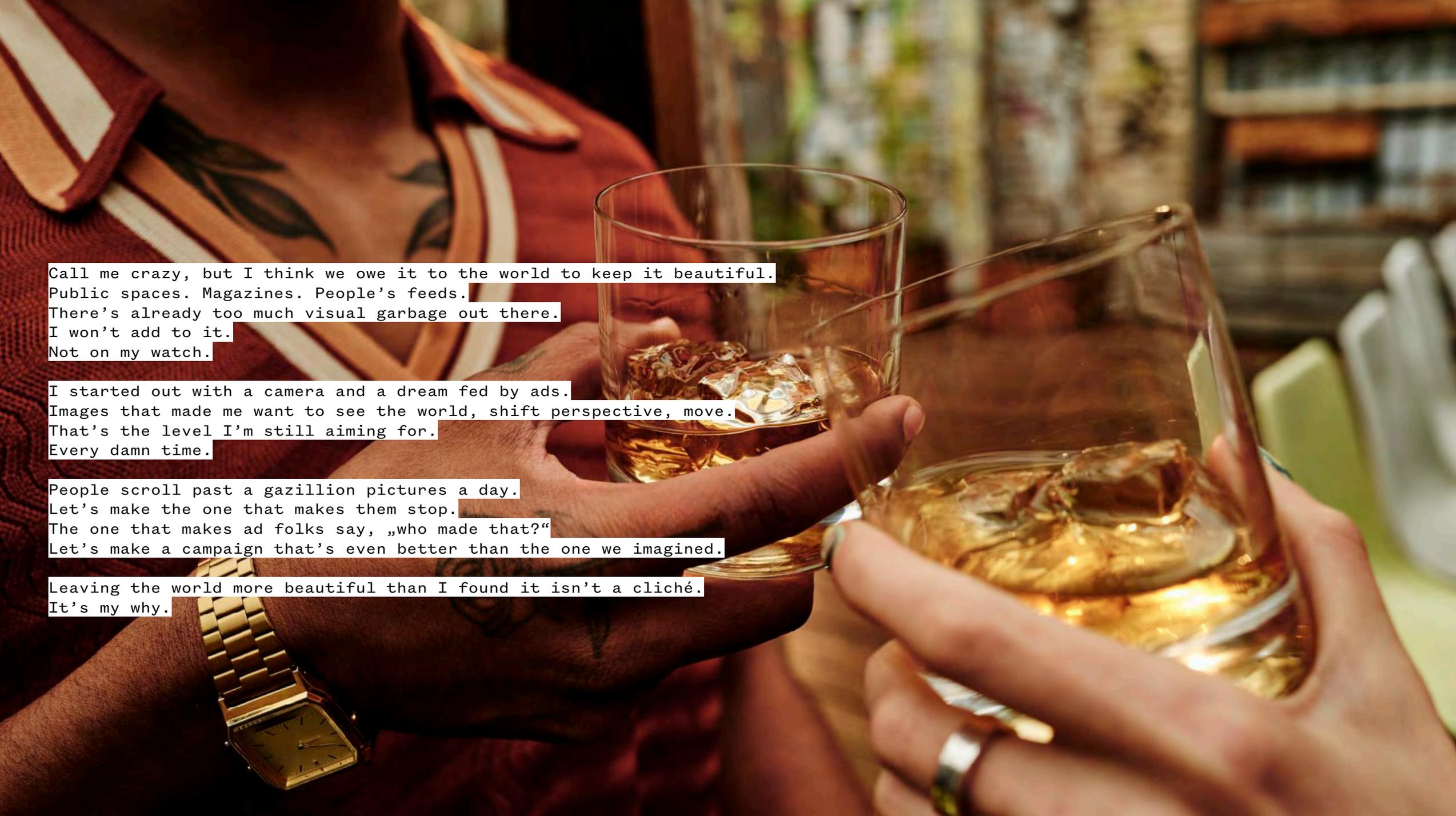
First of all - a big shout out to each and every one of you for considering me for this project.

In the following you will find an introduction to me, and my world as well as my thoughts on the concept and realization of the visuals.

**Note:**

All photos in this treatment only illustrate my photographic style and vision. They are not references for casting, wardrobe, make-up, hair, talent etc.

POETRY OVER  
POLLUTION.

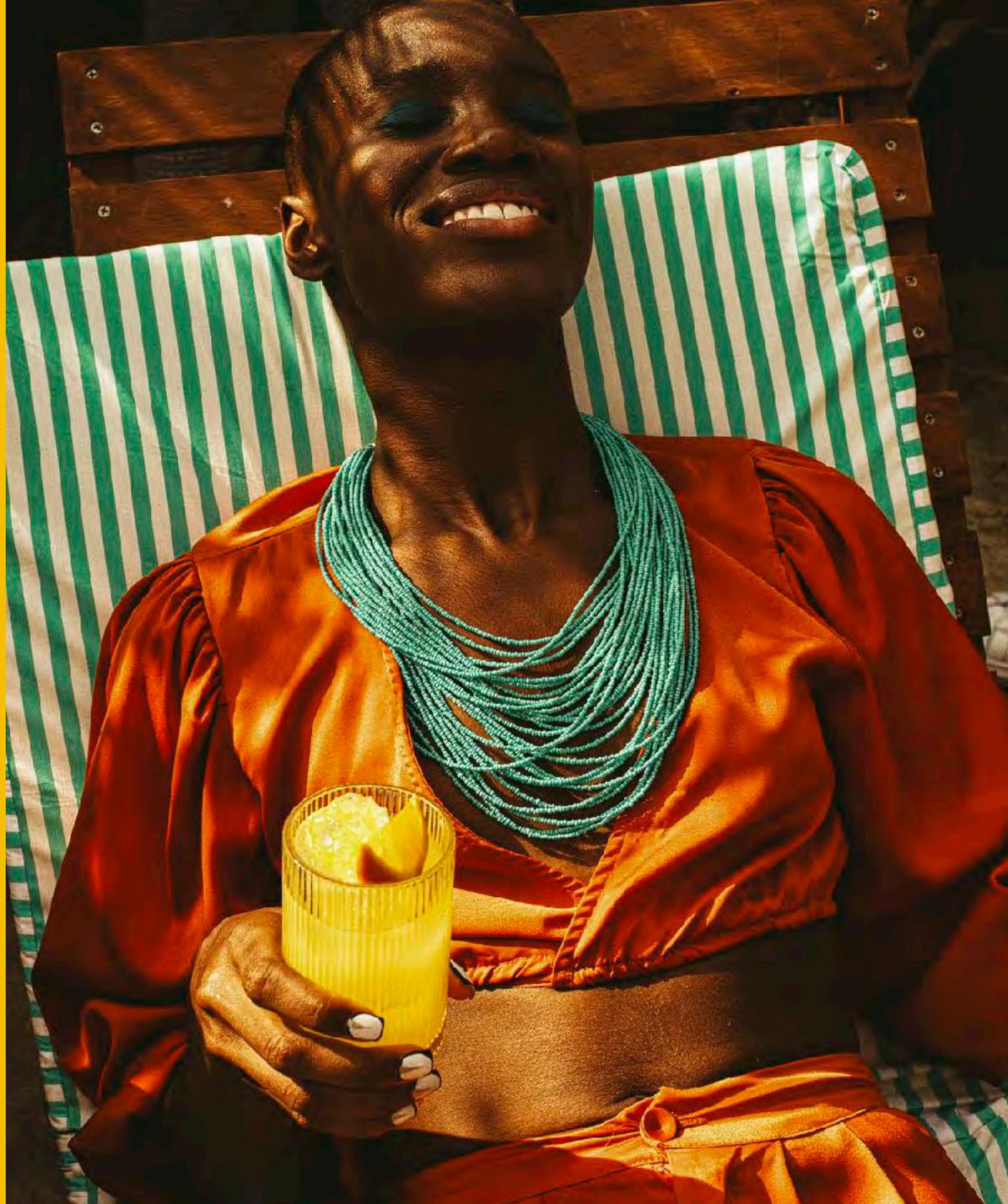


Call me crazy, but I think we owe it to the world to keep it beautiful.  
Public spaces. Magazines. People's feeds.  
There's already too much visual garbage out there.  
I won't add to it.  
Not on my watch.

I started out with a camera and a dream fed by ads.  
Images that made me want to see the world, shift perspective, move.  
That's the level I'm still aiming for.  
Every damn time.

People scroll past a gazillion pictures a day.  
Let's make the one that makes them stop.  
The one that makes ad folks say, „who made that?“  
Let's make a campaign that's even better than the one we imagined.

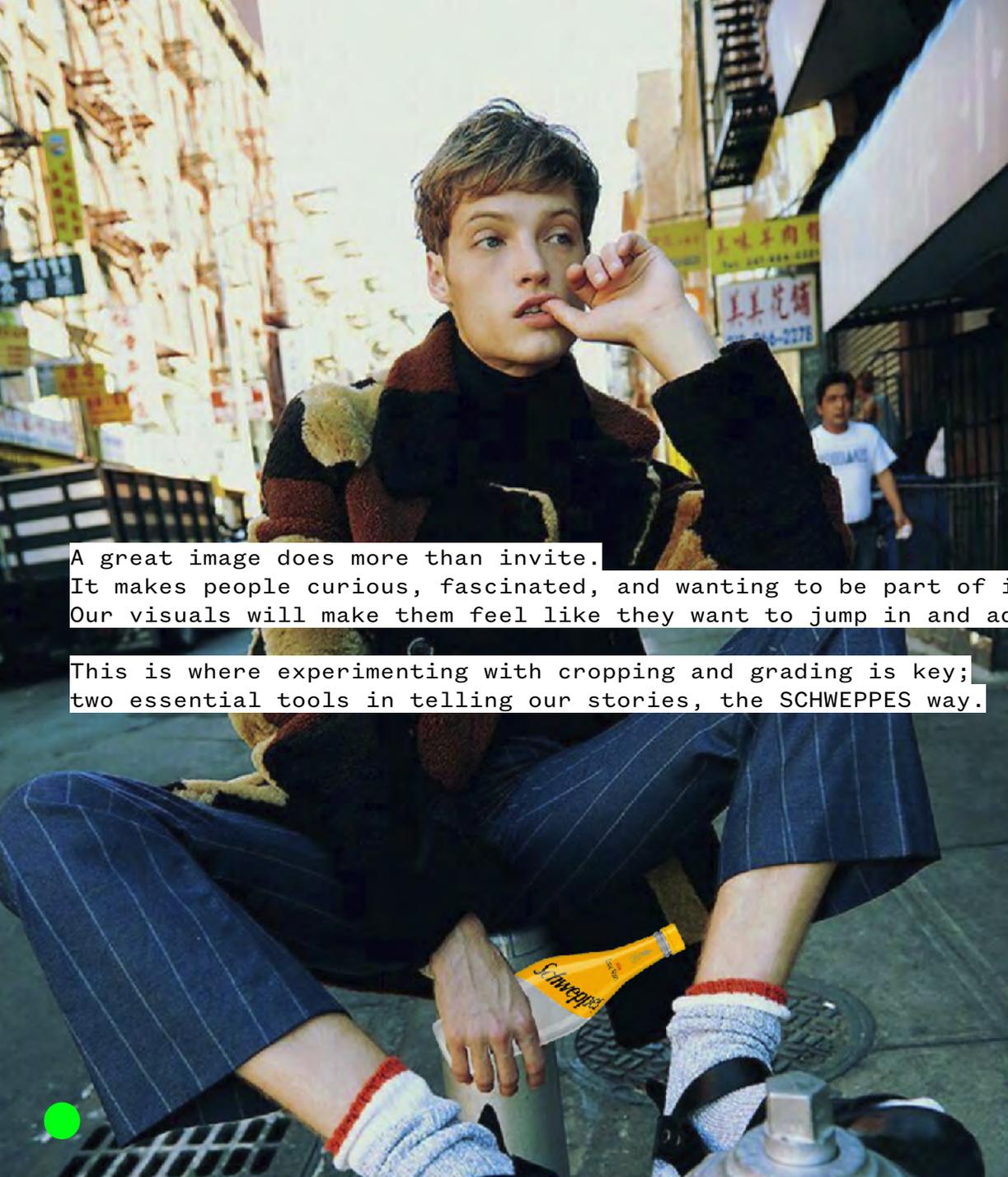
Leaving the world more beautiful than I found it isn't a cliché.  
It's my why.



**INVITING?**

**I WANT PEOPLE**

**TO GATE CRASH.**



A great image does more than invite. It makes people curious, fascinated, and wanting to be part of it. Our visuals will make them feel like they want to jump in and add themselves.

This is where experimenting with cropping and grading is key; two essential tools in telling our stories, the SCHWEPPES way.



IT'S CONFIDENT  
OR IT'S A CON.

Confident.  
Confident doesn't question itself.  
Confident doesn't ask permission.  
Confidence comes in the moment.



**ORIGINALITY.**



If you ask someone to make something like you've seen before, you're stealing twice.  
Once from the person who did it originally.  
And once from yourself, stealing your chance to make something new.

I fight the banal and generic and constantly create unique and original visuals.

I will never repeat myself visually, no idea, no work, no concept.

**BOLD IS A FOUR  
LETTER WORD.**



Bold.  
Cool, dope, hell and yeah.  
Four letters can say so much.

But bold pictures need bold content. Bold details.

Bold feels contradicting and natural at the same time.  
So we'll mix and match to create unique visuals.



EVERYONE

SPEAKS ENERGY.



EVERYTHING STARTS WITH ENERGY.

BECAUSE WITHOUT IT, IT'S JUST A PICTURE.

Energy doesn't always move.  
Sometimes, it lingers.

It's the poised hand resting on the glass.  
The knowing smile before a toast.

That's what I shoot - not the pose, but the pulse beneath it.  
I don't create noise.  
I create electricity in quiet form.

That's what SCHWEPPES calls for:  
calm confidence, lit from within.



Schweppes  
Tonic Water

Schweppes  
Tonic Water

Schweppes  
Tonic Water

A SPIT OF BOLD  
ELEGANCE.

A close-up photograph of a hand holding a glass filled with an amber-colored beverage, ice cubes, and a lime wedge. The lighting is warm and focused on the glass, creating a soft glow. The background is blurred, showing parts of a person in a dark jacket.

WOLFGANG ZAC x SCHWEPPES.

A SPIT OF BOLD ELEGANCE.

This isn't just photography.  
It's the art of staging stillness with intention.  
The quiet glow before the first sip.  
The confidence of a drink that doesn't need to prove anything.  
What we're creating is a visual language for  
elegance—measured, calm, and full of presence.



PRECISION-  
ENGINEERING

THE

UNEXPECTED.



## COMPOSED TO FEEL UNCOMPOSED.

What looks effortless is often meticulously built.

I choreograph moments that breathe, that feel found - but are always framed with intent.

This is where instinct meets control, where the scene becomes the story.

The talent doesn't need to act.

They just need to be.

I guide them to that place - where stillness becomes magnetic.



KEEP IT SIMPLE  
NOT STUPID.



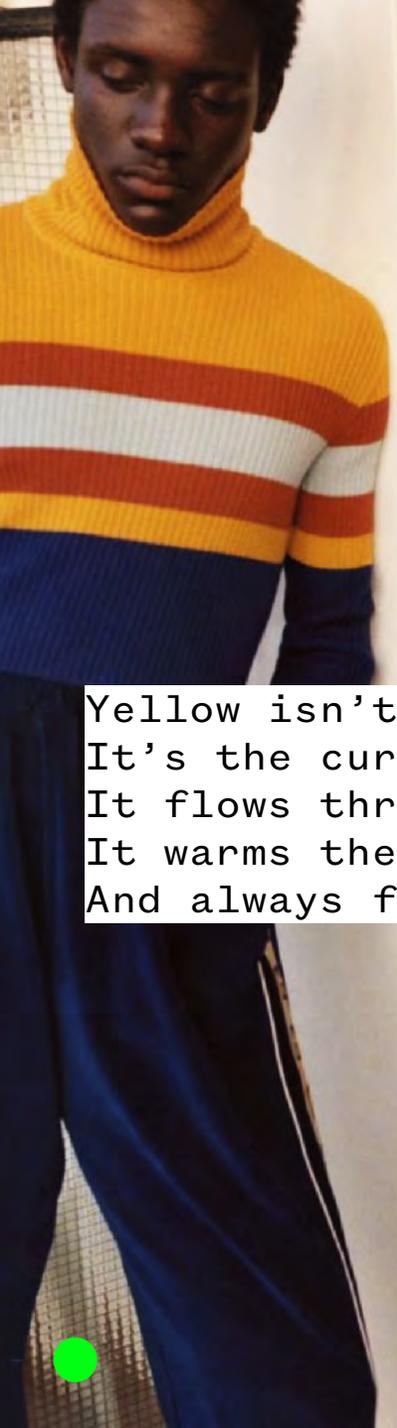
Simple.

'Simple' photos are the ones the viewer can truly relate to. Snapshot style, not big fuss, DIY vibe.

Again, you need a lot of engineering to make things seem effortless, to have circumstances that feel true to life.

Layouts, tethers, reflectors and stands just get in the way.

YELLOW IS NO  
ACCENT. IT'S  
THE CURRENT



Yellow isn't an accent.  
It's the current.  
It flows through the scene - in cushions, in cans, in light.  
It warms the shot from the inside out.  
And always feels earned.





THE GOLDEN

HOUR IS A

STATE OF MIND.

A close-up photograph of a hand holding a tall, clear glass filled with a golden, bubbly beverage and several ice cubes. The hand is positioned in the lower center of the frame. The background is dark and out of focus, featuring warm, bokeh-style light spots in shades of orange and yellow, suggesting an indoor setting like a bar or restaurant. The overall lighting is soft and intimate, with a strong emphasis on the textures of the glass, the ice, and the hand.

SCHWEPPEES is elegance without effort.

We'll build a world that balances polish and imperfection -  
where light wraps around people, and nothing feels static.

Textures are tactile.  
Crops are unexpected.

A wink of yellow in every frame.

A feeling of Britishness without cliché.

THE PRODUCT IS  
ALWAYS  
PRESENT.

THE PRODUCT IS ALWAYS PRESENT.

NEVER JUST A PROP.

We place the product in action: in hand, mid-pour, just sipped.

It's always engaged.

Whether it's a skittle bottle or a SCHWEPPEES can, it lives within the moment - not around it.

It reflects light.

It attracts attention.

It tempts purchase.

This is SCHWEPPEES seen through presence - not placement.



FOUR OCCASIONS .

FOUR MOODS .

ONE WORLD .



EVERY SCENE A STORY. EVERY STORY A SPARK.

## SCREEN TIME AT HOME.

### STILLNESS AS PRESENCE.

This is a solo scene, but never empty.  
A moment of self-chosen calm – refined, grounded, uninterrupted.

Our character is at home, alone, but not alone in spirit.  
They're with Schweppes Royale.

The room is warm and layered.  
Natural textures, soft upholstery, low sunlight.

The product rests on the arm of a chair.  
Is picked up mid-scroll.  
Sipped without ceremony.

Casting is key: 35+, international, magnetic presence.

Styling is casual but curated – relaxed knits, natural fabrics.

Nothing loud.  
Nothing trying.  
Just presence.

**SOCALISING AT HOME.**

**EFFORTLESS TOGETHERNESS.**

The table is cleared.

The playlist has found its rhythm.

Four people linger.

This scene is intimate, but not insular.

The product lives in action – passed across the table, opened mid-laugh.

Faces with contrast.

Personalities with range.

But the kind of group that makes sense without explanation.

Styling is layered, but not styled.

Sleeves rolled.

Silk meets linen.

Characters you want to sit next to.

The room: a lived-in flat, elevated by light.

Golden hour filters in.

Warmth is real.

**SOCALISING AWAY FROM HOME.**

**ELEVATED BUT NEVER EXCLUSIVE.**

A rooftop bar.

A terrace.

The atmosphere is open and golden.

Three characters gather in quiet ease.

This isn't nightlife – it's early evening lightlife.

The can is already open.

The conversation flowing.

Casting reflects global spirit: understated confidence.

Wardrobe is soft tailoring.

Structured blazer, open collar.

Gold in the watch, not in the voice.

The location opens the shot, anchors the elegance.

## CLOSE-UP CONSUMPTION.

### INTIMACY IN FOCUS.

A mouth.

A hand.

A moment mid-sip.

This is about texture: the can, the lip, the light.

We're not showing lifestyle – we're showing sensation.

Casting: expression in stillness.

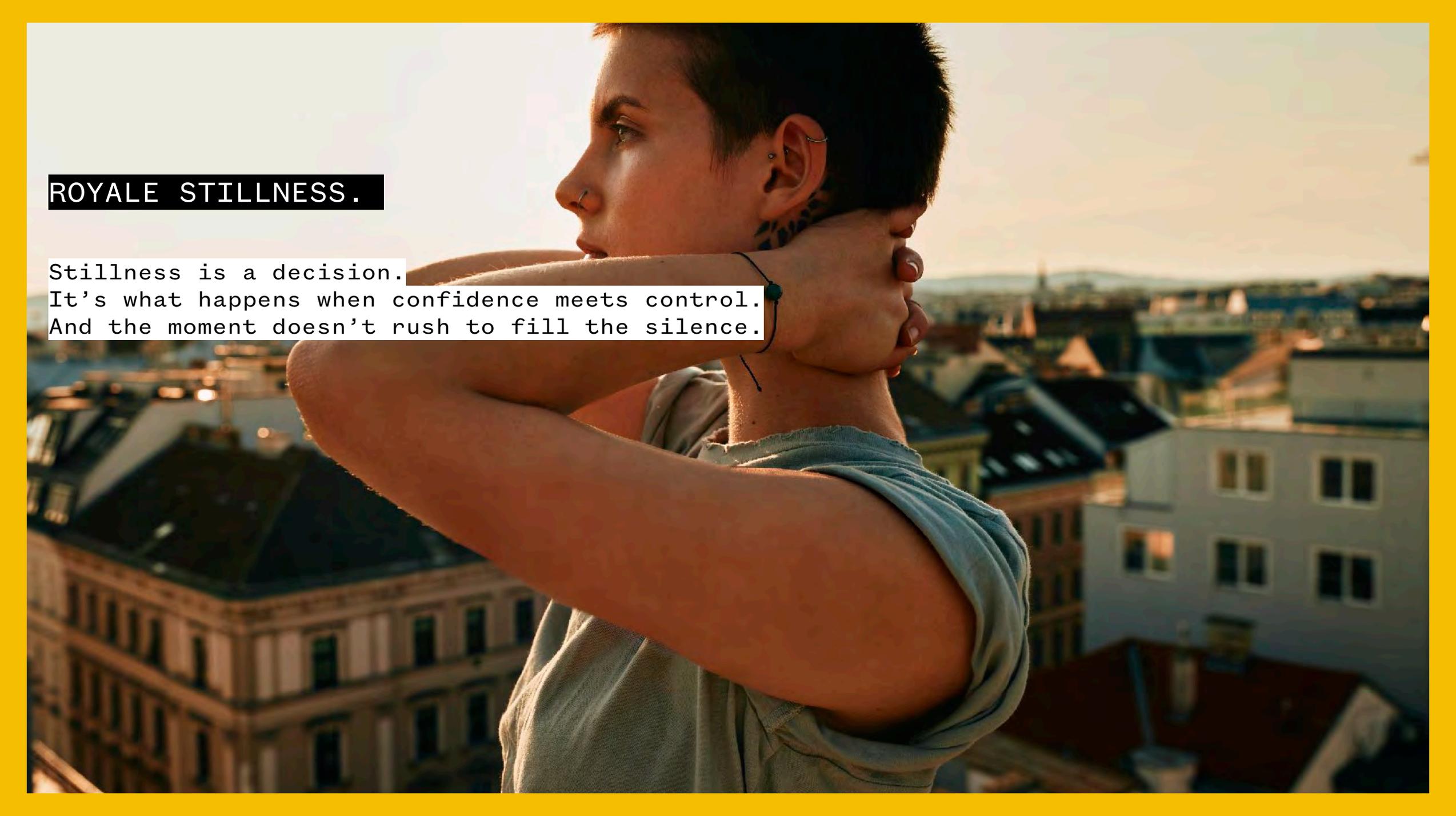
A hand that tells a story.

Wardrobe: collar lines, earrings, fabrics that frame the face.

SCHWEPES yellow appears like a note –  
recognisable, but never dominant.



STILLNESS IS A  
DECISION.



ROYALE STILLNESS.

Stillness is a decision.  
It's what happens when confidence meets control.  
And the moment doesn't rush to fill the silence.

A GREAT FACE  
SHOULD SLAP  
YOURS .

## CASTING.

### PRESENCE OVER PERFORMANCE.

We cast people who don't need to act.

They don't perform confidence - they carry it.

Faces with lived-in grace, posture without effort, and a spark that doesn't seek attention.

Age sits around 35+.

Backgrounds are global.

Style is natural.

What connects them isn't look - it's presence.

They feel like people you want to know.

Or at least observe a little longer.

This campaign doesn't need models.

It needs characters who quietly own their space.

SOPHISTICATED  
UNBOTTLED.

## WARDROBE .

### SOPHISTICATION, UNBUTTONED.

Clothing should feel like an extension of the character - not a costume.

Fabrics move softly: linen, cashmere, brushed cotton, matte textures.  
Colours are muted, earthy, confident.  
No noise, no novelty.

We reference modern British heritage - subtle check patterns, relaxed tailoring,  
rolled sleeves over sharp cuffs.

Accessories appear only when they carry meaning:  
a scarf with a nod to brand yellow, a vintage watch, a well-worn leather bag.

Style lives in the details.  
It shouldn't distract - it should breathe.

## WARDROBE .

### STYLING BY ADELE CANY.

For a wardrobe that feels iconic without shouting, we're bringing in Adele Cany.

Her styling lives between instinct and architecture. She's dressed campaigns for Gucci, The Kooples, Diesel - and always finds the line between cool and human, composed and wild.

Adele understands silhouettes, restraint, irreverence - and the power of one detail that says it all.

[www.adelecany.com](http://www.adelecany.com)

## STYLING CONCEPT.

### QUINTESENTIALLY BRITISH.

Warm, sun-soaked hues take the lead.  
A bold, elegant reinterpretation of British fashion heritage -  
rooted in tradition, styled for now.

### COLOR PALETTE

Mustard, Marigold, Saffron, Gold, Ochre, Yellow  
with accents of Plum, Forest Green, Midnight Navy, Oxblood  
balanced by neutrals like Cream, Camel, Charcoal and Antique White

### FABRICS

Silks & Satins for fluid silhouettes that reflect light.  
Linen for breathability and ease.  
Tweed & Velvet as textural nods to heritage.

### STYLING ELEMENTS

Layering soft and structured:  
e.g., a linen blazer over a satin slip dress  
Accessories include scarves, bold rings, vintage eyewear

SPACES THAT  
SPEAK CALMLY.

## LOCATIONS.

### SPACES THAT SPEAK CALMLY.

We're looking for locations that hold atmosphere without decoration.

Natural light.

Layered materials.

A lived-in beauty.

Interiors:

elegant apartments, refined homes, spaces with real use and real taste.

Think open-plan living rooms with warm light, character furniture, and tactile detail.

Exteriors:

elevated terraces, rooftops, or cafés with soft lines and natural elements.

Nothing flashy.

Everything intentional.

A setting that holds the light and lets people shine.

LIGHTING IS A  
LOVE LETTER TO  
THE HOUR.

A woman with long blonde hair, wearing a black leather jacket and a large, ornate silver bracelet, stands on a city sidewalk. She is looking towards the camera with a serious expression. The background is a busy city street during the "golden hour" of sunset or sunrise, with warm, golden light. There are cars, including a white taxi, and buildings in the distance. The overall mood is cinematic and atmospheric.

LIGHTING IS A LOVE LETTER TO THE HOUR.

SUNLIGHT. AMBIENT. CONSTANT. ALWAYS GOLDEN.

Light is the mood.  
The lead.

The emotional arc.

We start with natural light – early evening warmth, indoor glow, outdoor clarity.  
Then we build: ambient bounce, golden highlights, shadows that stretch.

When needed, HMI steps in - never harsh, always subtle.  
To add detail without dominating.

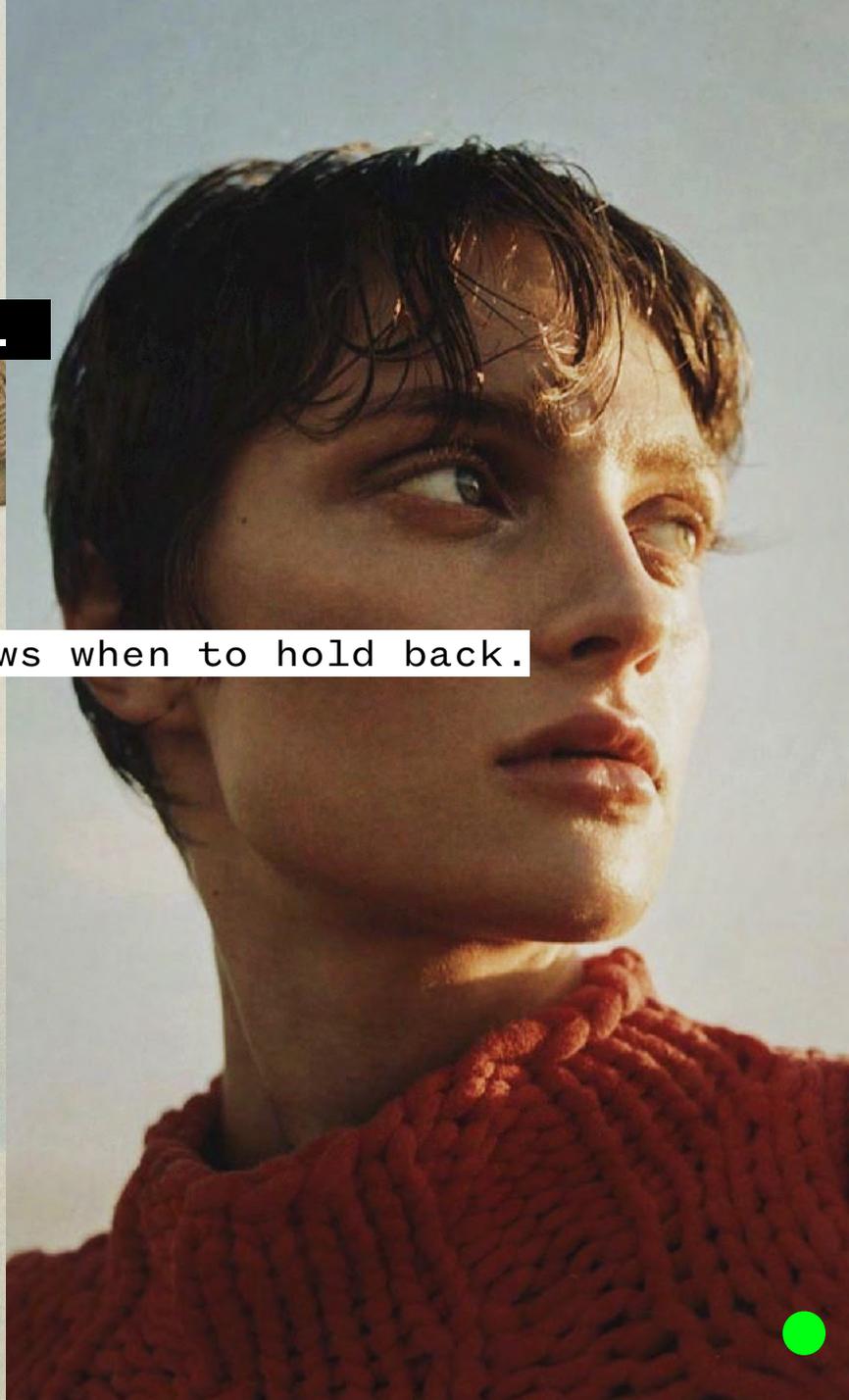


THE ART OF  
HOLDING BACK.



## THE ART OF HOLDING BACK.

Nothing is overdone.  
Nothing is accidental.  
It's the undone collar.  
The pause before a pour.  
The kind of elegance that knows when to hold back.



THE LOOK LIVES  
HERE.

LONDON.

THE LOOK LIVES HERE.

London gives us the world we're aiming to build.

It's in the architecture, the casting pool, the styling instincts.

The interiors already whisper Royale - textured walls, structured silhouettes, golden restraint.

The weather?

Sure, it keeps us on our toes.

But that's no compromise.

Most of what we shoot takes place inside, where we control the frame and the lighting.

And when the sky clears?

That London glow is like no other.

London delivers the look - and the people who live it.

GOODBYE?

NEVER.



L V N D

This isn't the end.  
It's the clink before the beginning.

Let's create stillness that moves.

- Wolfgang ZAC

