

PROJECT GET REAL
PRESENTED AUGUST 2026



A PHARMA CAMPAIGN THAT FINALLY SAYS IT

Get Real.

CREATIVE & TECHNICAL BREAKDOWN

STUDIO AUTONOMY
PRODUCTION PARTNER RADICALMEDIA

You've seen **this ad** before.

Golden hour. Slow motion. Radiant smiles and someone finally living again. Pharma advertising has a look — and everyone can feel it coming.

So we lean in. All the way. We build the most idyllic, most impossibly perfect pharma world ever put on a screen — then we cut, and reality walks in wearing yesterday's sweatpants.

The gloss is the setup. Reality is the punchline.



Too perfect. On purpose.

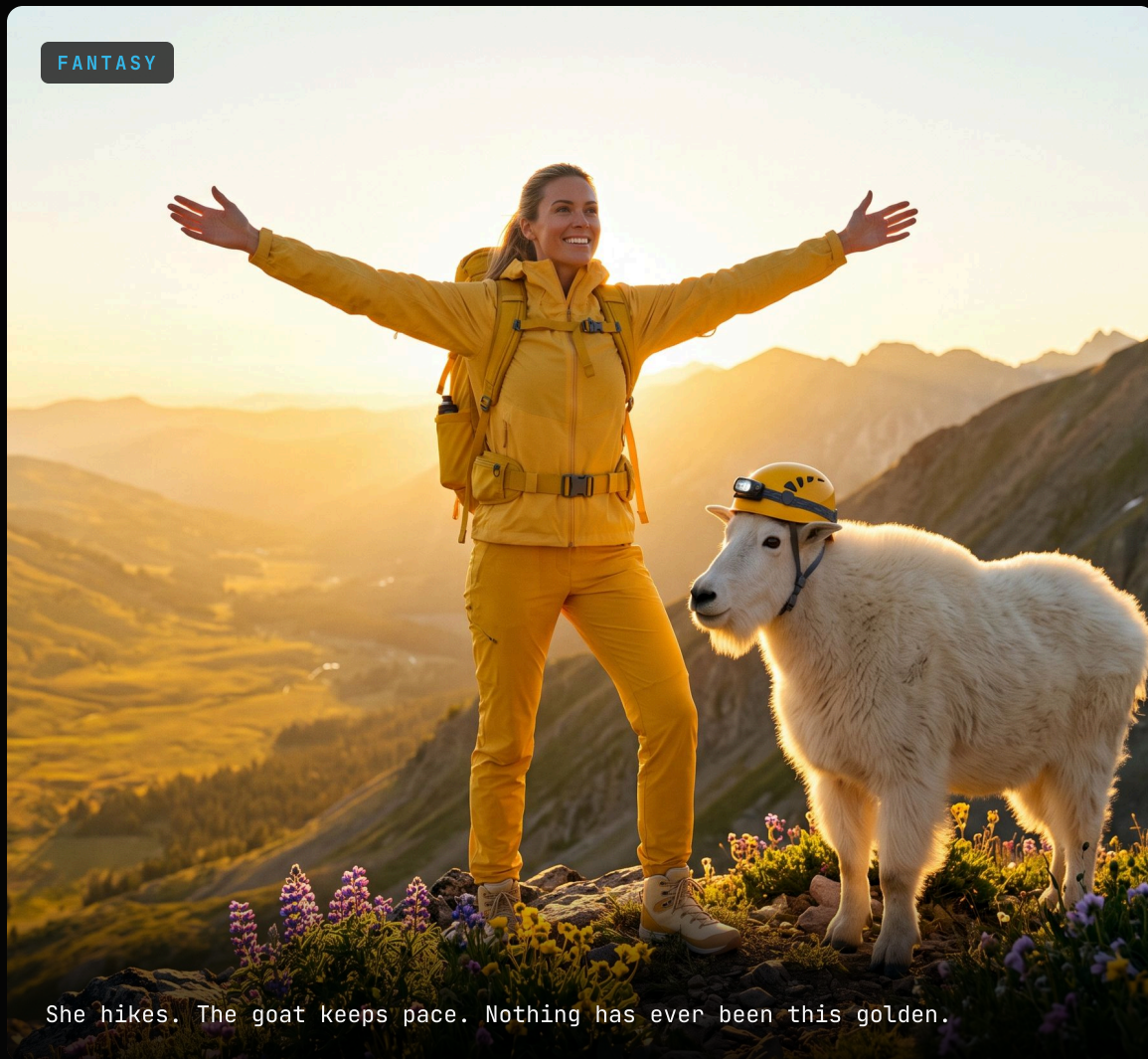
Every vignette starts as the ad you expect and ends as the life you recognize. One hard cut. Two worlds. The joke lands because the contrast is engineered — frame by frame.

| *Get real.*

The Hiking Goat.

Summit light. A flawless hiker. A goat with better cardio than all of us.

FANTASY



She hikes. The goat keeps pace. Nothing has ever been this golden.

REVEAL



It's a phone ad. The dog has notes.

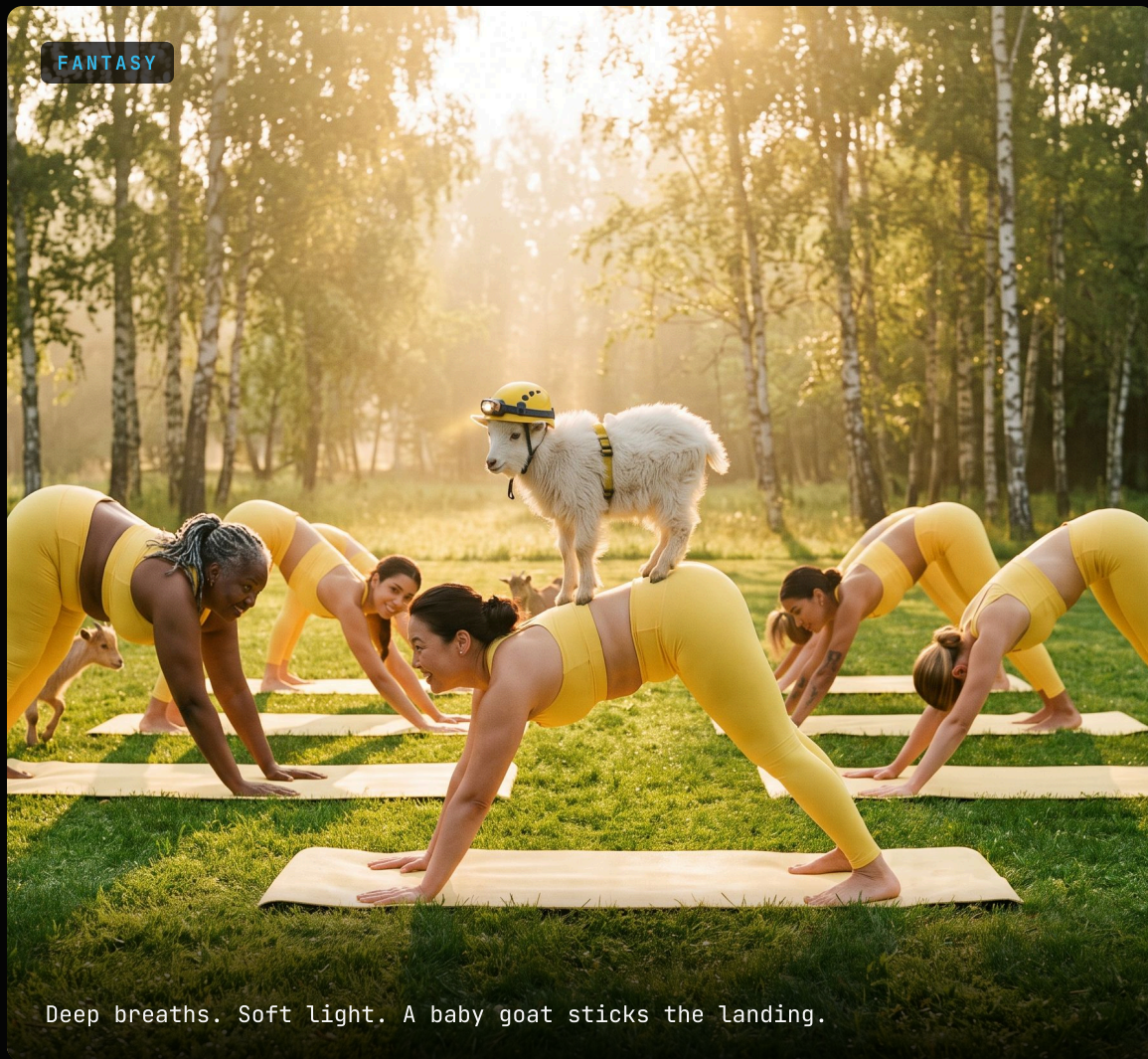
THE TRICK

One camera move. Two worlds.



Yoga Mommas & Baby Goats.

A studio full of serenity. Baby goats as certified wellness professionals.



The Perfect Doctor.

Direct to camera. Immaculate coat. A smile with its own lighting rig.

FANTASY



The kindest, best-lit physician in broadcast history.

REVEAL



He beams into breakfast. The eggs win.

More than one way to **get real.**

Every moment has options — an alternate opening, an alternate troupe, an alternate doctor.

ALT



The ALT open: a beach montage. A dog walk in slo-mo.

ALT



They namasté in some brand's logo colors.

ALT



The TV doctor winks. He finger-guns. He must be stopped.

Alternate reveals.

The fantasy can live beside real life instead of inside a screen — pick a lane or mix and match.

ALT



Or the fantasy parks itself next to your errands.

ALT



She's heard quite enough from television physicians.

Two worlds. Two pipelines.

The contrast only works if neither world is compromised. So each gets its own discipline.

THE AD

AI-built, hyper-real — dialed just past perfect

Floating, impossible camera — moves no real camera could make

Light that flatters everything — permanent golden hour

Built in Koubou — our in-house tool, directed frame by frame

THE REALITY

Real people, really filmed — a RadicalMedia production

Handheld and human — real weight, real timing

Real locations, real mess — nothing art-directed to death

Straight from the camera — untouched frames legal can rely on

How we build it.

01 • THE LOOK

Controlled hyper-realism.

We tune the fantasy world to the exact threshold of too-perfect — beautiful, believable, and just uncanny enough that the audience is in on the joke.

02 • INSIDE THE SCREENS

The fantasy lives inside glass.

Every idyllic world plays on a real screen — a phone, a gas-pump screen, a family TV. Reflections, glow, and screen texture all match the actual device, so the trick is invisible.

03 • THE DRY RUN

Solved before the shoot.

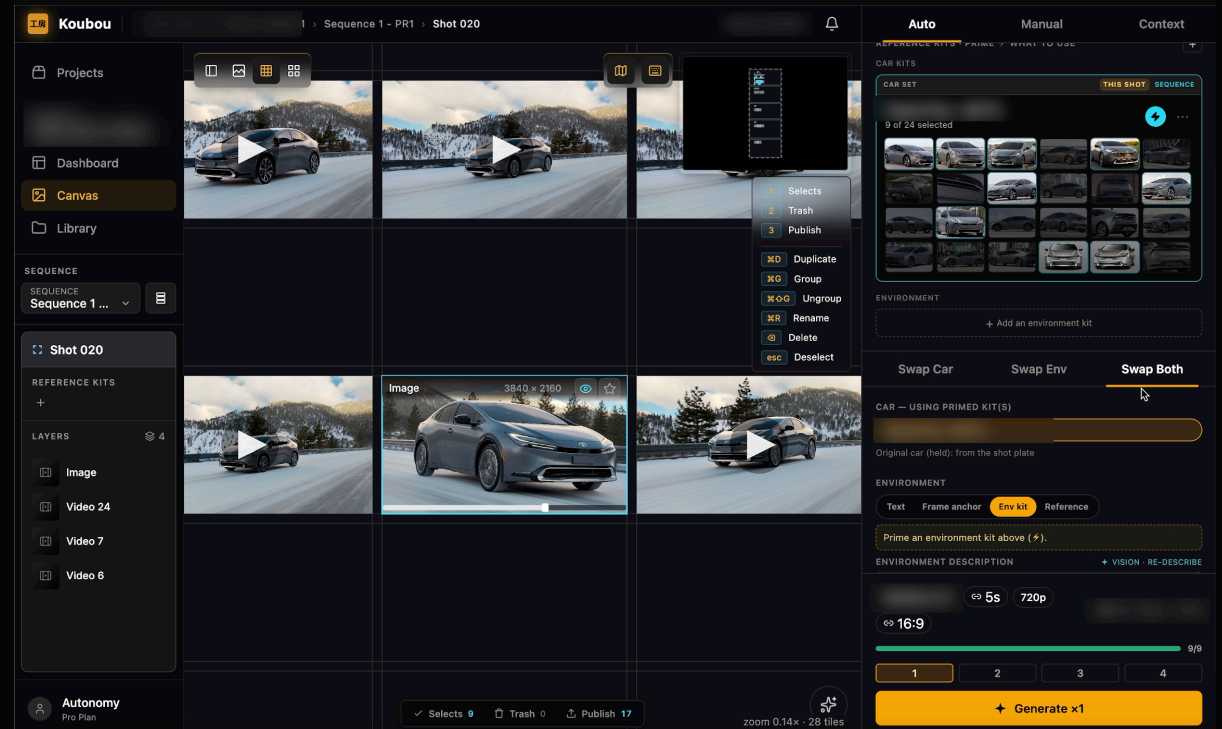
We mock up the fantasy world with AI before the shoot, so framing, lighting, and screen placement are decided in advance — not discovered in the edit.

Directed, not generated.

Koubou (atelier workshop) is our in-house creative workspace for AI imagery. It gives AI work the same structure as any professional production: every shot tracked, versioned, reviewed, and delivered.

Already in use on national broadcast campaigns. We're not tied to any one AI tool — we pick the best fit for each shot and keep frame-by-frame control of composition, lighting, and continuity. Your notes land exactly the way they would on a film set.

The director drives. The AI follows.



Clean plates. Clean approvals.

AI imagery lives strictly inside the ad screens. The people, places, and product are always really filmed — untouched frames we call sanctuary plates. Everything regulatory review sees is exactly what the camera saw.

| *The AI never touches the product.*

SANCTUARY PLATES

The fantasy stays inside the glass.

Everything outside the screen was really filmed. Everything inside it is ours to direct.



Why this works.

01 • VALUE

Maximum screen value.

The elaborate worlds live where they're cheapest and safest to build. The budget stays on the real shoot, where it shows.

02 • CONTROL

Uncompromising control.

Every AI frame is directed, tracked, and reviewed like footage from a real shoot. Nothing ships without a human eye on it.

03 • SYNERGY

Turnkey, start to finish.

Planning, design, and finishing all happen in one workshop. One partner, one process, broadcast-ready.



THANK YOU.

Let's get real.

Autonomy × RadicalMedia