

Ask SAMIE

CREATIVE BRIEF

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DESCRIPTION

Reframe public perception of accessible home design by showcasing AskSAMIE’s modern bathroom collection in a high-end 3D realistic environment, proving that home accessibility and luxury design can co-exist without compromise.



GOAL

Create a 30-second, high-impact 3D spec commercial to introduce AskSAMIE's luxury bathroom collection. The video aims to dispel the myth that accessible home modifications must look clinical or institutional, demonstrating that AskSAMIE offers vetted, stylish adaptive hardware that seamlessly blends safety, functionality, and modern interior aesthetics.

TARGET AUDIENCE

DUTIFUL DAUGHTER

Age 40-65



Means of Attraction

Useful, insightful information

caring her parent(s)
part / full time / volunteer
lives in town / different town than her parent(s)
parent(s) limited tech

CARING CLINICIAN

Age 30-60

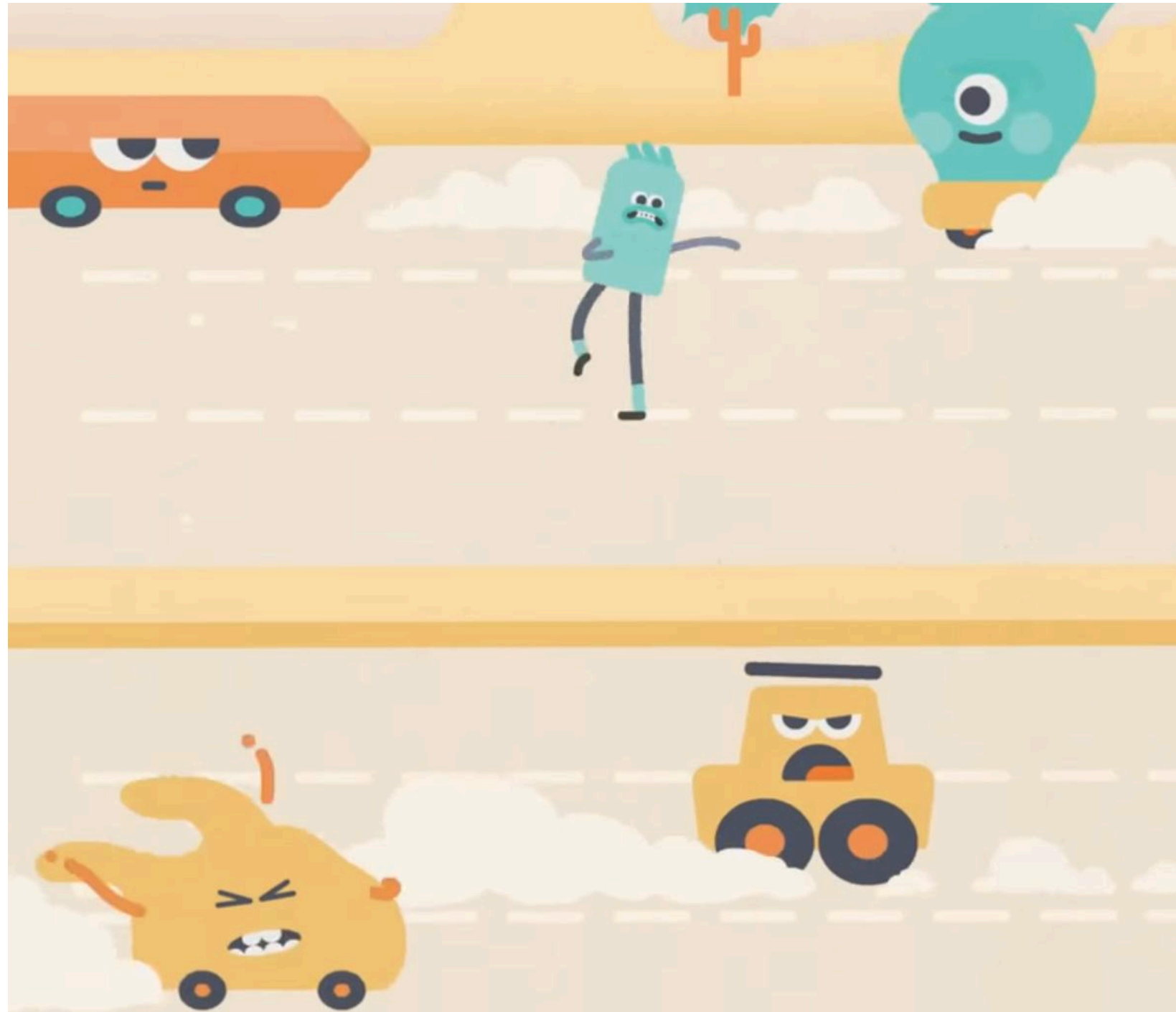


Means of Attraction

Time saving, easy for patients

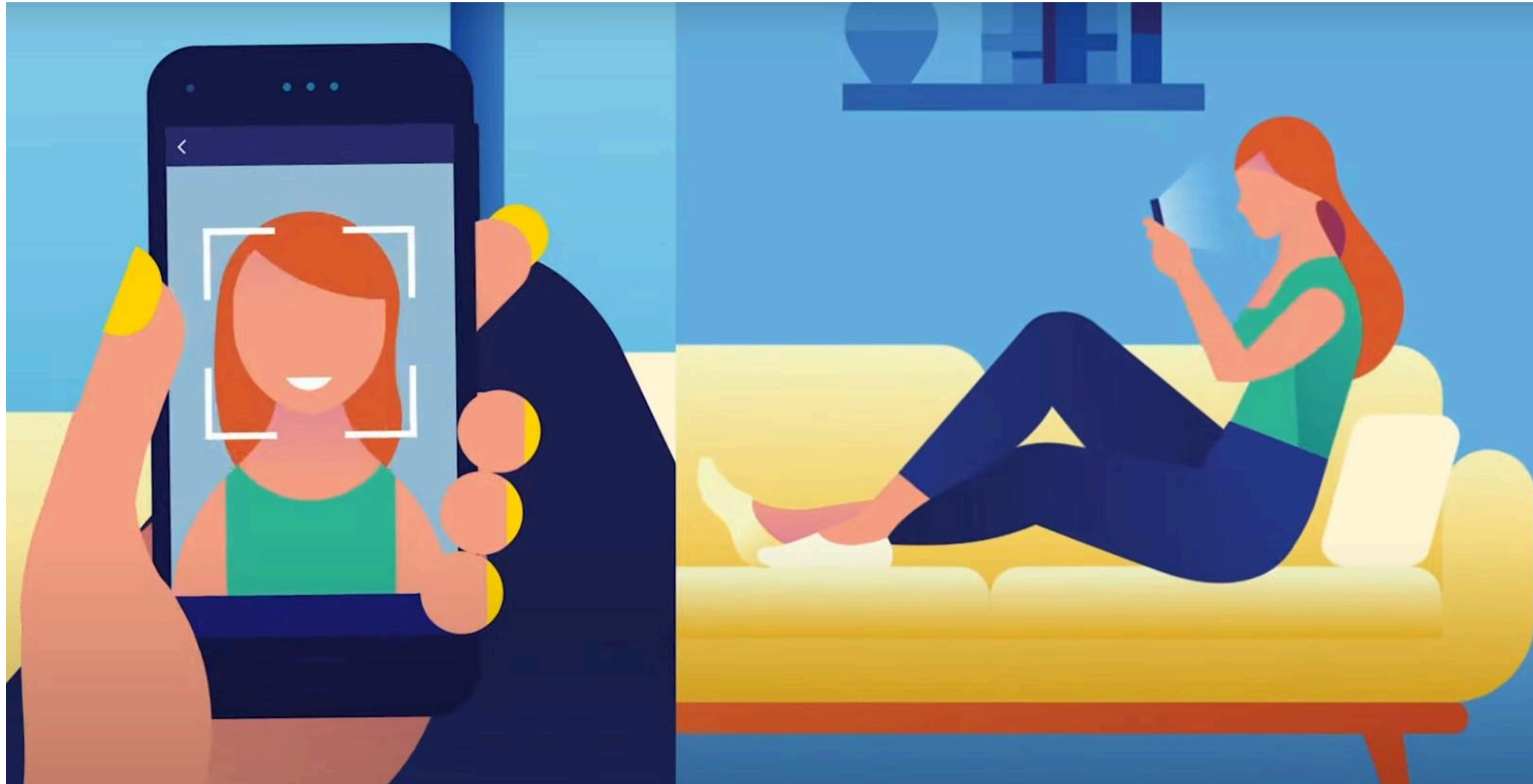
find resources discounts
payment options mid career.
help patient new grad
home safety

INSPIRATION 1



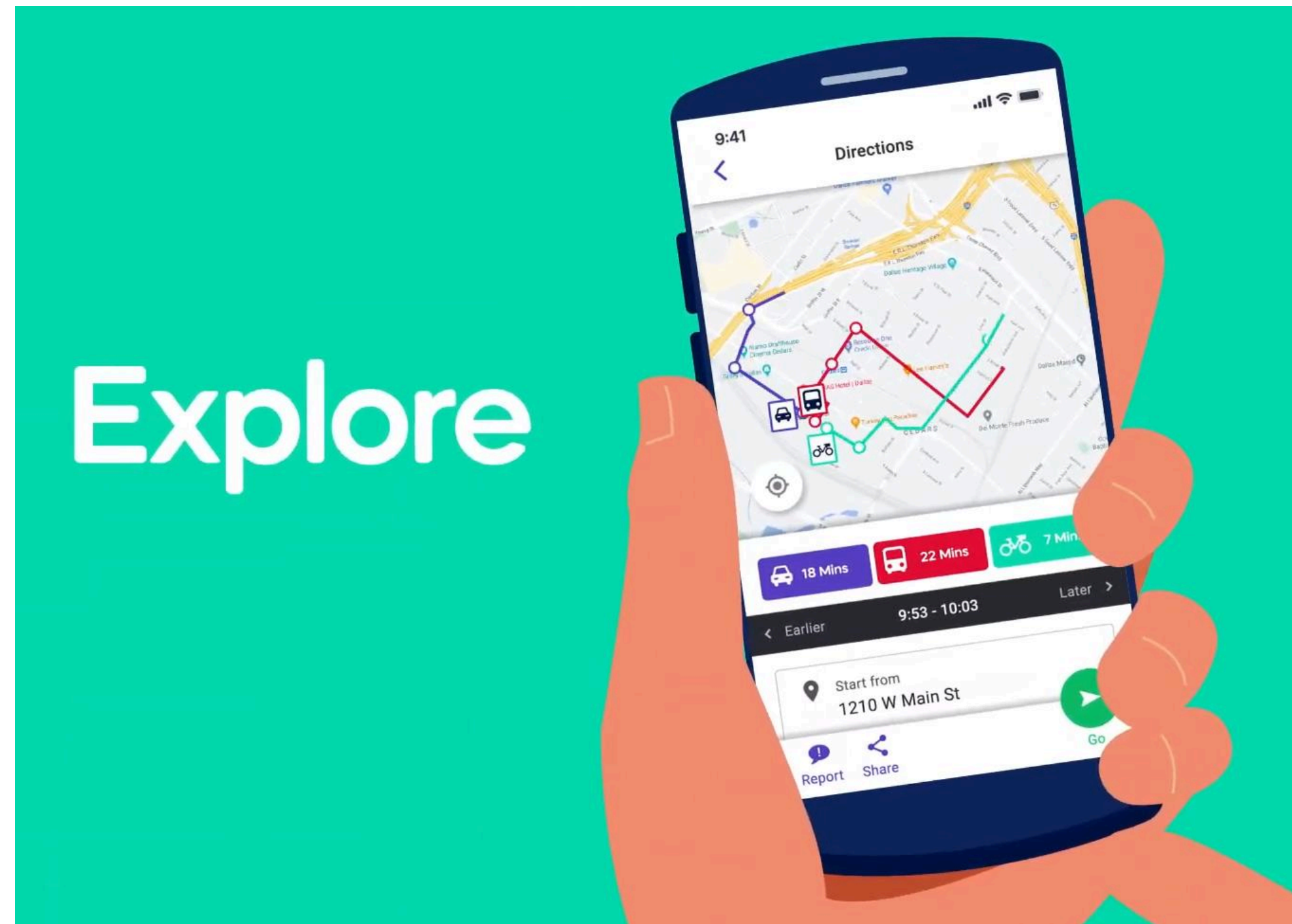
https://youtu.be/iN6g2mr0p3Q?si=eI0d-Oy9q4pHz_AI

INSPIRATION 2



<https://youtu.be/DVbZ3ipyR30>

INSPIRATION 3



<https://youtu.be/q5TS73aMOIk>

VISUAL STYLE

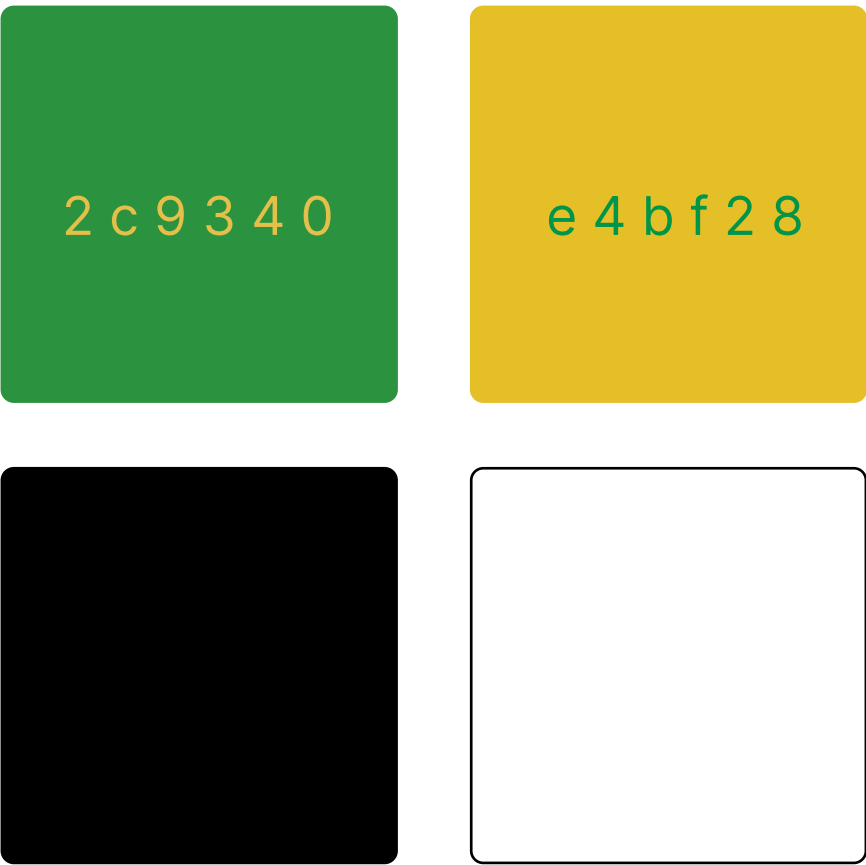
The visual direction blends sleek 2D UI motion design with realistic 3D spatial environments to bridge the gap between digital discovery and real-world placement.

To visually reinforce the narrative, the ad opens with a stark, cold, and sterile clinical aesthetic to evoke the institutional feel of traditional accessible hardware. As the AskSAMIE platform is introduced, the mood instantly shifts: lighting becomes warm and inviting, materials transition to rich textures (brushed metals, natural stone, and warm wood tones), and the color palette brightens to align with AskSAMIE's brand identity. The 2D UI cards seamlessly explode into 3D space, demonstrating how AskSAMIE's AI turns digital recommendations into stylish, physical home additions.

Assets & Models to Create:

- **3D Products** → 6 custom-modeled adaptive hardware items styled in sleek matte and brushed metal finishes.
- **3D Background Scene** → A fully modeled, realistic luxury modern bathroom featuring lighting, large-format tile, and warm accent textures.
- **UI Elements & Mockups** → Branded 2D/3D interface cards showcasing the AskSAMIE AI search prompt, query responses, and floating product tabs.
- **Logo Mark** → Animated vector brand logo assets featuring the official AskSAMIE registered mark.

COLORS



FONT S

ATKINSON HYPERLEGIBLE BOLD

ATKINSON HYPERLEGIBLE BOLD

ATKINSON HYPERLEGIBLE BOLD

ATKINSON HYPERLEGIBLE BOLD

ATKINSON HYPERLEGIBLE BOLD

MOODBOARD



Bathroom Layout

