

AI CREATIVE · BUSINESS SYSTEMS

Films that don't look made.

And a system underneath that reads what they earn.

- Film
- Identity
- Web
- Automation



Two numbers that
don't fit together.

₹5,00,000

to make one 30-second film

Serviceable ad film, India, 2026. Four to ten weeks from brief to delivery.

7–10 days

before that film stops working

The creative-fatigue window on paid social. Top performers replace 15–25 units a week.

MAKING IT · 28-70 DAYS



IT WORKS FOR · 7-10 DAYS



■ So every brand is forced to choose: make something good, or make enough. Almost nobody has noticed that this is no longer a real choice.

The films.

Shot on nothing.
Graded like everything.

Every campaign frame in this deck was generated, not filmed.



Same film. Same standard.

Nothing about the output gets cheaper-looking. The thing that collapses is what it costs to find out whether an idea works.

■ THE OLD WAY

An agency, a crew, a shoot day

One 30s film	₹5,00,000
Brief to delivery	4–10 weeks
Usage rights	+30–50%

■ OUR WAY

oozzit

One 30s film	₹75,000–1,50,000
Brief to delivery	2–5 days
Usage rights	✓ Included

■ ■ ■ ■ ■ ■ At two to five days a film, you stop betting the quarter on one idea. You run six and keep the one that works.

How one gets made.

Four steps. No crew, no location, no shoot day, no reshoot.

THE CALL

What does the product do?

And who is it for?

STILL APPROVED

MOTION GRADED

oozzit

LIVE

01

The brief

A call. What the product does and who it is for.

02

The frame

One still, built to their brand.
Approved before anything moves.

03

The film

The still becomes motion. Graded like a commercial.

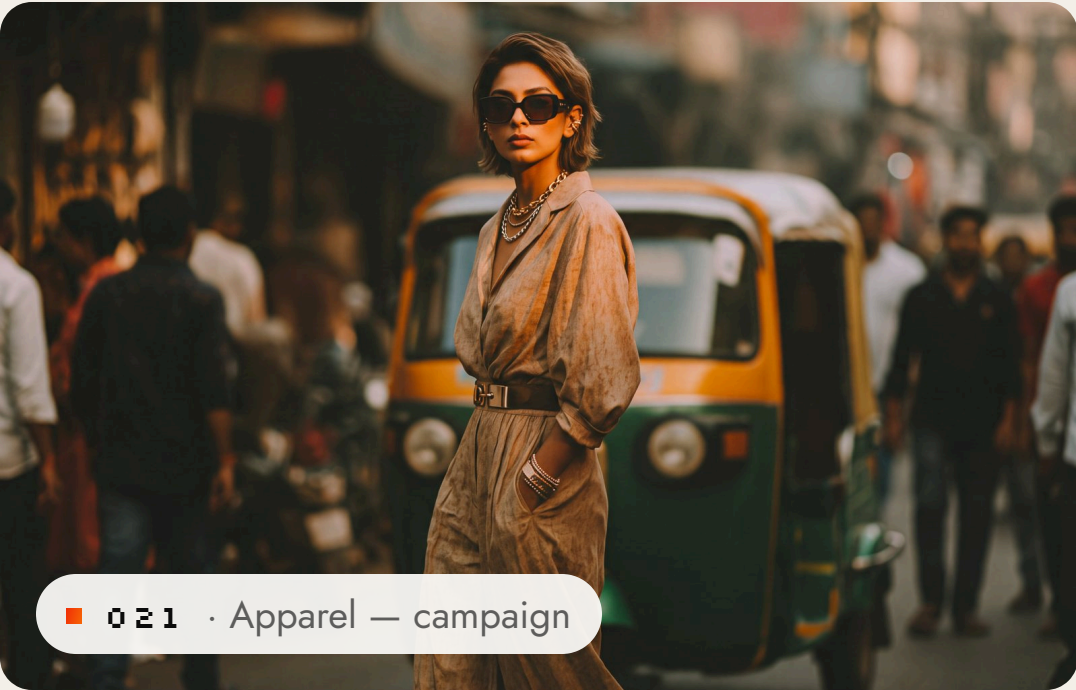
04

The result

Live in days, measured from the first hour.

The work.

Beauty, food, apparel, product. None of it was filmed.



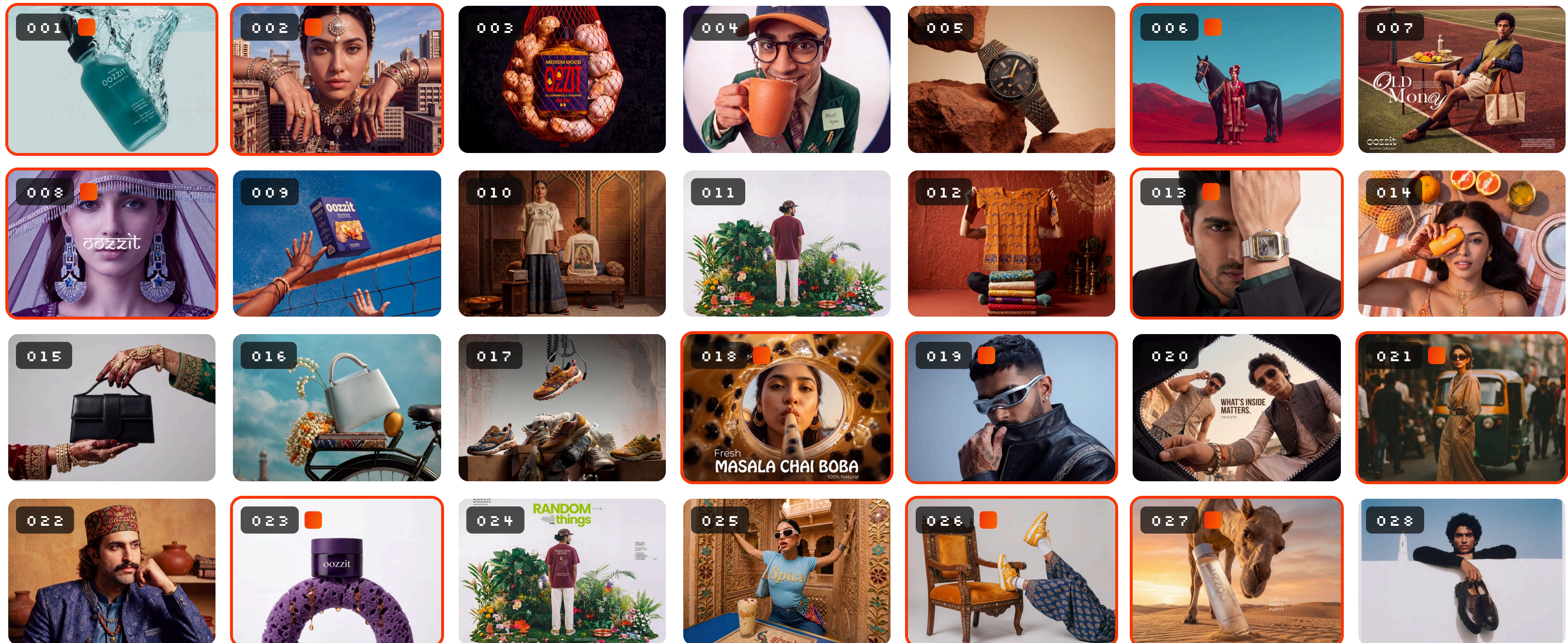
■ FRAME 002 / 028

Jewellery

Concept campaign, made unasked. Not one of these bangles was photographed.

The full roll.

Someone still has to know which of forty frames is the one, and why the other thirty-nine are subtly wrong.

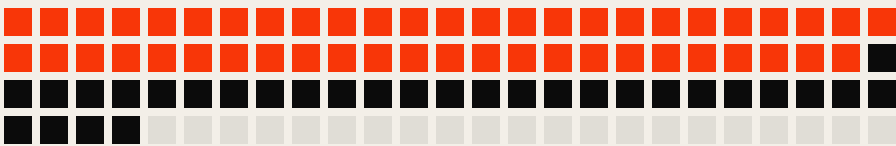


Creative is not the soft part of the budget.

49%

of incremental sales come from creative

More than targeting, reach and recency combined — those three together account for 30%. Measured across roughly 450 campaigns.

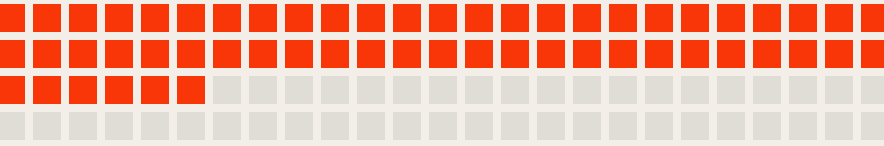


■ CREATIVE
■ TARGETING, REACH, RECENCY

56%

of sales lift is creative quality

Not placement. Not audience. What the thing actually looks like and says.



■ CREATIVE QUALITY
■ EVERYTHING ELSE

SOURCES NCSolutions, ~450 CPG campaigns (49% / 30%) · Sovran 2026 (56% creative quality)

■ WHY IT MATTERS

Which is why the volume problem matters.

A brand shipping two new ad units a week, against a ten-day fatigue window, surfaces one winner every six to twelve weeks.

More budget does not move that. **More shots on goal does.**

A brand that looks like what it costs.

Your logo and brand assets are never run through a generation model. They are composited from your real files.

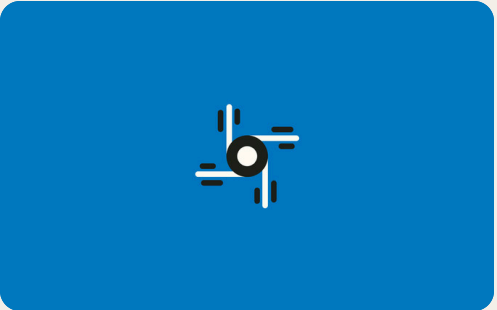
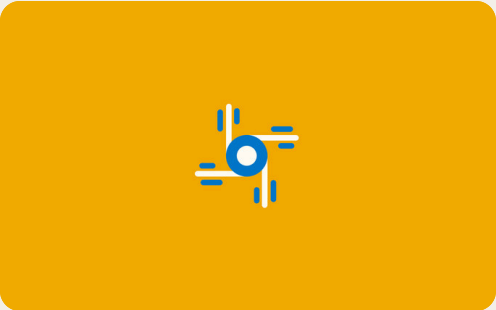
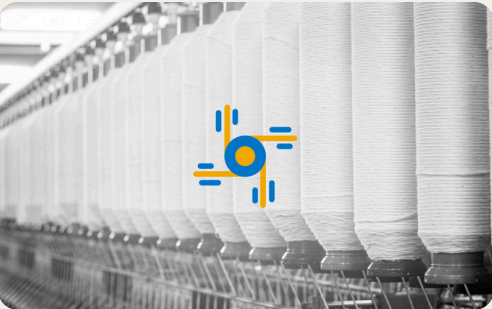
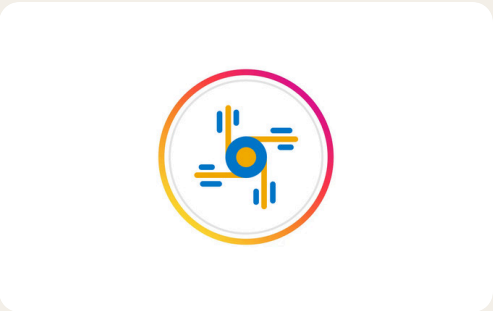
- ✦ Brand identity
- Campaign imagery
- Social creative
- Posters



■ STATIONERY



■ MERCHANDISE

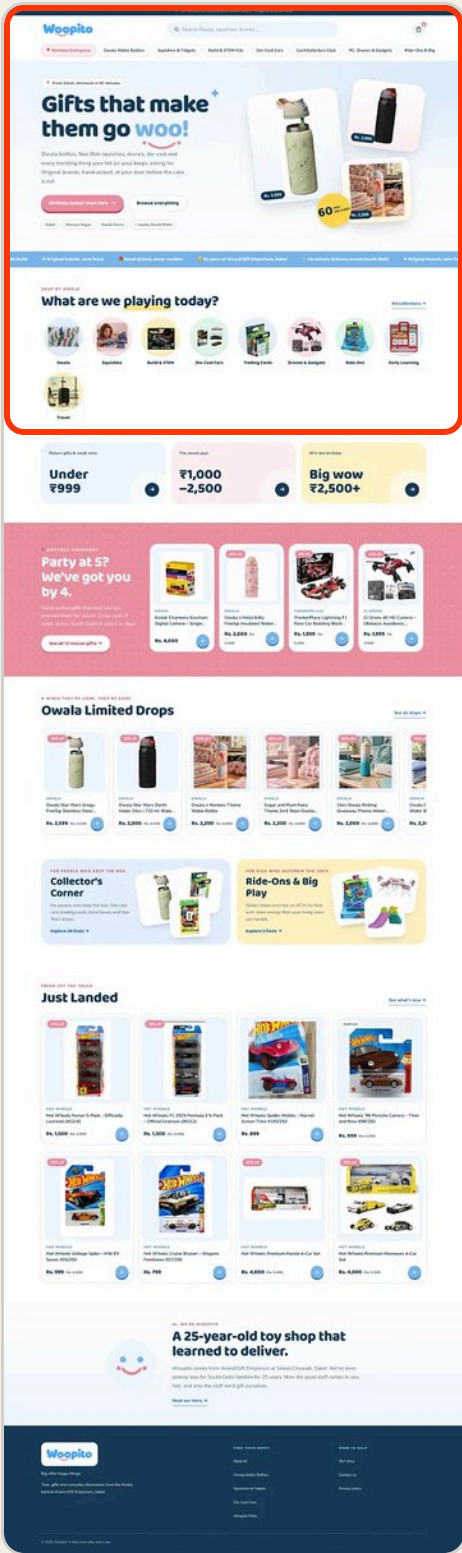
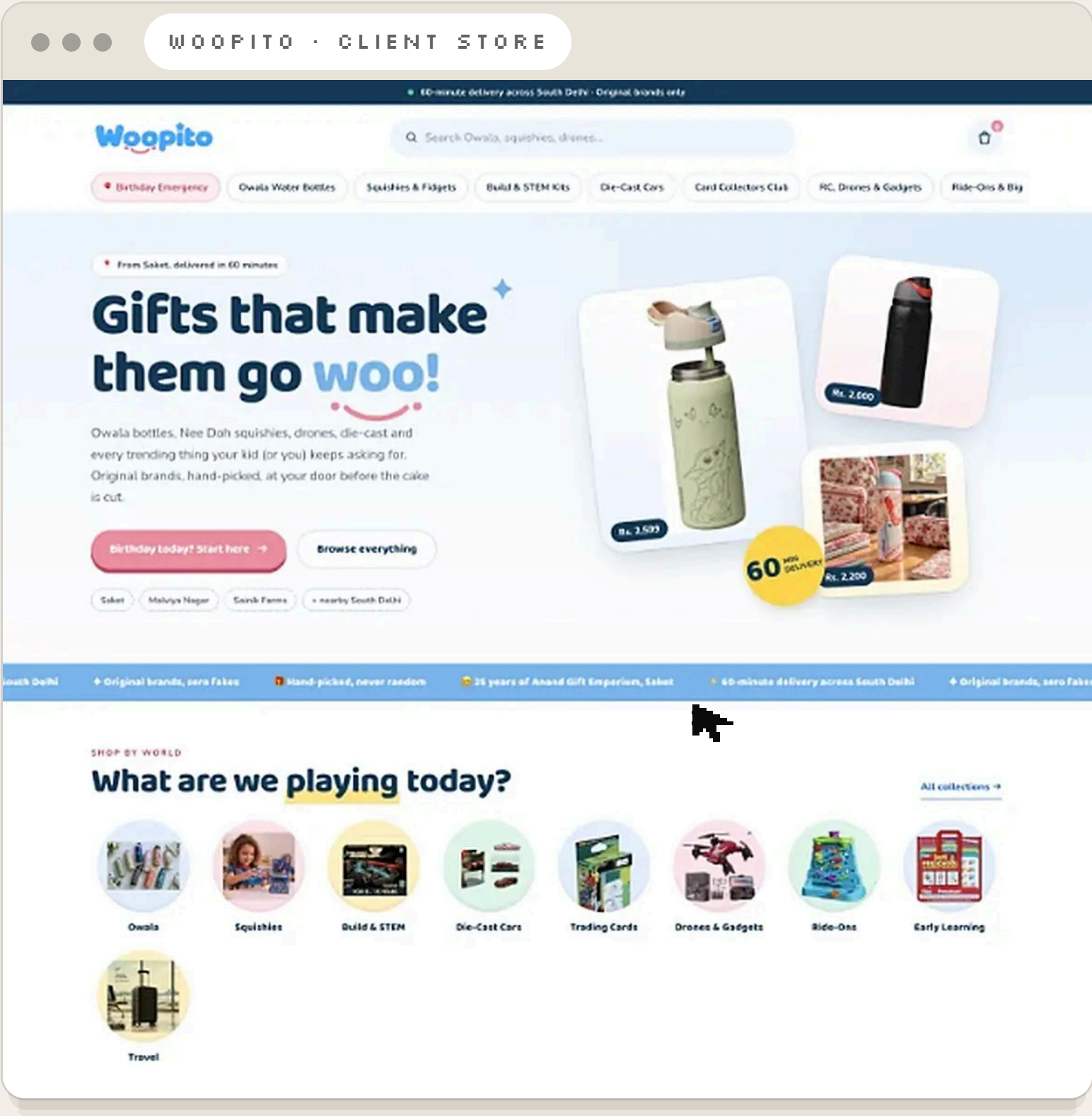


Stores built to be bought from.

Woopito: a 25-year-old toy shop that learned to deliver.

- Shopify stores
- Websites
- Landing pages
- Product pages

Client work includes Woopito, The Khet Story and Two Clocks, One Home.



WHOLE STORE

The system.

The part that watches the shop when nobody is looking.

Runs every hour. Reports in one message.

00:00:42:19



Reads all three every hour

REPORT

One message. Only when there is a reason.

Most of what gets sold as automation is a reminder.

A message that fires on a timer is not a system. It reads nothing.

■ THE COMMON VERSION

What it usually means

Sends a message	On a timer
Reads your data	No
Notices a problem	No
Decides anything	No

■ OURS

What we build

Sends a message	When it has a reason
Reads your data	Stock, sales, ad spend
Notices a problem	Within the hour
Decides anything	Inside rules you set

Nothing is reading it.

Three things that happen in every online shop, every week, that nobody has time to watch.

70%

of carts are abandoned

The shopper reached checkout and left.
Most brands send one reminder, at one discount, to all of them.



■ LEFT AT CHECKOUT

₹0

is what a sold-out ad earns

Ads keep running on products that cannot ship. The spend continues. So does the bad first impression.

SPEND



SALES



5–10x

cheaper to keep a customer

Than to buy a new one. A five-point retention gain moves profit by 25–95%.

KEEP



WIN NEW



So we built the thing that reads it.

It watches stock, sales and ad spend together, and acts inside limits you set. Nothing happens that you did not approve.

🛒 EVERY OTHER CART FLOW

Hi! You left something in your cart. Here's 10% off.

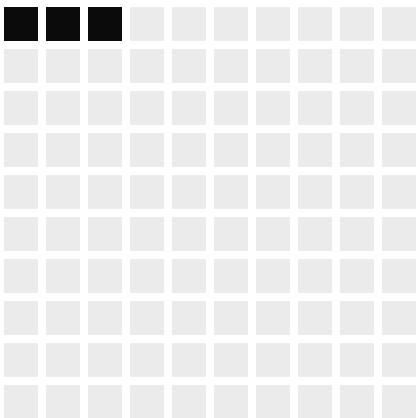
💬 OURS

Your payment didn't go through. Nothing was charged. Retry in one tap, or reply COD.

- 🔍 Knows which products are about to run out
- ⚡ Moves ad budget off them before they do
- 💬 Asks why a cart was left, then answers that

SOURCES Klaviyo, 143K stores (3.33% average recovery flow) · WhatsApp recovery 15–25% is a vendor claim

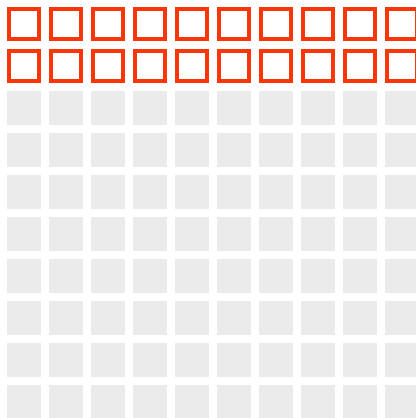
■ RECOVERY, PER 100 ABANDONED CARTS



3.3%

Typical single reminder. Measured across 143,000 stores.

Both beat nothing.



up to 20%

Carts recovered. A messaging-vendor claim, not independently audited.

The two halves only work together.



A creative studio

Makes beautiful work, then hands it over and hears nothing back. No idea which frame earned anything.



An automation shop

Moves the budget around and has nothing to put in the slot. Tells you to spend more on an ad that is eleven weeks old.

■ oozzit

Both, in one place

The system says this product deserves more budget. The studio makes the film to spend it on. Same week.

SYSTEM



STUDIO



SYSTEM

That loop is the whole company. Nobody who does only one half can close it.

Two people. You talk to both.

One of us runs everything you can see. The other runs everything that happens after someone sees it.

No account manager, no junior handoff, no queue. It is a real limit on how many projects we take, and the reason the work stays consistent.

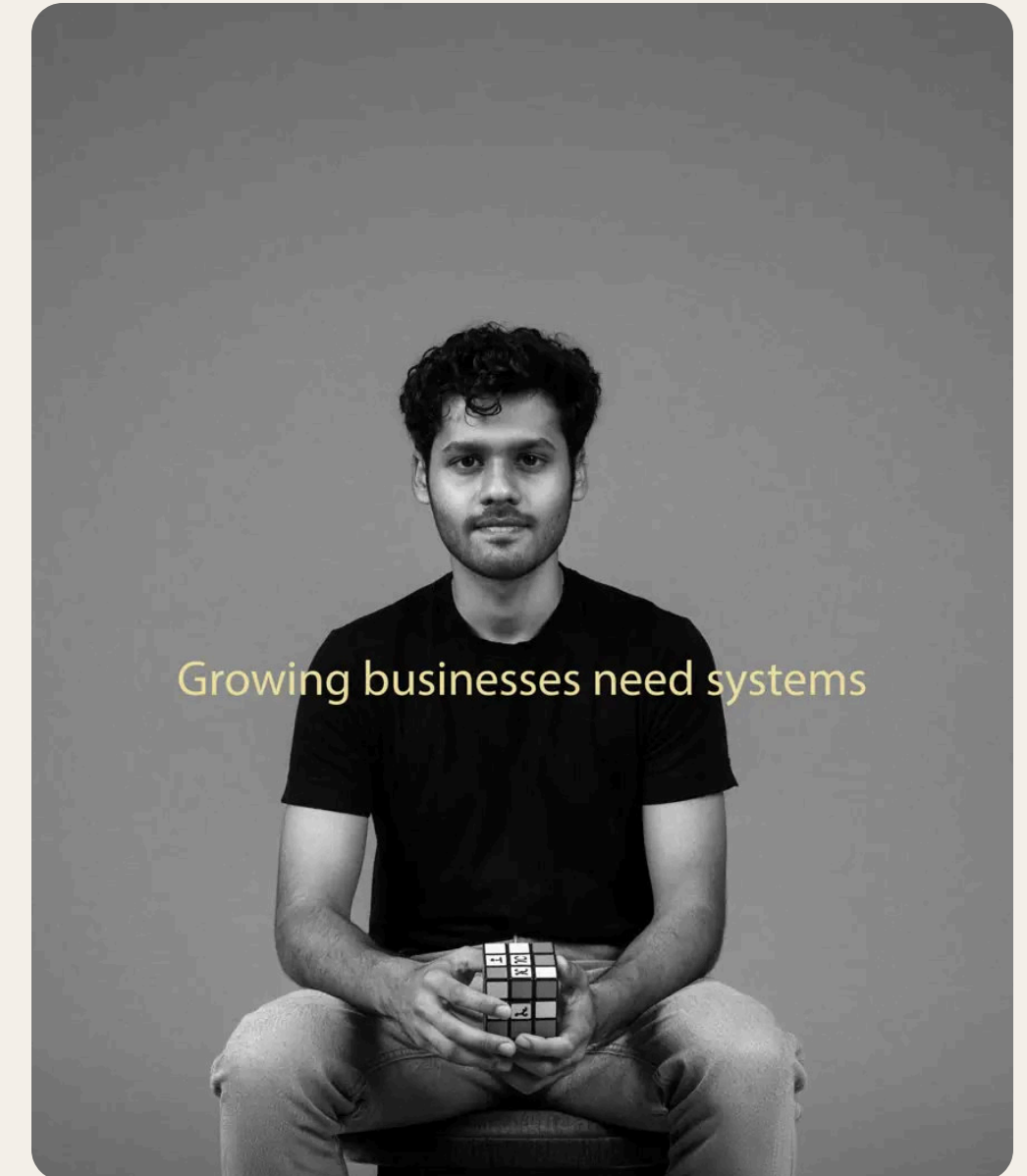


Creative people need creative people

■ DIRECTED BY

Aditya Narayan

IIT Delhi · film, identity, web



Growing businesses need systems

■ SYSTEMS BY

Aditya Shanker

NIT Surathkal · offers, automation, analysis

What it costs.

Monthly retainers. Six-month term. Everything delivered with full usage rights, in perpetuity — no licensing surcharge.



FILM

₹2,20,000

per month

- 8–10 finished assets
- 1 cinematic film
- Concept, script, grade
- Full usage rights



FUSION

■ MOST TAKEN

₹4,20,000

per month

- Everything in Film
- The live system
- Weekly creative off data
- One owner, both halves



SYSTEM

₹1,80,000

per month

- Cart + stock + ad guardrails
- Built to your stack
- Monthly report
- No creative

■ Most brands start with a fixed-scope thirty-day pilot, credited in full against the first retainer.

Send us one product.

We will send back a finished film and one thing your shop is losing money on. No charge, no deck.

Start a project



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