PRODUCTION DECK

SHINA

Fiona Fiona

Come take me to cloud 9, Fiona, Fiona

Creative Direction: Zibi · Campaign Production Deck · September 2026

The Concept.

CLOUD 9

The campaign is built around one feeling: the specific sensation of being so seen by someone that everything else disappears. Not fantasy. Not performance. The charged, warm space between two people when one of them is the centre of the other's world.

"Fiona Fiona" puts a woman at the centre of that story. She is not the backdrop. She is the point. Every visual decision — the blue backdrop, the pink gel lighting, the camera in Shina's hand — exists to communicate that.

The campaign targets women aged 18 to 26 first because women drive TikTok sound activations. When women use a sound, it travels. The visual world is built to give them a reason to participate.

♡ She is the Subject

Shina holds the camera. She sits, unbothered, fully aware she is being captured. The power in this frame belongs to her.

◈ The Visual World

Deep blue backdrop. Pink gel lighting. Pink wardrobe on both talent. Warm, dreamy, distinct — a world you can identify in 0.5 seconds.

↑ Built to Travel

Every asset is designed for TikTok and Instagram first. The campaign seeds the sound before the song officially drops.

Target Audience.

PRIMARY

Women 18–26

→ Nigerian university students and young Lagos creatives
→ Women who make TikTok content and share songs with friends
→ The audience that turns a sound into a cultural moment
→ Drawn in through the 'Fiona' lyric — she is being celebrated

SECONDARY

Men 18–30

Shina's existing campus audience. His BGT momentum and Afrobeats sound already speaks to them — this campaign expands outward.

PRIMARY PLATFORMS

- TikTok — sound activation first
- Instagram — grid, stories, reels
- Streaming platforms — cover art & profile

Key Deliverables.

PRE-RELEASE

→ Studio BTS content (days leading to Sept 1)

→ Teaser clips — audio snippets only, 3–4 posts

→ Sound activation seed videos by SHINA (self-recorded)

→ Cover art live on all streaming platforms

→ Unified SMM grid goes live — TikTok + Instagram

RELEASE DAY — SEPT 1

→ Hero Video 1 drops: SHINA + woman (the Fiona)

→ Cover art posted across all platforms simultaneously

→ Sound activation push begins in earnest

→ Story and Reel assets go live

POST-RELEASE

→ Hero Video 2: SHINA only (posted 3–5 days after)

→ Sound activation videos continue (self-recorded by SHINA)

→ Collab content with trusted women — team to brainstorm casting

→ Engagement content responding to people using the sound

Shot List.

PRIORITY

01 HERO COVER SHOT

SHINA behind her, camera raised to eye. She seated, hands on hips or arms raised, not looking at camera. Full body. This is the album cover frame.

VIDEO

03 HERO VIDEO 1 — OPENING FRAME

She enters frame or is already seated. Camera finds her. Wide establishing shot. Pink and blue world revealed.

SOLO

05 SHINA SOLO — DIRECT

SHINA looking directly at camera. Confident, warm. The 'bad boy who means it' look. Used for social and streaming profile.

PRIORITY

02 COVER VARIANT — CLOSER

Same dynamic, tighter crop. Head and shoulders. Her expression front and centre. His camera visible at edge of frame.

SOLO

04 SHINA SOLO — CAMERA PORTRAIT

SHINA with camera raised, eye to viewfinder. Three-quarter shot. Lover boy energy. For Hero Video 2 and social assets.

DETAIL

06 DETAIL SHOTS

Camera prop close-up. Hands. Her jewellery. His wardrobe details. Colour graded heavily. For social carousel and BTS content.

Location & Studio.

PRIMARY LOCATION

Indoor Studio — Lagos or Ibadan

- Deep blue paper or fabric backdrop — minimum 8ft wide
- Space for full-body shots with 6–8ft shooting distance
- Power supply for gel lighting rig (pink + blue gels)
- Chair or stool as prop for seated shots
- Enough ceiling height for standing shots with backdrop visible above talent

SCOUTING NOTES

Lagos options

Reach out to Lagos studio rental accounts — search 'photography studio Lagos' on Instagram. Most rent by the hour or half-day.

Ibadan option

If shooting closer to Bowen, confirm any local photography studio with backdrop capability. Zibi to advise based on location confirmed by SHINA.

Budget note

Studio hire is one of the costs SHINA covers directly. Confirm rate upfront before booking. Most Lagos studios run ₦20k–₦60k per session.

Backdrop alternative

If studio does not have a blue backdrop, a roll of blue paper or fabric can be purchased and

Shoot Day Schedule.

8:00 AM SETUP	Team arrives. Studio setup begins. Backdrop rigged. Lighting rig assembled and tested. Props in position.
9:30 AM WARDROBE	Talent arrives. Wardrobe review and fitting. Hair and makeup begins for female talent first, then SHINA.
11:00 AM LIGHTING TEST	Lighting rig tested with talent in frame. Photographer adjusts pink gel key light and blue backdrop balance. Zibi approves before shooting begins.
11:30 AM HERO SHOTS	Cover shots first — SHINA + female talent. Shot list items 01 and 02. This is the most important block. All energy here.
1:30 PM BREAK	30-minute break. Review selects from morning session on photographer's laptop. Confirm cover hero image before continuing.
2:00 PM VIDEO CONTENT	Hero Video 1 filming — directed by Zibi. BTS documentation. Detail shots. Casual vibe content for social.
4:00 PM SHINA SOLO	SHINA solo shots for Hero Video 2 and streaming profile. Shot list items 04 and 05. Wardrobe change if needed.
5:00 PM WRAP	Pack down. Photographer begins culling. Zibi and SHINA do a quick debrief — confirm selects and delivery timeline.

Hero Video Direction.

VIDEO 01

Release Day — September 1

SHINA + The Fiona

She is the world. SHINA exists in it. The video opens on her — she is already there, already the centre of the frame. He enters with a camera. He shoots her. She allows it. The song plays underneath the whole thing.

SHOT SEQUENCE

1. Opening: she is seated, light washing over her. Camera finds her.
2. SHINA enters frame with camera. Raises it to eye level.
3. Close on her face — unbothered, aware, beautiful.
4. SHINA's camera in his hands, shooting her. Her reflection visible in lens.
5. Final frame: wide. Both in the pink and blue world. Song swells.

TONE: Warm, intimate, deliberate. Not a performance. A moment being captured.

VIDEO 02

Posted 3–5 Days After Release

SHINA Only

Who is he when she is not in frame? This video answers that. SHINA alone in the same visual world — same lighting, same palette — but the energy shifts. He is the one who sees her. He is the one who wrote this.

SHOT SEQUENCE

1. SHINA direct to camera — confident, still.
2. Him with camera raised — the photographer who captured Fiona.
3. Casual movement in the space. Natural, not posed.
4. Close on his hands, his face, his energy.
5. Final frame: SHINA looking just off camera. Thinking about her.

TONE: Confident, reflective. Lover boy who does not need to perform it.

Prop & Set Styling.

REQUIRED

The Camera

Film camera or digicam — the central prop. The camera in SHINA's hand is the narrative object that explains the whole dynamic. It must be physical, not a phone. A 35mm film camera or vintage digicam (Canon IXUS or similar). Source through photography communities at Bowen or Lagos

REQUIRED

The Chair / Stool

Her seat. A simple metal chair or black stool — nothing decorative, nothing that competes with the wardrobe or the lighting. The chair is structural, not stylistic. It gives her a base to occupy the frame with authority.

REQUIRED

Pink Gel Light

The pink gel on the key light is not optional — it is the entire colour story. Confirm with photographer before shoot day that they have the gel or can hire one. If not, gel sheets are available at photography supply stores in Lagos for under ₦5,000.

OPTIONAL

Fresh Flowers (Optional)

A single stem or small arrangement in pink — rose, peony, or hibiscus — can be held by the female talent in select shots. Optional but effective for close-up detail shots and social carousel content. Source from any Lagos market the morning of the shoot.

Talent & Model Direction.

SHINA

The Artist

Energy

Warm and confident. Not performing. The camera in his hand is his reason for being in the frame — he is capturing, not posing.

The Camera

Hold it naturally. Look through the viewfinder at her. The camera is not a prop — it is the story. When you raise it, mean it.

Body language

Slightly behind her or at her side. Never in front of her. She is the subject. Your job is to communicate that you know that.

Expression

Quiet concentration when camera is up. When looking to camera directly, warm and present. Lover boy who means everyward.

THE FIONA

Female Talent — TBC

Casting brief

'Cocoa butter, black fine girl.' She should look like she knows she is being talked about in a song. Presence over conventional beauty.

Energy

Unbothered. She is not performing for him or the camera. She exists in this space because it belongs to her. That is the Fiona energy.

Pose reference

Hands on hips or arms raised — the pose from the reference images (slide 04 of the cover brief). Seated but commanding.

Expression

Not looking at SHINA. Looking away, or directly to camera. Never at him. She is not waiting for his approval. She already has it.

Sound Activation Rollout.

AUG 18–31 · Pre-Release

→ 3–4 studio BTS posts — SHINA in session, fragments of the world being built
→ 2–3 teaser clips — audio snippet only, no lyrics revealed, max 10 seconds
→ 1 casual vibe video by SHINA — him playing the song in a room (Taves style)
→ Cover art teased in stories — partial reveal only

SEPT 1 · Release Day

→ Hero Video 1 drops at 9AM — SHINA + the Fiona
→ Cover art posted simultaneously across all platforms
→ Sound activation push: 3–5 posts using the sound from trusted women
→ Story countdown the night before

SEPT 2–7 · Post-Release Week 1

→ Sound activation videos continue — SHINA records casually, self-directed
→ Collab content begins posting — women who already have audiences
→ Engagement content: respond to people using the sound
→ BTS images released from the shoot

SEPT 8–14 · Post-Release Week 2

→ Hero Video 2 drops — SHINA solo, 3–5 days after week 1 peak
→ Collab content continues — team confirms 3 collaborators minimum
→ Press push if applicable — send EPK to Lagos music blogs
→ Streaming profile update with final campaign imagery

Questions or adjustments to this deck — reach out before anything is locked.

The World is Ready.

Now we shoot.

Creative Direction: Zibi

Instagram: @zibi.jpg

TikTok: @zibiie

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