

Request for Proposal – 2-Day Production

Yaksok Brand-Product Campaign · Mediterranean Light on Korean Botanicals

Issued by: Paudelmar, on behalf of Yaksok **Contact:** Paula Andrade, hi@paudelmar.com

Issue date: June 9, 2026 **Proposal deadline:** June 11, 2026 **Decision target:** Mid-June 2026

1. About this RFP

Paudelmar is seeking a production partner for a focused 2-day brand-product campaign for Yaksok, a Barcelona-based Korean beauty house.

This is a tighter, lower-risk first production cycle under the new marketing team. It produces a brand-product campaign film, hero ecommerce imagery, and source material for approximately 2 months of organic and paid content. A larger Arrivals campaign to follow in a future quarter.

2. About Yaksok

Yaksok is a Barcelona house of Korean skincare curation. The brand sits at the intersection of **Mediterranean light on Korean botanicals** – the luxury coastal feel of Begur, Ibiza, and Formentera, layered over Barcelona itself, applied to a tightly curated edit of Korean premium skincare.

Editorial-register, considered, silent luxury. The brand voice sits closer to The Gentlewoman and Vogue España than to typical beauty.

The brand opens its first physical store on Carrer Enric Granados later in 2026.

3. The campaign

Campaign name: Mediterranean Light on Korean Botanicals

Premise: A single brand-product hero campaign capturing Yaksok's central proposition – Mediterranean light on Korean botanicals – through interior ritual scenes, product-forward imagery, model presence wearing Yaksok accessory pieces (necessaire and headband), and editorial close-ups of the curated product range.

The campaign establishes the brand world for the first time, and produces enough source material to fuel marketing across organic, paid, and ecommerce channels for two months.

4. Scope of work

Production – 2 days

Day 1: Interior / Lifestyle / Ritual - Lived-in Barcelona interiors: bathrooms, mirrors, bedrooms, kitchens - Multiple models, women across the chronological spectrum - Morning ritual scenes: the application, the splash, the held moment, the mirror routine - Slow, considered lifestyle moments in interior light - Mediterranean light filtered through windows, linen, stone - A few key brand-narrative cutaways (hints of the wider Yaksok world: a Yaksok bag set down on a chair, flowers arriving, the bicycle resting against a wall)

Day 2: Product + Texture - Hero product captures for every product in the curated range, editorial register - Macro texture close-ups: product on skin, drops, pours, the slow application - Hands, surfaces, the proof the language can't make - Korean serums and botanicals in Mediterranean light – the brand's central visual claim - Models wearing Yaksok accessory pieces (necessaire, headband) with product in clean editorial frames - Hook variants for paid creative (multiple openings, multiple compositions, multiple ratios) - 60-90 second brand-product hero film cut from selects across both days

Expected captures: - 1 brand hero film (60-90 seconds) - Hero product imagery for every product in the range - Approximately 24 organic finished asset sources across 2 months - Source for approximately 50-60 paid creative variants (Meta + Google) - 20-30 Google paid assets - Email visuals for 2 months

5. Deliverables expected from production partner

Stage	Deliverable	Timing
Pre-production	1 main location scouted, casting (2-3 models), props sourced, call sheet, schedule	2 weeks before shoot
Production	Photo and video capture across 2 days, on-day art direction	Shoot dates
Post-shoot	Selects delivered to our editing team, organized and named	Within 5-7 days of shoot
Final	RAW source files archived and delivered (drive handoff)	Within 14 days of shoot

Note: Final editing of all assets (organic, paid creative, brand film) is handled by our internal editor/designer. Production company delivers selects in a format ready for the editing handoff.

6. Creative direction

Editorial register: - The light of Begur, Ibiza, Formentera, layered over the city of Barcelona - Slow, sun-lit, sensual, with the seriousness of a place that knows what it is - Editorial close-ups, never busy compositions - Models present but secondary – the product and the light are the subjects

References: - The Gentlewoman, Vogue España June edition - Celine and Chanel for the seriousness and quiet luxury register - Tata Harper and Midnight (hair care) for editorial-clean product photography

Aesthetic principles: - Natural light wherever possible - Mediterranean color palette - Korean botanicals visually present (loose ingredients, sourcing nods) - Models wearing Yaksok accessory pieces – the brand is worn, not just held

What we never do: - Before/after imagery - Over-retouched skin - Korean idol / K-pop register - High saturation or fluorescent lighting - Anti-aging language or imagery

A full creative direction document and detailed storyboards will be provided to the selected partner during pre-production.

7. Timeline

Milestone	Target date
RFP issued	June 9, 2026
Proposals due	June 11, 2026
Shortlist call with selected respondents	Within 48 hours of proposal receipt
Final selection and contract	Mid-June 2026
Pre-production kickoff	Immediately after selection
2-day production	ASAP – within 2-3 weeks of contract
Selects delivered	Within 5-7 days of shoot

8. Submission requirements

Please confirm the following in your proposal:

1. **Quote** – total price for the 2-day production
 2. **Timeline** – proposed shoot dates and pre-production approach
 3. **Availability** – confirm capacity to shoot ASAP
 4. **Team** – director, DP, producer, key crew assigned
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9. Selection criteria

- **Aesthetic fit** with the brand (editorial register, Mediterranean warmth, silent luxury)
 - **Product photography strength** – ability to make a product feel like the subject
 - **Pre-production rigor** for a 2-day window
 - **Team experience** with editorial beauty or luxury product work
 - **Availability** to move quickly
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10. Next steps

1. Send your proposal to **hi@paudelmar.com** by the deadline above
 2. Shortlisted partners will be invited to a 45-minute call
 3. Final selection by mid-June, contract signed immediately after
 4. Pre-production kickoff right after contract
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For any clarifying questions before submitting, please reach out to **Paula Andrade at hi@paudelmar.com**.

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