Fleece India Company

RAZORPAY COMMUNCIATION DESIGN

An AI-generated ad film for International Payments from Razorpay, highlighting how Indian exporters get played by the unfair rules of global payment processing giants.

MEET *the* TEAM

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RAZORPAY *International* PAYMENTS

IDEA/ INSIGHT

Insight

Indian SMEs power the world, yet lose hard-earned money to foreign payment giants.

Strategy

Contextualize global Payment gateways as the evil villian, think captain Russell from Lagaan.

2 SCRIPT BUILDING

3 MOODBOARD

4 CREATION WORKFLOW

5 ASSEMBLY

1 IDEA/ INSIGHT

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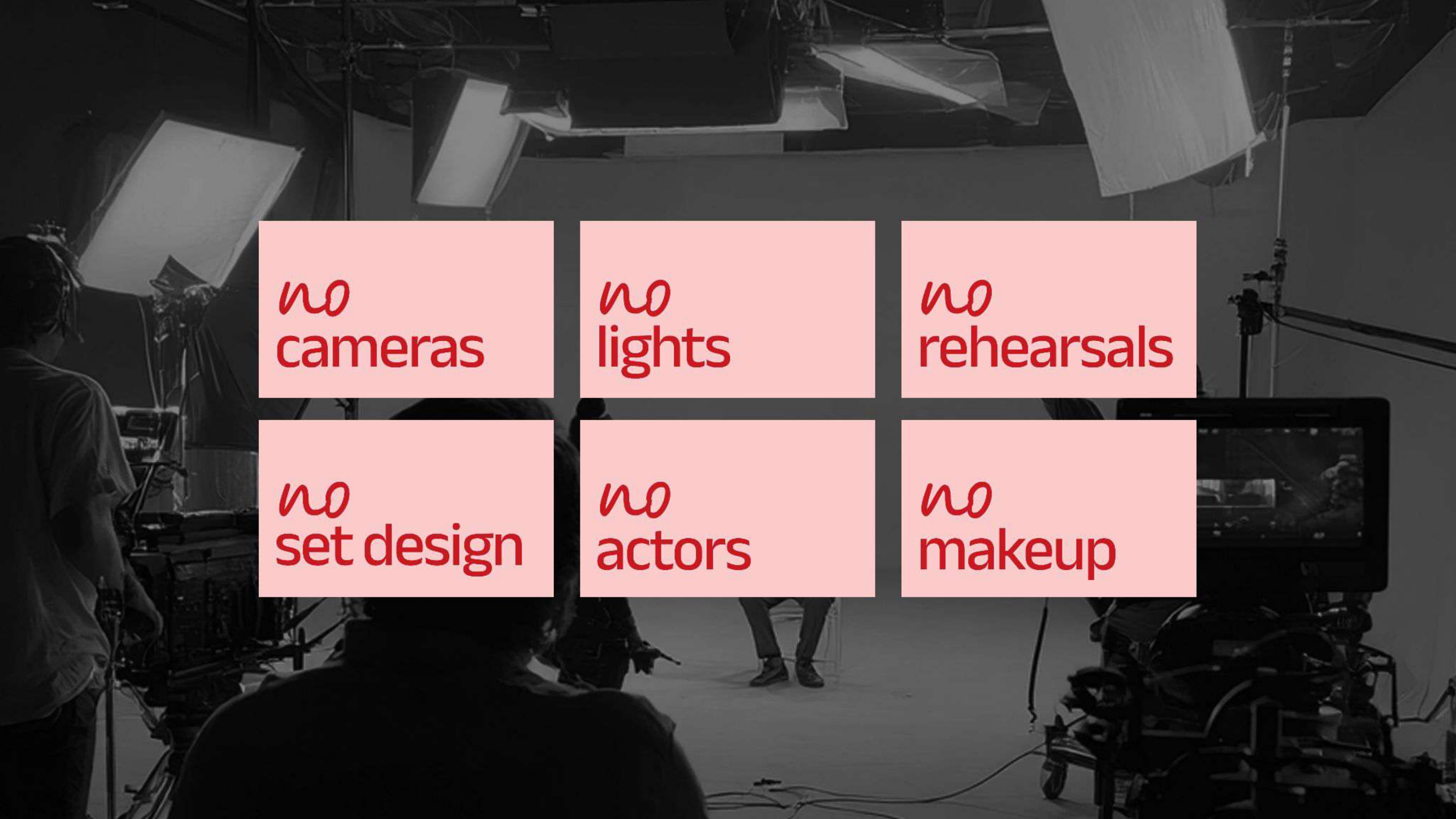
5 ASSEMBLY

making a live action film

LIGHTS. CAMERA. ACTION.

making a live action film with AI
no
no
JUST
LIGHTS. CAMERA. ACTION.


no cameras
no lights
no rehearsals
no set design
no actors
no makeup

NO CAMERAS, but you need to know

camera angle & perspective, shot size & framing, lens & focal length effects, camera movement and more

NO LIGHTS, but you need to know

softness/contrast, light source & type, time of day & environment, direction & placement and more

NO REHEARSALS, but you shall

run batches of generations with small changes (variations) in the text, seed, or style

NO SET DESIGN , but you need to

art direct the spaces, the style, the texture, the color palette, the architectural era, and the mood of the entire scene

NO ACTORS, but you need to

prompting the model with a fixed character seed (or omni reference), to maintain the character's consistency

NO MAKEUP, but you need to

describe features like flawless skin, soft contour, dramatic smoky eyes, to get the desired skin texture & look

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SCRIPT WRITING

specificity
specificity
specificity

write a funny 15 seconds add for an ad, here is some context: Indian SMEs are shipping to 100 countries, running AI, scaling fast—but when it comes to global payments, they're being drained by hidden fees, support delays, and slow settlements. Razorpay Global is the better, simpler solution. This campaign dramatizes that pain by personifying the current ecosystem as The 10% Company—a twisted empire run by an arrogant villain. We create a series of short, satirical films to expose this exploitative system. The format is simple: introduce the absurdity of the 10% Company, and then flip to Razorpay as the obvious, no-bull answer. The core creative idea is to create a set of satirical short films in one connected cinematic universe Mr. X is the villain: a colonial, arrogant exploiter of Indian SMEs The Fixer is Razorpay: quiet, direct, no-frills every film captures one pain point—fees, delay, poor support —and ends with Razorpay solving it Built for short-form virality (Reels, Shorts, Twitter cutdowns) now, the ad I'm imagining has this villain person giving an induction to three new employees, talking about how to exploit small businesses who want to scale abroad by charging them 8-10% transaction fees, make it really funny

SCRIPT BUILDING

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3

MOODBOARD

your 'vision'

a good MOODBOARD

final output

4

CREATION WORKFLOW

5

ASSEMBLY

3

MOODBOARD

4

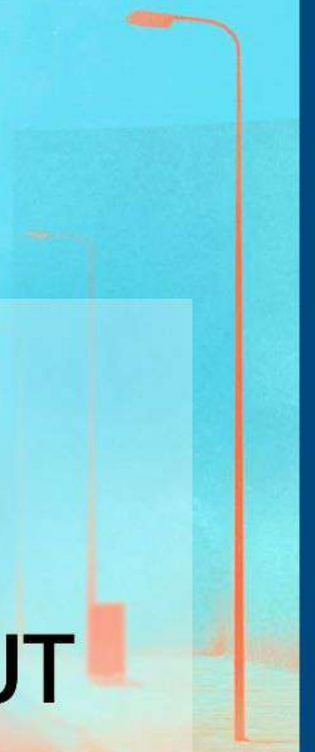
CREATION WORKFLOW

5

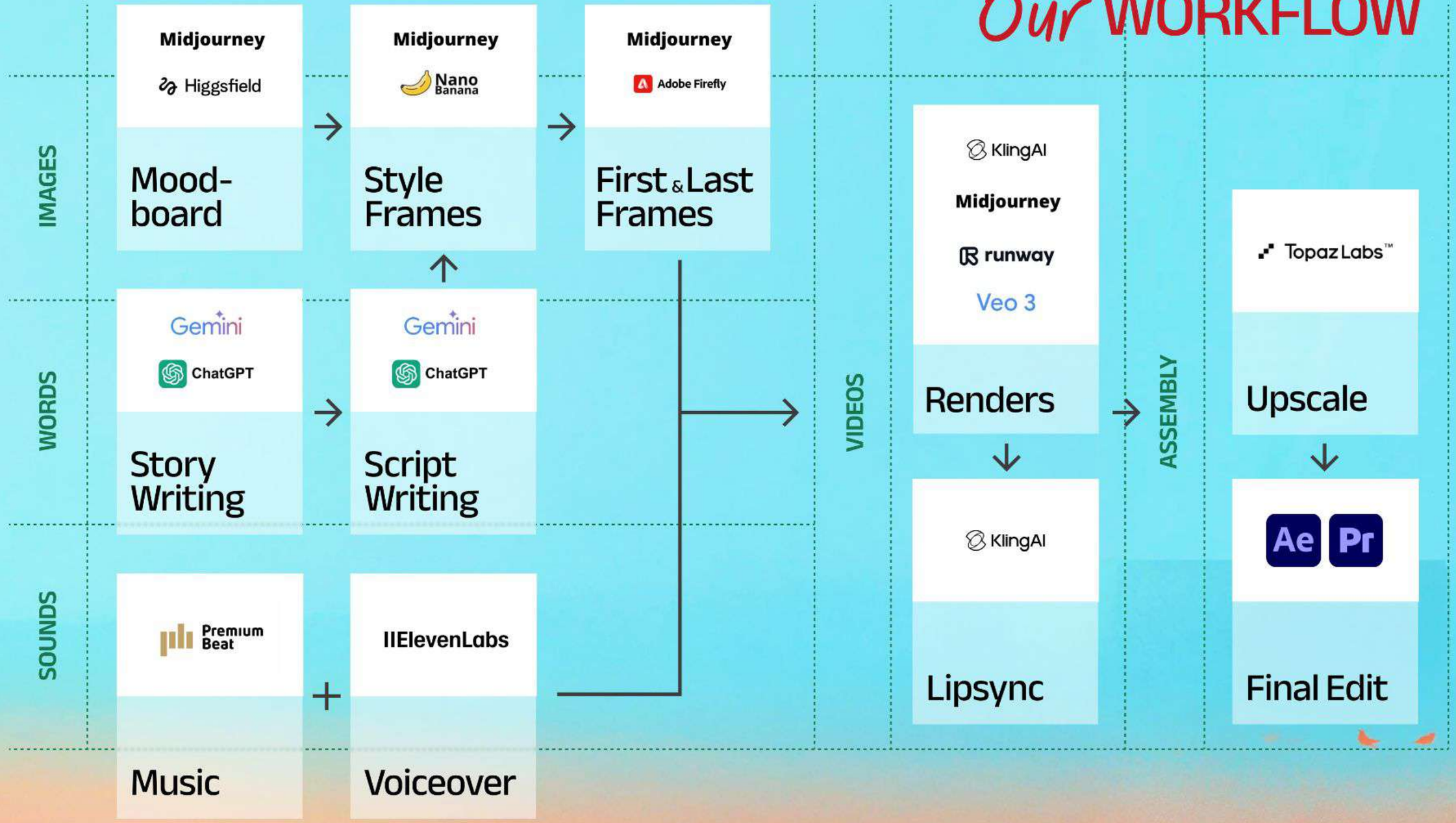
ASSEMBLY

A GREAT A.I. WORKFLOW

the RIGHT PROMPT *plus* the RIGHT TOOL *equals* the RIGHT OUTPUT



Our WORKFLOW



STORYBOARD *first draft*

Scene:
The grand red facade of the 10% Company, towers in silence — colonial architecture, guarded heavy double doors studded like a vault. Soft amber lanterns flicker against deep crimson brick.

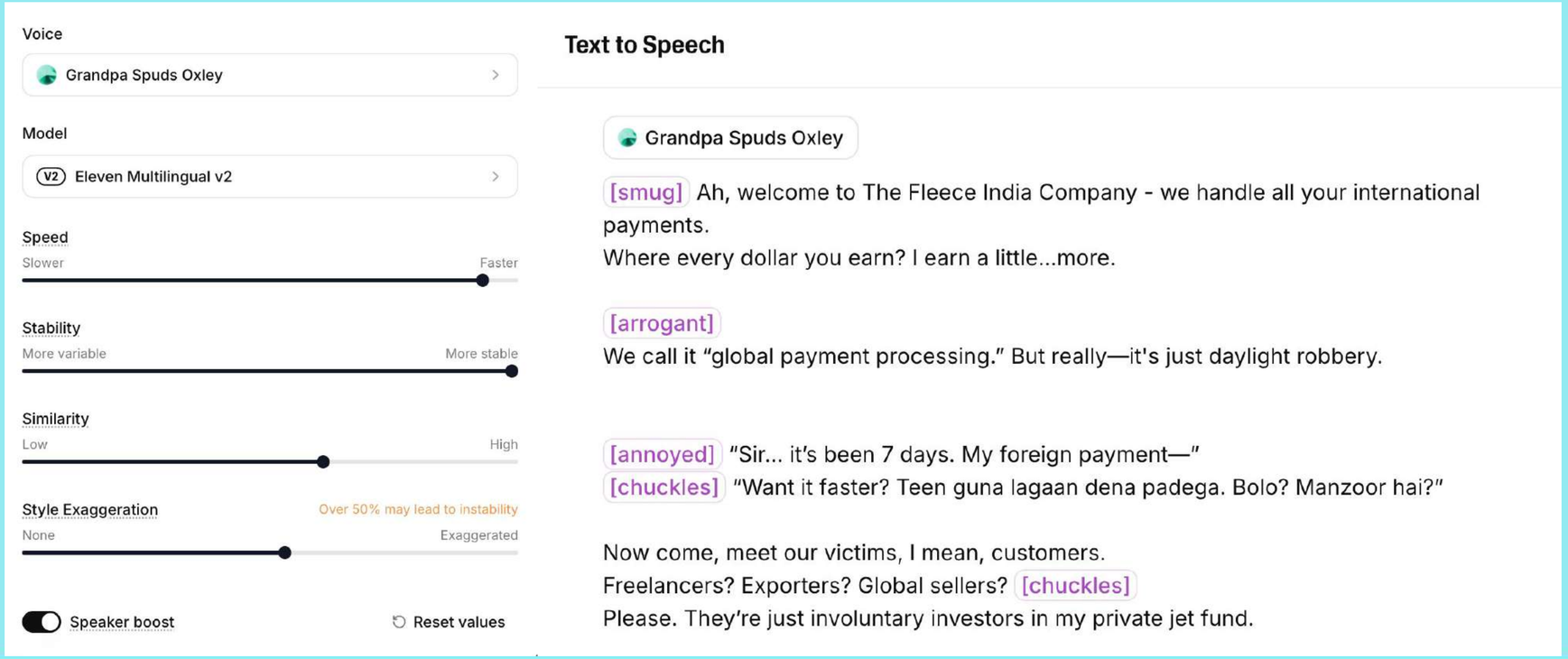
Scene:
The facade doors open to revealing a gleaming red hallway bathed in gold light. Every surface glows with polished decadence — sharp lines, lavish textures, and eerie symmetry.

VO:

FACE VALUE

getting the same one twice

VOICE GENERATION



SCENE EVOLUTION *and camera angles*

Scene 5 - Draft 1

Scene 5 - Draft 2

Scene 5 - Draft 3

Scene 5 - Draft 4

4

GETTING *the one* SCENE

CREATION WORKFLOW

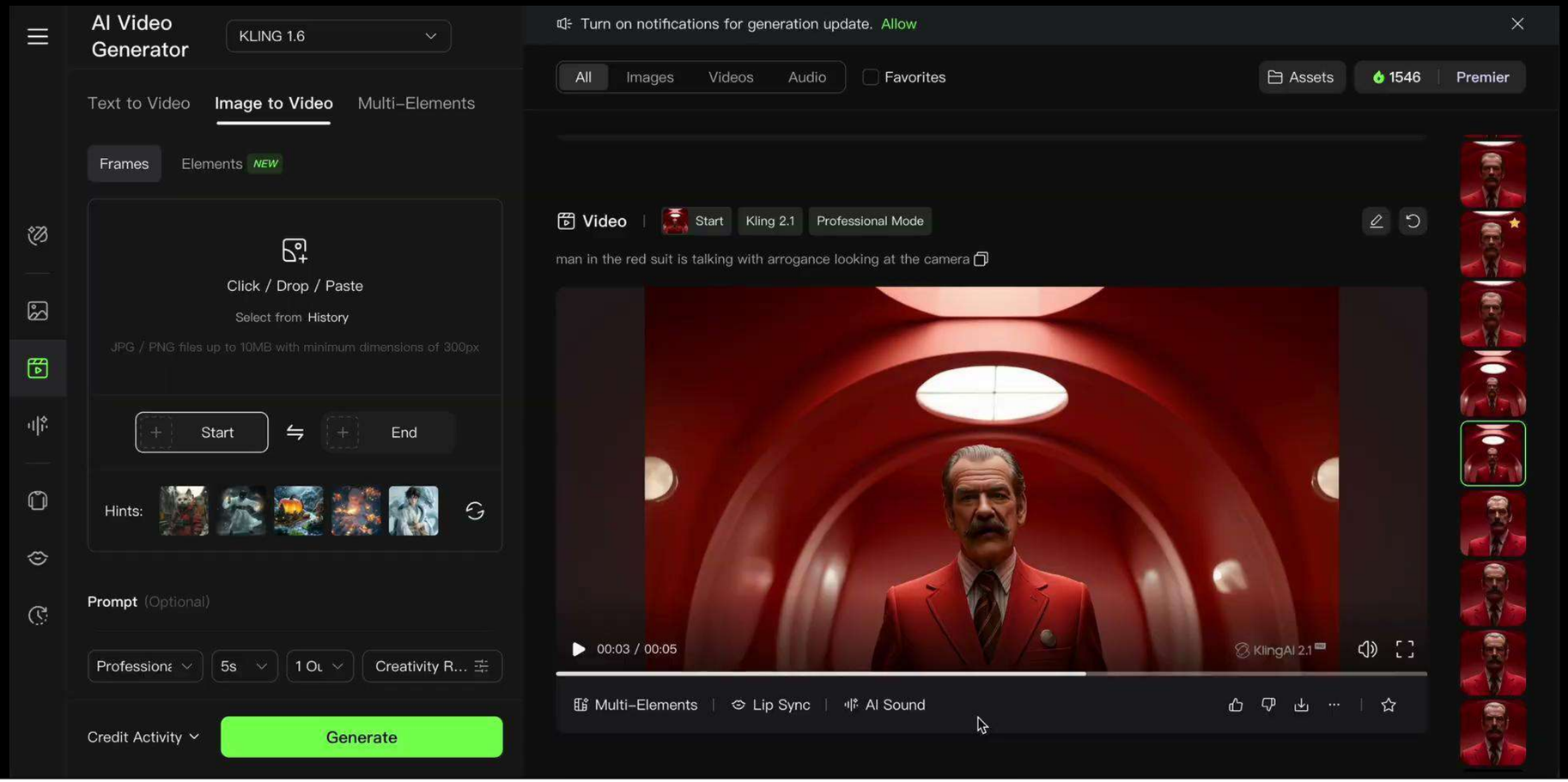
5

ASSEMBLY

4

EXPRESSIONS *and lipsync*

5



CREATION WORKFLOW

ASSEMBLY

STITCHING IT ALL *together*

SEE THE MAGIC UNFOLD

The Human *touch*

The final intentionality of stitching it all together—adjusting every frame, tuning the sound until it feels true, and finding that perfect, deliberate balance between all the elements.

EVOLVING *tools*

EVOLVING *with tools*

RAZORPAY COMMUNCIATION DESIGN
Lead
with intention.
Take AI along the ride.

That's all folks!