



VIV ANSAM

Haitian Flag Day National Campaign for Prestige Beer

*shared nationally via public networks and social media on
May 18th, 2023. see page 12 for official video*



Featuring



Baky

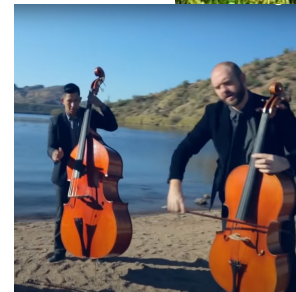
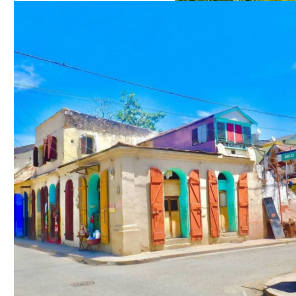
Logistics

Location: Cap Haitien

Film dates: April 30 – May 2

Video length: 1:15min

Total scenes: 4



Concept

Connect the young and older generation with a modern twist to the *Hymne a la Jeunesse* to **reignite our shared Haitian identity and inspire love for our country and each other.**

Tone: bold, modern, uplifting, confident, proud

Undertone: unity, progress, love, compassion, togetherness



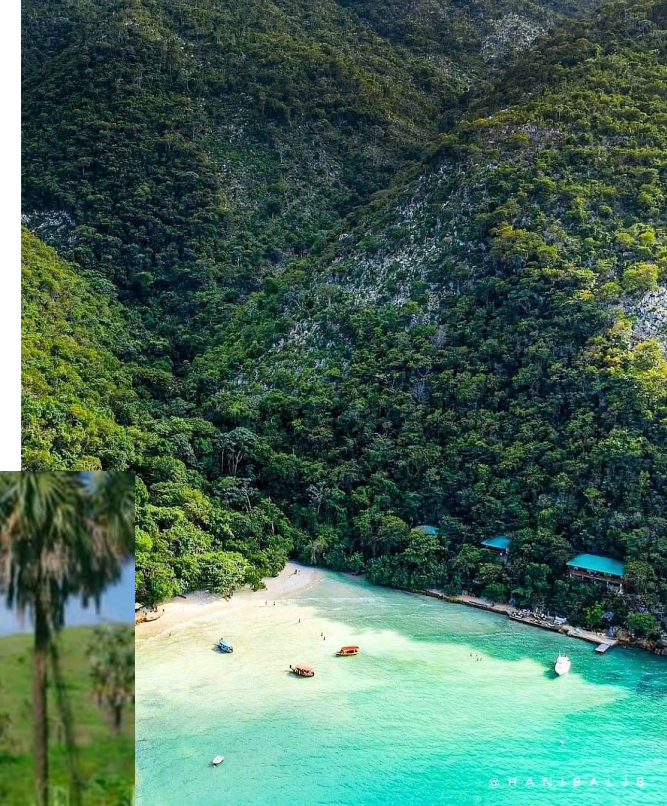
Scene 1

Baky solo performance

location: Kadras mountain

mountain landscape frames
Baky performing the opening
lines of *Hymne a la Jeunesse*

Prestige beer is visible
within frame.



Scene 2

Baky + violin performance

location: Kadras seaside

seaside with live violinist performing alongside Baky on a boat with cultural elements weaved throughout



Scene 3

Baky group performance

location: Okap vintage house

group performance framed artistically with classic Haitian elements such as the gingerbread house and decorative face paint



Scene 3 (cont.)

Baky group performance

location: Okap umbrella street

group performance framed artistically with classic Haitian elements such as the Okap street décor, Haitian motos and decorative face paint



Scene 4

Baky + choir performance

location: Palais Sans Soucis

*full choir accompanies Baky at
le Palais Sans Souci to create a
colorful and uplifting
celebration of Haitian culture.
modernized and artistic frames
of musicians and singers
weaved throughout*



Scene 4 (cont.)

Baky + choir performance

location: Palais Sans Soucis

choir, violinist and full group seen holding hands and cheers-ing Prestige Beer to continue colorful and uplifting celebration of Haitian culture.

'VIV ANSAM' ends the frame.



Official Video Campaign

shared nationally via public networks and social media on may 18th, 2023 – Haiti's national flag day.

293k views on the @labiereprestige intstagram page



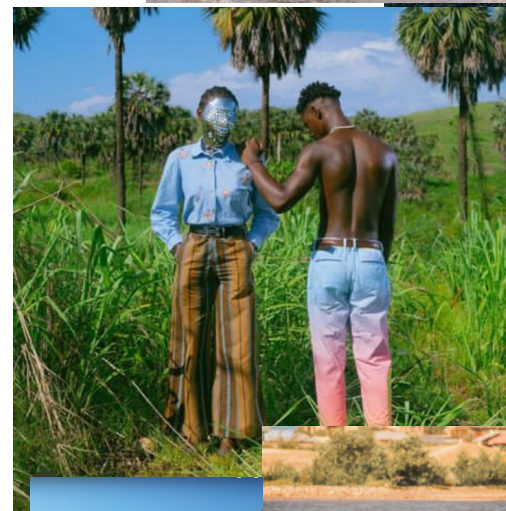
Day 1 Agenda

8am | Call Time @ Henry Christophe Hôtel

- 9am | Umbrella Scene + Motorcycle Scene
- 11am | Agriculture Scene
- 12pm | Wrap and head to location #2

2pm | Call Time @ Kadras Beach

- 3pm | Baky Solo Scene
- 4pm | Boat Scene
- 7pm | Wrap



Day 2 Agenda

7am | Call Time @ pictured street corner →

- 8am | Baky + Hang Out Scene
- 10am | Wrap and head to location #2

11am | Call Time @ Palais Sans Souci

- 12pm | Baky + Choir Scene
- 3pm | Wrap and head to location #2

Pick up shot → @ Fort St. Joseph

- Time permitting, Baky + Final Group shot



