

# PORTFOLIO

Advertising & Fashion



## DANNA PRODUCTION

Welcome to the portfolio of DANNA Production advertising works. Below, you'll find a detailed overview of some of the main projects, accompanied by visuals.

# Overview of our services



## Castings

We connect you with a diverse pool of skilled actors, models and talents, simplifying the casting process and bringing your creative vision to life



## Production & Creative

from concept to execution, we craft compelling visuals and narratives that resonate, ensuring your message stands out in the competitive market.



## Event

From planning to execution, we specialize in creating seamless and memorable events that leave a lasting impression on your guests

More than **200** team members (actor/model/singer/talent/photographer/videographer/stylist/hairmake/driver/studio/DOP/sound etc.)



# LACOSTE

- Photo Production
- Video Production
- Casting
- Creative Direction







Danna Production has been handling casting and production for a diverse range of projects, primarily in collaboration with its longstanding client, Lacoste. Our responsibilities have included casting models for **Grand Opening events**, selecting models for **exhibitions, overseeing interior photoshoots** for Lacoste shops throughout **Japan**, and producing internal videos for the **new flagship stores** in Japan, which were then shared with the **headquarters in France**.

# MARIOTT

- Photo Production
- Casting
- Creative Direction





Danna Production collaborated closely with the marketing strategy company, meticulously crafting a detailed shooting schedule following a **thorough site visit** to determine the optimal timing. Additionally, in line with the client's specific request for the **Asian campaign**, we took charge of the casting process, ensuring that only **Asian models** were selected for the shoot. Our thoughtful approach extended to coordinating with on-site staff to develop the schedule seamlessly, **minimizing any inconvenience for the hotel guests**.





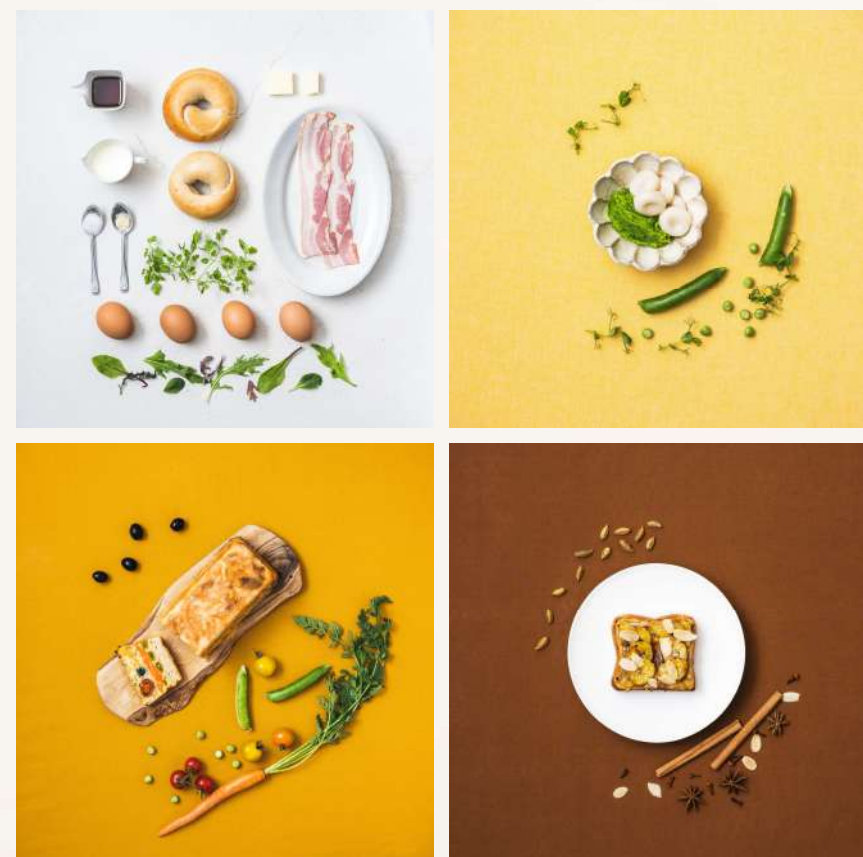
# MAPLE FROM CANADA

- Photo & Video Production
- Food Styling
- Creative Direction
- Food Studio





Collaborating with the marketing strategy team, Danna Production played a key role in developing new content to bolster the **central campaign** of "甘いだけじゃない" ("Not only sweet"). The primary objective was to **encourage Japanese consumers** to embrace maple as a staple product in **their homes**.



Our responsibilities included scouting and selecting the **optimal kitchen studio** for the shoot, as well as overseeing the coordination of the photo team, video team, and food styling specialist team. A major challenge we successfully navigated was creating a comprehensive two-day schedule encompassing **25 key visuals and 10 videos**. This endeavor also involved accommodating the specific conditions of **two renowned Japanese chefs** who actively participated in the shooting.



# BOTTEGA MARTINESE

- Photo & Video Production
- Casting
- Creative Direction





Our mission encompassed a **comprehensive range of tasks**, starting from discussions about the event's content and the formulation of a VIP guest list, to casting models, visiting and selecting the show's venue, and **overseeing the entire casting, video, and photo crew** during the event. This project required the **creation of a detailed contents chart** and the **management** of a team consisting of over 15 individuals.



The event, titled "**Under The Tree by Famiglia Martinese,**" featured a captivating fashion show set against the backdrop of a **runway** adorned with a golden carpet of autumn leaves, nestled in the scenic surroundings of **Shinjuku Gyoen National Garden**. The showcase highlighted **the Autumn-Winter collection** of the brand.



# PIAGET

- Photo & Video Production
- Casting
- Creative Direction

# PIAGET

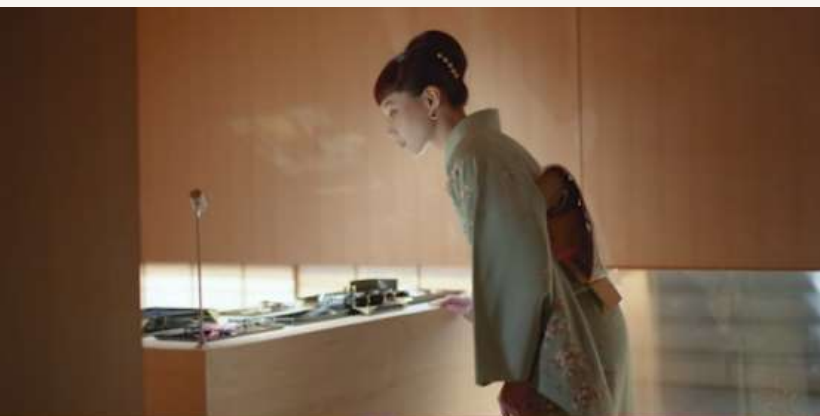
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PIAGET

POSSESSION

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UEMATSU BLDG.  
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Danna Production handled a range of responsibilities across **multiple projects**. They took charge of **crafting storyboards**, selecting appropriate models, and overseeing **casting** and direction for both **video and photo** teams. Their expertise extended to **post-production tasks** such as editing and music production. Moreover, they collaborated closely with the **Richemont headquarters** team in Switzerland, managing storyboarding and video coverage for a **private event** while considering the preferences of VIP guests and the venue's unique architecture. Additionally, Danna Production spearheaded the casting process for a promotional video shot in Kobe, Japan, featuring the renowned Chinese ambassador HU GE.



# TAG HEUER

■ Photo Production





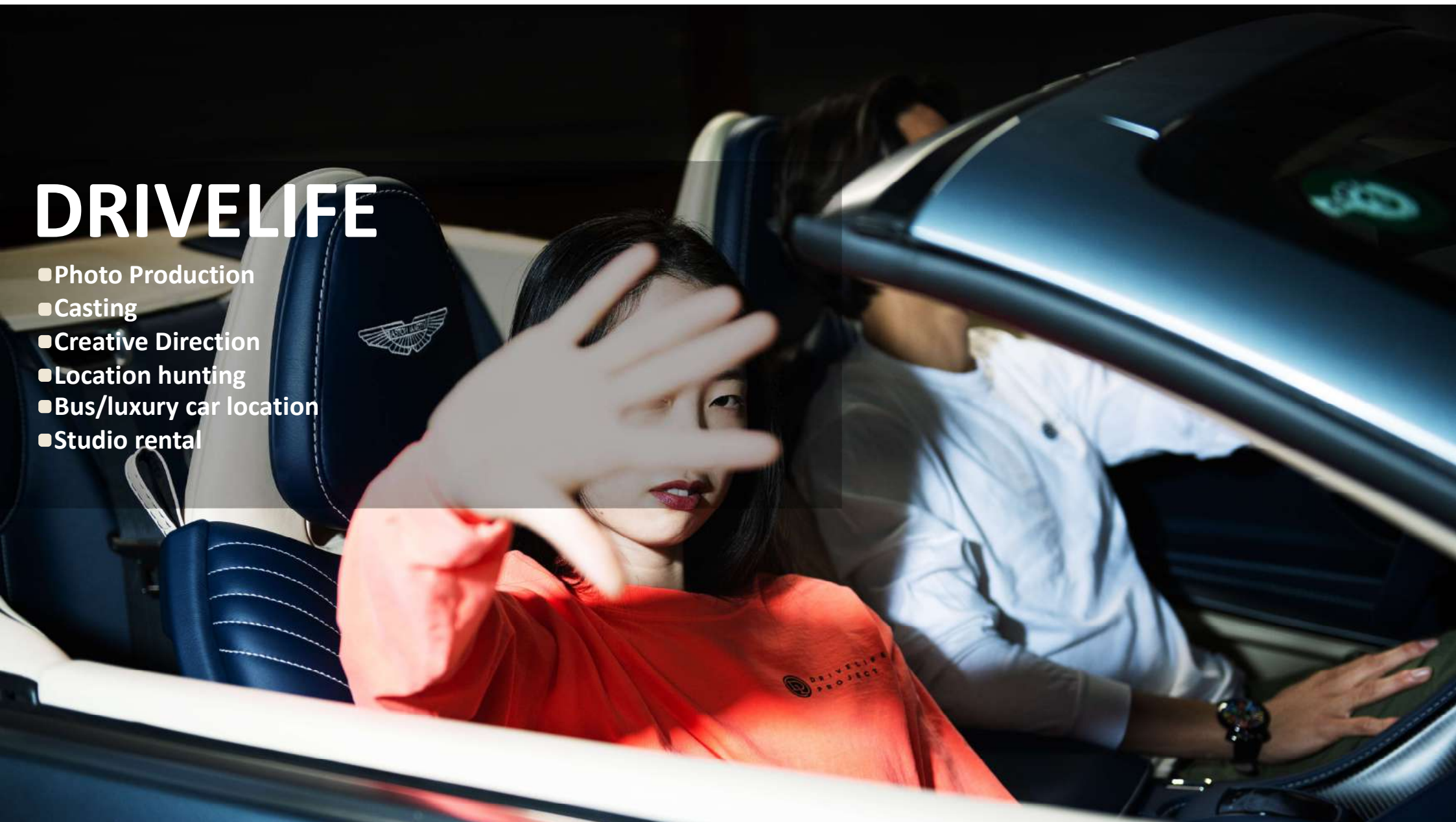
Danna Production is entrusted with the responsibility of conducting **interior photoshoots** for each newly opened Tag Heuer shop covering all Japan (Okinawa, Okayama, Tokyo, Kawazaki and so on)



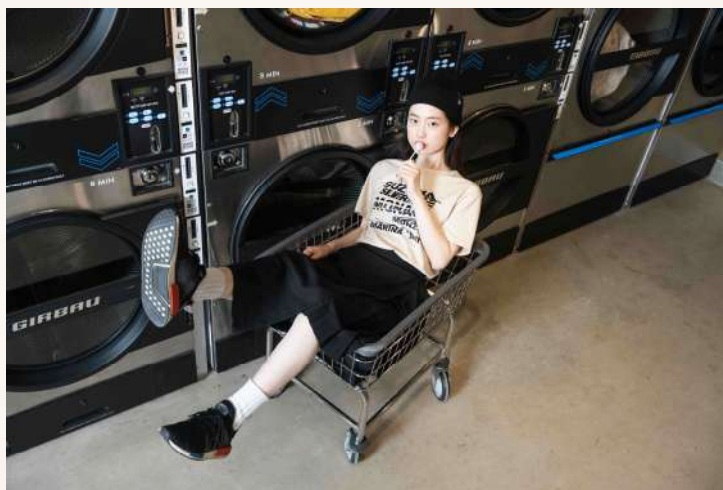


# DRIVELIFE

- Photo Production
- Casting
- Creative Direction
- Location hunting
- Bus/luxury car location
- Studio rental



Danna Production spearheaded the entire DriveLife project, an internal brand aimed at **fostering brand affinity** among car enthusiasts. With a specific target audience in mind for the launch of the **SS collection in Japan**, Japanese models were carefully selected. Danna Production meticulously chose **shooting locations** that echoed themes of driving and automotive culture, showcasing their client's commitment to constant improvement and innovative style presentations. Responsibilities included **coordinating transportation** for staff and models, **managing studio logistics** for product **photography**, **scouting outdoor locations**, securing **permits for shooting** in private areas, and **assembling a talented crew** including makeup artists, hair stylists, photographers, stylists, drivers, models and luxury car chauffeurs.





# TAKARA TOMY

- Video Production
- Casting
- Creative Direction/storyboarding
- Location hunting
- Shooting permit
- Studio rental



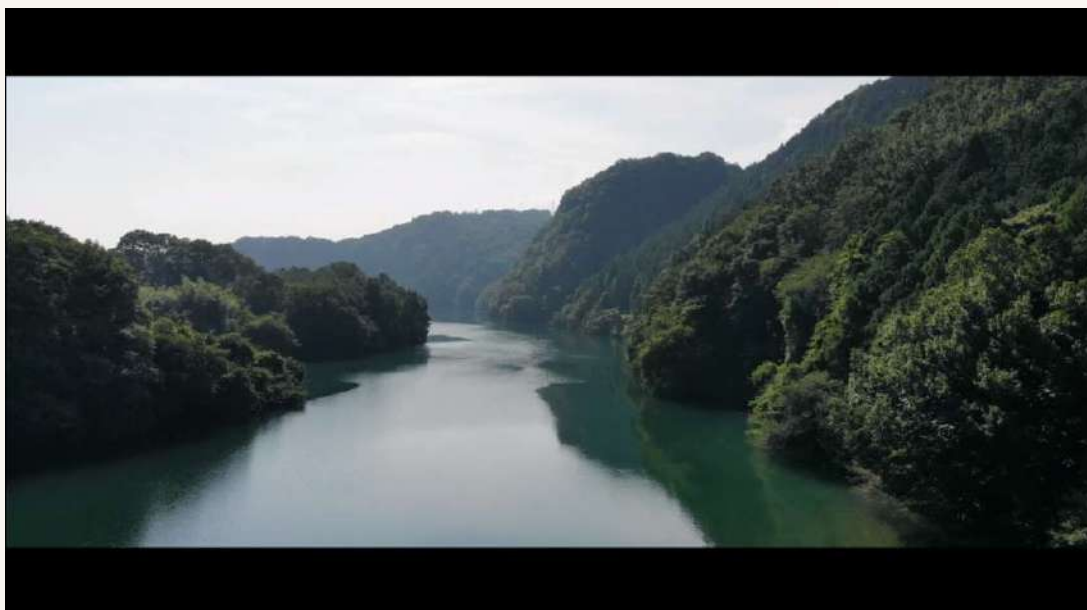
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TAKARA  
TOMY





Danna Production has overseen **every aspect of the project**, from crafting the **storyboard** to **final editing**, as well as coordinating casting, scouting locations, obtaining shooting permits, **utilizing drones**, and preparing all props for the shoot. The objective was to promote Takara Tomy's latest flagship toy (Nyakko). Our client desired a **cinematic and adventurous feel**, hence our use of appropriate equipment and settings for the shoot





## Our Value & Mission

We place equal emphasis on client satisfaction and the well-being of our team members, as we firmly believe that a harmonious balance leads to success. In addition to this, we are dedicated to creating opportunities for local communities by ensuring our operations are cost-effective for our clients. This commitment drives us to work persistently, traveling and meeting individuals across the country to build the best team possible. By cultivating a diverse and talented workforce from various regions, we not only enhance our service delivery but also contribute to the growth and prosperity of local communities. Our values underscore the importance of collaboration, cost-effectiveness, and community impact in everything we do.





*"I want to allow my partners and also my teams to have a clear, efficient, and simple communication. I want to create opportunities for local workers too and so a better cost-effective solution for our partners "The opposite of networking is not working"*



## Romain DANNA

*CEO & Founder*

Graduated Thermal and Energy engineer from Polytech'Nantes in 2012, he started to work in the building and construction field as a maintenance and new construction chief engineer.

He moved in Japan end of 2014 and started his professional career as a model/actor and also officially expanded his activity in South Korea from January 2023.

Having served as both a model and actor, and having collaborated closely with photographers, videographers, stylists, hair and makeup artists, producers, directors, and others, he developed a comprehensive understanding of the unique requirements of each team member essential in crafting content for clients. His journey from the ground up has afforded him insight into the diverse needs involved in the creative process.



CONTINUE

# MALE FOREIGNER

17 – 60







# FEMALE FOREIGNER

17 – 60







MALE Japanese/Half  
18 – 60







FEMALE Japanese/Half  
18 - 60



# Our Partners

Having collaborated with **numerous international brands**, ranging from large corporations to smaller entities in **Japan and France**, we consistently assemble the **optimal team** to meet your **specific requirements**. With an accumulated **wealth of experience** spanning many years in the industry, across a wide spectrum of topics for various clients.





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