

From Base Asset to Global Campaign

Scaling Wedding Content Across Markets, Formats, and Channels

Independent speculative concept by Angel Wang

The Challenge

Global Content. Limited Assets.

01

FIND

Slow discovery

02

ADAPT

Many formats

03

LOCALIZE

Many markets

04

RESHOOT

High cost

How can one approved asset do more?

01 · APPROVED BASE ASSET



The Base Asset

Licensed. Documented. Ready to adapt.

SOURCE

Adobe Stock

ASSET ID

1389401069

CONTRIBUTOR

illustrissima

DIMENSIONS

6016 × 4016 px

LICENSE

Standard

GENERATIVE AI

Excluded

STATUS

Original, unmodified

SEARCH → VERIFY → SELECT

02 · ADAPT



WEBSITE HERO

16:9



SOCIAL POST

1:1



EMAIL / DISPLAY BANNER

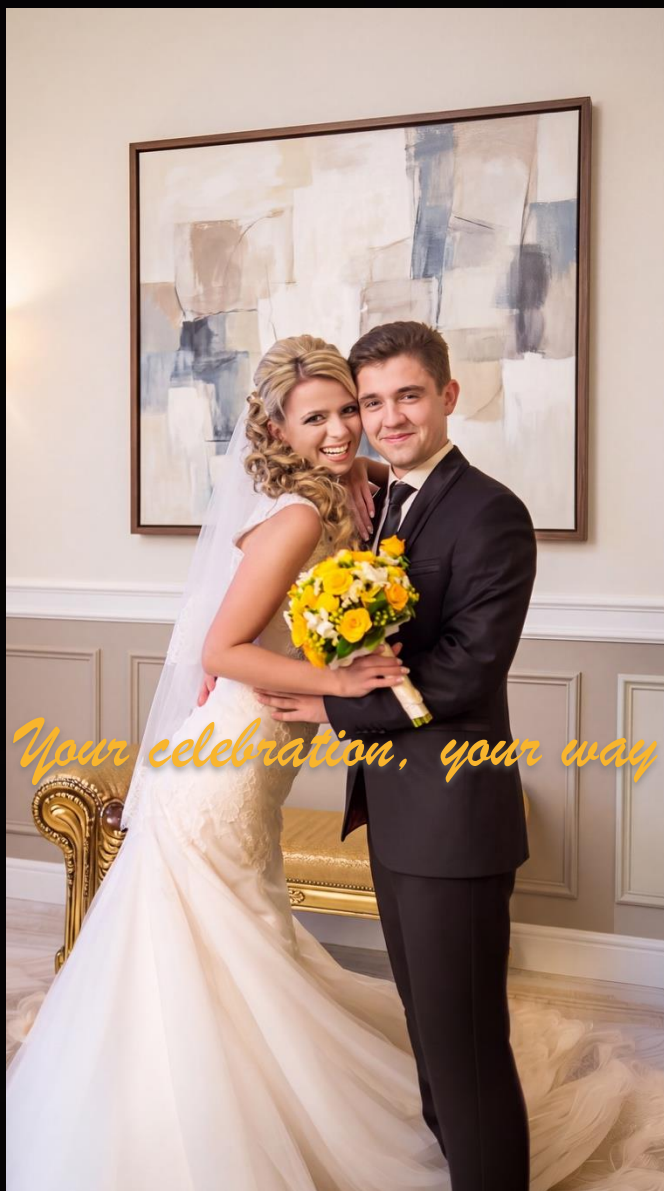
21:9



SOCIAL STORY

9:16

03 · LOCALIZE



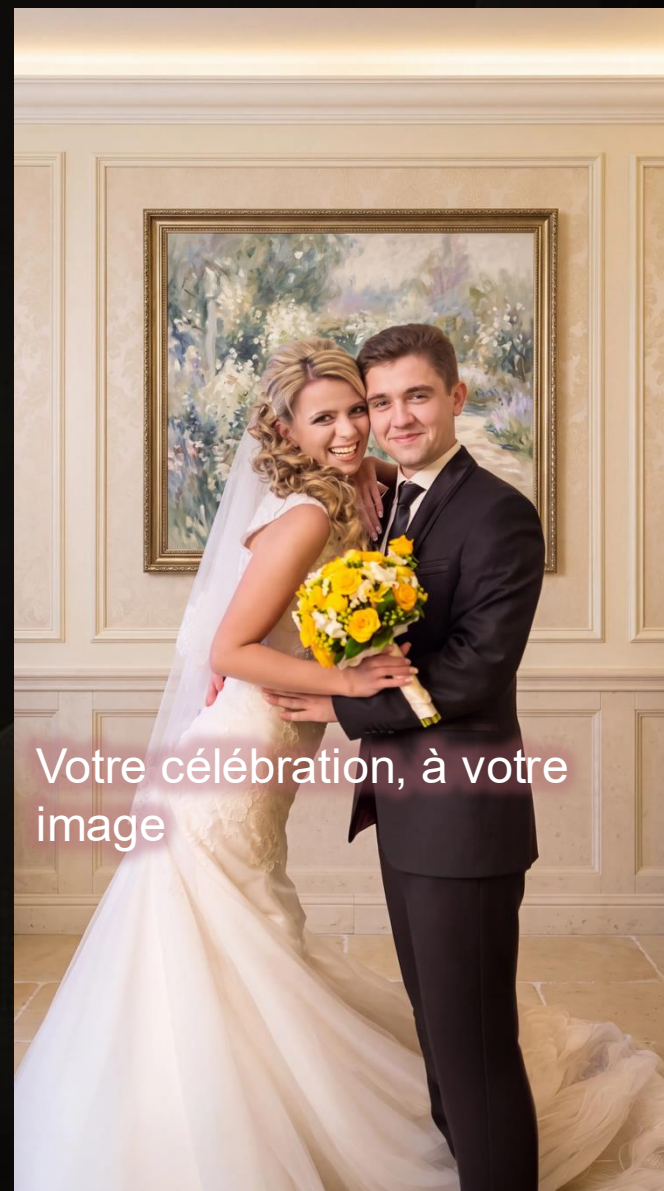
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GREATER CHINA · 简体中文



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04 · EXTEND

From Hero Image to Complete Shot Library



NORTH AMERICA



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