

Try with AI

Behind



the scene

Clear brief



Campaign objective

- To drive AI adoption across the teams in COO Office and build a strong foundation for AI usage at scale.

Target audience

- COO Office (all functions and levels) and the vision is to expand to the wider firm.



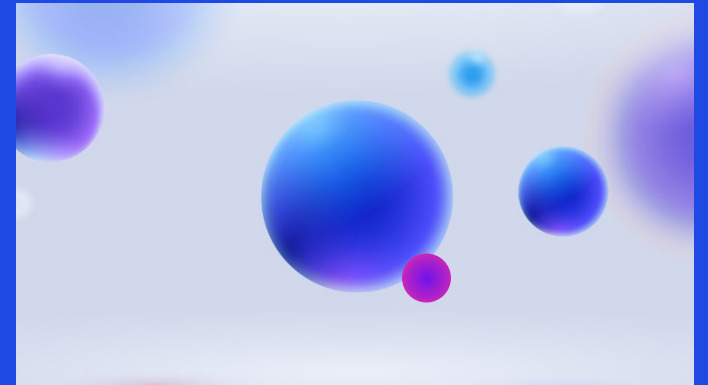
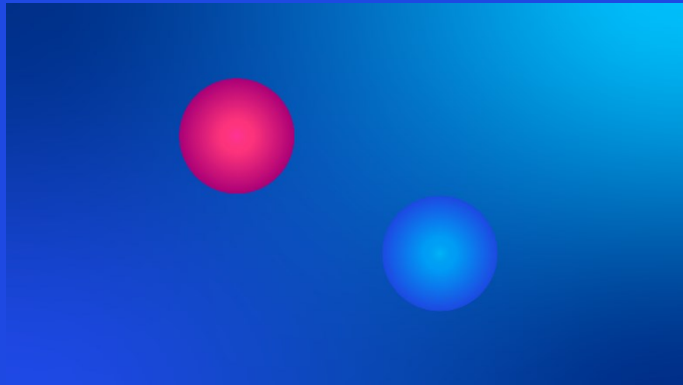
Creative direction

Align with KPMG's branding guidelines.
Create a distinct concept with recognizable identity for the AI program (modern, innovative, engaging, "forward-looking")
Be scalable for other potential rollout across the wider firm

- Presentation
- Email & Web Banners
- Video

**AI is here to
help us and not
replace us**

Background



Prompt for the image

A confident professional woman in her 30s with shoulder-length brown hair, stylish black-rimmed glasses, wearing a tailored grey business suit, stands centered in the frame facing the camera with a serious, determined expression.

A sleek white humanoid robot stands slightly behind her right shoulder. Dramatic dark navy-blue cinematic background with subtle glowing purple and golden circular light elements.



Prompt for video

The woman begins walking slowly and powerfully directly toward the camera with hands in her pockets, maintaining eye contact. The camera dollies backward smoothly to keep her in a medium full shot as she advances. The robot walks in sync just behind her. Moody cinematic lighting with strong rim light and subtle lens flare.

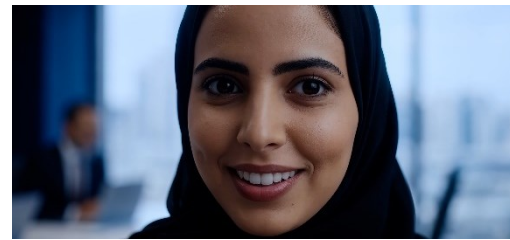
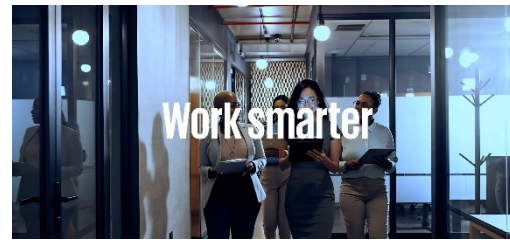
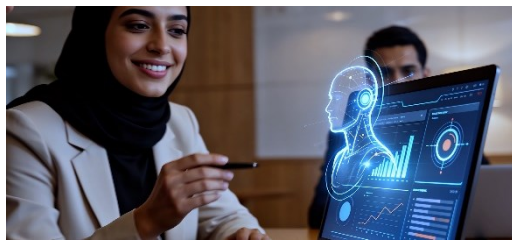
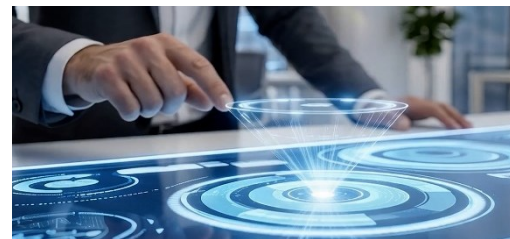
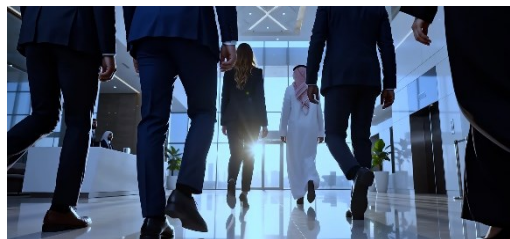
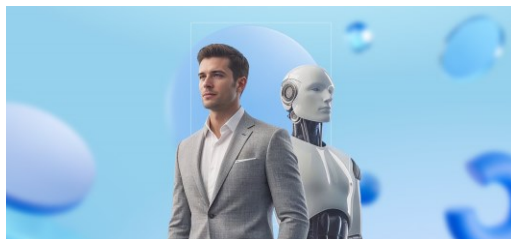
After she walks several steps forward, there is a seamless, elegant transition (slow motion + light streak effect) where she and the robot turn around 180 degrees in one fluid motion. The scene now shows them from behind as they continue walking away from the camera into the dark futuristic space. The robot is now clearly visible walking beside her. Cinematic backlighting, elegant silhouette, atmospheric depth of field, subtle film grain, anamorphic lens feel, ultra-realistic, photorealistic, 8K, masterpiece, directed by Denis Villeneuve.

Camera movement: Starts as static frontal shot → smooth dolly backward → dynamic 180° turn transition → tracking shot from behind following them as they walk away.

Style: Cinematic, moody, futuristic corporate aesthetic, high contrast, dramatic color grading with deep blues and purples, premium film look.



The storyboard

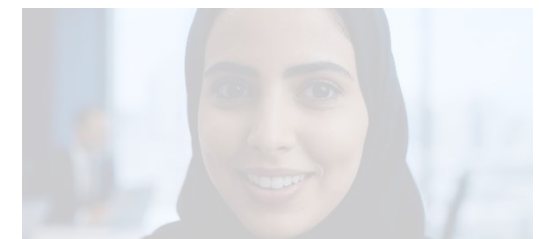
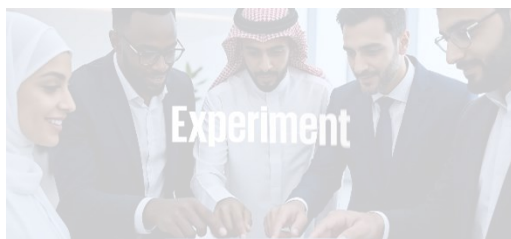
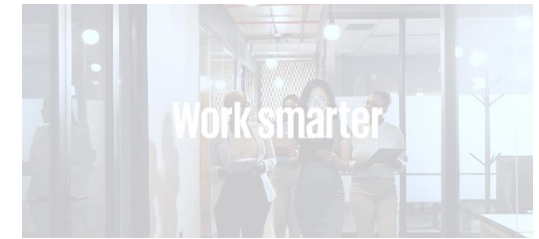
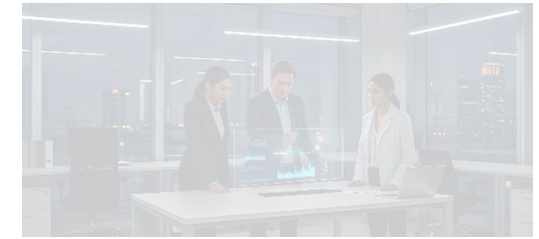
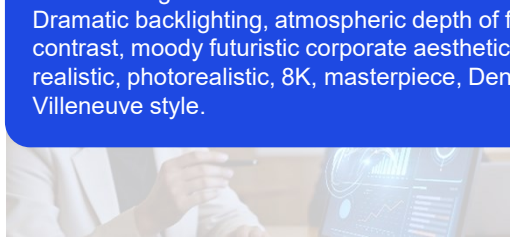


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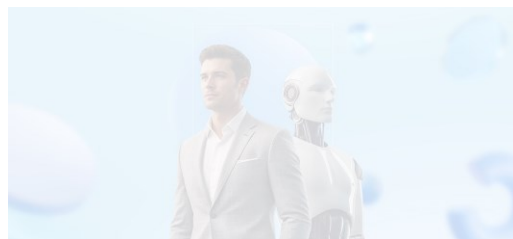


A confident professional man in his mid-30s with a serious, determined expression walks slowly and powerfully toward the camera, hands in his pockets, maintaining strong eye contact. A sleek white humanoid robot walks in perfect sync just behind his right shoulder. The camera dollies backward smoothly to maintain a medium full shot. After several steps, camera execute a fluid 180-degree turn.

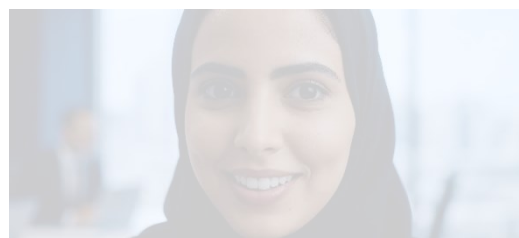
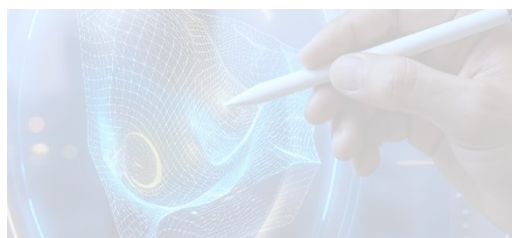
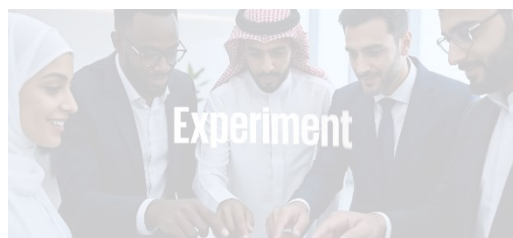
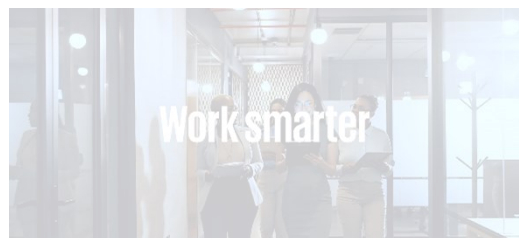
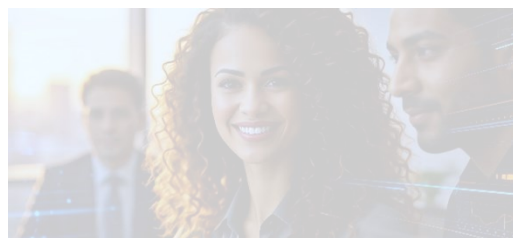
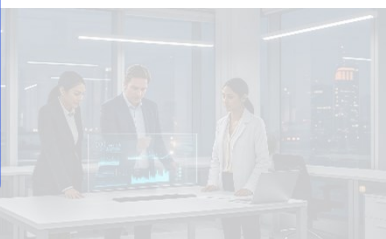
Dramatic backlighting, atmospheric depth of field, high contrast, moody futuristic corporate aesthetic, ultra-realistic, photorealistic, 8K, masterpiece, Denis Villeneuve style.



The storyboard



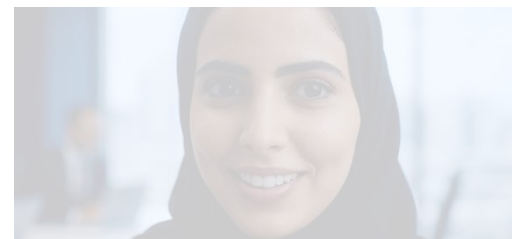
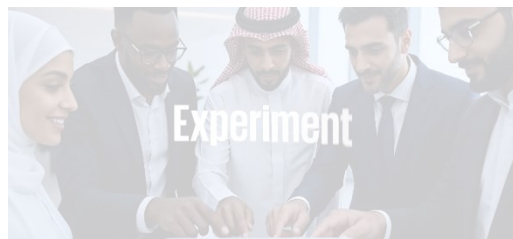
Epic cinematic montage of Riyadh city at sunrise, aerial drone shot sweeping between skyscrapers at high speed, professionals moving with purpose through premium modern workplaces, cinematic slow-motion walking shots, dynamic transitions between global collaboration, digital transformation, creative problem-solving, consultants presenting in high-end boardrooms, dramatic sunlight flooding through glass architecture, cinematic lens flares, large-scale movement, emotional energy of a changing world, premium corporate storytelling, fast-paced editing with rhythmic camera movement, realistic but inspirational atmosphere, modern Middle East innovation culture, cinematic blockbuster-level production quality



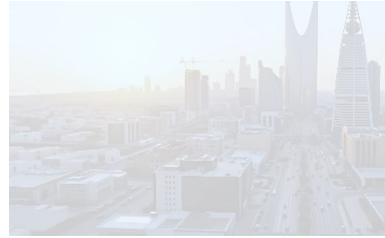
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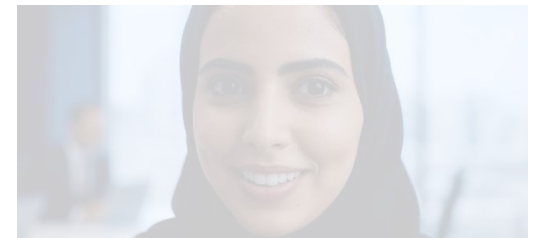
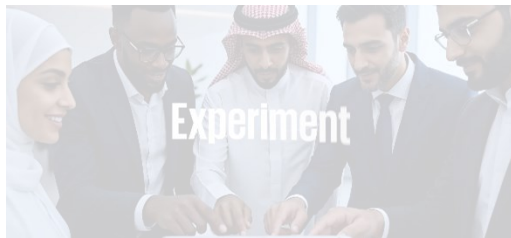
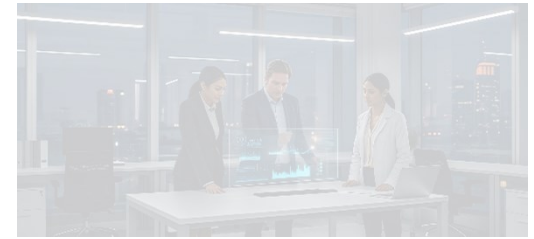
Epic cinematic montage of Riyadh city at sunrise, aerial drone shot sweeping between skyscrapers at high speed, professionals moving with purpose through premium modern workplaces, cinematic slow-motion walking shots, dynamic transitions between global collaboration, digital transformation, creative problem-solving, consultants presenting in high-end boardrooms, dramatic sunlight flooding through glass architecture, cinematic lens flares, large-scale movement, emotional energy of a changing world, premium corporate storytelling, fast-paced editing with rhythmic camera movement, realistic but inspirational atmosphere, modern Middle East innovation culture, cinematic blockbuster-level production quality



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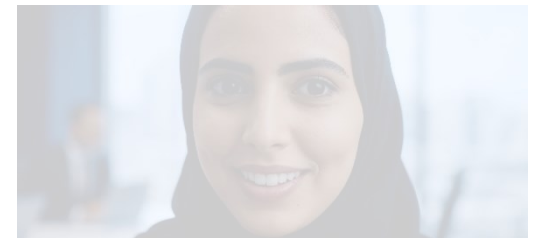
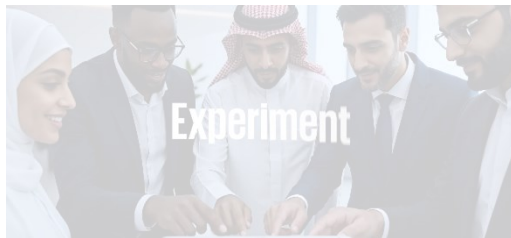
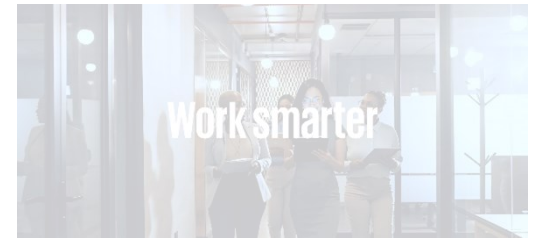
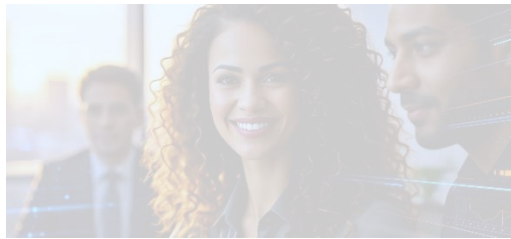
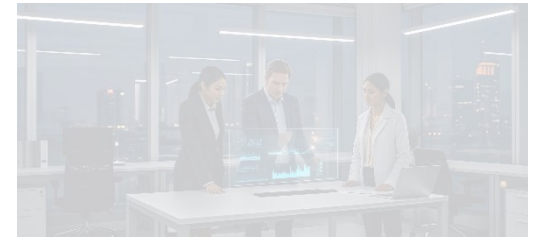
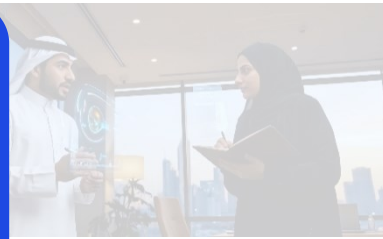
Cinematic 8K corporate tech video, cool blue-cyan grading, anamorphic lenses, subtle film grain. Start with a slow, smooth close-up pan across a man in a suit's hand as his index finger confidently touches and activates glowing blue circular holographic interfaces on a sleek digital table, with light pulses and data animations reacting to the touch. Then execute a cool cinematic pan right with a steady push-in, transitioning to a wide modern office meeting scene where a team of professionals (man in blue shirt from behind, woman in gray blouse, and others) stand around a large glowing holographic conference table displaying charts and data, engaged in discussion. Same characters, clothing, and environment throughout. Fluid camera movement, premium lighting, and sleek high-tech aesthetic.



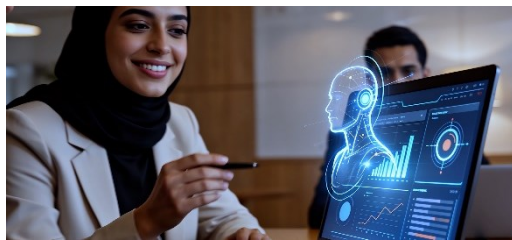
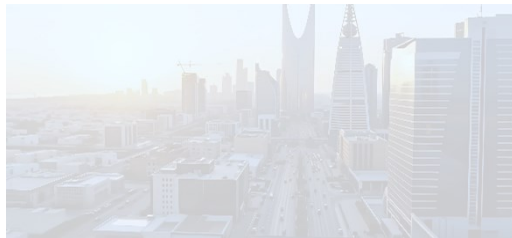
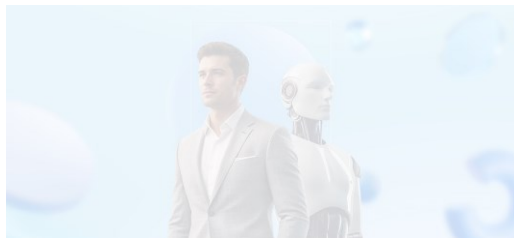
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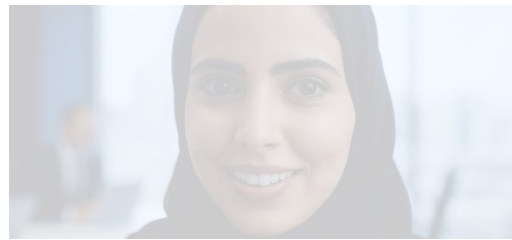
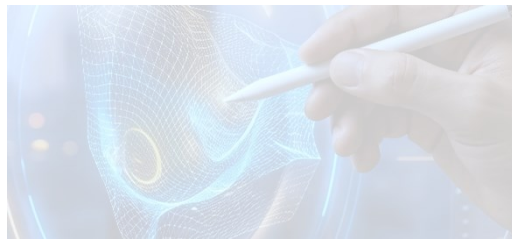
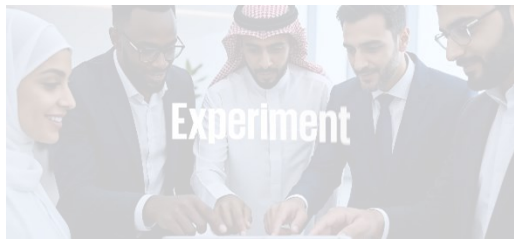
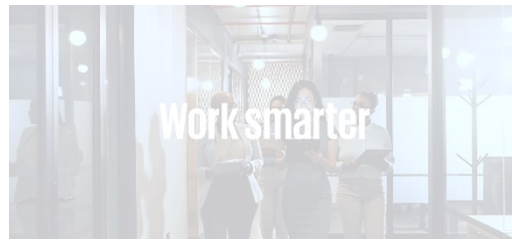
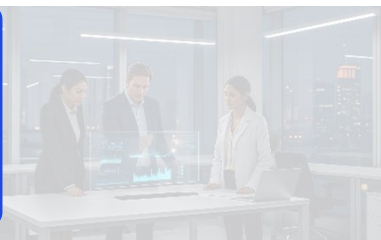
Epic cinematic close-up shots of diverse Middle Eastern professionals and AI collaborating seamlessly inside a futuristic luxury consulting environment, Saudi consultant commanding a high-level strategy presentation while intelligent AI-generated insights flow dynamically across massive transparent displays, Emirati female leader confidently guiding discussion as real-time data visualizations respond around the team, human creativity amplified by AI in powerful collaborative moments, emotionally charged atmosphere filled with ambition and innovation, dramatic cinematic lighting with golden highlights and deep shadows, ultra-realistic facial expressions, premium Gulf corporate culture, elegant AI overlays integrated naturally into the environment, sweeping cinematic camera movement, IMAX-style composition, dramatic shallow depth of field, volumetric lighting, inspiring future-of-work storytelling, high-energy executive collaboration, visually stunning modern workplace architecture, empowering and aspirational mood, realistic business confidence at cinematic scale, humanity and technology evolving together, world-class corporate innovation aesthetic.



The storyboard



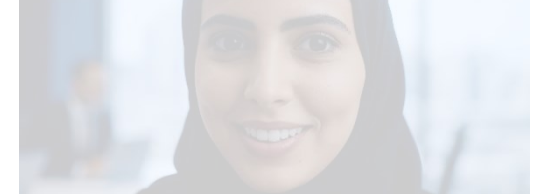
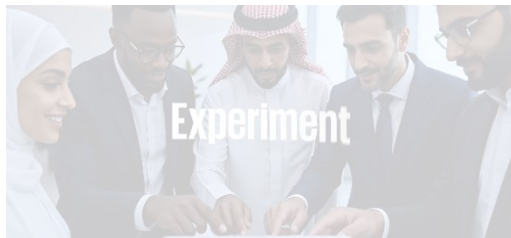
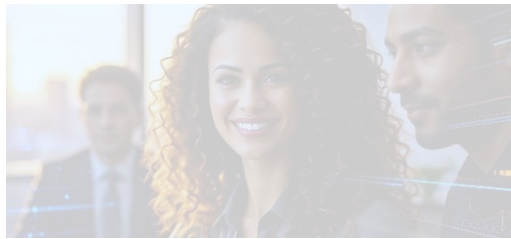
Confident Middle Eastern and international professionals using AI tools collaboratively, smiling while working together, human-centered technology interaction, consultant presenting ideas.
Transition
Smooth man transitions into productivity scenes.



The storyboard



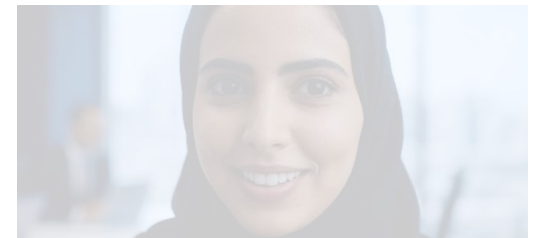
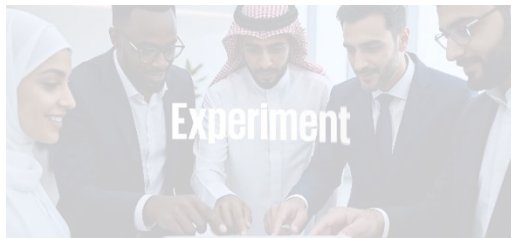
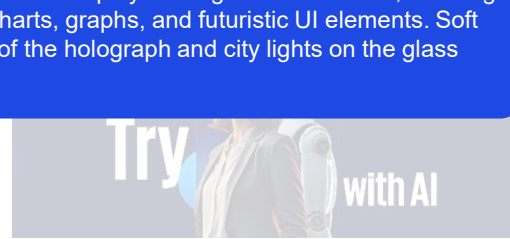
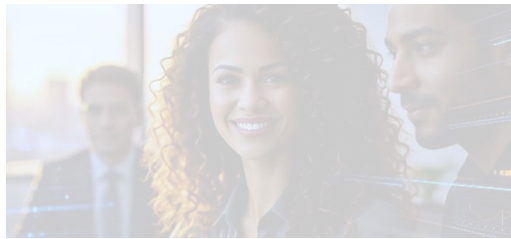
High-intensity cinematic productivity montage inside premium Middle East consulting environments, AI-powered dashboards transforming massive data into clear insights, consultants making fast strategic decisions, cinematic macro shots of screens and reflections, elegant holographic-style UI overlays used subtly and realistically, diverse professionals collaborating dynamically, dramatic office lighting with sunset glow through skyscraper windows, modern executive energy, ultra-premium motion graphics, rapid transitions synced to percussion beats, cinematic innovation storytelling, emotionally charged momentum, future of consulting visual language



The storyboard



Start with a smooth, elegant slow pan from left to right across a wide establishing shot: Three professionals standing around a sleek white conference table — a confident East Asian woman in a tailored black suit on the left, a focused Caucasian man in a dark suit in the center, and a poised South Asian woman in a white blazer on the right. They are intently studying a large glowing holographic data display floating above the table, showing animated charts, graphs, and futuristic UI elements. Soft reflections of the holograph and city lights on the glass windows.

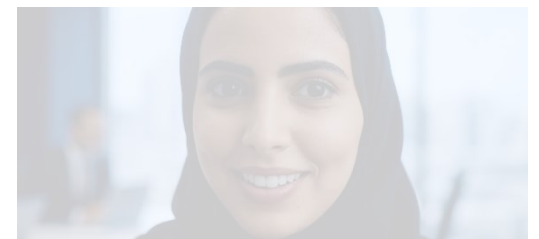
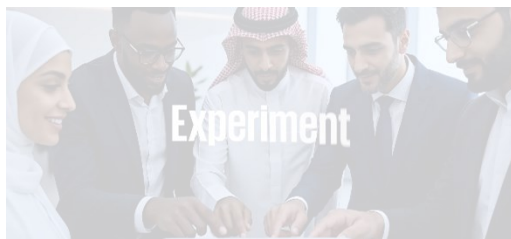
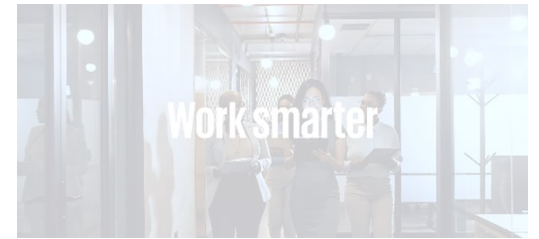


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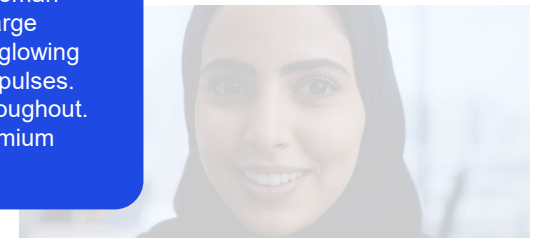
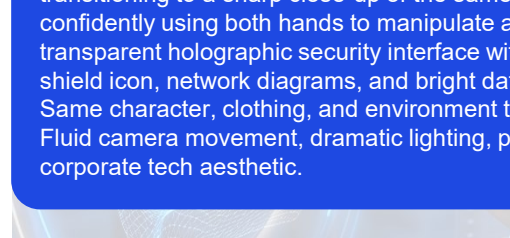
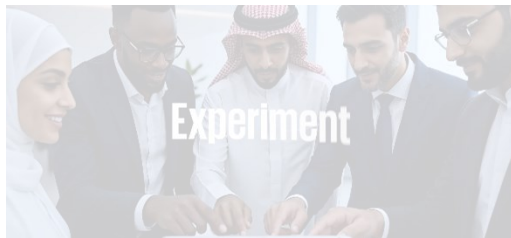
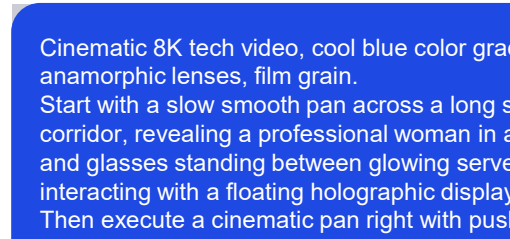
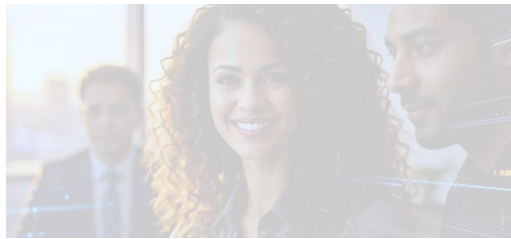
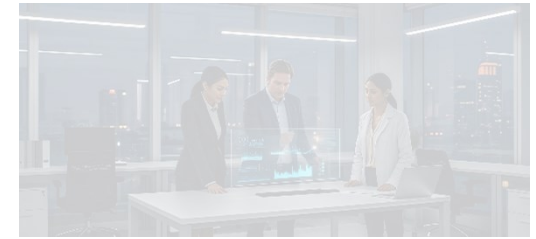


Execute a cool, cinematic horizontal pan right with a gentle push-in, smoothly transitioning focus onto the South Asian woman in the white blazer. Cut to her elegant close-up: she is smiling subtly with quiet confidence, eyes focused, raising her hand gracefully to interact with the floating holographic interface, fingers gently manipulating glowing data points and charts. Soft bokeh city lights in the background, beautiful rim lighting, and subtle lens flares.

Maintain the exact same characters, clothing, office environment, and holographic display throughout. No character or scene changes. Fluid, deliberate camera movement with cinematic pans, shallow depth of field, premium filmic look, atmospheric lighting, 24fps, subtle parallax, and elegant motion. Highly detailed, photorealistic, dramatic yet professional corporate aesthetic.



The storyboard



Cinematic 8K tech video, cool blue color grading, anamorphic lenses, film grain.
Start with a slow smooth pan across a long server room corridor, revealing a professional woman in a dark suit and glasses standing between glowing server racks, interacting with a floating holographic display. Then execute a cinematic pan right with push-in, transitioning to a sharp close-up of the same woman confidently using both hands to manipulate a large transparent holographic security interface with glowing shield icon, network diagrams, and bright data pulses. Same character, clothing, and environment throughout. Fluid camera movement, dramatic lighting, premium corporate tech aesthetic.

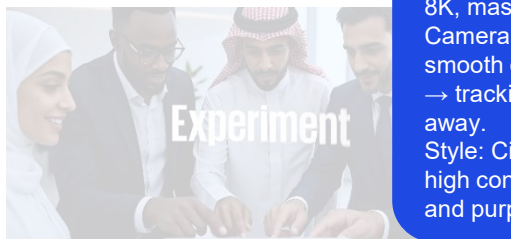
The storyboard



The woman begins walking slowly and powerfully directly toward the camera with hands in her pockets, maintaining eye contact. The camera dollies backward smoothly to keep her in a medium full shot as she advances. The robot walks in sync just behind her. Moody cinematic lighting with strong rim light and subtle lens flare.

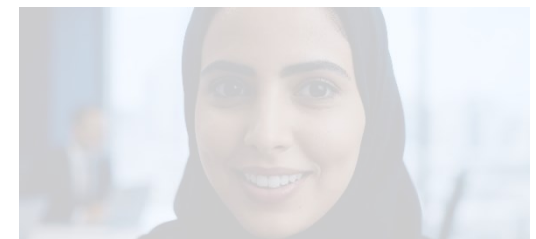


After she walks several steps forward, there is a seamless, elegant transition (slow motion + light streak effect) where she and the robot turn around 180 degrees in one fluid motion. The scene now shows them from behind as they continue walking away from the camera into the dark futuristic space. The robot is now clearly visible walking beside her. Cinematic backlighting, elegant silhouette, atmospheric depth of field, subtle film grain, anamorphic lens feel, ultra-realistic, photorealistic, 8K, masterpiece, directed by Denis Villeneuve.

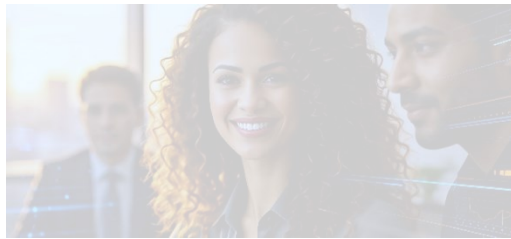
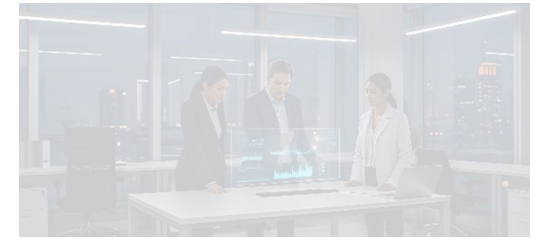


Camera movement: Starts as static frontal shot → smooth dolly backward → dynamic 180° turn transition → tracking shot from behind following them as they walk away.

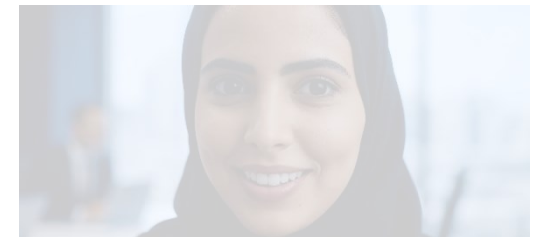
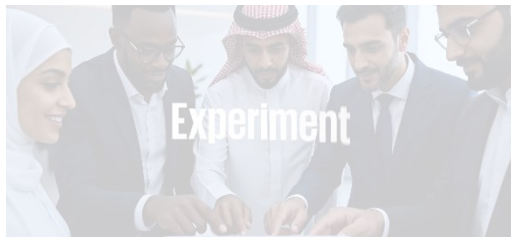
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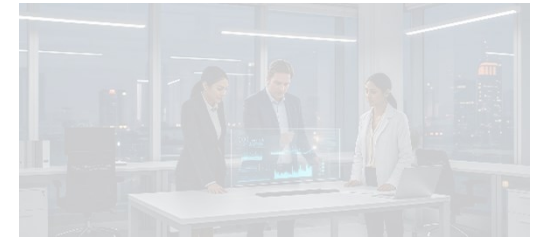
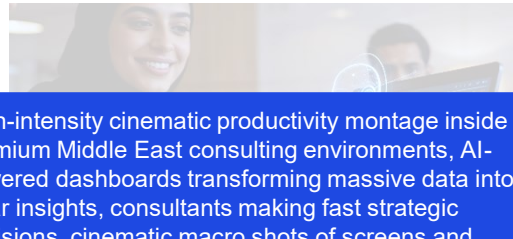
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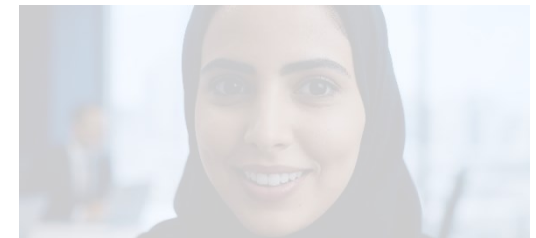
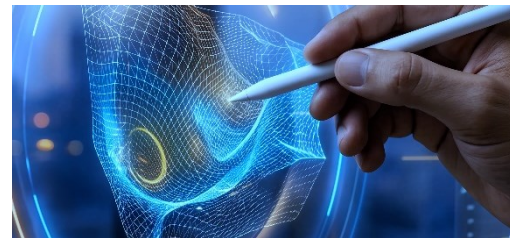
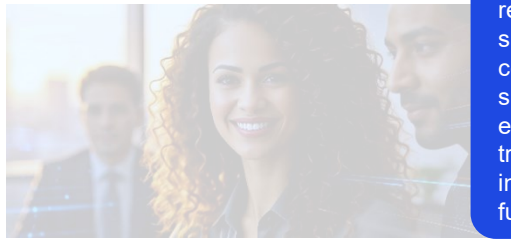
Cinematic 8K corporate video, warm modern office lighting, anamorphic lenses, subtle film grain, elegant color grading.
Start with a smooth tracking shot following four professional women walking confidently down a stylish office hallway, each holding a tablet and engaged in discussion.
Then execute a cool, cinematic pan right with a gentle push-in, smoothly transitioning to a beautiful close-up of the East Asian woman with glasses and dark green dress. She smiles warmly while looking down at her tablet, soft glowing bokeh in the background with the other three women slightly blurred behind her.
Same characters, clothing, and environment throughout. Fluid camera movement, natural interactions, premium cinematic feel.



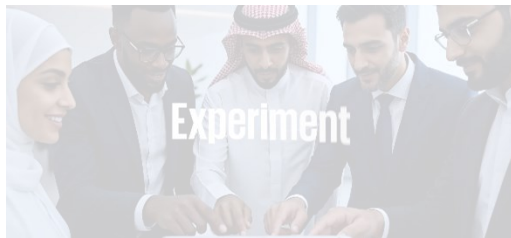
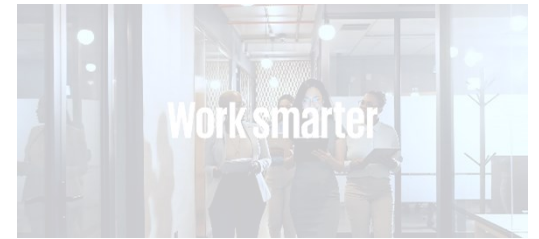
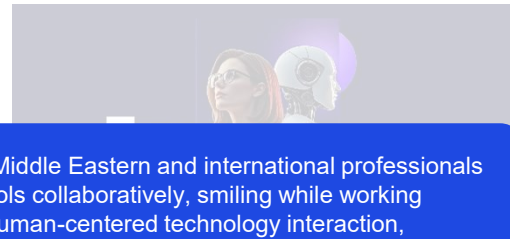
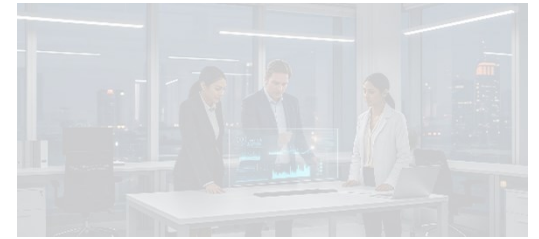
The storyboard



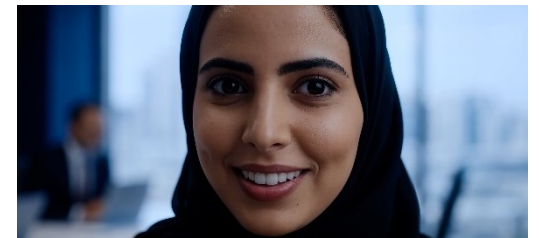
High-intensity cinematic productivity montage inside premium Middle East consulting environments, AI-powered dashboards transforming massive data into clear insights, consultants making fast strategic decisions, cinematic macro shots of screens and reflections, elegant holographic-style UI overlays used subtly and realistically, diverse professionals collaborating dynamically, dramatic office lighting with sunset glow through skyscraper windows, modern executive energy, ultra-premium motion graphics, rapid transitions synced to percussion beats, cinematic innovation storytelling, emotionally charged momentum, future of consulting visual language



The storyboard



Confident Middle Eastern and international professionals using AI tools collaboratively, smiling while working together, human-centered technology interaction, consultant presenting ideas while AI-generated insights appear subtly beside screen, supportive empowering atmosphere, warm lighting, authentic workplace confidence, cinematic close-up shots, fast premium editing, uplifting emotional tone, collaborative innovation, modern consulting environment, polished corporate launch film aesthetic, natural camera movement, subtle digital augmentation, empowering and optimistic feeling



AI is here to help us and not replace us

Thank You

