

NZXT x FLYQUEST

the ~~secret~~ ingredient.

January 15, 2024



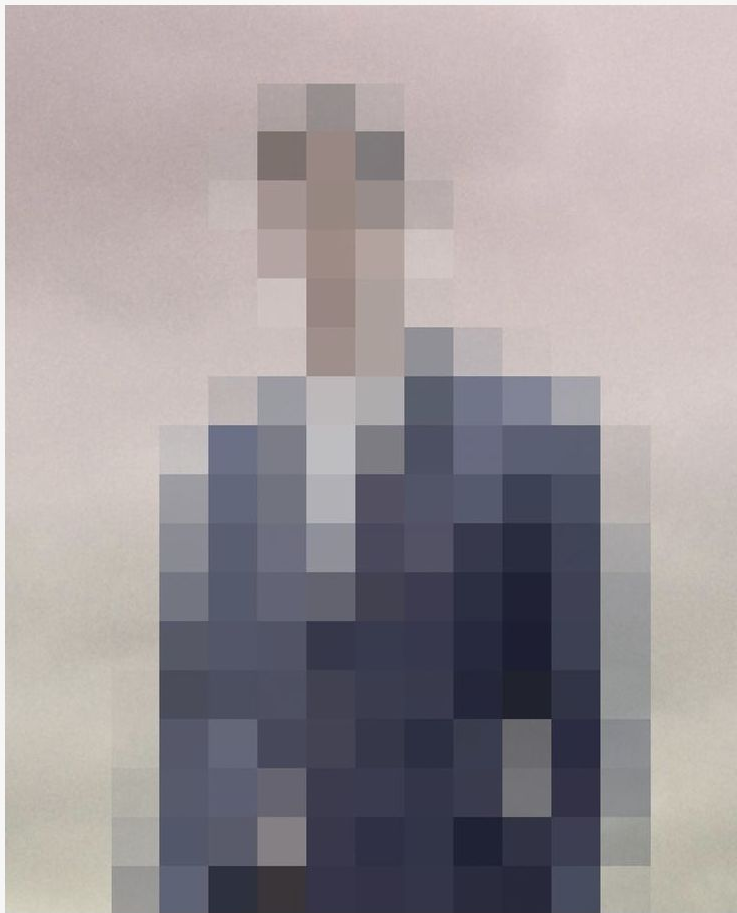
LOCAL NEWS

A person with blonde hair, wearing a white t-shirt and black pants, is sitting cross-legged on a white floor. They are surrounded by several other people who are blurred, suggesting motion. The background is a plain, light-colored wall.

NZXT is the best kept secret in gaming.



NZXT × **FLYQUEST**



The Secret Ingredient is an elevated and eye catching 2025 campaign celebrating NZXT's Gamer Gear in true FLYQUEST fashion.

Every great recipe, brilliant performance, memorable piece of art has a secret ingredient that makes it stand out. It doesn't have to overpower the taste and you may not always know what it is— until now. In our film, we place the viewer at the center of a digital mystery, one that leads us to NZXT's iconic black and white products. We see these products as sleek, intentionally crafted, and sought after. More akin to a luxury fashion brand or high end tech object than their competitors.



01

We start in a large white void with models dressed in **black suits** and formal wear. They each carry **black briefcases** and walk around the space.



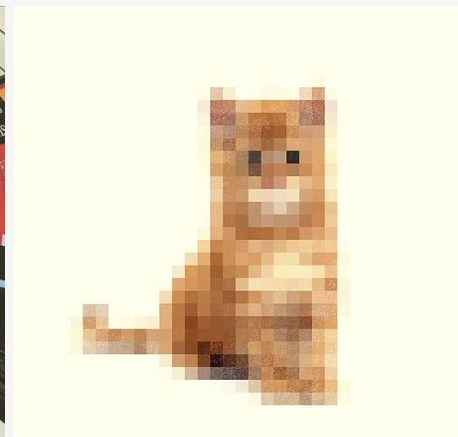
Motion Blur
High Contrast
Bodies Framing Bodies
Iconic Silhouettes



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02

FLYQUEST creators dressed in elevated streetwear stand in the center of the stark black and white figures— **pixelated and blurred.**



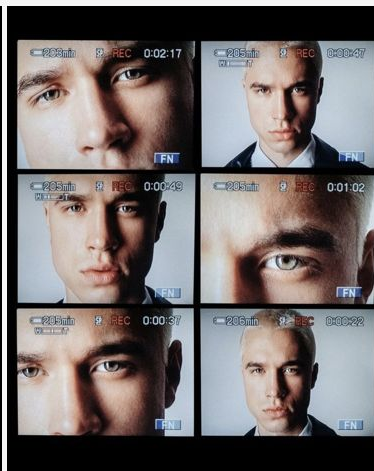
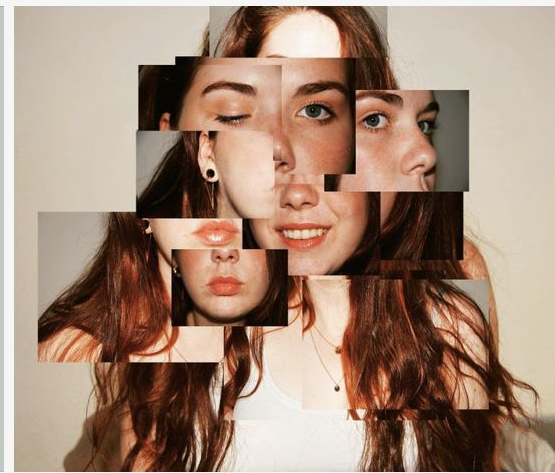
A man with short dark hair, wearing a white button-down shirt and dark sunglasses, stands at a podium. He is surrounded by a dense array of microphones on stands, suggesting a high-profile press conference or media event. The background is a plain, light-colored wall.

03

The creators appear in tableaux of big media moments. Cameras flashing, surrounded by mics and phones recording, swarmed by the figures in business suits. All asking the question— what's their secret ingredient?



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Digital Collage
Multiple Frames
Old Devices as Frames
Camcorder UI

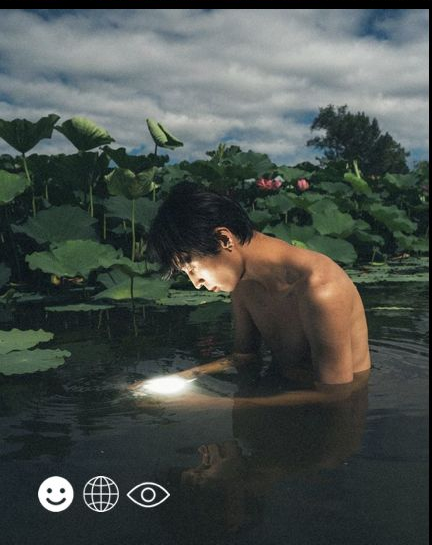


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04

One of the briefcases sits alone in the white void. Camera pushes inside to reveal a stark white object in the shape of a keyboard— it glows with a bloom of overexposed light. Then we intercut a sequence of the creators wearing and using the products, still with their ethereal glow.



Using All Edges of Frame
 Foreground vs Background
 Layering Shots / Models
 Glitched Movement

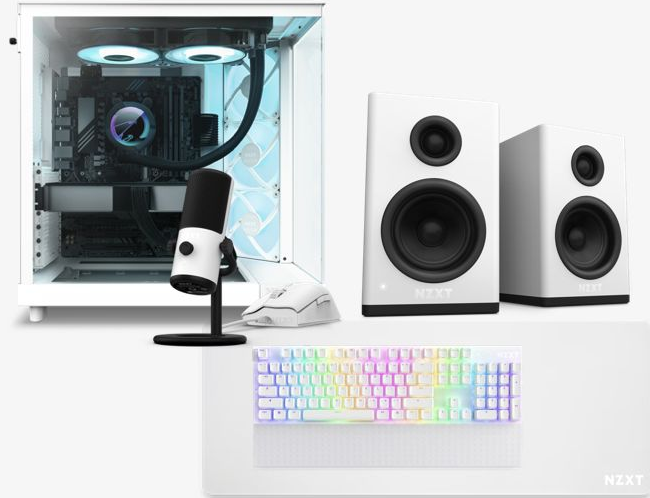


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05

The white cyc is now completely dark except for an **all white desk**, gaming chair, NZXT PC case and white peripherals under a spotlight. All of the humans are gone. Pixelated text populates around the desk. It unblurs to its crisp normal state and reads...

You are

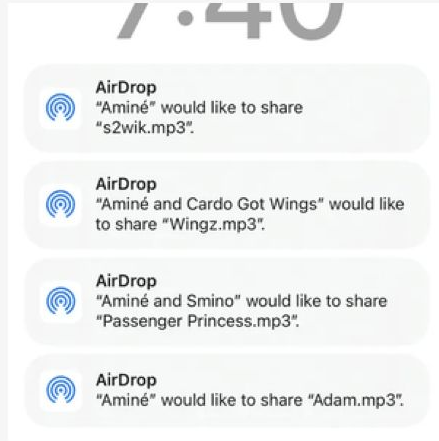


the secret ingredient.



SOUND

The film should have a memorable yet unique song that captures the feeling of the mystery. We recommend a underground hip hop / dance track from artists playing with unconventional beats. Mixed with the music, the film should also explore sounds of digital artifacts, reverb filters to give the space dimension, and satisfying foley like the clicks of a shutter or heightened steps of the suited figures.



s2wik - Amine



Blueberry - NOT THE TWOS



Play - Mysie