simone_rocco-strategy-cover



EXECUTIVE YOUTUBE PACKAGING STRATEGY

Simone Rocco (@simone_rocco)

Commercial Filmmaker • Director • Founder @b.kama.house | International Motor Film Awards 2026 Nominee | Sold his commercial business to pursue creative independence, exploring the world and crafting cinematic visual stories alongside his loyal rescue companion dog across the Italian Alps and Mediterranean coast.

INSTAGRAM HANDLE	AUDIENCE	STRATEGY MODEL
@simone_rocco	22,800+ Followers	PMC G.A.P.S. Information Gap Architecture

pillar_01_automotive_commercial

PILLAR 01

Automotive Night Commercials & Light-Painting

Establishes elite commercial director authority, capitalizing directly on Simone's International Motor Film Awards 2026 nomination. Light-painting sports cars on pitch-black Alpine mountain switchbacks at 2 AM captures high-net-worth automotive enthusiasts and aspiring filmmakers wanting Hollywood-grade commercial production values.

- **Production Vehicle:** High-Performance Sports Cars (Porsche GT3)
- **Core System:** Kinetic Light-Painting & Night Tracking BTS
- **Audience Engine:** Motor Film Awards Credibility & Tech Mastery

BENCHMARK: 68% RETENTION • 15x-45x MULTIPLIER

pillar_02_analog_film_emulation

PILLAR 02

35mm Analog Film Emulation & Recipe Architecture

Solves the universal digital sterility trap where modern 4K/60fps video looks cold and clinical. Dialing in in-camera Fujifilm recipes (his viral 'Kodak Portra do Sol') and Dehancer DaVinci Resolve color science creates evergreen search traffic and unlocks high-margin digital asset monetisation (LUTs, presets, academies).

- **Analog Science:** Kodak Portra Warm Skin Glow & Halation Bloom
- **Core System:** In-Camera Fujifilm Recipes & DaVinci Grading
- **Audience Engine:** Evergreen Search Traffic & High-Margin Digital LUTs

BENCHMARK: 74% RETENTION • 12x-35x MULTIPLIER

pillar_03_luxury_hospitality

PILLAR 03

Luxury Hotel Commercials & Solo Client Monetization

Transforms travel videography from unpaid passion vlogging into a $5,000–$10,000 solo commercial production powerhouse. Walking creators through lighting luxury Amalfi cliffside villas and Alpine resorts grounds his craft in financial independence and authentic European founder storytelling with his rescue dog.

- **Commercial Asset:** $10,000 Boutique Hotel & Resort Campaigns
- **Core System:** 5-Shot Solo Coverage & Travertine Pool BTS
- **Audience Engine:** Inspires Lifestyle Independence & High-Ticket Commercials

BENCHMARK: 70% RETENTION • 10x-30x MULTIPLIER

strategic_rationale

STRATEGIC RATIONALE

Capitalizes directly on Simone's International Motor Film Awards 2026 nomination. Demystifies how a solo director transforms dark Alpine mountain switchbacks into Hollywood-grade automotive commercials with zero studio overhead.

retention_hook_10s

FIRST 10-SECOND RETENTION HOOK

Cold open at 2 AM on a pitch-black Alpine pass with volumetric mountain mist slicing through headlights, cutting immediately to Simone pulling long-exposure red taillight trails across the wet asphalt.

concept_01_var_01

VARIATION 01 STATUS GAP



"How I Filmed a Cinema Car Commercial at 2AM (Motor Film Awards Nominee)"

Visual Theory: Kinetic Alpine switchback at midnight with long-exposure taillight trails, volumetric fog, and Simone tracking a Porsche GT3 on a cinema gimbal rig.

concept_01_var_02

VARIATION 02 ACTION GAP



"Light-Painting a Porsche on Dark Mountain Roads: Solo Filmmaker BTS"

Visual Theory: Over-the-shoulder director's perspective focusing on the high-bright camera monitor displaying a graded sports car shot with amber streetlight reflections.

strategic_rationale

STRATEGIC RATIONALE

Taps into massive evergreen search intent for tactile film emulation. Positions Simone as a master colorist and analog recipe architect, driving organic subscriber acquisition and digital product sales.

retention_hook_10s

FIRST 10-SECOND RETENTION HOOK

Split-screen reveal comparing clinical raw digital log footage against a warm, sun-kissed Amalfi Coast portrait glowing with Kodak Portra halation and analog grain.

concept_02_var_01

VARIATION 01 ACTION GAP



"The Kodak Portra Recipe That Made Me Stop Color Grading"

Visual Theory: Golden-hour Amalfi Coast terrace portrait with Simone holding a Fujifilm camera, warm Kodak Portra skin glow, and turquoise Tyrrhenian sea background.

concept_02_var_02

VARIATION 02 PROMISE GAP



"How to Make Any Digital Camera Look Like Real 35mm Film (Fujifilm & DaVinci)"

Visual Theory: Illuminated mirrorless camera rear LCD displaying custom color grading waveforms against sun-drenched Italian coastal village and azure waters.

strategic_rationale

STRATEGIC RATIONALE

Bridges the gap between hobbyist travel vlogger and six-figure commercial production director. Highlights Simone's high-ticket hospitality client acquisition system and his inspiring story of selling his business to film luxury worldwide.

retention_hook_10s

FIRST 10-SECOND RETENTION HOOK

Dramatic sunset drone shot skimming over an Amalfi cliffside infinity pool at dusk, cutting to Simone setting a cinema camera on a tripod beside his loyal white rescue dog.

concept_03_var_01

VARIATION 01 STATUS GAP



"How I Shoot $10,000 Hotel Commercials as a Solo Filmmaker"

Visual Theory: Breathtaking sunset wide shot over an Amalfi cliffside infinity pool with Simone beside a cinema camera and his rescue dog peacefully gazing at the Mediterranean.

concept_03_var_02

VARIATION 02 ACTION GAP



"From Selling My Business to Filming Luxury Hotels Worldwide"

Visual Theory: Dynamic low-angle perspective skimming millimeters above an illuminated turquoise pool at blue hour with Simone operating a camera rig capturing glowing villa lights.

gaps_workflow_system

METHODOLOGY & NEXT STEPS

The PMC G.A.P.S. Outbound Workflow

1

Grounding & Ingestion

Short-form performance metrics and visual anchors are ingested to construct an authentic long-form persona.

2

G.A.P.S. Framing

Topics are mapped to Ambiguity, Promise, Status, and Action psychological gaps to maximize CTR.

3

High-Conversion Packaging

Widescreen thumbnails and titles are rendered for immediate deployment across long-form YouTube channels.

executive_channel_booking

NEXT IMMEDIATE STEP

Schedule Your 15-Minute Strategy Walkthrough

Direct executive link with Peace Media Company leadership. Click below to coordinate your session.

Book Strategy Meeting →

contact@peacemediacompany.com