



RUACH

INDUSTRIES

BRANDING · CREATIVE

Creative Direction — Internal VI

Branding · Creative

CATEGORY: Branding · Creative

DOCUMENT: RUA-BRD-BRD-DOC-0011-R01

STATUS: **REFERENCE**

DATE: 29 May 2026

Ruach — Creative Direction (Internal v1)

For: Internal use. Brad, brand guardian, account leads, in-house review. **Companion to:**

`memory/2026-05-29-ruach-video-production-brief-v1.md` (the production crew brief). **Date:** 2026-05-29 **Source authority:** Ruach Master Brand Doctrine V2.0 (DOC-01), Messaging & Tone Playbook (DOC-05), GTM & Communications Strategy (DOC-03), Ecosystem & Product Architecture (DOC-02), Customer Journey (DOC-04). Where this document and doctrine disagree, doctrine wins. **Aligned with:** Liam's `/marketing/campaign` infrastructure — DARE + Shop Catalog destinations (PRs #210/#211), DARE objective set, lead-form CTA to WhatsApp.

I. Brand essence — what we're communicating

Ruach is a **Residential Peace of Mind System**. Not a builder. Not prefab. Not modular. (DOC-01 Preamble + §0 + §17.)

"Ruach exists to give people peace of mind by turning the complexity of building into calm, resolved, and dignified living." — DOC-01 §1, Emotional North Star.

The one sentence we ever use to describe what Ruach does:

"Ruach replaces the uncertainty of building with calm, resolved living — delivered through a system, not a promise." — DOC-01 §5.

The retail positioning line, used unchanged in public:

"The calmest way to live independently — without construction stress." — DOC-01 §13, DOC-03 §5.

Everything we put on a screen must ladder up to this. The psychological value stack is **Peace of Mind → Control → Mastery → Freedom → Status** (DOC-01 §6). Peace of mind is dominant. Status is last and quietest.

The brand essence — *Master Every Build. Effortlessly.* — is an **internal** mantra, not a tagline (DOC-01 §3). Do not put it on a video.

2. The story we're telling

Across every asset, we are dramatising one shift:

From the dread of building → to the calm of living in a home that's already resolved.

The viewer should not see construction. The viewer should see the **other side** of construction — the moment after the trades have left, the moment a kettle is on, the moment a door closes at night.

This is the Execution Hierarchy (DOC-01 §8), and it is **non-negotiable** on every cut:

Layer	Communicates	What it looks like on screen
1. Feeling	Peace of mind, calm, dignity	Stillness. Natural light. One subject.
2. Authority	This is already resolved	A single number or phrase on screen: <i>Delivered in 42 days.</i>
3. Proof	We have done this repeatedly	<i>Model used across 14 projects. Approved on first submission.</i>

If a cut has no authority signal, it fails the Brand Guardian gate (DOC-03 §8). Calm without authority feels weak. Authority without calm feels aggressive. We must show both. (DOC-01 §8.)

Active IDEA discipline. The Meta system rotates one of four permanent retail IDEAs every 30 days (DOC-01 §10, DOC-03 §5). For this production window, plan creative around all four so the system can deploy on rotation:

- **IDEA 1: "A home that asks less of you."** — Reduce decision fatigue. (Days 1–30.)
- **IDEA 2: "Everything is already resolved."** — Remove fear of hidden complexity. (Days 31–60.)
- **IDEA 3: "You know what happens next."** — Remove fear of the unknown. (Days 61–90.)
- **IDEA 4: "You can live sooner, with confidence."** — Affirm the decision; advocacy. (Background layer, post-sale.)

Each asset should map clearly to one IDEA. No asset should mix IDEAs.

3. Audience deep-dive

Ruach markets to a **mindset, not an age group** (DOC-01 §13). The doctrine forbids the words *retirees, seniors, elderly, downsizers, aged care, over-55s*. The official audience is **Independent Living Seekers** — people who value certainty, simplicity, and autonomy.

For creative direction we split that mindset into three working segments. All three should see themselves in the work.

SEGMENT A — THE PRE-RETIREE PLANNER (50–65)

- **Life context:** still working, possibly empty-nesting, looking 10–20 years ahead.

- **Fear:** ending up in a home that doesn't fit, being trapped mid-build, hidden costs, decisions they regret.
- **Desire:** a calm, finished home they can settle into without having to project-manage it.
- **Trigger to click:** *"a home designed for how you actually live"* — IDEA 1 territory.
- **Where they live in media:** Facebook Feed, Instagram Feed, less so Reels. Marketplace strongly.

SEGMENT B — THE REGIONAL / LIFESTYLE MOVER

- **Life context:** moving from city to coast or country. Couple or single. Wants quieter, more deliberate.
- **Fear:** moving somewhere remote and getting stuck waiting for trades, council, weather.
- **Desire:** a clear timeline, a beautiful settled home in a chosen location, no on-site stress.
- **Trigger to click:** *"enquiry to home in 42 days"* — IDEA 3 territory.
- **Where they live in media:** Instagram Reels, Facebook Feed. Marketplace as accelerant.

SEGMENT C — THE FAMILY-ADJACENT BUYER

- **Life context:** buying a second dwelling for a parent, an adult child, or co-locating family.
- **Fear:** the loved one feels managed or institutionalised; the build process drags on; quality is poor.
- **Desire:** dignity, independence, a home the loved one is proud of. Not "aged care."
- **Trigger to click:** *"everything is already included, every model is complete"* — IDEA 2 territory.
- **Where they live in media:** Facebook Feed, Stories. Adult children share to family chats.

Common thread. All three are not shopping for a building; they are shopping for the resolution of an anxiety. Our video answers the anxiety with calm.

4. Format-by-format guidance

4.1 THE HERO FILM (60–90S, 16:9 MASTER)

Purpose: evergreen brand piece for Feed, YouTube, sales follow-up, investor decks. Premium production.

Emotional arc (three beats):

1. **The implied weight (0–10s).** Not stated, just felt. A still kitchen at first light. A pause. *"Building shouldn't be stressful."* (No exclamation. No question.)
2. **The system resolves it (10–60s).** A sequence of calm moments showing a finished Ruach home being lived in. Each cut held 3–5s. Authority signal on a single, slow super at ~30s: *"Delivered in 42 days. Approved on first submission."*
3. **The settled close (60–90s).** A wide of the home from the street at dusk, lights on inside. The positioning line appears: *"The calmest way to live independently — without construction stress."*

CTA: *Send us a message.*

Money-shot moment. One frame, mid-film, the viewer will remember: light entering a room from two directions, soft shadows, a single piece of furniture, no person. The "one moment of stillness" from the Spatial Signature System (DOC-01 §11).

Hook discipline. First 1.5 seconds must be calming, not arresting. Ruach hooks by *lowering* the viewer's pulse, not raising it.

4.2 REELS / SHORTS (15–30S, 9:16)

Purpose: highest-frequency, lowest-CPM placement. Workhorse format.

- **Hook in 1.5s.** Sensory: door opening, kettle steam, light moving across a wall. Plus a single line of text: *"A home designed for how you actually live."* (Max 8 words. DOC-05 §2.)
- **No-sound first.** Assume sound off. Captions and a single text statement must carry the meaning.
- **One IDEA, one benefit.** If you have two ideas, you have two reels. (DOC-01 §9, "One benefit per execution.")
- **Cut pace:** sub-1s cuts permitted, but every frame must still feel composed. Calm at speed.
- **Close:** quiet wide + CTA *Send us a message.* No animated arrow, no pulsing button.
- **Variants.** Plan A/B per IDEA — same calm aesthetic, different opening sensory frame.

4.3 PRODUCT WALKTHROUGH (60–120S)

Purpose: mid-funnel — for people already curious. Lives on the website and inside WhatsApp follow-up.

- Walk through a **finished, lived-in** Ruach home. No empty showroom feel.
- Continuous-ish movement, not a real-estate walkthrough cliché. Stop at three or four "moments" — entry, kitchen, the moment of stillness, the deck.
- A single calm voiceover or supers tying each space to *one* IDEA at a time.
- **No spec overlays. No dimensions. No price.** The inclusions live in a one-page document; not on the film. (DOC-01 §12 visual mandate.)
- Authority signal woven in: *"Same inclusions across every model. Nothing left to figure out."*

4.4 MARKETPLACE ADS

Purpose: Marketplace audiences expect honesty and slightly looser polish than Feed. They scroll fast and trust *real*.

- Looser handheld OK. Less colour-graded. Still calm — never chaotic.
- Lead with the **home as a place**, not the brand. The Ruach logo is small, the home is the hero.
- A single price-anchored authority signal (e.g. *"Fixed price. No surprises."*) — but **no actual numbers**. We never put price on retail creative (DOC-01 §12 prohibits feature/price overlays).
- CTA *Learn More* or *Send Message*. Landing surface = WhatsApp.

- Plan one Marketplace-native cut per primary cut, treated as its own deliverable.

4.5 STORIES (9:16, EPHEMERAL)

- Vertical, conversational, slightly more candid.
- Single line of supered text. The viewer's thumb is the pacing tool — give them something to look at, not read.
- Tap-to-message sticker linked to WhatsApp.

4.6 TESTIMONIAL (45–90S)

- Real customer, lit naturally, speaking unscripted in their finished Ruach home.
- Do **not** ask them to perform. Sit them by a window with tea.
- Edit removes all "ums" and "you knows," keeps the breath.
- One sentence on screen at the close: the customer's own words about how it felt, e.g. *"We always knew what was happening next."* (DOC-03 §5, IDEA 3 proof expressions.)
- CTA *Send us a message.*

5. The Ruach Look

Cinematography, grade, type, music — the unmistakable surface.

Cinematography.

- Lenses: 35mm and 50mm primes. Occasional 85mm for portrait warmth. Avoid wide distortion (no 14mm interior gymnastics).
- Camera moves: slow. Locked-off where possible. Subtle dolly in or slider. No drone over construction. Drone permitted only for one calm establishing wide of a settled home in landscape ($\leq 4s$).
- Light: natural, soft. Bounce, don't blast. Morning and late afternoon are the windows. Overcast is fine. Avoid harsh midday and avoid any obviously cinematic Hollywood lighting setups.
- People (when shown): at ease. Not posing. Hands occupied with everyday things — a mug, a book, a door handle. Faces in soft 3/4. Never directly to camera unless it's a testimonial.

Colour grade.

- Warm neutrals. Slightly lifted blacks, gentle highlight roll-off. Skin warm but not orange.
- A consistent LUT across all assets — propose two looks (a *morning* and a *dusk* LUT) and commit.
- No teal-and-orange. No high-contrast crush. No greys-and-yellows real-estate filter.

Typography.

- One serif (e.g. a humanist serif like Source Serif or similar) for headlines.

- One sans (e.g. Inter / Söhne / similar) for supers and CTAs.
- White on a translucent dark panel, or near-black on warm cream. Title-case headlines, sentence-case bodies. No all-caps shouting.
- Single line, generous tracking, generous breathing room.

Music.

- Felt piano. Ambient strings. Low-key acoustic with brushed percussion. Tempo \leq 90 bpm.
- No vocals. No drops. No "uplifting corporate." No "tropical house."
- Doctrine is silent on a specific composer or library — recommend commissioning a single 60–90s bed with cut-down stems, or licensing one piece across the whole campaign so the brand acquires a sonic signature over time.

Sound design.

- Diegetic, generous. A kettle. Birds. Footfall on timber. Door close. Far-off traffic on a quiet street. Cicadas at dusk.
- Mix at a comfortable conversational level — Ruach is the brand that does not raise its voice.

6. Things to never do

The shortlist of property-developer / prefab-builder clichés that will fail Brand Guardian review (DOC-01 §9, §12; DOC-05 §2, §5):

- ❌ Drone hero-swoops over empty land with rising corporate strings.
- ❌ Time-lapse of a build site, cranes, panels being lifted, factory floor cutaways. (Factory is **prohibited** in retail — DOC-01 §12.)
- ❌ Hard hats, hi-vis, blueprints, set squares, "we build" voiceover.
- ❌ "Innovative." "Cutting-edge." "State-of-the-art." "Modular." "Prefab." "SIPs." "NCC." "QBCC." (All banned in retail — DOC-01 §9, DOC-05 §5.)
- ❌ "Limited spots." "Hurry." "Don't miss out." "Last chance." (Urgency is a banned category — DOC-01 §9.)
- ❌ Comparisons: *"the Tesla of prefab," "the Apple of housing."* Internal benchmarks only — never on screen (DOC-01 §16, DOC-05 §5).
- ❌ Exclamation marks. Anywhere. Captions, voiceover, supers, kickers. (DOC-01 §9, DOC-05 §2.)
- ❌ Questions in headlines. We are not asking; we are resolving.
- ❌ Specs and dimensions on retail imagery. Inclusions live on the inclusions page, not the film (DOC-01 §12).
- ❌ Staged-family-laughing-at-a-kitchen-island stock cliché.
- ❌ Loud music with vocals or drops.

- ❌ Multiple benefits in one ad. One IDEA, one benefit, one execution (DOC-01 §9; DOC-03 §11).
- ❌ "Showroom" or "display home" language — the term is **display experience** (DOC-01 §9).
- ❌ Age-based labels in voiceover or supers: *retirees, seniors, elderly, downsizers, aged care* (DOC-01 §9).

7. References & mood-board pointers

Doctrine is silent on specific film/director references — these are recommendations grounded in the doctrine's stated principles (calm, dignified, settled, light-led):

1. **Apple's "Designed by Apple in California"** film (2013) — long-form calm voiceover, dignified product reverence, no urgency.
2. **Muji's house films** — Japanese restraint, natural light, stillness, one moment per shot.
3. **Plain English Kitchens brand films** — finished interiors as the hero, no sales voice.
4. **The Modern House (UK) listings videos** — slow, observational, light-led, no music.
5. **Cereal Magazine video work** — composed, warm, contemplative.
6. **John Pawson's documented spaces** — light, void, single object, breathing room.
7. **Marvis (toothpaste) and Aesop ad work** — for the *tone of voice* on supers, the dignified product close.
8. **Volvo "A Million More" / "For Life"** — safety-without-fear messaging, doctrine-aligned (DOC-01 §16 explicitly benchmarks Volvo).
9. **Domain / realestate.com.au's worst tropes** — for the **don't** list. Aerial drone with strings, fast cuts of construction, "lifestyle" stock people. Mood-board these to show the crew what we are running *away from*.
10. **Local Brisbane natural-light work** — Brad to pull 2–3 reference stills of how Brisbane morning light hits Queensland timber and brick. The Ruach grade should anticipate that light.

A mood board should be assembled before pre-production with one row of "Ruach is" references and one row of "Ruach is not" references. The crew should see both.

8. Cross-check with current marketing infrastructure

For internal awareness (not for the crew):

- The Meta destination types now supported by Liam's wizard (`~/ruach-gtm/.../marketing/campaign`) include **DARE (Advantage+ Real Estate)** and **Shop Catalog Marketplace + Feed** as of PRs #210/#211 (2026-05-27). These benefit from short-form vertical video (Reels/Stories cuts) and Marketplace-native cuts — both already in this brief.
- CTA target is WhatsApp via Engage 1 Lead Form → `legal.ruach.io/privacy` (FT6 still pending Liam per `memory/2026-05-28-liam-yesterday-cross-check.md` §3). Creative is independent of that DNS/cert work — no creative changes needed if the CTA URL shifts.

- Brand Guardian Scorer runs an 8-criterion rubric pre-publish. Every cut must pass: idea integrity, emotional quality (calm in 3s), visual discipline, language discipline, authority signal present, doctrine compliance, channel fit, AI knowledge check. Build a 30-second internal review against this rubric into the edit phase **before** sending to media-buy.
- Production-state caveat: `meta_capi_enabled=false`, `meta_sandbox_mode=true` until Brad signs cutover (see `2026-05-23-meta-marketing-deviation-patch.md` §3 H1–H4). Creative timeline is independent of cutover — assets should be edit-ready and parked, ready to deploy the moment cutover lands.

9. The single test

Before any cut is released, three questions (DOC-05 §1):

1. Does this sound like a guide or a salesperson?
2. Would I feel calm watching this if I were anxious about building?
3. Is there a single word or frame I wouldn't put in a quiet conversation with someone I respect?

If the answer to any of these is wrong, re-edit. We do not ship loud, busy, or explanatory work.

If it sounds like a builder, it's wrong. If it sounds like a guide, it's right. — DOC-05 §1.

Filed by Jarvis. Read-only research, no DB writes. Doctrine citations are inline; doctrine is authoritative where this document and doctrine diverge (per v2.2 §3.2 §1). Where the doctrine is silent (music style, specific film references), this document marks recommendations as such.