CASE STUDY · FINAL STAGE POST HOUSE

ALOHACARE

Look 3, Legacy & Culture



2 × SILVER · TELLY AWARDS 2026

Color for Chamoy Creative

BRIEF

A CAMPAIGN ROOTED IN PLACE

AlohaCare’s campaign needed color that reflects the natural beauty of Hawaii and reinforces care, dignity and community.

The footage runs from interior clinic moments to sweeping landscapes. The look had to hold across all of it.

WARM AND ROOTED IN PLACE

From the June 2025 look presentation

DIRECTION · JUNE 2025

THREE LOOKS PITCHED

LOOK	INTENT	REFERENCE
1 · Sun-Kissed Documentary	Natural, warm, grounded	Kodak Vision3 250D, mild grain
2 · Aqua Clean Commercial	Health-forward, fresh	Fuji Eterna 3513 print emulation
3 · Legacy & Culture	**Heritage, tradition, pride**	**Push-processed Kodak 5207 (250D)**

AlohaCare selected Look 3. From it we derived two looks, shown on their own footage in August 2025 (“The Quads from Look 3”).

Source: look presentation, June 2025, and Look 3 pitch, August 2025.

HOW WE WORK

EVERY COLLABORATION HAS A DIRECTION

The process evolves as it is informed by its own progress.

CHALLENGE

WEATHER AND THE CLOCK

WEATHER

The shoot ran into troubling weather. Overcast shots needed a sunny day, and some skies needed help in the grade.

DEADLINES

A hard commercial delivery date, with review rounds built into the calendar and time left for the finishing house.

TOOLS FOR THE JOB

Atmospheric by Spectra, a custom DCTL built for this campaign, simulated a sunny day in the overcast shots.

CamarenaVision, a DCTL commissioned by Camarena Color, separated colors selectively.

WORK

TWO LOOKS DERIVED FROM LOOK 3

Shown on AlohaCare’s own footage, not on reference stills, so the client could choose on their own media.

THE FOUR PANELS

REC709 and LOGC3 · the footage before the looks

L2 and L3 · the two looks derived from Look 3



From “The Quads from Look 3”, August 2025.

CHALLENGE, ANSWERED

LAST-MINUTE SKY REPLACEMENT





The request: troubling weather during the shoot. Can you enhance the skies? **The answer:** we got you.

Frames from the Look 3 pitch, August 2025.

LOOK BOOK ANALYSIS

LOOK 3, IN TONE

LOOK 3 BOARD · 37 STILLS

Highlights read neutral in 22 of 37

Median brightness 43 IRE

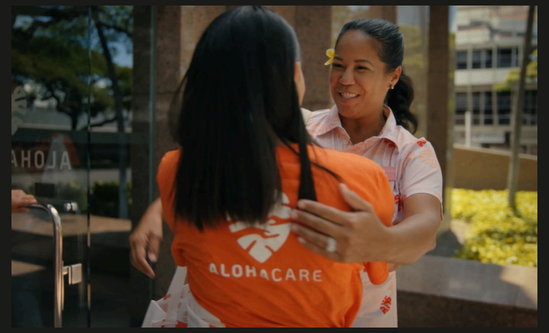
FINAL SPOT · 72 SECONDS

Highlights read amber in 42 of 72

Median brightness 33 IRE







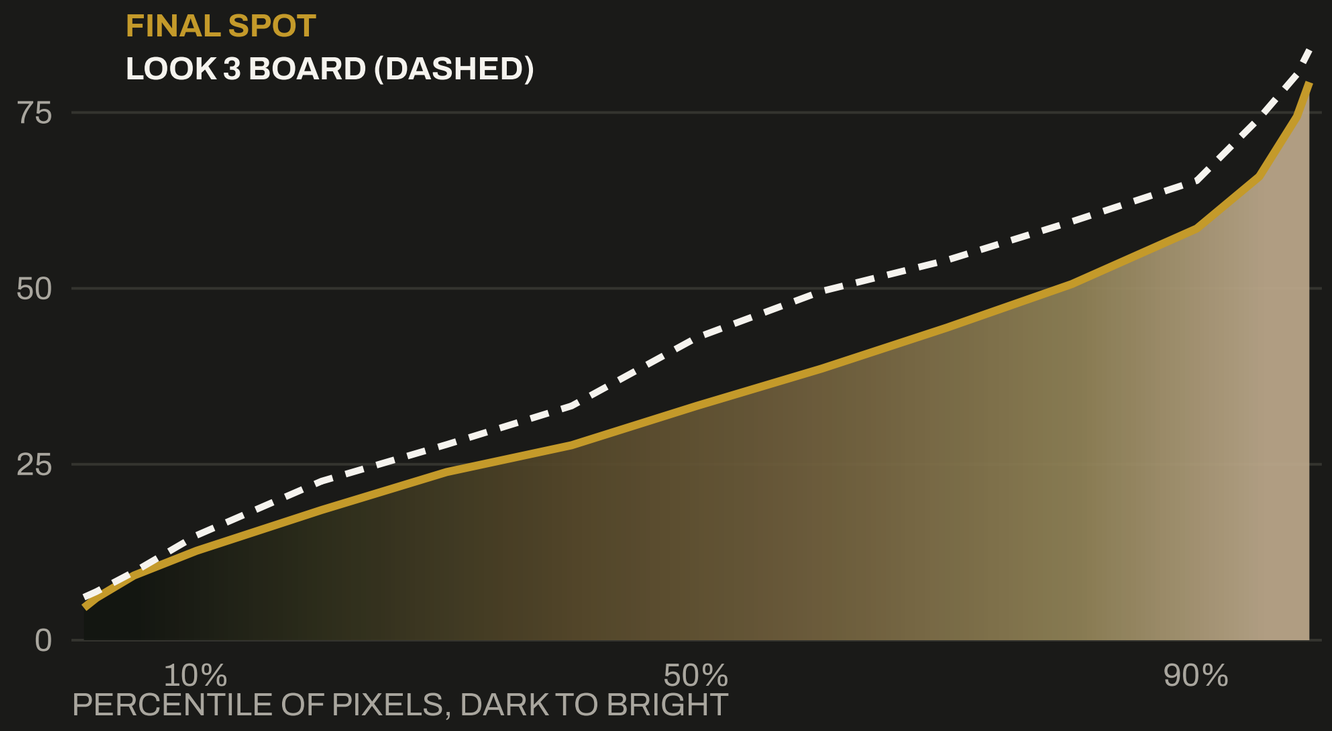


Average color of six tonal bands, darkest to brightest. Spot: one frame per second, end card left out.

LOOK BOOK ANALYSIS

THE TONE CURVE

The spot sits lower through the mids, median 33 IRE against 43, and spreads across more stops, 8.7 against 8.2.







Brightness in IRE at each percentile of pixels, median across frames: 37 board stills, 72 spot frames.

LOOK BOOK ANALYSIS

THE LOOK EVOLVED WITH THE PICTURE

8.7

Stops of contrast

The board reads 8.2.

69 OF 72

Frames that read warm

The board has 19 of 37.

72 OF 72

Frames with a clean skin line

The board has 29 of 37.



Look Book analysis. Spot: 72 one-second frames, end card left out. Board: 37 stills.

RESULT · 47TH ANNUAL TELLY AWARDS, 2026

TWO 2026 SILVER TELLY WINS













People’s Telly Silver (General-Local TV) · Silver (Local TV, General-Insurance)

RESULT · THE TELLY AWARDS

PEOPLE'S TELLY 2026

Your Health in Caring Hands



ENGRAVED ON THE TROPHY

AlohaCare

Chamoy Creative

Final Stage Post House

CLOSE

THANK YOU

ROLE	CREDIT
Client	AlohaCare
Agency	Chamoy Creative
Production company	Sight & Sound Productions
Edit	Encima Media
Color	Final Stage Post House
Awards	People’s Telly Silver, General-Local TV, 2026
	Silver, Local TV – General-Insurance, 2026