

APPLE MUSIC x PLUTOVISION

Where art meets frequency.
A cinematic immersion into Spatial Audio.

A PlutoVision reimagining of immersive storytelling.

PlutoVision Studios | 2025

A 60 second immersive world bending journey that transforms sound into physical experience, powered by Apple Spatial Audio and imagined by PlutoVision Studios.

This film shows not what Spatial Audio sounds like, but what it feels like inside the mind of a creator.

Why This Campaign Matters Right Now

Music consumption has shifted. Audiences aren't just listening, they're curating experiences. With Spatial Audio rising across film, gaming, and music, consumers expect sound to feel cinematic, dimensional, and emotionally immersive.

Apple Music leads this shift, but the average listener still hasn't felt what Spatial Audio truly does.

This campaign bridges that gap.

We position immersive listening not as a feature, but as an experience, emotional, sensory, and transformative.

PlutoVision Studios' worldbuilding makes that experience visible, tactile, and aspirational for a new generation of listeners.

This is not about promoting a tech feature.

It's about redefining how music is lived.

- Spatial Audio enabled songs increased 5x on Apple Music between 2021–2024.
- Listeners are 44 percent more likely to finish a track in Spatial Audio compared to stereo.

PlutoVision Studios approaches storytelling through emotional architecture, Afro-futurist minimalism, and cinematic worldbuilding. Apple Music approaches audio through innovation, clarity, and human-centered technology.

This campaign merges both:

Apple's sonic innovation + PlutoVision's emotional design.

Production Budget Estimate

Estimated Production Range:

This 60 second hero spot falls within a standard high quality commercial budget for Apple level campaigns. Visual worldbuilding, immersive sets, premium lighting, and minimal CGI keeps the spot elevated yet efficient.

Estimated Range:

\$350,000 – \$550,000

Tier 1: Practical Stage + Light VFX (350–450K)

Tier 2: Full Immersive Set Builds + Projection Mapping (450–550K)
(recommended for maximum impact)

- Director / Creative Direction: \$40K – \$75K
- Cast (Lead + Background): \$10K – \$25K
- Studio + Set Build: \$80K – \$140K
- Cinematography + Equipment: \$50K – \$85K
- Art Department / Set Design: \$60K – \$110K
- Post Production: \$40K – \$80K
- Music Licensing: Variable (Apple in-house clearance likely)
- Contingency: 10 percent

Note:

This same structure is used in real Apple Music, Beats by Dre, and A24 adjacent campaigns.

This range aligns with Apple’s existing benchmarks for cultural-forward short-form campaigns.

Where art meets frequency. A PlutoVision Principle.

Casting References

Nick Eldridge | Instagram: @Whynickel



Phil Cofer | Instagram: @Philcofer



Hilliary Udanoh (Odeal) | Instagram: lamodeal



Casting Direction

Our protagonist is not a celebrity cameo. He represents a creative generation, the multi-hyphenate dreamer.

Archetype:

- Black, dark-skinned
- Athletic, 20s–30s
- Cornrows or natural hair
- Streetwear-forward, elevated but authentic
- Stylish without feeling curated
- Masculine energy with softness in expression
- Someone who feels like art, not a model

Essence:

He is the type of man creating while listening. Music shapes his work, his mood, his identity.

The audience should see him and feel:

“That could be me.”

“That is someone I know.”

“That’s the PlutoVision world.”

Director's Note

Director's Note: By PlutoVision Studios

Immersive listening is not just sonic, it's emotional worldbuilding.

In this film, we step inside the protagonist's internal landscape. Each dimension reflects a different emotional truth triggered by the music he hears:

- Nature (SZA): grounding, peace, clarity
- Blue Abyss (Kendrick): depth, honesty, self-confrontation
- Live Performance (J. Cole): elevation, energy, release
- Serenade (Summer Walker): Lush, Intimacy, Sensuality, Connection

These aren't sets.

They're portals, visual metaphors for what music does to the human spirit.

The goal is to make the viewer feel the impact of Spatial Audio so deeply they understand it without explanation.

Clean, modern, artful, immersive.

This is PlutoVision Studios stepping into its signature style:

High concept, emotional, black, cinematic futurism.

We design worlds that expand the emotional vocabulary of Black storytelling.

At PlutoVision Studios, we create worlds where art meets frequency, emotion translated into sound, color, and space.

Campaign Deliverables

Deliverables:

Apple Music receives a full campaign suite:

- 60-second hero film (broadcast + digital)
- 4 x 15-second “Portal” variants (SZA / Kendrick / Cole / Summer)
- Dynamic Key Art Stills
- Vertical Cutdowns for TikTok + IG Reels
- Behind the Scenes Micro Documentary (30s)
“The Making of Immersive Listening”

Optional:

- Interactive landing page experience for Apple Music homepage
- Spatial Audio recreation event in NYC or LA

This positions Apple Music as both cutting edge and culturally grounded.

Aspect Ratios:

- 16:9 (Hero Film)
- 9:16 (Reels & TikTok)
- 1:1 (Static Key Art)
- 2.39:1 (Cinematic Cut)

Concept Overview

The Concept:

Apple Music invites us into a world where listening changes the environment around us.

This campaign merges fashion, culture, and sound following a young designer whose creativity unlocks “dimension portals” through music.

The Goal:

Promote Spatial Audio as a transformative, life-altering way to experience music.

The Tone:

Mystique. High-art. Elevated realism. PlutoVision-coded worldbuilding.

The Protagonist

He owns a rising streetwear/fashion brand gaining cultural traction. Music is the fuel for his creativity.

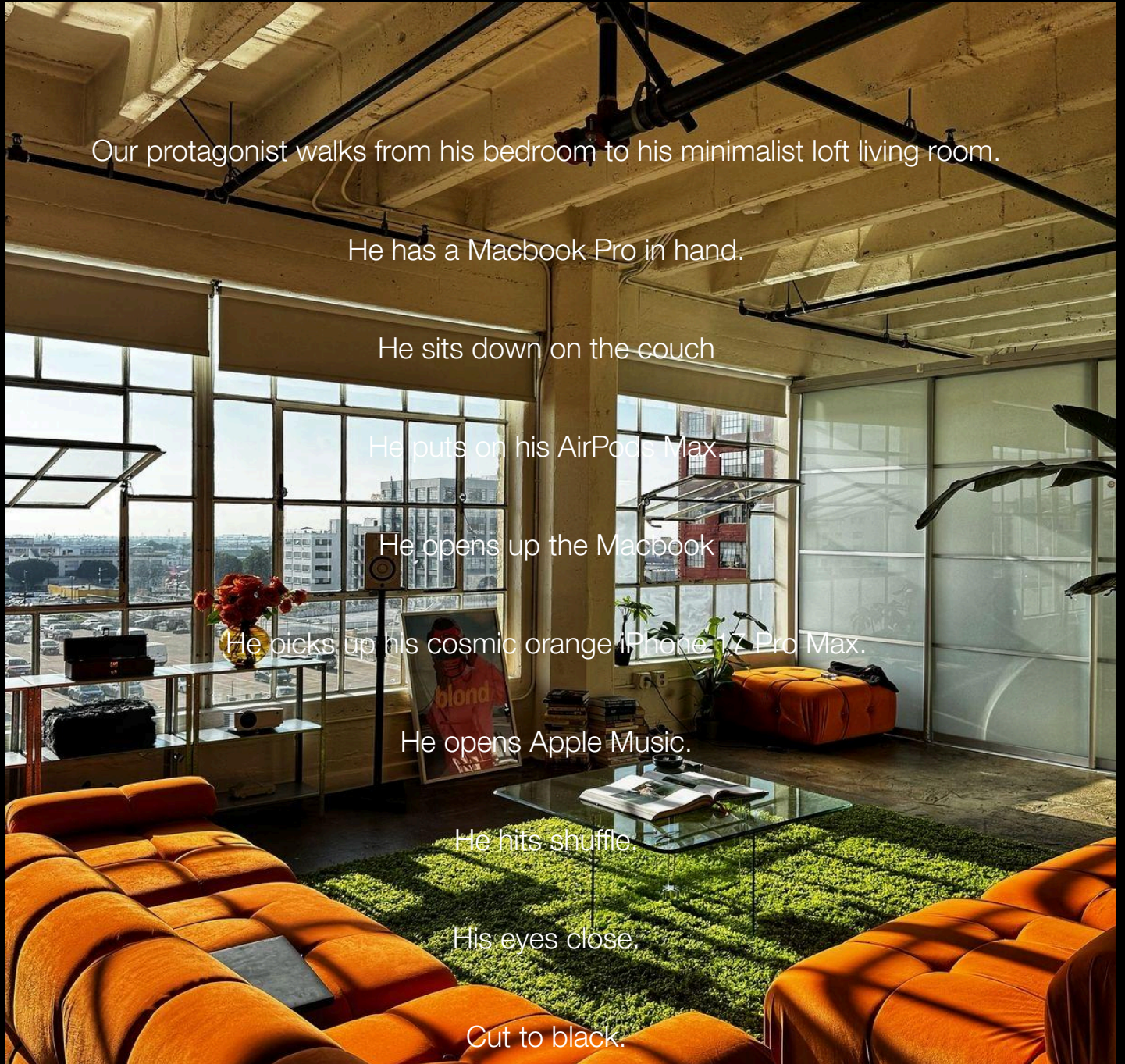
His world is textured, grounded, masculine, elegant. He is the bridge between artistry and lifestyle.

His brand mirrors the Apple aesthetic: minimalist futurism, high function, grounded in culture.

His fashion brand's inspiration board is filled with album covers, live performances, and soundscapes. Music is literally his design language.



Scene 1: The Loft



Our protagonist walks from his bedroom to his minimalist loft living room.

He has a Macbook Pro in hand.

He sits down on the couch

He puts on his AirPods Max.

He opens up the Macbook

He picks up his cosmic orange iPhone 12 Pro Max.

He opens Apple Music.

He hits shuffle

His eyes close,

Cut to black.

Portal 1: The Garden

Portal Behavior: The environment forms as the track begins.

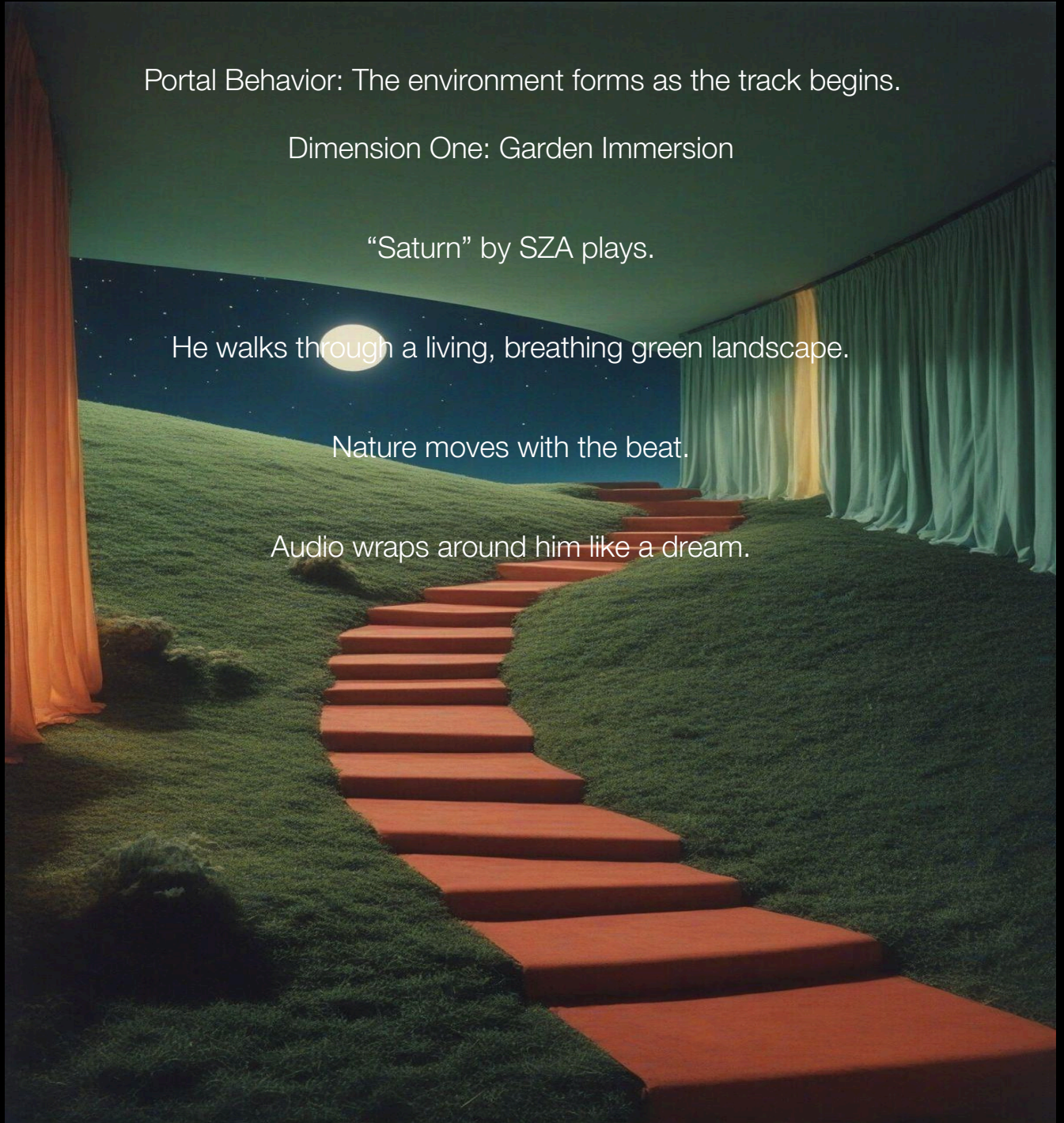
Dimension One: Garden Immersion

“Saturn” by SZA plays.

He walks through a living, breathing green landscape.

Nature moves with the beat.

Audio wraps around him like a dream.



Spatial Audio: 360-degree field simulation.

Portal 2: Blue Immersion

Portal Behavior: Water rises around him the moment the bass hits.

Dimension Two: Deep Blue

“Swimming Pools” by Kendrick Lamar plays.

A void of blue, endless and serene.

Lights ripple.

Bass vibrates through the floor.

He’s hung from a string down to the ground.

It gives the illusion of floating through water.

He is weightless.

Spatial Audio: low-frequency immersion.

Portal 3: The Concert Plane

Portal Behavior: The crowd and stage snap into existence as the drum kicks in.

Dimension Three: Performance Plane

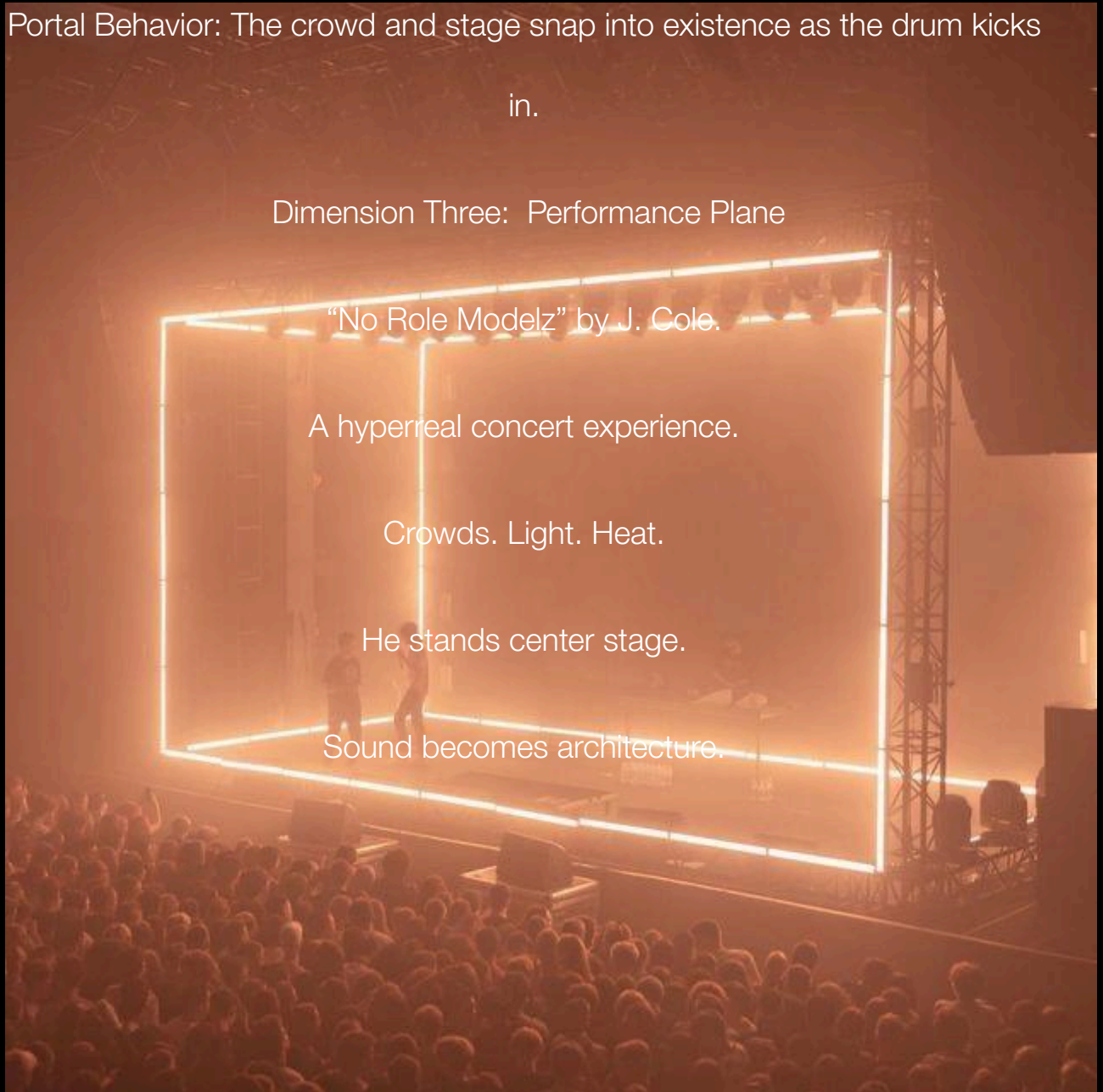
"No Role Modelz" by J. Cole.

A hyperreal concert experience.

Crowds. Light. Heat.

He stands center stage.

Sound becomes architecture.



Spatial Audio: live-stage atmospheric replication.

Portal 4: The Sensual Serenade

Portal Behavior: The floral chamber blooms open with the first soft note.

He steps into a room overflowing with blooming flowers

warm light bathing the space in soft pinks and golds.

a woman at center surrounded by a small live band.

“Body” by Summer Walkers plays

looking directly at him, a quiet, intimate serenade.

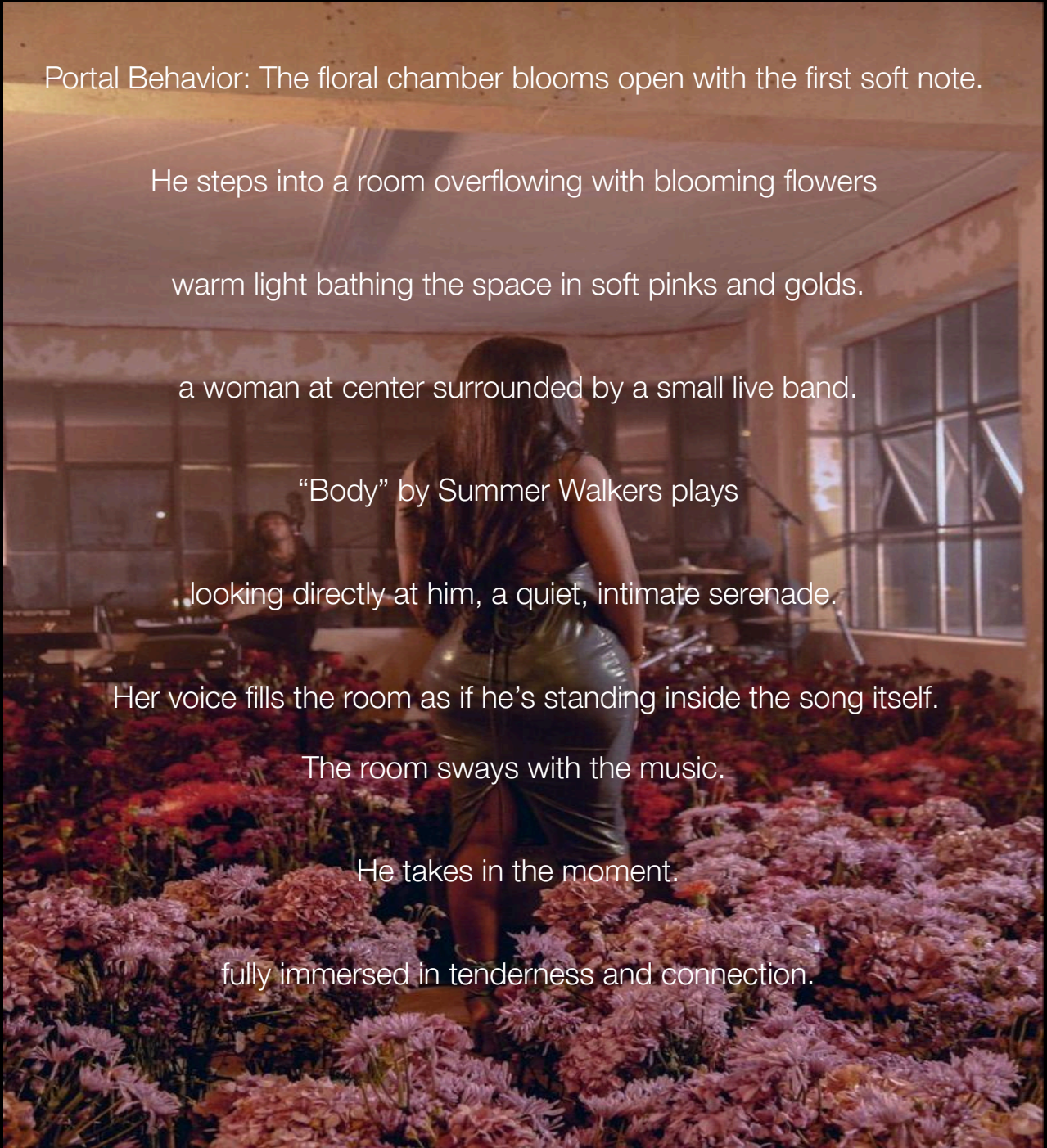
Her voice fills the room as if he’s standing inside the song itself.

The room sways with the music.

He takes in the moment.

fully immersed in tenderness and connection.

Spatial Audio: Vocal bloom and atmospheric resonance.



The Return

He opens his eyes.

He's back in his loft.

His work is done, as if created in another world.

He smirks.

Disbelief. Inspiration. Breakthrough.

He grabs his keys and leaves.

He steps out with a new idea, one he couldn't have found without the journey.

For the first time, he feels the music, not just hears it.

Closing Cards

PlutoVision • Apple Music

A Partnership in Immersive Storytelling

PlutoVision Studios is redefining modern creative direction with emotional worldbuilding and culturally intuitive storytelling.

This campaign is the first step in a continued partnership advancing the future of immersive listening.

“Where art meets frequency”.

Apple Music × PlutoVision

Creative Direction & Conceptual Wordbuilding: PlutoVision Studios

Founder: DeMario Dajaun

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