



PRESS KIT · 2026

KAIRO & SÉLA

HIT YOUR MARK

A MUSIC VIDEO BY GABRIEL BRIEN

Pop hip hop · 2 min 25 · Every frame generated with AI

ABOUT THE FILM

NO CAMERA. NO ACTORS. NO SET.

A pop-rap duo hits its mark on a film shoot that never stops changing sets.

Hit Your Mark is a 2 min 25 music video for a fictional pop hip hop duo, Kairo & Séla. The song takes its title from what a director tells an actor: stand exactly here, at exactly this moment. The film follows that idea from start to finish. It opens inside a photographer's lens and ends in the director's chair, on the word that ends every shoot.

Every frame was generated with AI. The artists, the four sets, the supporting characters and every camera move were designed for this film and directed shot by shot.

2:25

RUNTIME

4

SETS

8

LOOKS FOR THE DUO

0

CAMERAS

TITLE	Hit Your Mark
ARTISTS	Kairo & Séla (fictional duo created for the film)
DIRECTOR	Gabriel Brien
PRODUCTION	Crimson Spark Agency, Montreal, Canada
GENRE	Music video · pop hip hop · surreal
RUNTIME	2 min 25
LANGUAGE	English
FORMAT	16:9, 1080p, 24 fps, stereo · vertical 9:16 version available
COMPLETED	October 2026
TECHNIQUE	Fully AI-generated, human-directed

SYNOPSIS

FOUR IMPOSSIBLE SETS. ONE SHOOT.

The clip opens inside a photographer's lens. Kairo raps on an upside-down soundstage, furniture fixed to the ceiling and a cloud raining indoors, while Séla rises from a puddle under the flashes of a photographer with a giant mustache.

Verse two moves to a luxury pool, where Kairo's bodyguards, a crocodile and a shark, end up fighting over an olive while Séla lounges under a rain of gold coins. At the circus, Kairo enters on an elephant, Séla rides a tiger, caged dancers move in sync, and the director himself steps into frame to shake Kairo's hand.

The bridge plays out in a room built from old televisions, ruled by a TV-head man, every screen showing Séla. At the end, the cast freezes and the director, in his chair, calls "Cut."



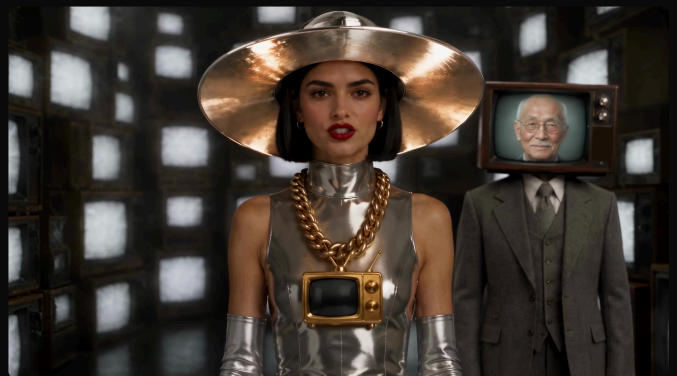
THE UPSIDE-DOWN STUDIO



THE POOL • CROC & SHARK



THE CIRCUS



THE TV ROOM

SOMEONE STILL DECIDES WHERE EVERYONE STANDS

Every music video is a shoot, so I wanted to make one about the shoot itself.

"Hit Your Mark" is what a director tells an actor: stand exactly here, at exactly this moment, and deliver. The song carries that idea, and the film follows it. It opens inside a photographer's lens and ends in the director's chair, on the word every shoot ends with.

Kairo and Séla don't exist. Neither do the upside-down soundstage, the pool with its crocodile and shark, the circus or the room built from old televisions. Every frame was generated. That freedom is what drew me in: no location to book, no permit, no budget limit on what a set can be. If I could imagine a cloud raining indoors, it could be in the shot.

Freedom alone doesn't make a film. What made it work was treating it like a real production. I designed every character and every look before the first shot. I mapped the song line by line, because lip sync either lands on the beat or breaks the illusion. I wrote camera moves for every shot and asked for nothing traditional. Then I reviewed it shot by shot, over four versions, until each one hit its mark.

I put myself in it twice: a handshake with Kairo at the circus, and the final "Cut." It's my way of saying that someone is behind the camera, even when there is no camera.

THE TOOLS HAVE CHANGED. THE JOB HASN'T.

GABRIEL BRIEN, DIRECTOR



THE DIRECTOR'S CAMEO: A HANDSHAKE WITH KAIRO AT THE CIRCUS

THE DIRECTOR

GABRIEL BRIEN



DIRECTOR • FOUNDER, CRIMSON SPARK

Canadian filmmaker from Montreal, creative director and founder of Crimson Spark Agency, working where cinema, music and generative AI meet.

He comes from a mixed background in technology, business and creative production, and he makes films outside the traditional studio system. His work asks what independent creators can build when emerging tools replace the crews, sets and budgets a production once needed.

With *Hit Your Mark*, his first music video, Brien directs a fictional pop-rap duo across four impossible sets. He directed it like a real shoot: a reference sheet for every character, a song mapped line by line, camera moves written for each shot, and a shot-by-shot review over four versions. He also appears in the film, shaking hands with the rapper at the circus and calling the final "Cut."

Through Crimson Spark, he develops original films, music videos and commercial productions with human-directed generative workflows, focused on cinematic language, visual storytelling and character.

His previous film, *Last One*, is the first film of the Lolly series.

THE TECHNOLOGY IS THE INSTRUMENT. THE INTENTION, THE RHYTHM AND THE PERFORMANCE ARE DIRECTED BY A PERSON.

THE CAST

Every character was designed before the first shot, with one reference sheet per look. Kairo and Séla change outfits in every set: eight looks in total, each built around one signature piece.



KAIRO • THE RAPPER



KAIRO • CIRCUS LOOK



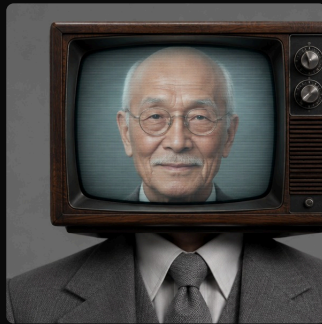
SÉLA • THE VOICE



SÉLA • TV ROOM LOOK



THE PHOTOGRAPHER



THE TV-HEAD MAN



THE BODYGUARDS



THE DIRECTOR (CAMEO)



SÉLA

The hook singer. Pearl seashell updo in the studio, liquid gold at the pool, crimson platform boots at the circus, a satellite-dish hat in the TV room.



KAIRO

The rapper. Lilac fur and crimson glasses in the studio, a lightning flat-top at the pool, a giant leopard top hat at the circus, a silver space suit in the TV room.

DIRECTED LIKE A REAL SHOOT

01 THE CONCEPT

A song about hitting your mark, so a video about the shoot itself: from the photographer's lens to the director's chair.

02 FOUR SETS

One set per part of the song: an upside-down studio, a pool, a circus and a room built from old televisions.

03 REFERENCE SHEETS FIRST

Every character and every look approved before the first shot, so the faces stay the same from shot to shot and set to set.

04 THE SONG, MAPPED

Vocals isolated and every line timed to the fraction of a second before generating anything. Lip sync lives or dies on that.

05 THE LIP-SYNC RULE

Three sung moments per verse and chorus, beginning, middle and end. Close-up, five seconds max, mouth closed until the voice starts. Everything in between is story.

06 DISRUPTIVE CAMERA

Nothing traditional: a camera strapped to the rapper, a trapeze swing, a crane rising from the floor, a dive through a wine glass, a speed ramp from a TV screen to full body.

07 SHOT-BY-SHOT REVIEW

Four versions. Each one reviewed shot by shot with written notes, and the next version answered them one by one. Version four was approved as is.

08 THE FINISH

Color grade, 35 mm grain, a REC viewfinder on the intro, sound design, and the director's own voice for the last word.

PRESS MATERIALS



8 STILLS AVAILABLE IN 1920×1080 · © CRIMSON SPARK AGENCY

CREDITS

DIRECTED BY	Gabriel Brien
PRODUCTION	Crimson Spark Agency
ARTISTS	Kairo & Séla
SONG	"Hit Your Mark", original song written for the film
CAMEO	Gabriel Brien as the director

AVAILABLE ON REQUEST

FILM	1080p master with sound · download link on request
TEASER	30 s, vertical 9:16
MAKING-OF	"How this was made", 16:9 and 9:16
IMAGES	8 stills, character sheets, logo
INTERVIEWS	English or French



PRESS & SCREENING REQUESTS

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