

*Visual development
at the early stage,
before production
happens.*

*Roque Studio develops animatics
and visual sequences for agencies,
producers and directors –
working at the early stage of
advertising and film production.*

We move across illustration, photoreal AI imagery and motion,
choosing the right technique for each project.

Our role is to bring structure, rhythm and clarity to ideas
before they reach production.

01

Animatic

Brief-driven sequences for advertising and film, from rough cuts to refined animatics ready for client review.

02

Visual Development

World-building, palette and atmosphere studies that define how a project looks before production starts.

03

Storyboard

Frame-by-frame breakdowns translating scripts into visual language for directors and agencies.

04

Concept Frames

Single-image hero shots used in pitches, treatments and creative reviews.

05

Photoreal AI Imagery

Cinematic still imagery built with controlled AI workflows, tuned to match the visual language of each brief.

06

Director's Treatments

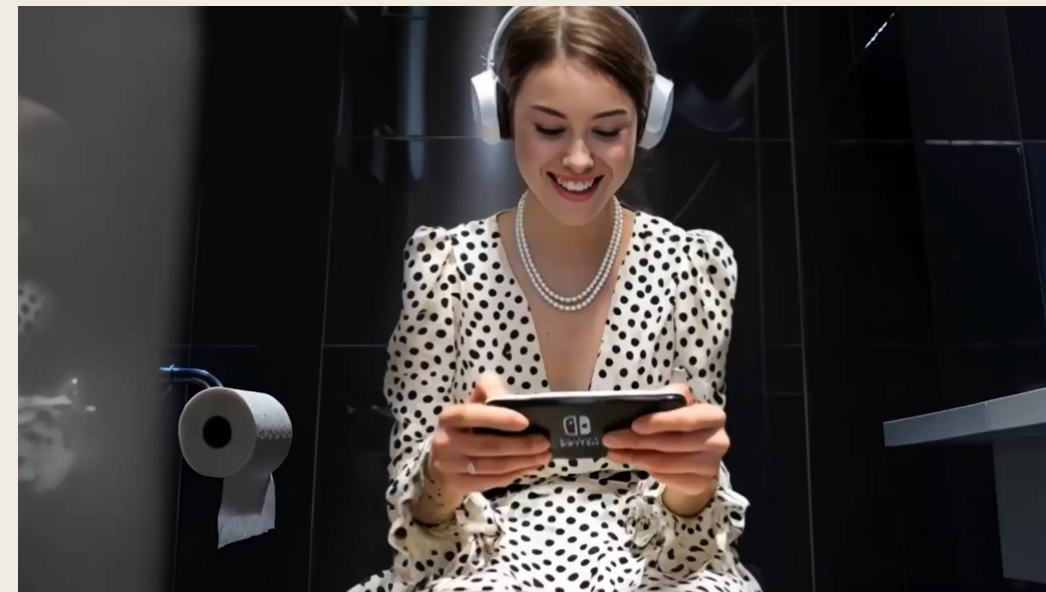
Visual responses to briefs, prepared for directors and agencies.

Recent collaborations.



Spididol

VML · VISUAL DEVELOPMENT



WCnet

VML · ANIMATIC



Tigullio

HEREZIE · ANIMATIC



Barilla

PUBLICIS · ANIMATIC

Spididol.

Three-stage visual development for the Spididol campaign:
pencil sketch — painted frame — final animation.



PENCIL



PAINTED



ANIMATION

The technique predates the tool — sequence work, hand-driven and refined.

*AI imagery,
used with
discipline.*

We treat AI as a directing tool,
not a generator. Each frame is grounded
in the brief, in the brand language,
in the visual logic of the work.



A N I M A T I C F R A M E



SPIRITS



INSURANCE



BEVERAGES



CONFECTIONERY



PRESERVES



DAIRY

– C L I E N T S

Twenty-six years.

Selected work, across agencies and brands.

Coca-Cola · BMW · Amazon · Nintendo · Honda · Nissan · Heineken · McDonald's · Burger King · Lindt · Lavazza · Ferrero Rocher · Kinder · Nutella · Pocket Coffee · Barilla · Bauli · Galbani Vallelata · Algida · Nescafé · Segafredo ·
Twinings · Carte d'Or · Fratelli Beretta · Pizza Regina · Cameo · Fonzies · Mr. Day · Saikebon · Lion · Fruit Joy · Parmalat · Indesit · Finish · Franke · Kraft · Carrefour · COOP · Eurospin · Sky · Vodafone · Wind · Mediaset · Mondadori ·
Unicredit · Fininvest · Fiat · Vespa · Citroen · Peugeot · Suzuki · Subito · Nastro Azzurro · Campari · Havana Club · Bacardi · Jägermeister · Tuborg · Star · Tigullio · Crodino · Spididol · Yovis · Tantum Verde · Gas · Unipol

A G E N C I E S

BBDO · Havas · Herezie · JWT · Leo Burnett · McCann · Ogilvy · Publicis · TBWA · VML

How we work.

01

Brief Reading

We start by understanding what the project needs visually, not just what it says.

02

Visual Development

We build the world frame by frame: palette, atmosphere, ritmo. We test, we cut, we refine.

03

Delivery

Animatic, storyboard or treatment — ready to use as reference for production or pitch.

We're hired before the camera rolls.

Roque Studio works at the moment when ideas need form, before they reach production. The earlier we're involved, the more we can shape the visual logic of the work.

ROQUE STUDIO

STUDIO

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Tenerife · Canary Islands

Working internationally

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Founders & Visual Direction