

# [re]Brand the Bible:

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Disruption, Storytelling, Guerrilla Marketing

## [re]SESSION 5

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# PHASE II: IDENTITY

**Act I:** Brainstorm

**Act II:** Concept, Direction, Voice, Logo

**Act III:** Moodboard

**Act IV:** Teamwork, Homework

**ACT V:** Guest Introduction



# ACT I: Brainstorm





## **PHASE I: DISCOVERY**

/research, brand audit, competitor research, target persona, swat analysis/

## **PHASE II: IDENTITY**

vision, tone of voice, logo, colors, brand book

## **PHASE III: CONTENT**

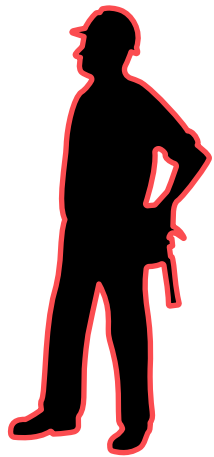
Photo, video, animation, installations, events, disruption

## **PHASE IV: LAUNCH**

Strategy, pre-launch, launch, carrying momentum

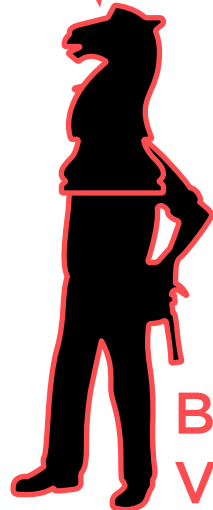
I'm Great  
in bed!

“майстор съм си”



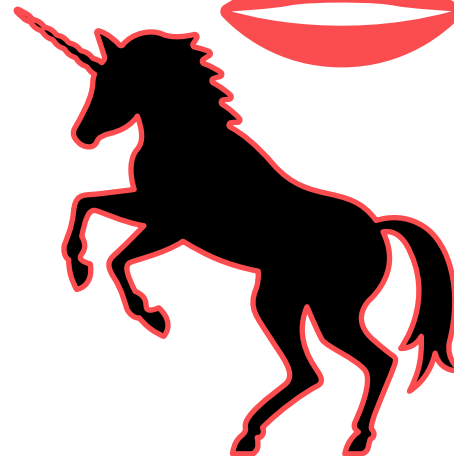
Marketing

I'm A  
**STUD!** I'll  
**RAVEGE**  
**YOU,**  
**babe!!**



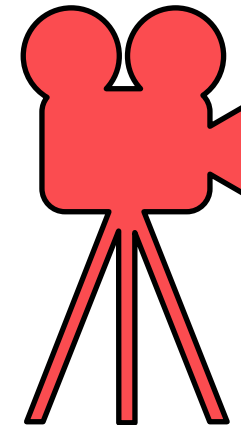
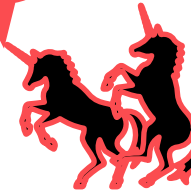
Brand  
Voice

His horn is  
magic!



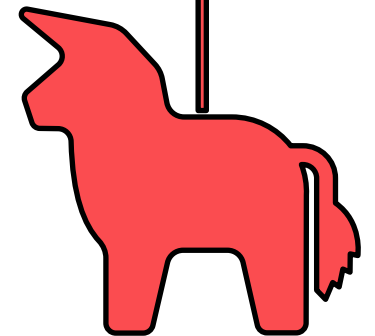
PR

Oh! No!  
It LEAKED!



Disruption

Howdy. I'm Your  
**PLEASURE**  
**DOLL/BOT!**



Guerrilla

# LOYALTY

recognisable, sustainable, brand religion

## aakashha keywords

**noir**  
**contemporary**  
**minimal**  
**luxury**  
**bold**

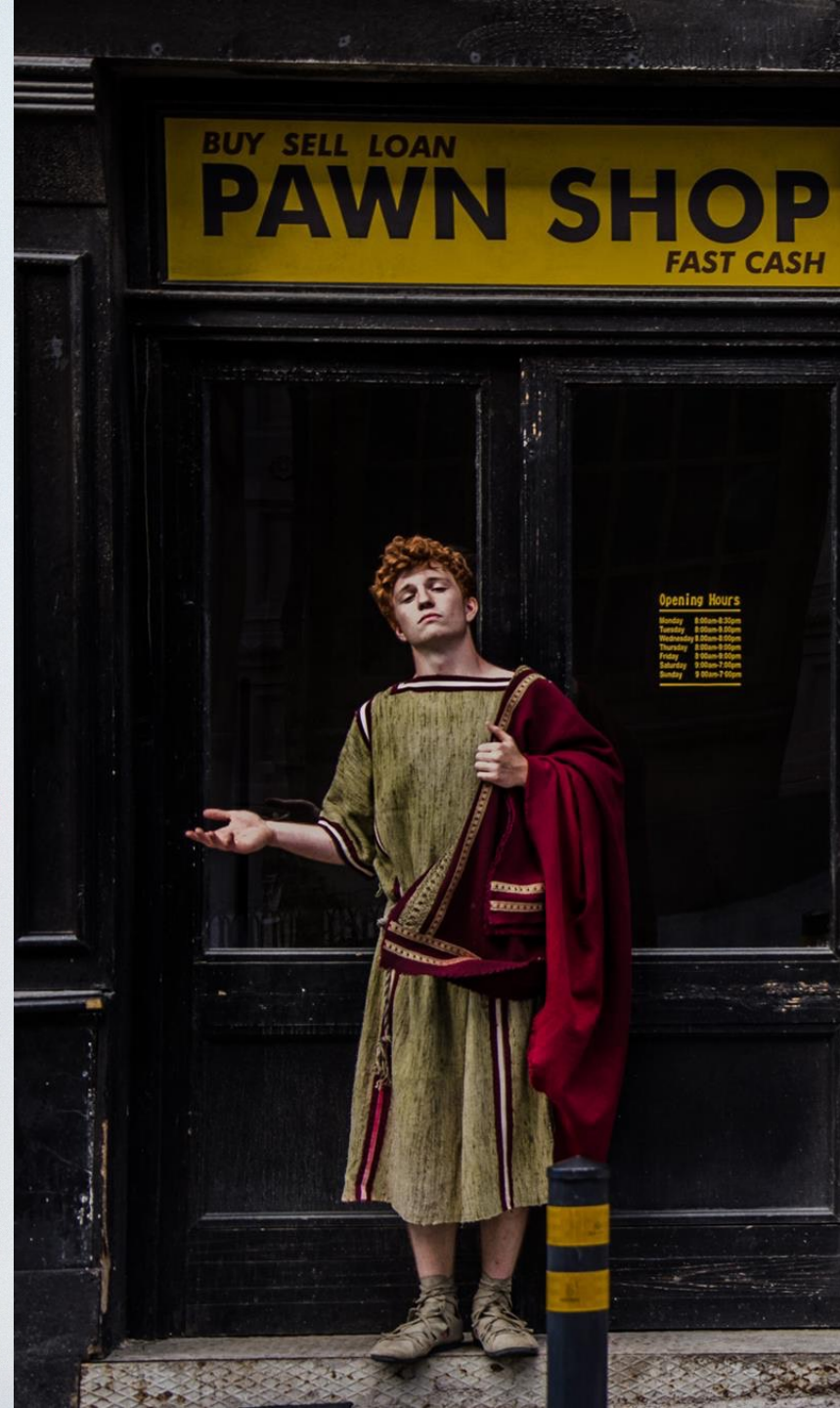


## **ACT II:** Direction, Looks, Voice





# aakash model look



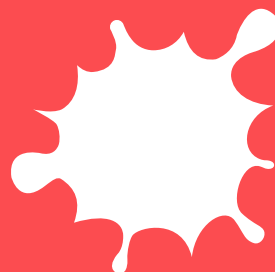


# aakash model look

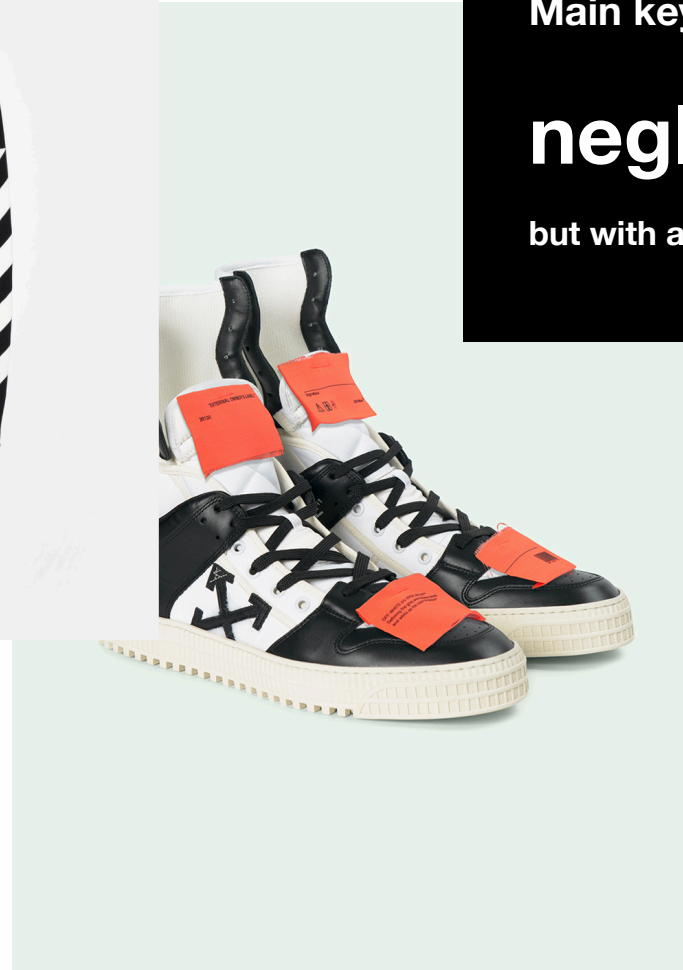




## ACT III: Moodboard







Main keywords and overall feeling

**negligent** bold **punk** 90's feel  
but with a modern twist **contemporary**

Off-White™





Main keywords and overall feeling

**contemporary** futuristic  
**high fashion** black and white **minimal**



2019

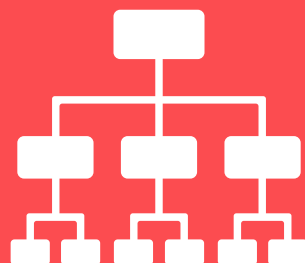
alexander wang





REMIX

C<sup>Q</sup>REATIVE



## ACT IV: Teamwork, Homework



# HOMework ASSIGNMENT:

- + Begin construction of brand identity
- + Submit concept summary [200 words max]

## **ACT V:** Mount a Unicorn - Guest Star Mentor

MEET YOUR  
**GUEST STAR**  
**MENTORS**



# MEET YOUR **GUEST STAR MENTORS**





Instagram: **toochkoff**

Facebook: **Vasil Tuchkov**

email: **tuchkov@studiorubik.com**



# Questions

Raised by Wolves  
BANKSY: Exit Through the Gift-shop  
Tobias Wolf - Bullet in the Brain [short-story & cinema]  
What We Do in the Shadows  
Irreversible  
True Detective  
Matchpoint  
Sandman  
The Cement Garden  
Lovecraft  
Jeff Vandermeer: Annihilation  
Excercise in Style - Raymond Quinau

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