

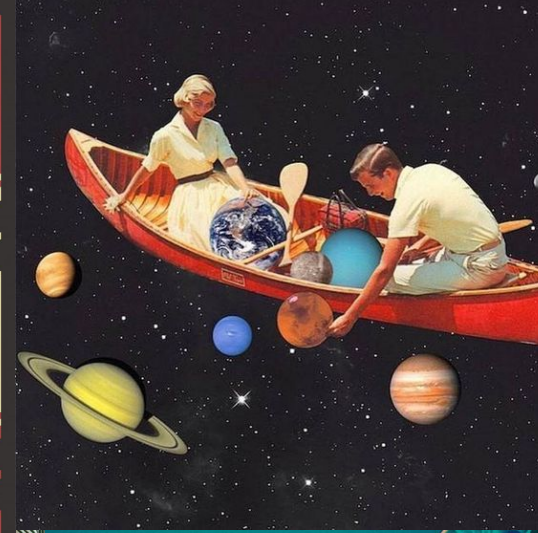
CHIARA OLDANO

Marketer Troi

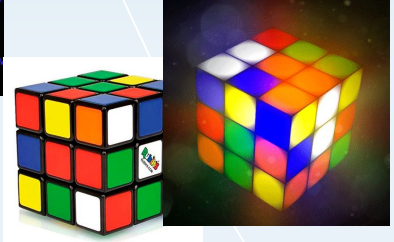
Brand Identity and Iconography



Retro Moodboard



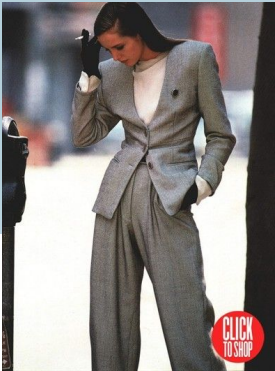
Retro Moodboard



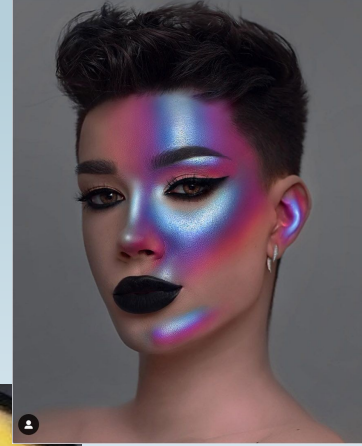
Futuristic Moodboard



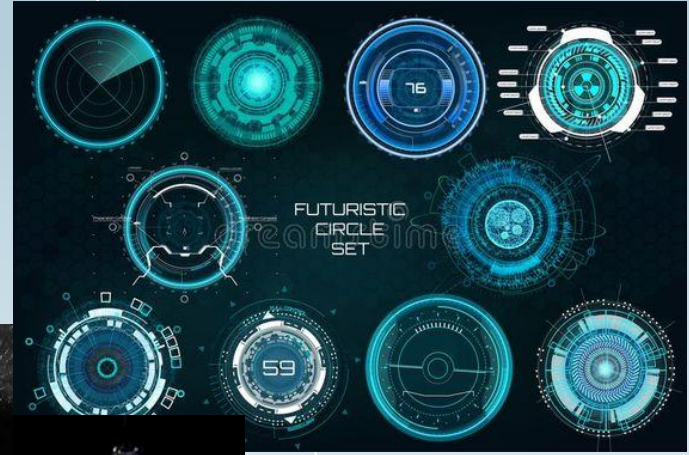
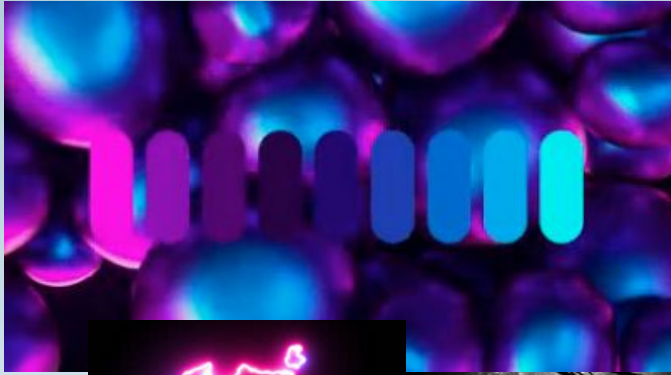
Looks

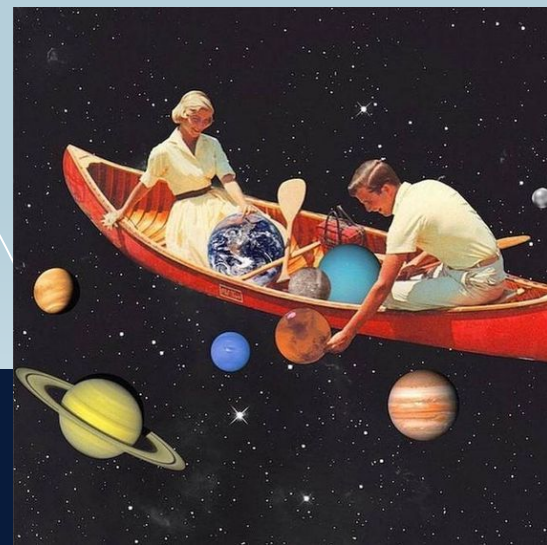


Makeup



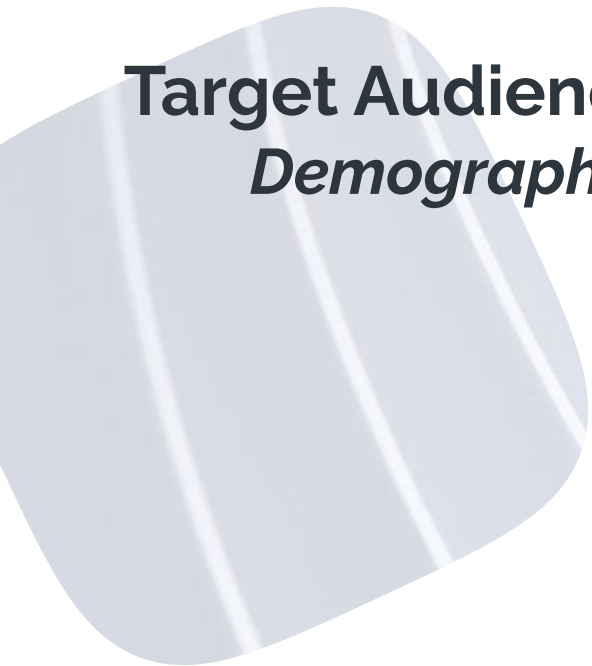
Brand Identity and Iconography





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Girls dancing
on futuristic
planets in 80's
clothing



Target Audience: ***Demographics***

- Young 18-25
- Young 18-25
- English, French, Italian ++
- Men & Women

Target Audience: *Psychographics*

- Want to learn courage
- Want to pursue their dream

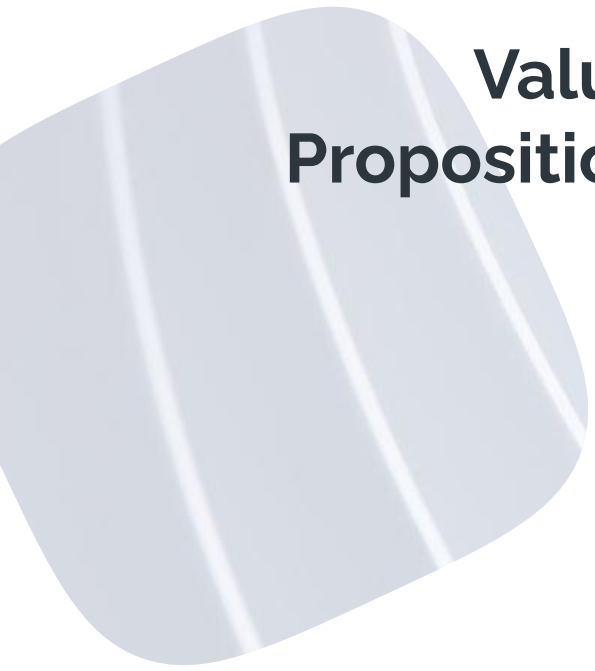
Who: Young men and women

What: Inspiring courage and joy

When: People are feeling discouraged.
Need motivation

Where: Streaming Platforms and Youtube

Why: To help bring people happiness
and reach their goals and dreams



Value Proposition

To inspired young men and women from the UK, France, Italy and around the world who struggle with making their dreams come true, who lack courage and motivation and need some positivity and encouragement.