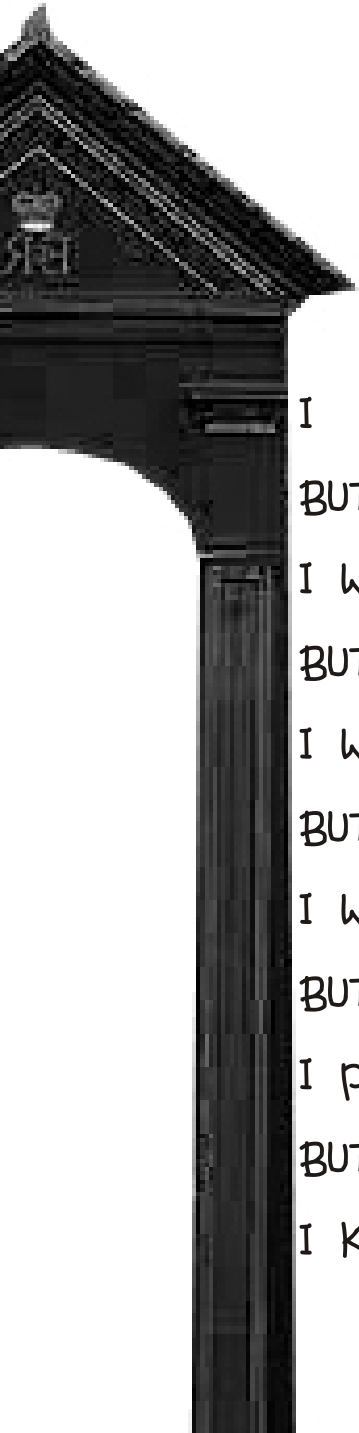




I KILLED THE  LEAN





I WAS LOYAL,
BUT NOT HAPPY,
I WAS DISCIPLINED,
BUT RIDIGULED,
I WAS PATIENT,
BUT ANONYMOUS,
I WAS STILL,
BUT THE WORLD MOVED ON,
I PLEDGED,
BUT I SUFFERED,
I KILLED..... AND NOW, I AM LIBERATED





CONSUMER PROFILE:

GEOGRAPHICAL REGION: INDIA

CITY SIZE: URBAN, METROPOLITAN

AGE GROUP: 12 TO 25 YEARS

GENDER: MALE AND FEMALE BOTH

EDUCATION: STUDENTS IN HIGH SCHOOL OR COLLEGE, HIGHLY QUALIFIED AND SKILLED

OCCUPATION: STUDENTS OR YOUNG PROFESSIONALS

EARNINGS: MOSTLY DEPENDENTS BUT WITH ENOUGH MONEY AT THEIR DISPOSAL TO BUY AT THEIR WHIM AND FANCY.

ATTITUDE: SPORTY, HUMOROUS, NAUGHTY, WITTY, COURAGEOUS, FUN LOVING, ABSOLUTELY LIBERAL AND DESPISES THE RIGIDITY IN SOCIETY, NON-CONFORMIST.

PERSONALITY: CARE FREE, CONFIDENT, CASUAL, FUNNY, 'OUT OF THE OBVIOUS'





MESSAGE AND OBJECTIVE OF THE BRAND:

DON'T TAKE YOUR LIFE TOO SERIOUSLY, YOU WILL DIE ANYWAY !.....
THE IDEA OF THE BRAND IS TO CAPTURE THE SPONTANEITY AND FIND
HUMOR IN INAPPROPRIATE SITUATIONS.
REBEL AGAINST SOPHISTICATION AND ORDERLY BEHAVIOR.
A SATIRE ON THE WAY OF LIFE





CONCEPT OF THE BRAND:

IRONY

THE BRAND CONCEPT IS IRONY, TO:

CONFORMITY

ORDER

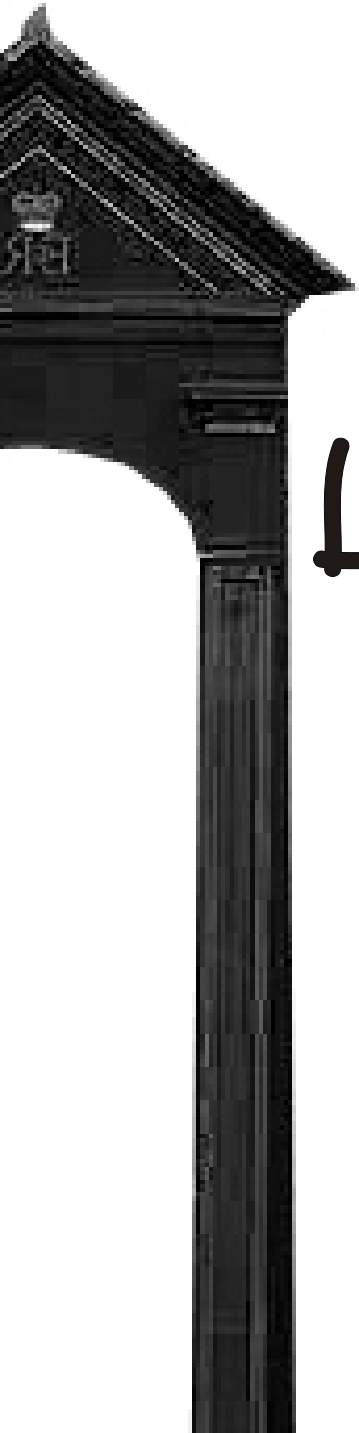
SOPHISTICATION

CONTEMPORARY

METICULOUS

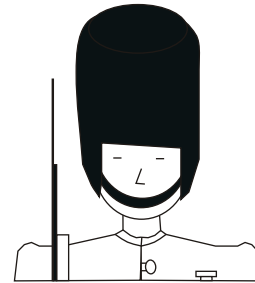
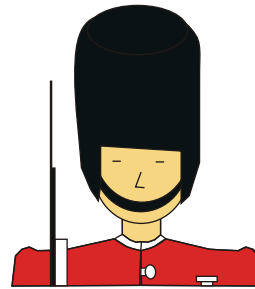
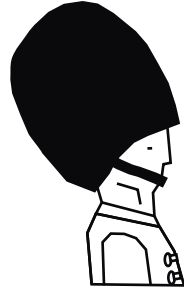
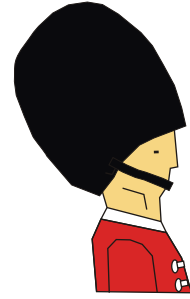
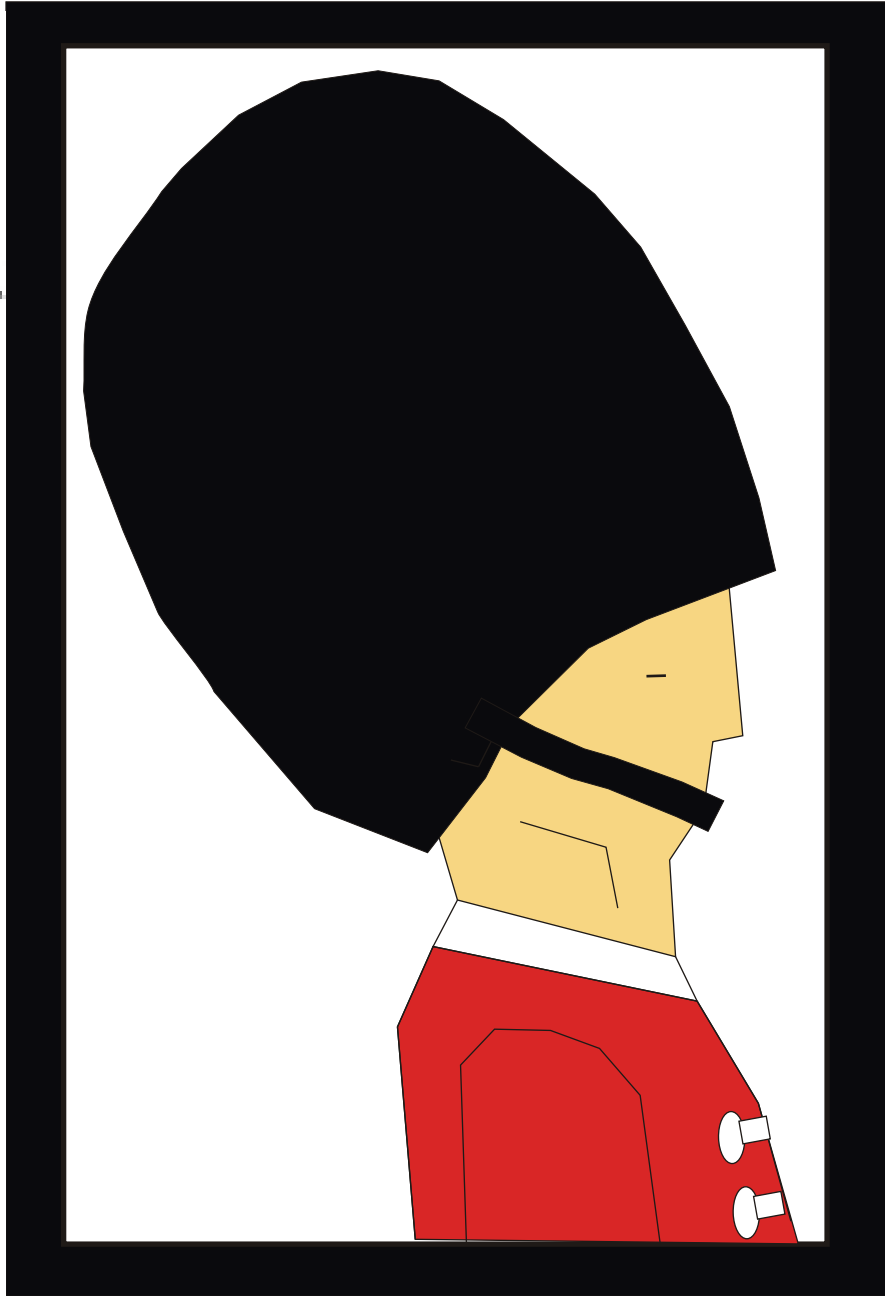
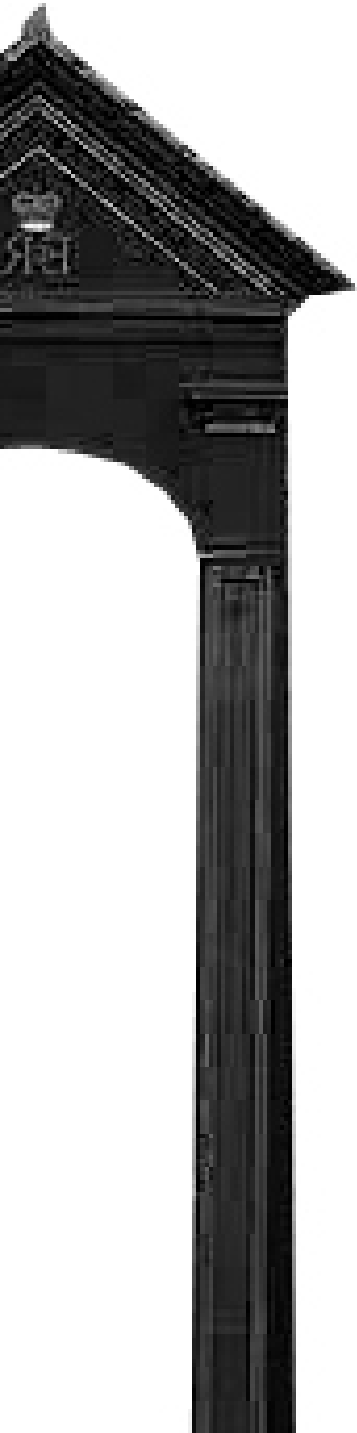
IT THRIVES ON 'OUT OF PLACE' SCENARIOS WHICH ARE EXTREMELY INAPPROPRIATE AND RANDOM THAT CAUSE EMBARRASSMENT.

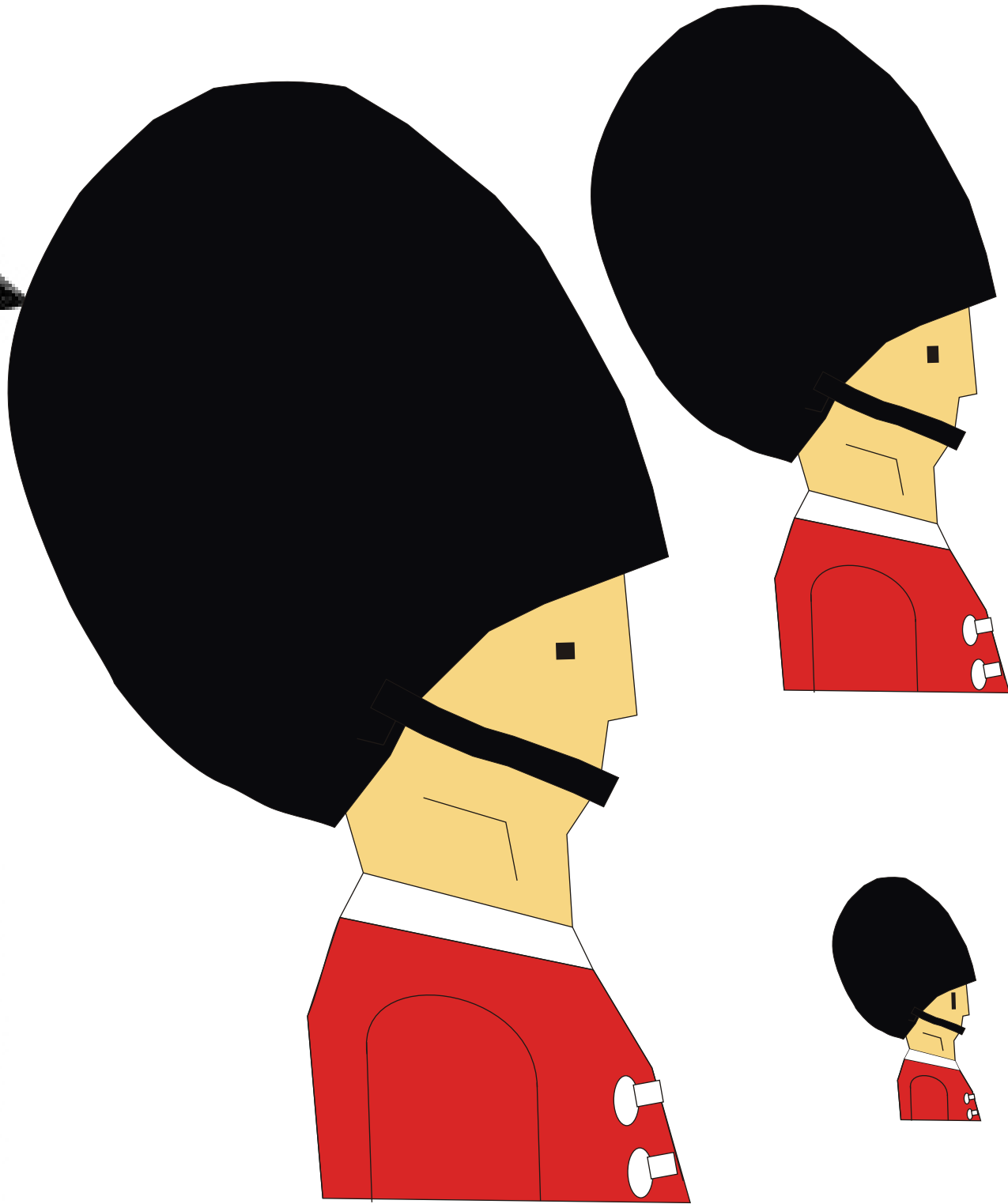




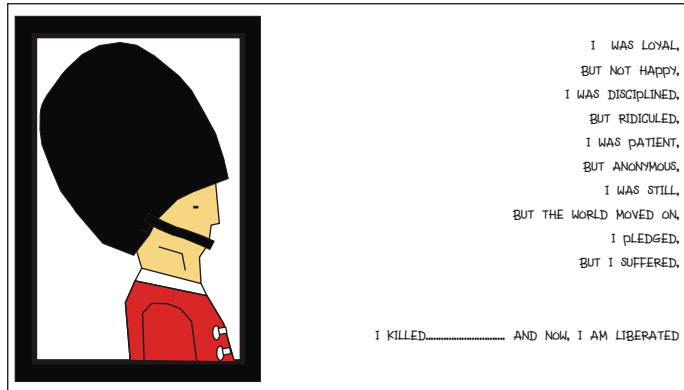
LOGOS



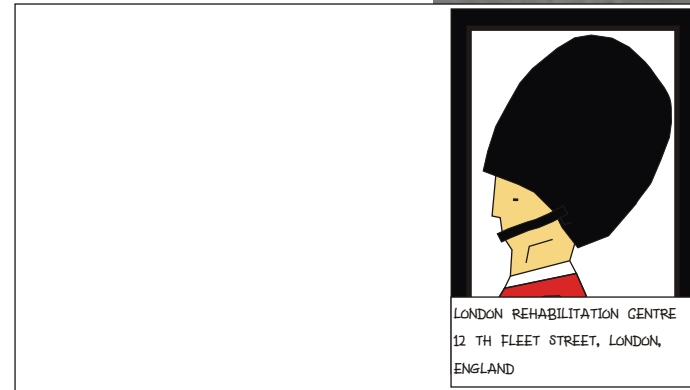




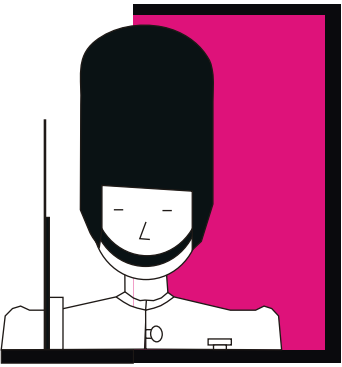
OFFICE STATIONERY



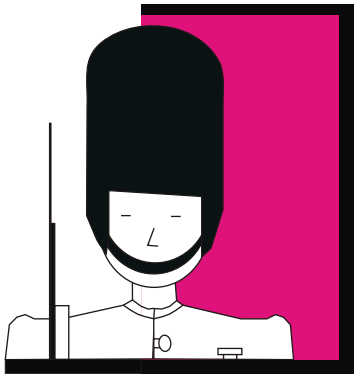
FRONT



BACK



I KILLED THE  LEEN

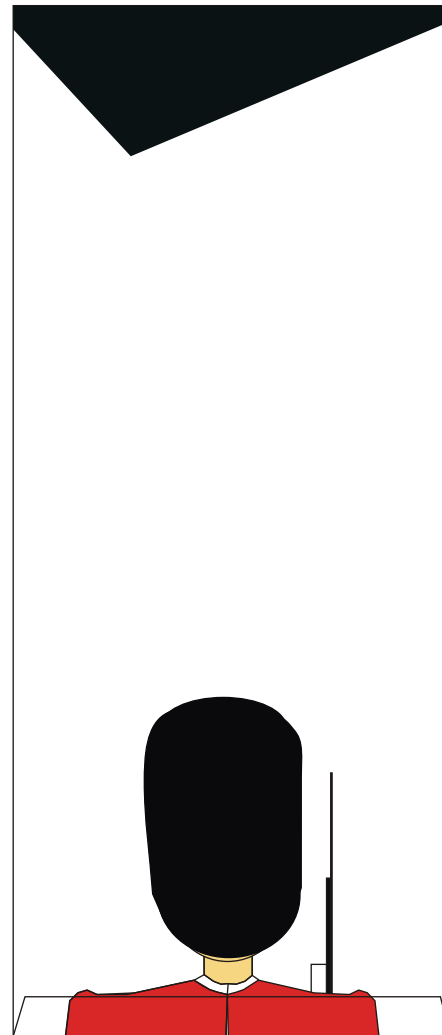


I KILLED THE  LEAD

BUSINESS ENVELOPE



FRONT



BACK



LABEL TAG

