

Rebranding of our Studio (SlayGency):

Research Questions:

How to fix our brand identity?


How to make our mission?

First Phase:

While our group was working on the name Beyond, we received feedback from Dirk and Amer. They mentioned that our goal was unclear, and our brand identity was weak and not very obvious. Based on their suggestions, we decided to work on rebranding. Additionally, they pointed out that our mission was not clear, so we agreed as a group that rebranding would help us better communicate our vision.


Feedpulse Checkpoint:

Checkpoint 5 Talk with Dirk and Amer 19-02-2025



Candemir, Tamer T.T. 14 days ago

Today, we showed Dirk and Amer our work. They said the requirements for a branding project were met but we were lacking some brand identity. Our mission was not clear and to the point enough, it was too broad. That is why our logo was very simple and did not speak to the target audience. They suggested taking a step back and define our core values and mission well before proceeding. We are planning to consider a rebranding with a valid mission that suits our core values. We will design new mood boards and combine them into one to make sure everyone is on the same page. And possibly think of a new name that goes well with the identity.



Describe what goes well according to your teacher, what you should pay more attention to and what is your next step to achieve the learning outcomes...

Post feedback

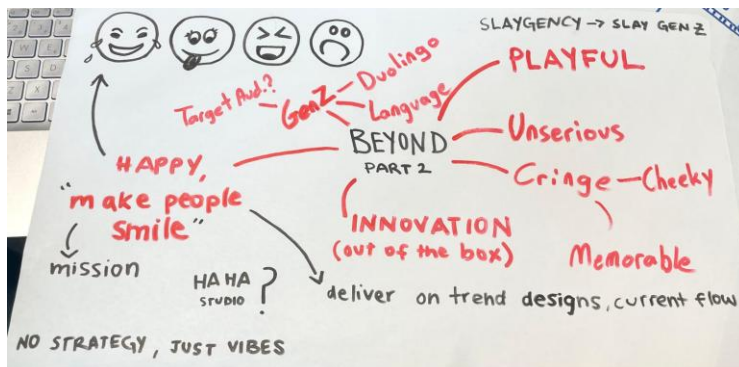
Second phase:

After the feedback we received, we started brainstorming ideas for our rebranding. We wanted something that really speaks to Gen Z and helps us define a clear mission for our group.

During our brainstorming, Tamer and I came up with the name **SlayGency** — a fun mix of **Slay Agency** and **Slay Gen Z**. We felt this name fits us perfectly, so we decided to go with it.

Based on the name, we also created our mission:

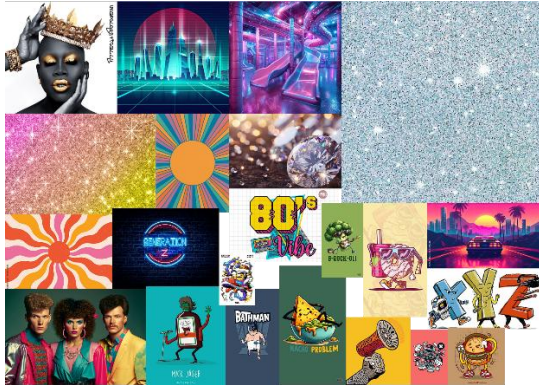
*“We craft experiences that make **people laugh, connect, and remember**. We believe in the power of bold creativity, internet culture (gen z), and unapologetic fun to turn brands into something people genuinely vibe with. No corporate stuff, no soulless marketing—just real, cheeky, and unforgettable storytelling.”*



1Brainstorming

Third phase:

So after that we brainstormed I started to work on a mood board for gen-z and fun and joyfulness. And after each of us made a mood board we combined a mood board together and have created a cool mood board from our own mood boards.



2 Kourosh's Mood board

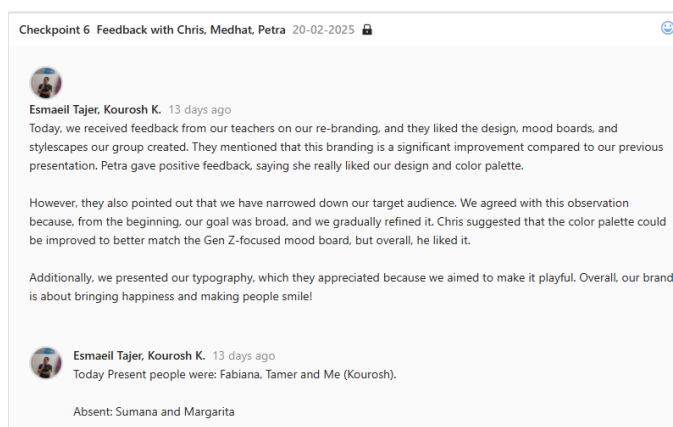


3 Main Mood board

Forth phase:

After creating and finalizing the mood board as a group, we developed a stylescape that will serve as a foundation for our brand guide. As a team, we received feedback on all aspects of our rebranding work.

Feedback from Chris, Medhat and Petra:



4 stylescapes

Reflection:

After going through this rebranding process, I gained valuable insights into how to create and deliver value to a brand. I also learned how to define a mission for an agency (brand) and how to successfully rebrand both a brand and a studio.