

# Research Methods (CMD):

1. Focus Group
2. Pitch
3. Peer Review
4. Ideation
5. Sketching
6. Mood Board
7. Benchmark Creation

## Overview of the Research's that I have used in the project:

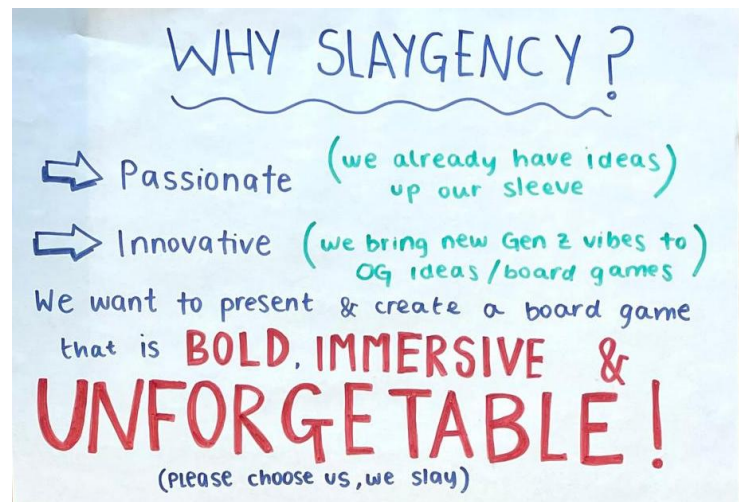
As a group, we started working on our branding and creating a strong brand guide. I also researched different studios and agencies with similar concepts or for inspiration, such as [Stuurman](#). While doing this research, our team developed several ideations, both before and after rebranding. Initially, we explored different ideas, including Beyond and SlayGency. However, after receiving peer feedback and feedback from teachers, we decided to refine our concept and focus on SlayGency.

To give our brand a clear direction, we chose Gen Z as our target audience and we rebranded. We then started working on the brand guide by creating different mood boards and sketching logo ideas in Figma. Throughout the process, we peer-reviewed our mood boards, refined them, and developed a final stylescape.

For the presentation, I pitched our brand guide and showcased the final branding concept.

Proof's





Today, we showed Dirk and Anne 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.



Today, we received feedback from our teachers on our re-branding, and they liked the design, mood boards, and stylescapes our group created. They mentioned that this branding is a significant improvement compared to our previous presentation. Petra gave positive feedback, saying she really liked our design and color palette.

Additionally, we presented our typography, which they appreciated because we aimed to make it playful. Overall, our brand is about bringing happiness and making people smile!



Absent: Sumana and Margarita



Today, Amer visited our group for an update. We talked about our rebranding, which is almost finished—only the brand guide still needs to be completed, and we want to finish it soon.

Overall, Amer was happy with our group and liked our progress.

Absent: Sumana and Margarita



I presented the brand guide to the entire class, covering key elements such as brand values, mission statement, logo, logo variations, colors, typography, graphics, and image usage. I explained each part in detail, showcasing the design and concept behind it.

From my classmates, I received feedback. One person mentioned that the logo is nice but could be improved, while another appreciated the brand name, highlighting how it brings a sense of fun and resonates with a Gen Z vibe.



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