

CREATIVE PRESENTATION

HVISK



CAMILA VESTH



## Initial Thoughts - **Hvisk**

An invitation to open creative dialogues

- An overview of how I communicate
- Exploration of initial **HVISK** creative & marketing thoughts
- Brainstorming on possible opportunities & white space storytelling

# Content

1

A First Glance  
Low hanging fruits

2

Sustainability  
Expansion

3

Brand Element Storytelling  
Our points of view

4

Shining Stars  
Markeds Research - Examples

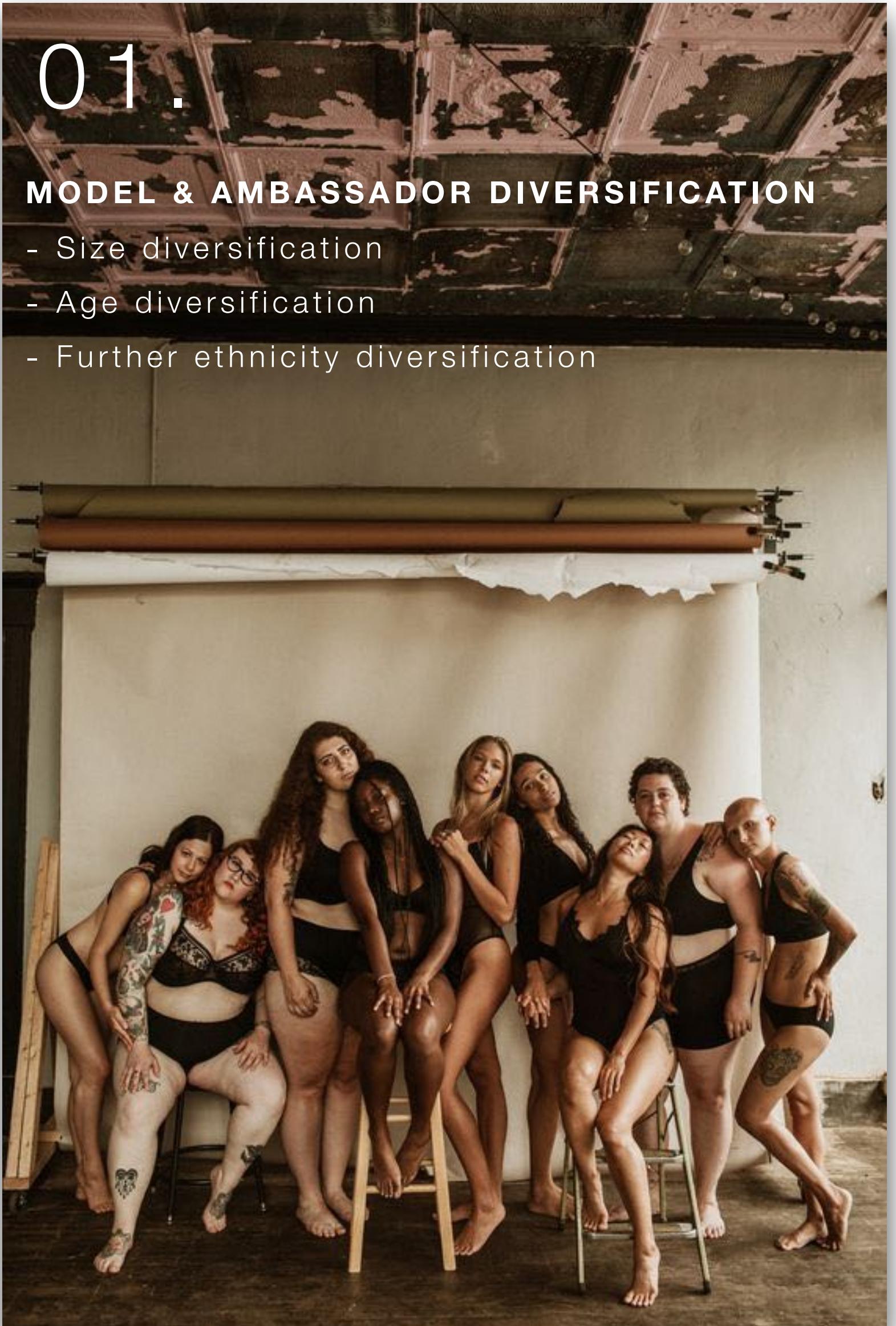


**A FIRST GLANCE**  
*Low hanging fruits...*

HVISK

# Brainstorm Elements

(Med fare for at det allerede er diskuteret og løst :)



01.

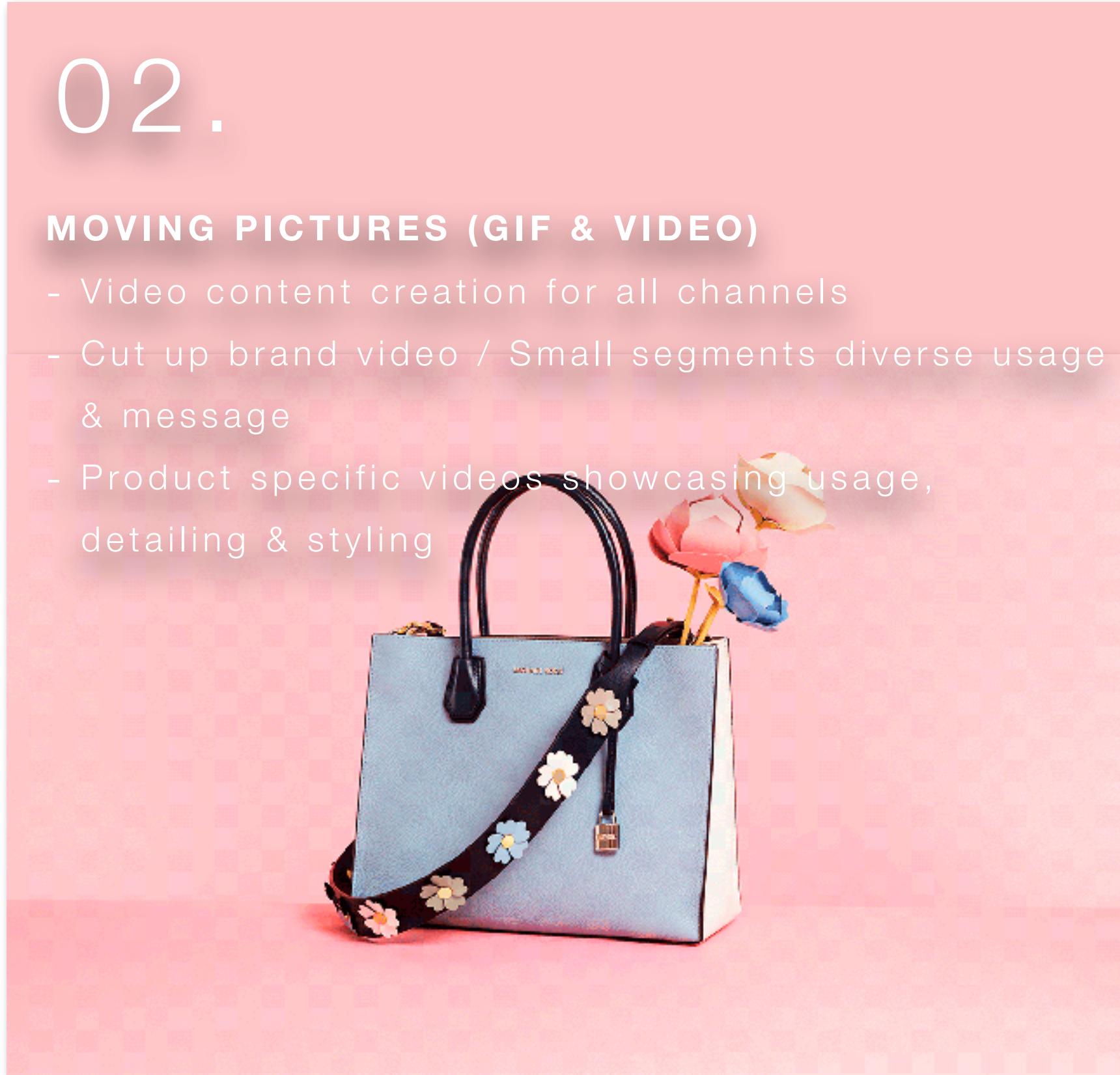
## MODEL & AMBASSADOR DIVERSIFICATION

- Size diversification
- Age diversification
- Further ethnicity diversification

02.

## MOVING PICTURES (GIF & VIDEO)

- Video content creation for all channels
- Cut up brand video / Small segments diverse usage & message
- Product specific videos showcasing usage, detailing & styling



LOW HANGING FRUITS

# Marshal

Brand Video with s storytelling point of view



## What?

- Storytelling with focus on a feeling, not solemnly on product
- What can a brand do for you emotionally, not only functionally

## HVISK Brainstorm Example:

- Exploring the feeling you have when you wear the product (Strong, Feminine, Empowered, Colorfull, Happy, Bright, Seen etc.)
- Exploring the whispering theme (Untold stories, How message passes from person to person, etc.)

# Brainstorm Elements

(Med fare for at det allerede er diskuteret og løst :)

03.

## DEDICATED SPACE FOR THE HVISK WARRIOR

- Membership club for the dedicated Hvisk user
- Member advantages (Early bird / Discount / Inside knowledge on projects / Inclusion projects)
- Missing welcome email?
- Strategy for Newsletter (Product Sales & Storytelling)



04.

## DIGITAL MEDIA MARKETING

- Paid Advertising / SEO Strategy?
- Long term strategy for Micro Influencer marketing?
- Next step SoMe Marketing opportunities?
- Zalando & Bootz partner Marketing strategies?



**SUSTAINABILITY**

*Expansion...*



HVISK

# Made with the future in mind

"We are not perfect - we offer a less harmful way to look fabulous"

"We don't want it to be a gimmick or marketing. We want it to be off substance"

## 1. Materials

- Making the smart material choices
- Options are multiple / New choices are created fast
- Making sure to graph the complexity (Water usage / Micro fiber etc.)



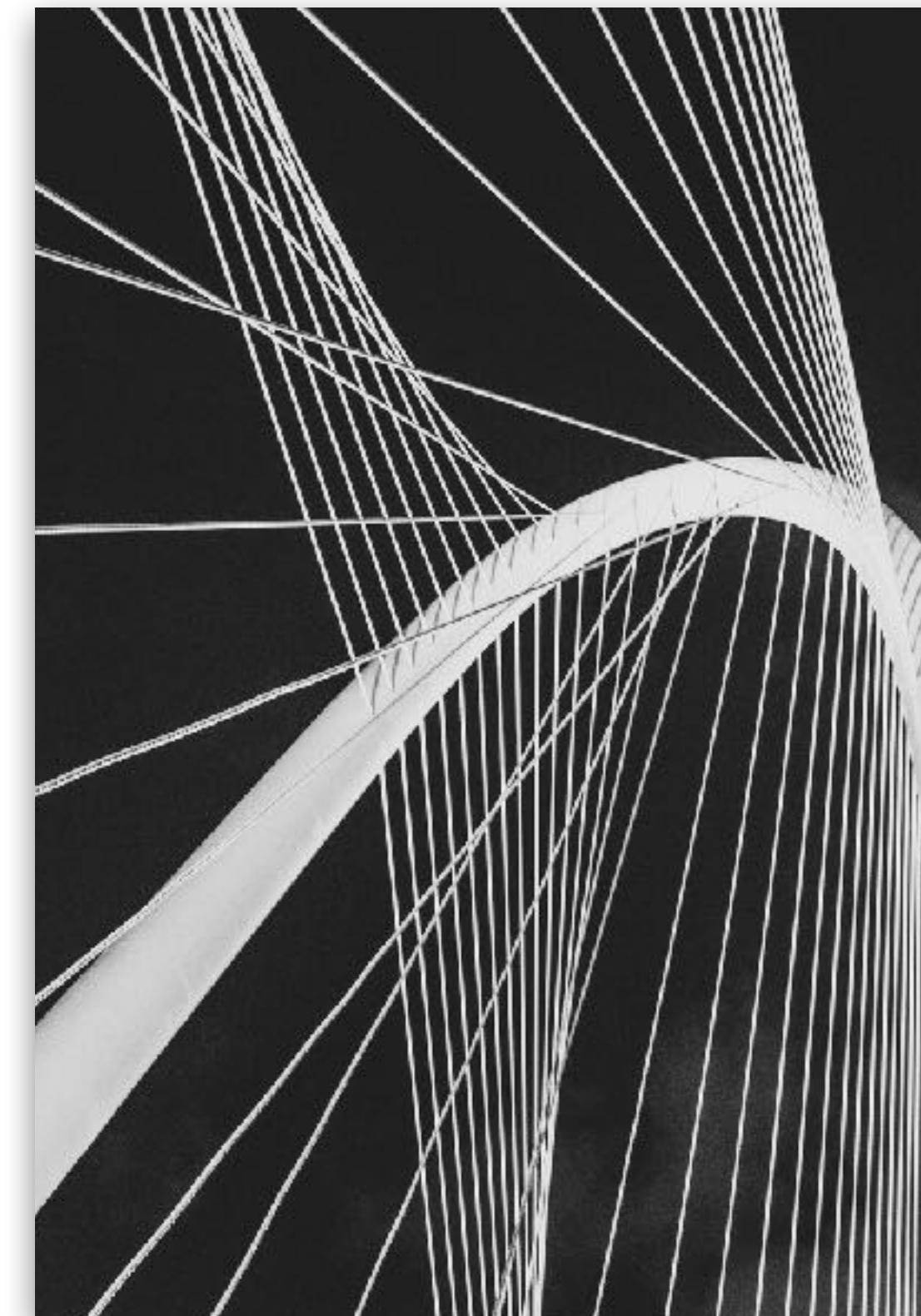
## 2. Ethical Manufacturing

- Better wage systems & compliance
- Long term work with factories that matches our profile
- Traceability & transparency of all practices



## 3. Company Structure

- Best use of resources (Website / Logistics / Packing etc.)
- Commitment to HQ projects (Together we commit to...?)
- Collaboration with organisations that works with earth initiatives



## 4. Product Longevity

- Buy less, buy better mentality (Use for Marketing storytelling)
- Classic quality products that last beyond seasons
- Circular system of products
- Sell your old items options?





## BRAND ELEMENT STORYTELLING

*Our points of view...*

STOREIES TO BE AMPLIFIED  
EXPLORED FURTHER  
&

1.

**Strong visual Collaboration**

- Not afraid of standing out
- Bold usage of colours and patterns
- Diverse range of Artist worldwide



2.

**Quirky takes on Classics**

- Exploring classic shapes with new look
- Re-usage of best sellers in new mat.
- Bringing in the fun element



3.

**Oversized Sculptural shapes**

- Visually impact bags
- Exploration of the oversized
- Playing with sculptural design elements



# Brand Storytelling Touch Points

## Quality & Durability

- Longevity - A product that last forever
- Made with care & best practices
- Handmade where needed?



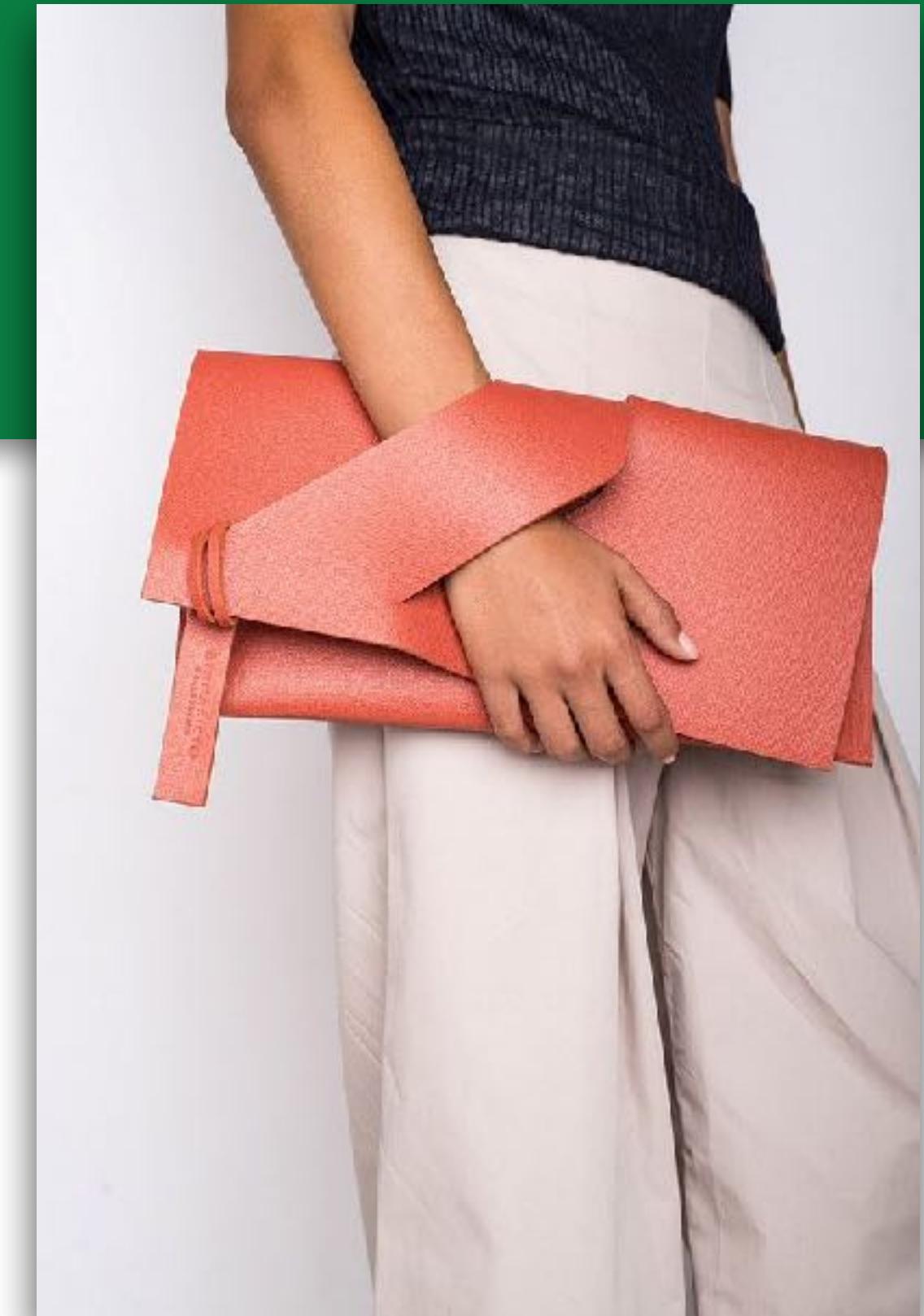
## Qualitative Design Detailing

- Design detailing that makes a difference in usage
- Smart innovative constructions
- Usage for todays world needs



## Quirky Simplicity

- New ways of wear
- Innovative constructions
- Setting industry standards for newness



## SHINING STARS

*Marked research - Examples*





## Our Promise—Radical Transparency



Our sustainability initiatives: recycled materials, organic cotton, and more.

[Learn More](#)

Ethically Made. Designed to Last.

[Learn More](#)

On The Gram

< >

@\_katkinard x The 90's Cheeky Jean

@skypepark x The Super Soft Mockneck Tee

@relicandrade x The Drape Trench

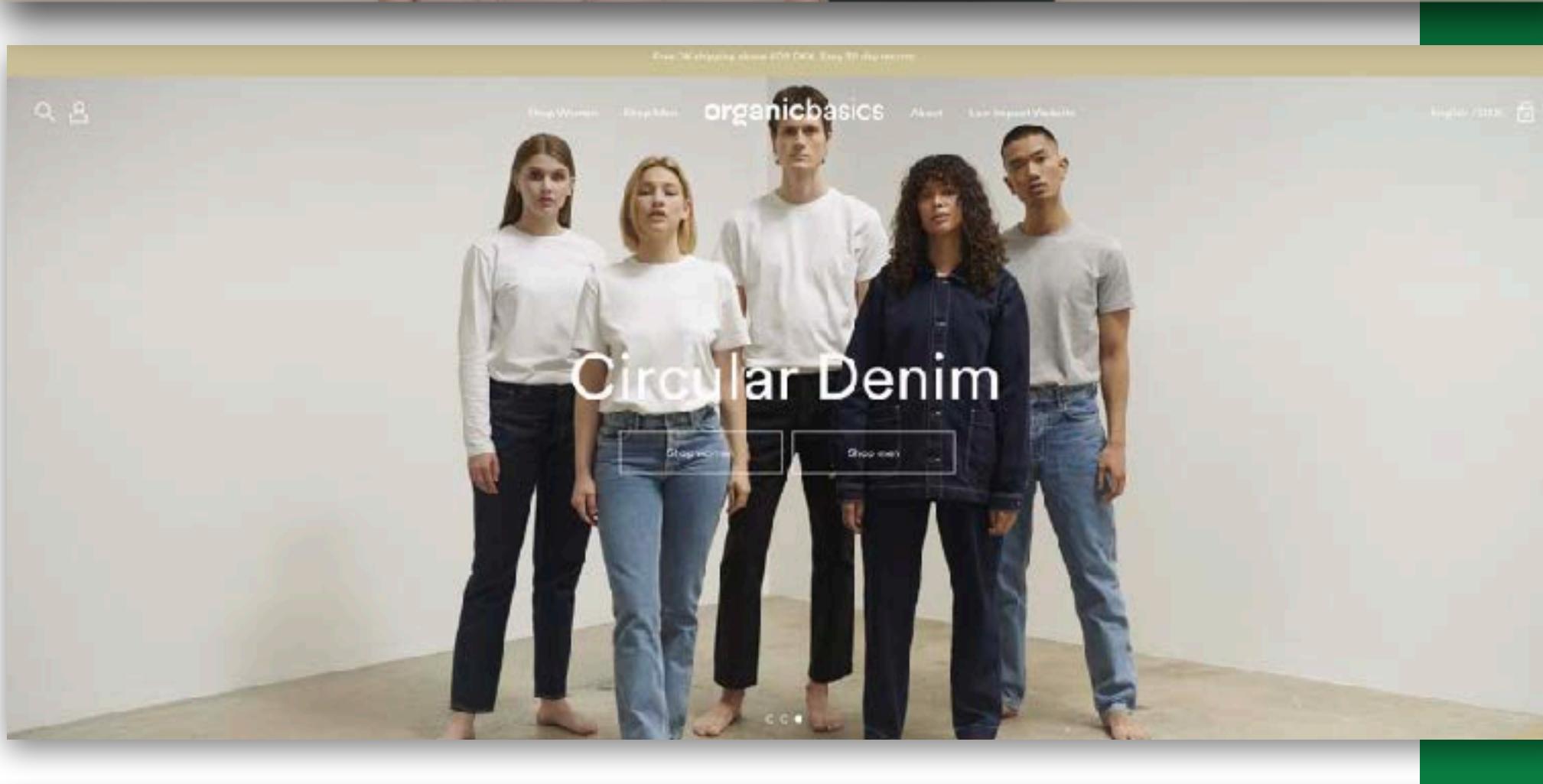
@haylesulow x The Cashmere Sweater Tee

# Everlane

## Why?

- Six simple words: Exceptional quality. Ethical factories. Radical transparency.
- Everlane strives to reveal all
- 2-3X Production Cost
- Visibility to each product cost
- Strong SoMe engagement with customers
- The factories and product stories is the brand

DK

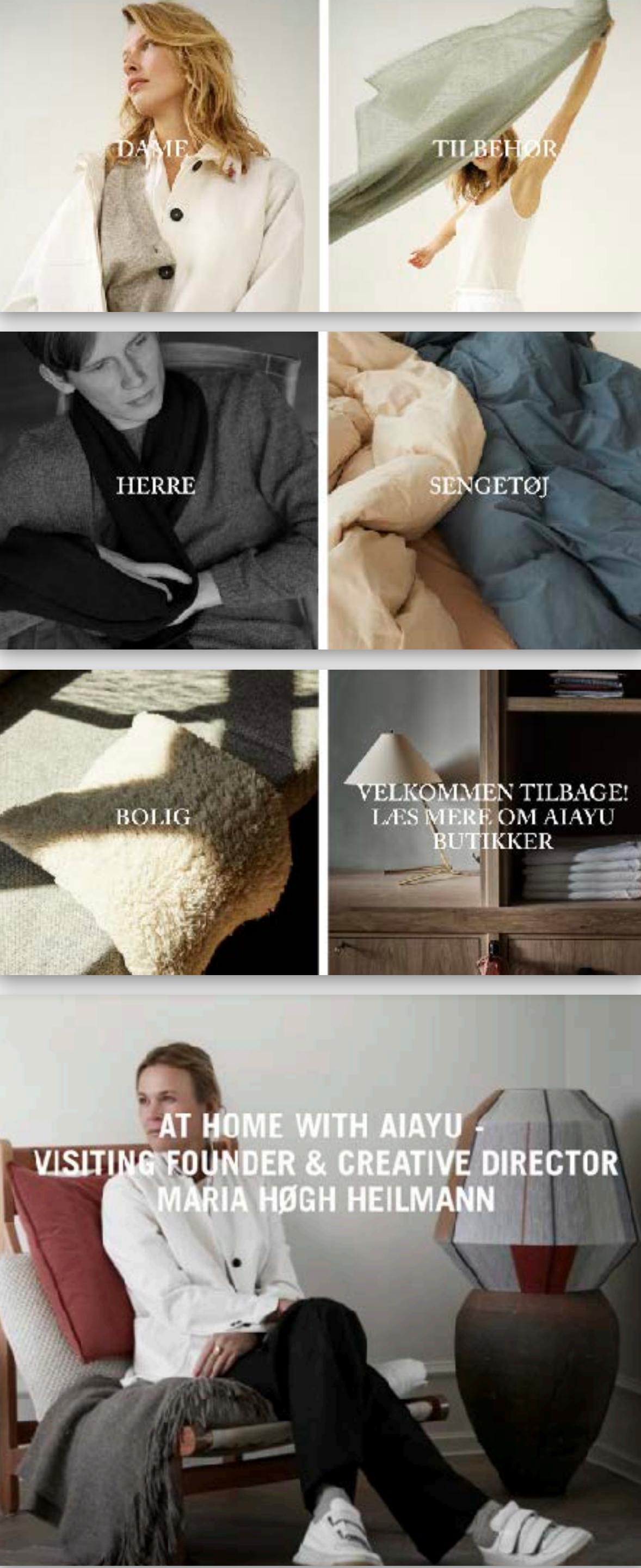


# Organic Basics

## Why?

- Clear brand & product message (Sustainability)
- Everything is aligned in the core brand message (Sustainability)
- Transparency and optimisation on all possible levels, not only products, but full company (Website / Business model / Salary)
- Simple aesthetic within a narrow category (Focus!)

DK



# JOURNAL



## Aiayu

### Why?

- Simplistic brand storytelling through consistent aesthetics
- Large category pictures, making it inviting and simplistic
- In-depth interview with founder to anchor brand aesthetics and storytelling

### Journal:

- Online magazine format
- User IG pictures connected to web-shop
- Folding out brand & product stories



Thank  
you!

For din Tid & din Opmærksomhed