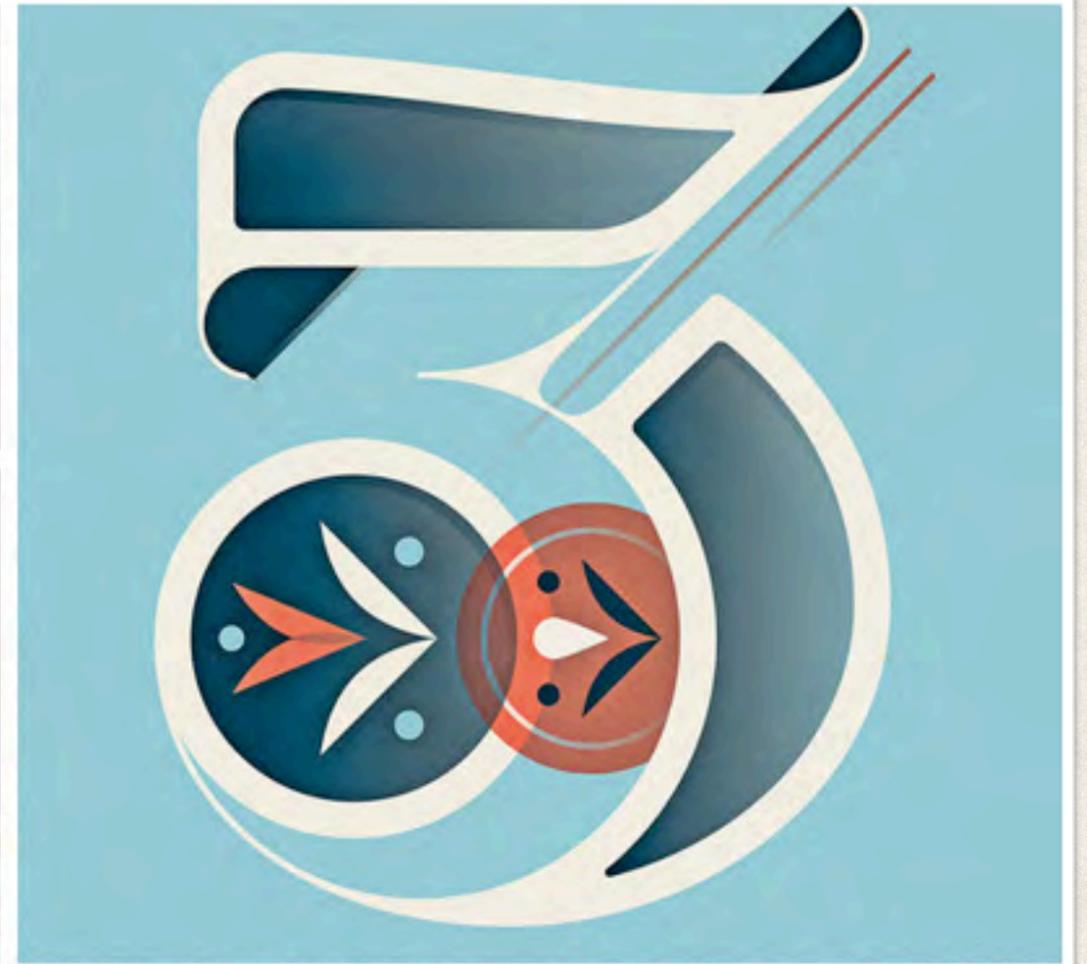


Assignment 1: Tina Shaw | Senior Creative Director



OWN | The Oprah Winfrey Network : brand refresh

Tina Shaw | Senior Creative Director

disclaimer : no copyright infringement is intended, all images are used solely for purpose of thought.

CREATIVE APPROACH

- ❖ Out of the thousands of tv networks, most people return to just a handful of favorites every night. This is not due to just the quality of programming, but to the quality of branding as well.
- ❖ Many people continue to watch their favorite channels because they identify with the brand & it's pillars.

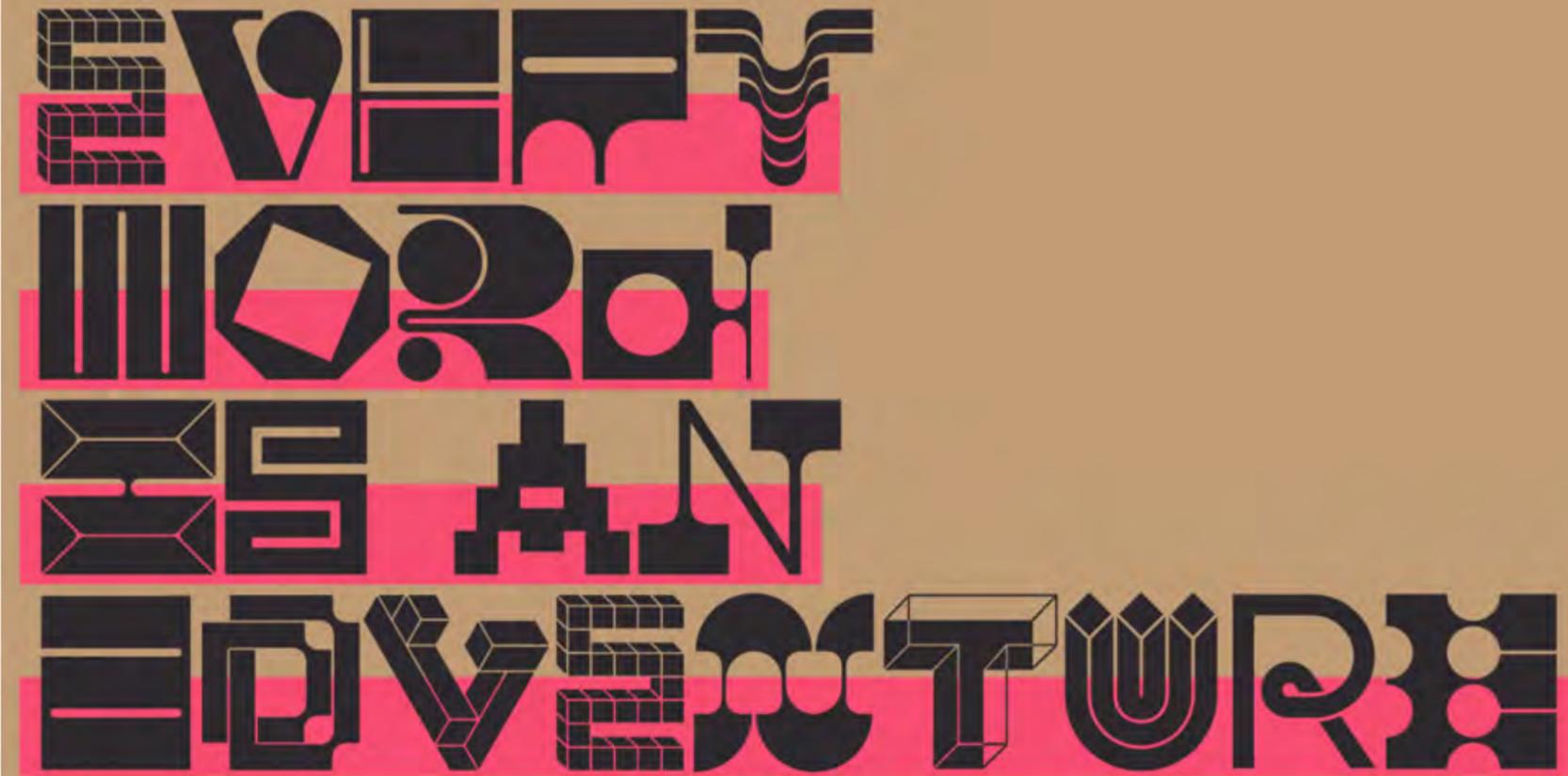
A BRAND IS THE SET
OF EXPECTATIONS,
MEMORIES, STORIES &
RELATIONSHIPS THAT,
TAKEN TOGETHER,
ACCOUNT FOR A
CONSUMER'S DECISION
TO CHOOSE ONE ... OVER
ANOTHER.

- SETH GODIN -

Team Ice-Breaker : Word Association

I always like to go into a brainstorm with something fun for the team, loosen them up, get them working together and thinking about the project. So for a brand refresh, I would suggest a word association game: freeform shoutouts, nothing off limits when answering the ask > **what does the OWN Brand mean to you in terms of... ?**

1. Cultural
2. Educational (spiritual, reflective, thought, etc)
3. Entertainment
4. Adjectives



Team: Informational

• Top 11 Questions to ASK

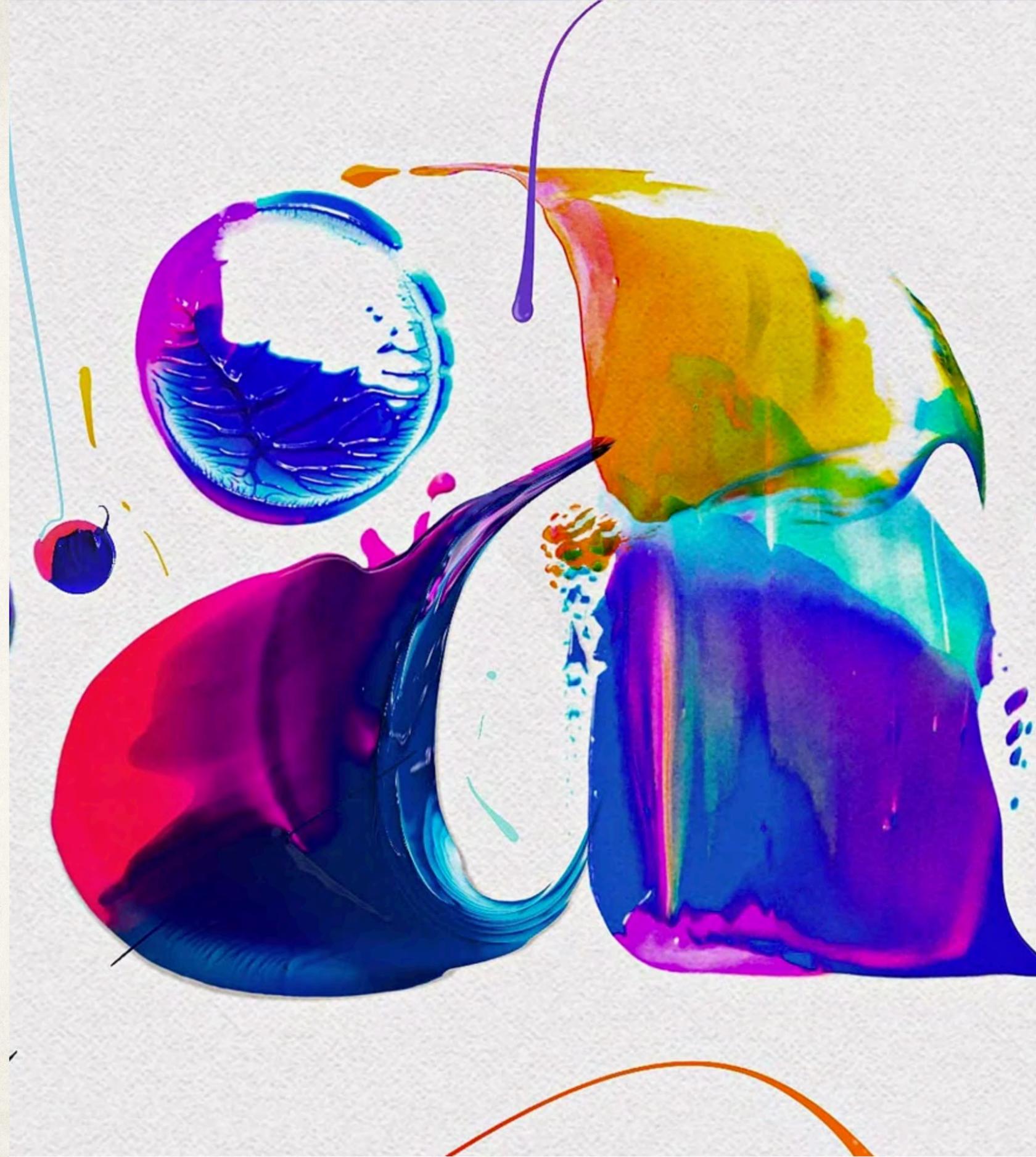
1. Why are we doing a brand refresh?
2. What problem are we attempting to solve?
3. Is there a change in the landscape impacting our growth potential?
4. Has our demographic changed?
5. Does our brand tell the wrong (or outdated) story?
6. What do we want to convey and to whom?
7. Is our brand associated with something no longer meaningful?
8. Is our brand out of step with the current needs of our audience?
9. Are we leading with our brand direction?
10. Is the goal of this brand refresh evolutionary or revolutionary ?
11. Will this work in 5, 10, 15 years based on what we can anticipate?



Team : Inspiration

Cultivating a culture that inspires creativity isn't reserved for disruptive, cutting-edge organizations. It's essential for companies across all industries. Without creativity you aren't well-positioned to adapt to new content, platforms, target changing audiences, discover new opportunities, or maintain a competitive edge. Let's explore the below list of creativity.

1. Ideology
2. Informational
3. Graphic Design & Photography
4. Illustration & Animation





Disrupt Manifesto

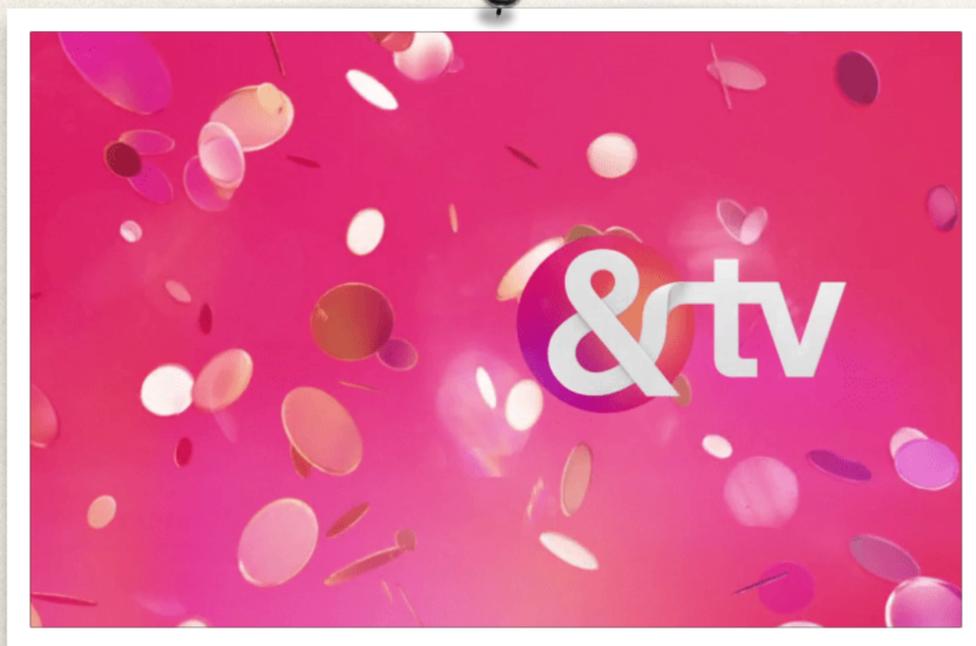


What Is Branding ?

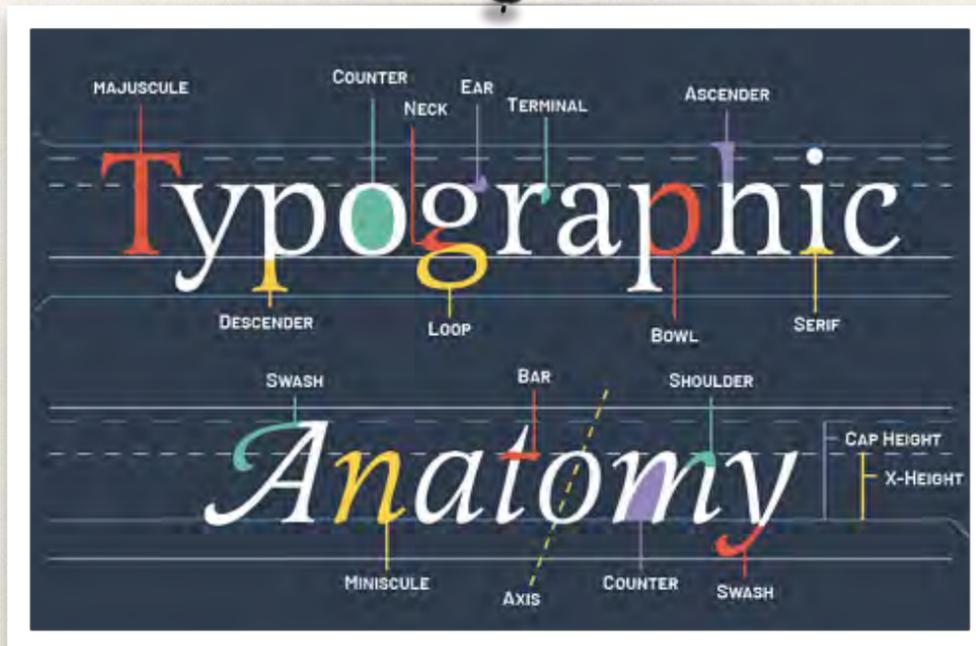
Inspiration : **IDEOLOGY**

OWN : The Oprah Winfrey Network

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Art of Channel Branding



Typography

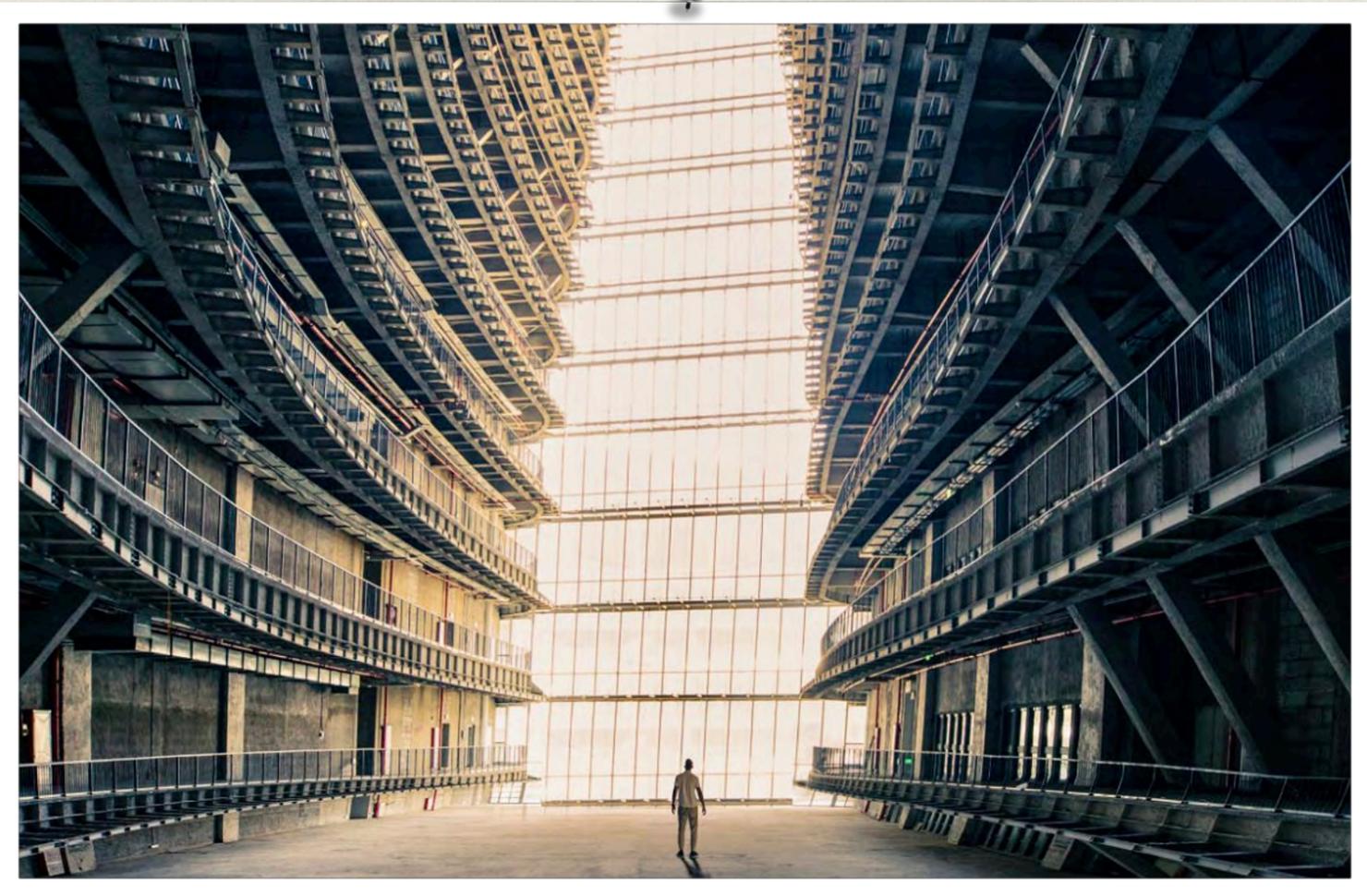
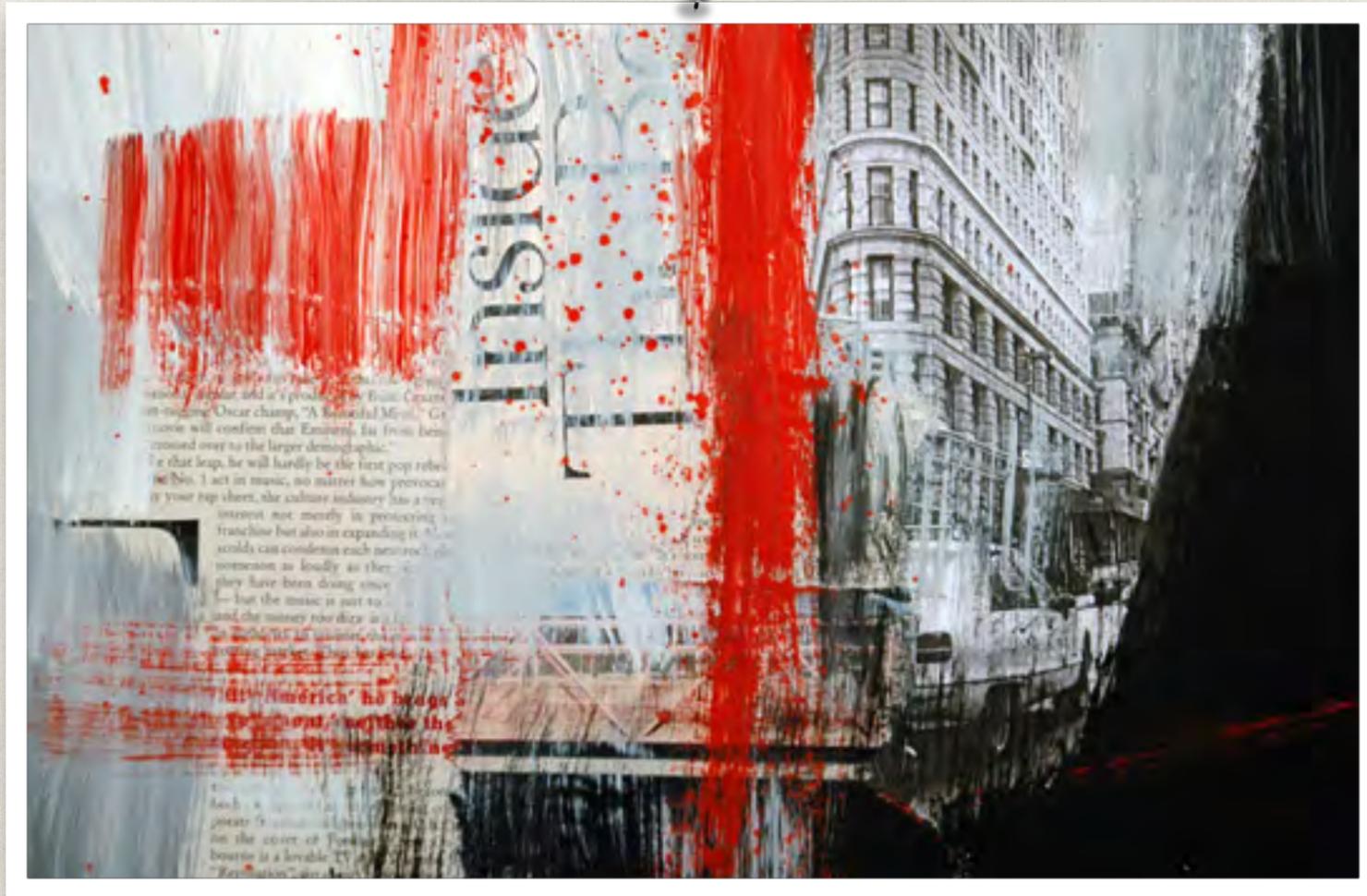


Channel ReDesign

Inspiration : INFORMATIONAL

OWN : The Oprah Winfrey Network

NOTE: images with push pins at the top have a link attached to it, click the image to see an example of inspiration.



Inspiration : GRAPHIC DESIGN & PHOTOGRAPHY

OWN : The Oprah Winfrey Network

NOTE: images with push pins at the top have a link attached to it, click the image to see an example of inspiration.



Inspiration : **ILLUSTRATION & ANIMATION**

OWN : The Oprah Winfrey Network

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Elements : Ideation

- **OWN Branding System**

Visuals | Music | Motion | Sound | Typography

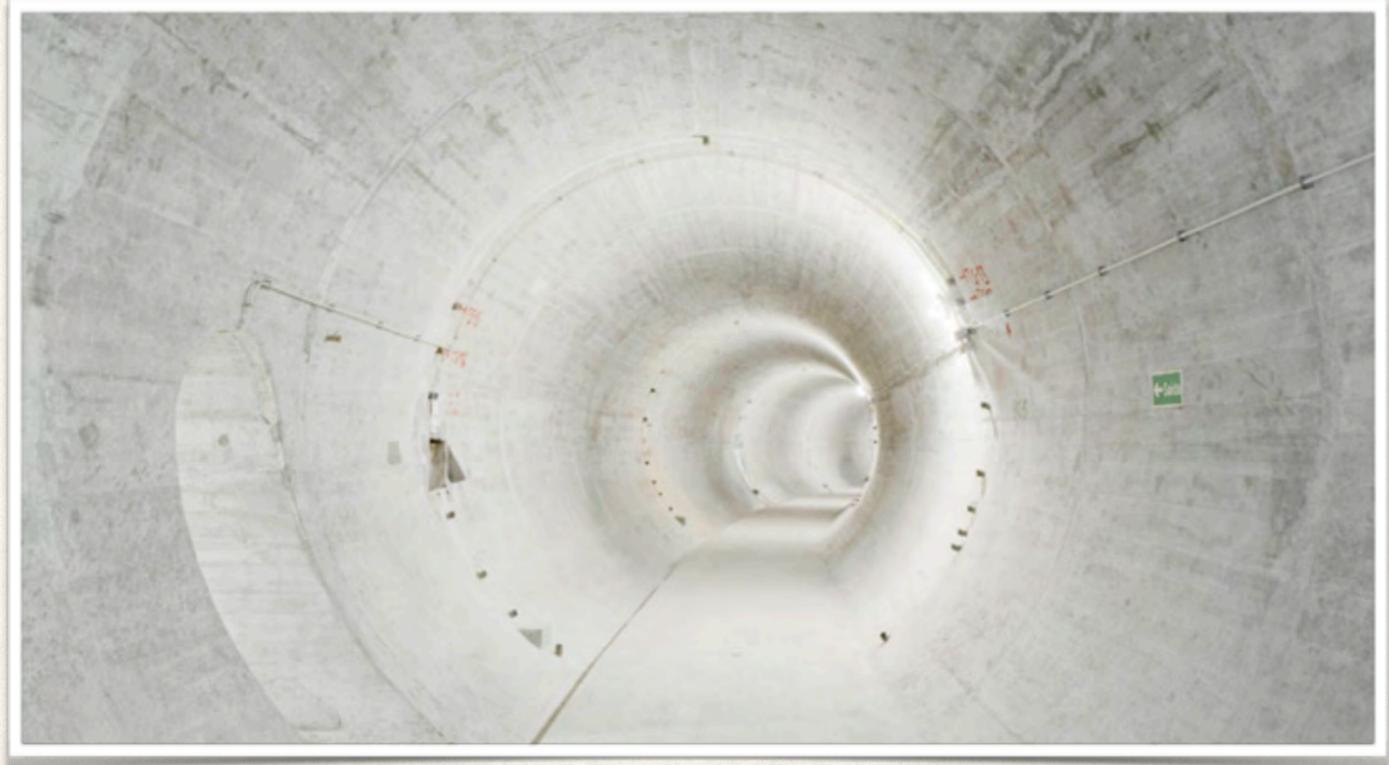
- A. usage grid
- B. logo design & animation
- C. playful logo interpretations for special projects
- D. logo sound effect
- E. color sets
- F. broadcast & digital identity
- G. show identities
- H. lower thirds
- I. interstitials
- J. tags & ad breaks
- K. on-air & digital promos
- L. print
- M. web



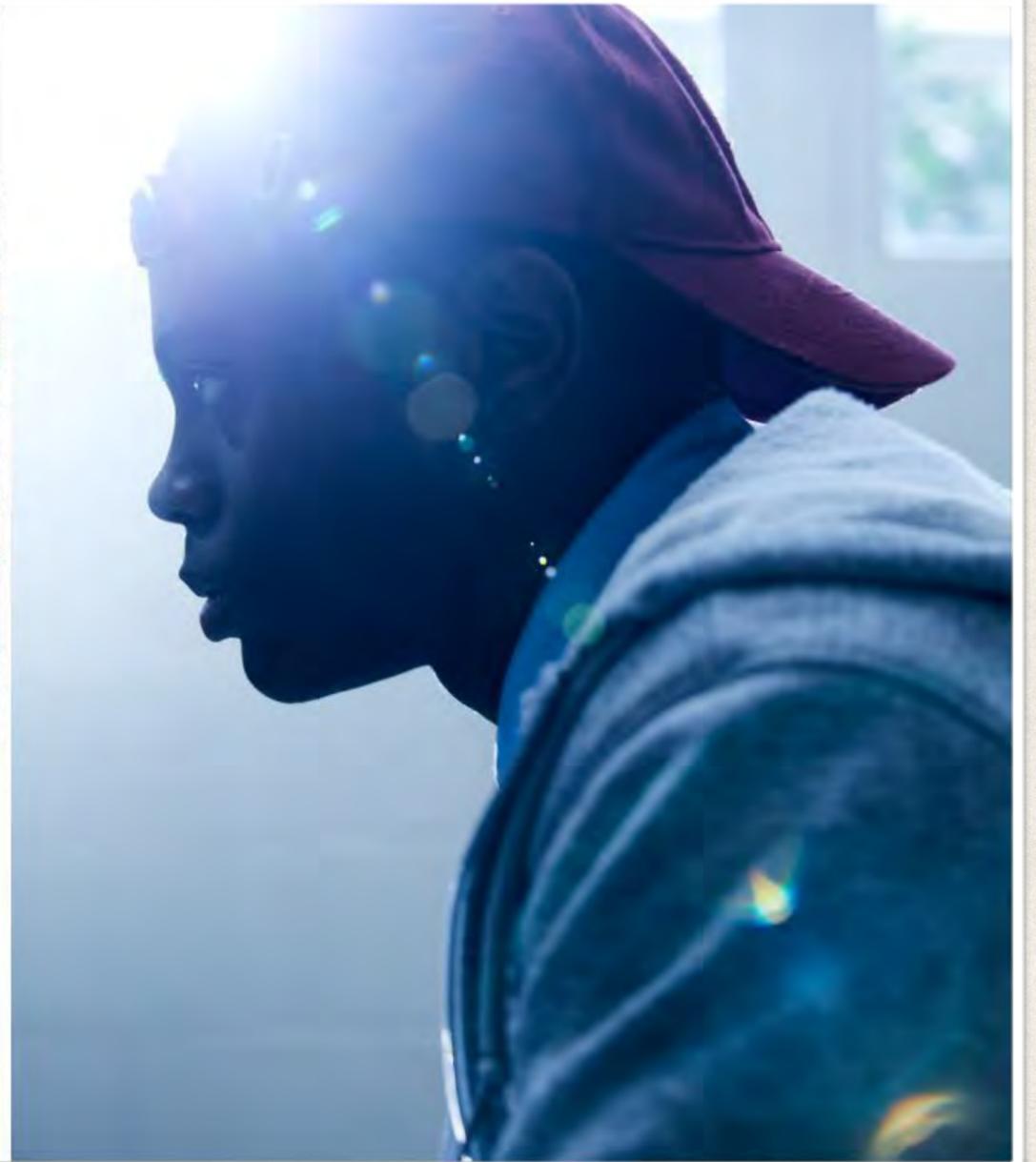
“Your brand is the single most important investment you can make in your business.”

- Steve Forbes

TAKE A BREAK: **& THEN BREATHE INTO THE NEXT**



Assignment 2: Tina Shaw | Senior Creative Director



DAVID MAKES MAN : S02 launch

Tina Shaw | Senior Creative Director

disclaimer : no copyright infringement is intended, all images are used solely for purpose of thought.

S02 : CAMPAIGN

Pre-Premiere

- ❖ This campaign looks to elevate the origins of season 1 and enhance season 2 with premium marketing assets to embrace & build upon the season's teaser theme.
- ❖ The magical realism of season 1 was heralded through articles & media coverage. Audiences across social played into the - "what is happening" - aspect of the prism thoughts, allowing themselves to be swept away into the world of David.

**THE BEST PART OF LIFE
IS NOT JUST
SURVIVING,
BUT THRIVING
WITH PASSION
AND COMPASSION
AND HUMOR AND
STYLE AND
GENEROSITY AND
KINDNESS.**

- MAYA ANGELOU -

Phase 1: Interactive LIVE Q&A with Cast & Creators

For this fan experience, the creators & cast come together on one of the new sets (teaser) to discuss and breakdown the themes that season two will explore. In this live **digital first forum**, fans are treated to a sneak peak of season two & can ask questions, play trivia, etc through the platform for real-time reactions and responses.

[Facebook | Instagram LIVE](#)

[YouTube Live \(revenue generating\)](#)

[Twitter Premiere](#)



Phase 2 :

THEME QUESTION

Projected | Street Art | 3D

As a callback to the season one theme question, HOW DID I GET HERE?, we identify a question for season two. This could be an **experiential art series** created in collaboration with Artists throughout multiple cities across America, that is projected onto buildings, as street art on walls, or 3D mini-sculptures that people can interact.

SAMPLES: to be answered w/content leading into premiere

- To live or to survive?
- Are we living or are we surviving?
- Can you live rather than survive?
- Do you live or do you survive?





I WANT TO LIVE, NOT JUST SURVIVE...

To survive is to experience life by playing it safe, not taking chances. To live is to see the beauty of the world around us & to learn who we are.

S02 : CREATIVE BRIEF

OWN Metrics & Data

To build a proper creative brief, I would look to collaborate with Research, Brand & Social on...

- ❖ S01 : Market Research
- ❖ S01 : Recap Overview
- ❖ S02 : Situation Analysis



S01 : Market Research

- **seek to answer these audience questions**
 - what did we respond to as a viewer?
 - which characters/relationships were we drawn to?
 - how did the show make us feel?
- **what is being written in the media?**
 - press
 - articles
 - industry sites
- **what are fans saying?**
 - in social communities
 - across social handles
 - on other streaming sites that built their own DMM audience
- **what type of season 1 content have fans engaged with?**
 - on OWN
 - on other sites that streamed s1 - Netflix, Amazon, HBOmax



S01 : Recap Overview

- **questions to help inform creative strategy**

- what were its ratings?
- how did it compare to other OWN shows?
- comparisons to similar theme shows on competitive networks
- what content and message succeeded?
- what didn't work & do we know why?
- who was the target audience?
- did the audience evolve through the season?
- how engaged was the audience?
- when did they tap into the world of the show?
- what platform had the most engaged audience?
- where was the least engagement & why?
- what are our key takeaways?



S02: Situation Analysis

- **key questions to ask**

- how can we keep our current fans engaged?
- how can we grow our audience (women 25-54)?
- what platforms should we prioritize?
- what are our challenges?

- **determine its cultural relevance**

- where does David exist in season 2?
- what are the season 2 story themes?
- what are the characters' evolution?
- how have the relationship dynamics evolved?

- **potential platform creative strategies**

- what are our platform & audience opportunities?
 - linear
 - OWN app
 - build off its s1 streaming audiences (similar to Good Girls campaign, I did)
 - Netflix, Amazon Prime & HBOmax



S02 : MATERIALS

Pre-Premiere & In Season

- ❖ Dive into the emotional extreme of the show and how it relates to the fan's experience - humor, fear, sadness, enlightenment, anger, lust - by creating culturally relevant content to embrace the storytelling, the characters and how it fits in the themes and arcs of season two.



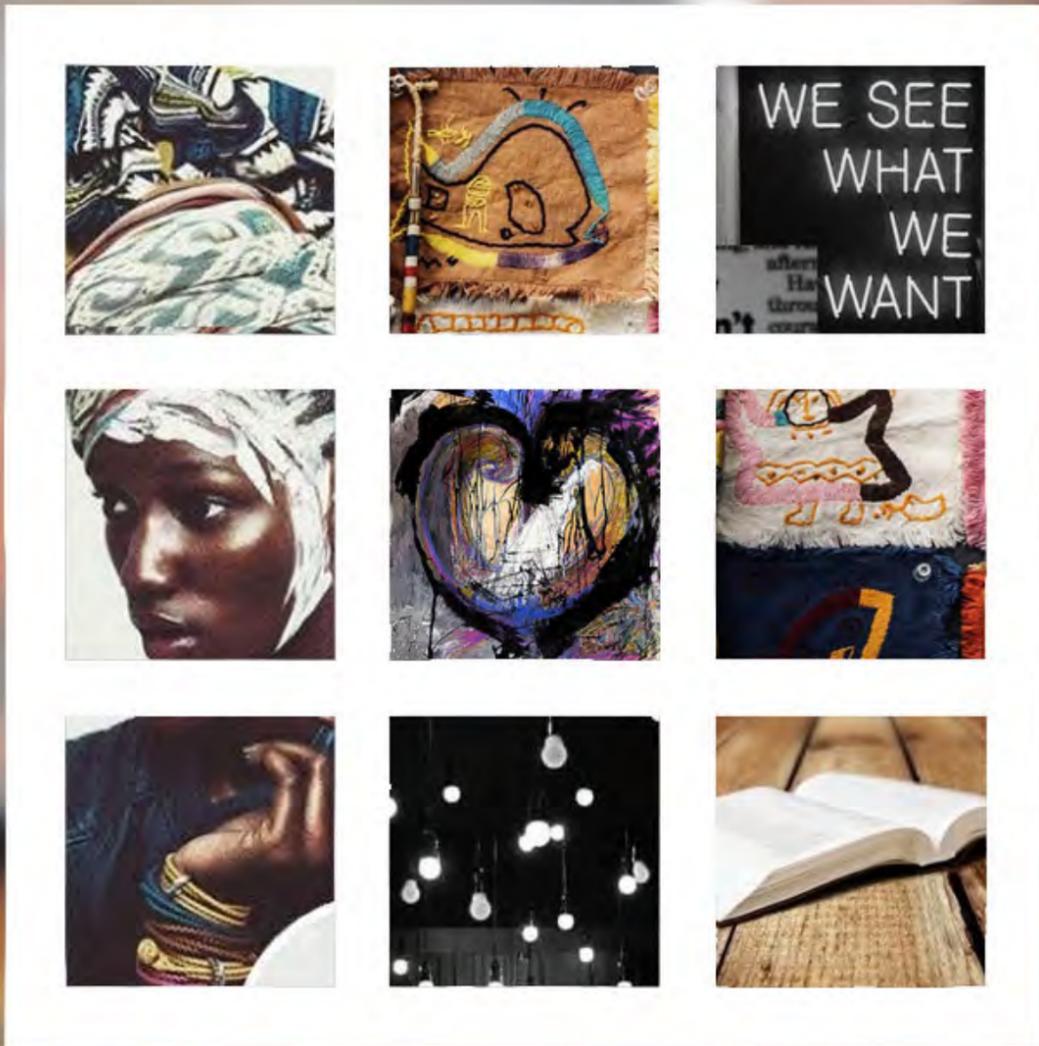
start LIVING
not SURVIVING

Creative Assets

- a starter list of premiere and in season assets
Linear, Digital, Social

- Key Art
- Promos - :05 / :15s / :30s / :60s
- Season 1 Recap
- Season 2 First Look - interviews, bts, show footage
- Season 2 Trailer - cut for various digital platforms
- Season 2 Teasers - could be specific to a theme
- Previously Ons / Next Ons
- Cinmagraphs - teases, quotes, memes
- Motion & Design - countdowns, quote art, day/tomorrow/tonight art
- Relationship videos
- Character videos
- Instagram Grid Takeover - in 3s or all 9
- Listicle videos
- Interactive quizzes





LIFE, IN A SENSE, IS LIVING AND SURVIVING. AND ALL THAT MAKES FOR LIVING AND SURVIVING IS GOOD. HE WHO FOLLOWS THE FACT CANNOT GO ASTRAY, WHILE HE WHO HAS NO REVERENCE FOR THE FACT WANDERS AFAR.

BLACK IS NOT SAD
BLACK IS POETIC

EXPLORATIONS : IMAGES, TYPOGRAPHY, TEXTURES & COLORS

Building upon the Black culture and lifestyle of David, as well as, his family, friends, rivals, school and where he is wanting to fit in.



COLOR BOARD DISCOVERIES

Build out a style guide based on the best practices for the logo, videos, design, photography, etc.

Visual & Illustrative

- Pre-Premiere - visual callbacks to season one

- A. anger expressions scribbled **transformed** into hope & healing
- B. slow-paced, hyper-vibrant aesthetics, steeped in magical realism
- C. use of sound, color and music differently
- D. cinematography of dreams and fears, anger and innocence
- E. complex character on the journey from childhood to manhood
- F. living vs surviving

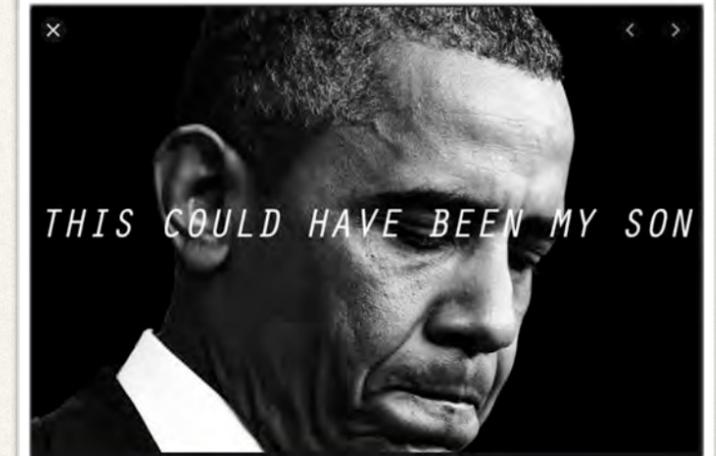
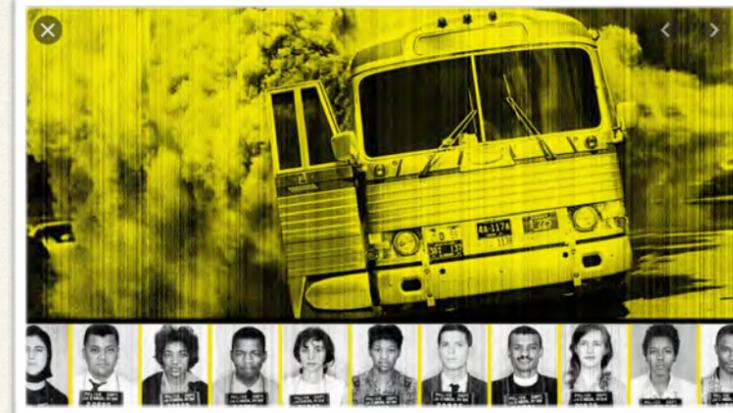
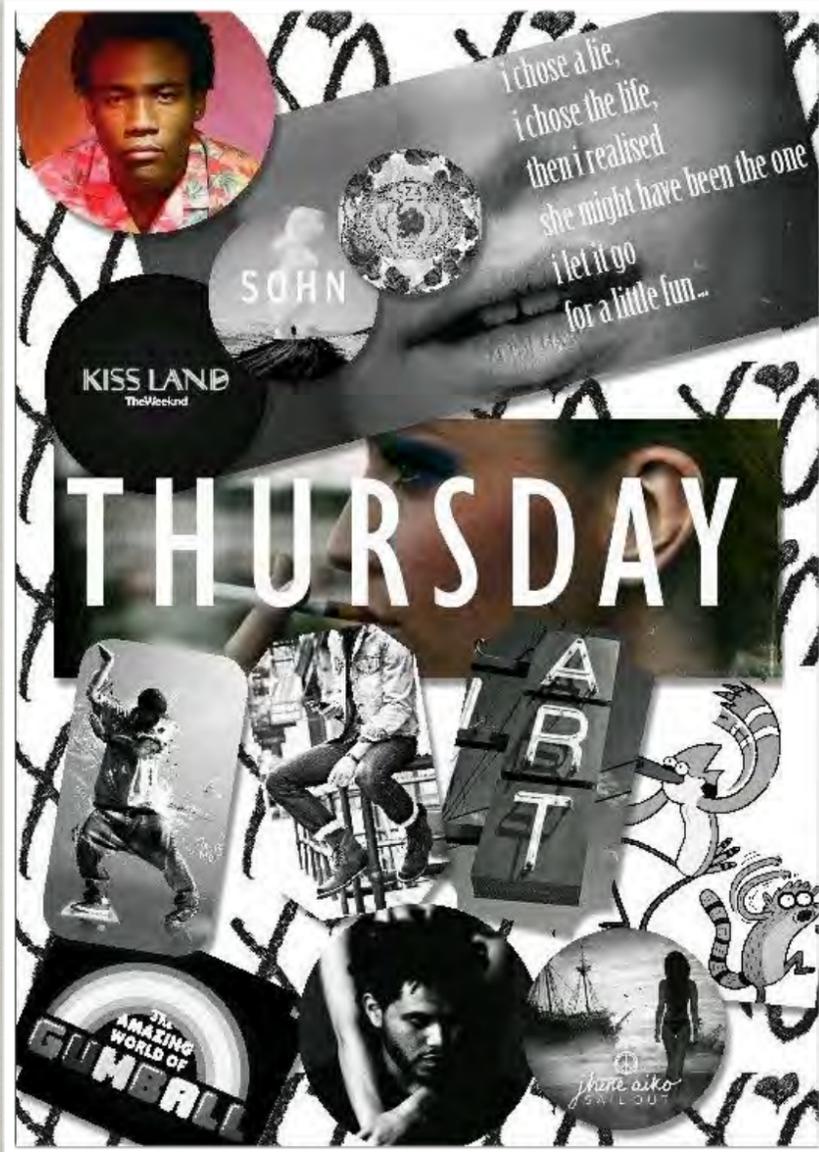
- Tonal Quality

- A. scrappy & edgy arthouse film
- B. cinematic colors of richness
 - A. browns
 - B. blues
 - C. blacks
 - D. pops of earth tone colors

- Platforms - best practices content for engagement (OWN handles | Show Handles)

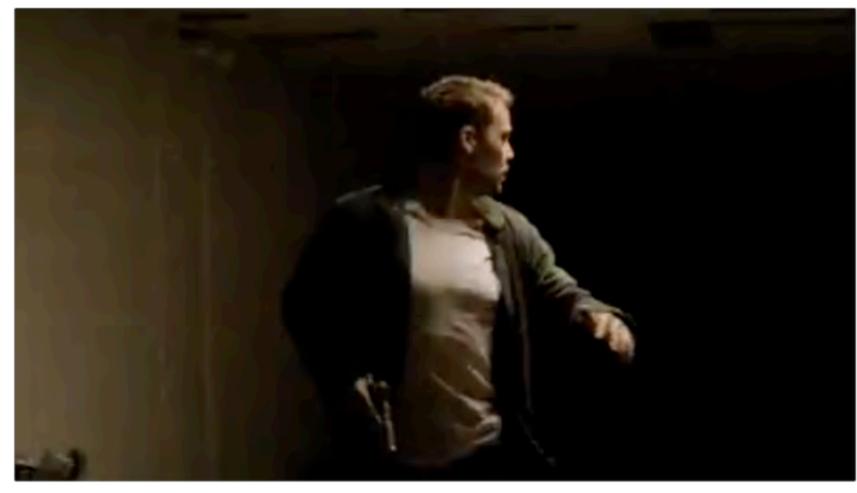
- A. **Instagram** - :30
 - A. Story - 1:00 in 3 chapters
 - B. Reels - :15
- B. **Facebook** - 1:00
- C. **YouTube** - under 3:00 or over 10:00
 - A. Story - :15
 - B. Shorts - :60
- D. **Twitter** - :45





IMAGERY & TYPOGRAPHICAL

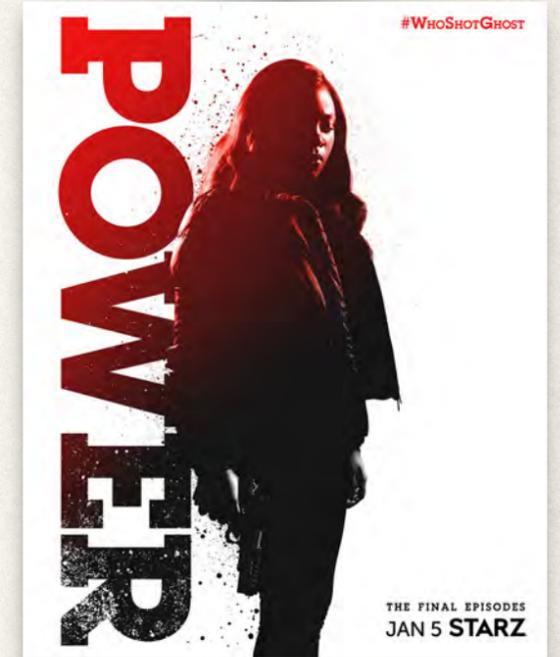
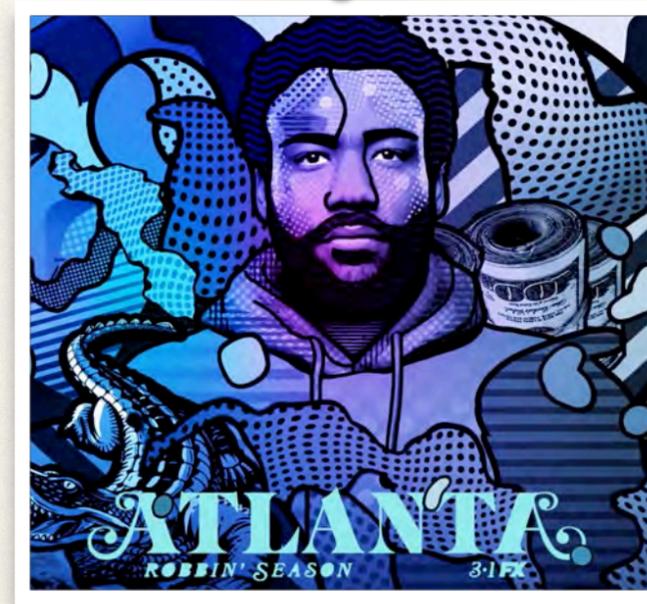
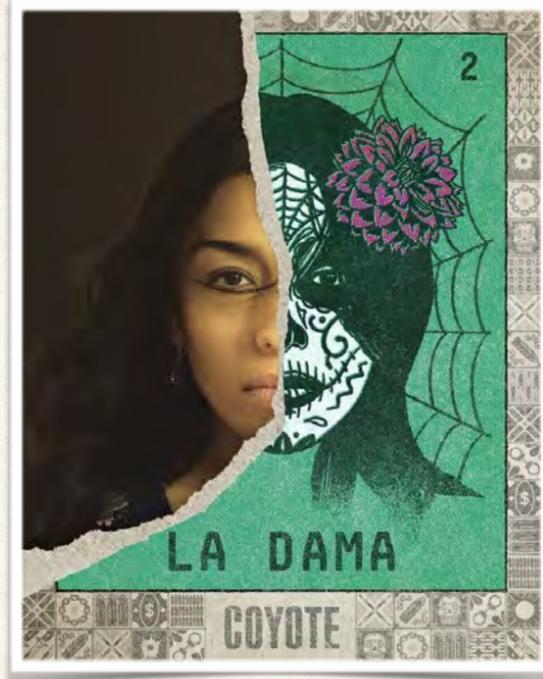
DAVID MAKES MAN



TEXTURAL & TEASES - graphical & motion design

DAVID MAKES MAN

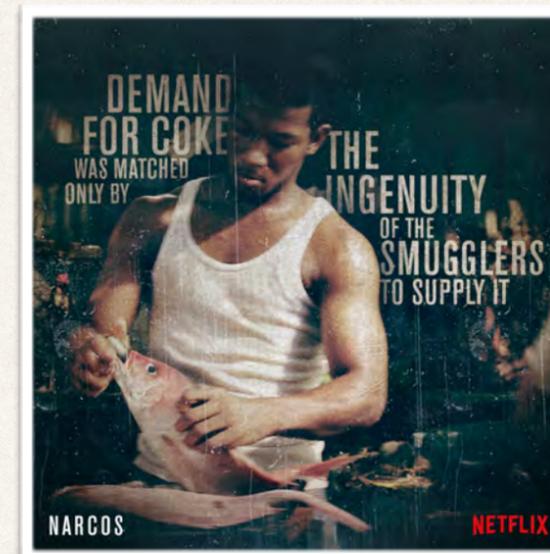
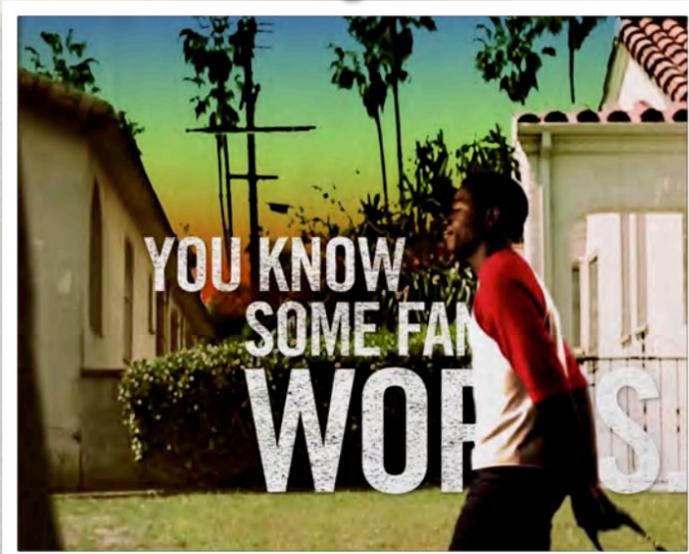
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CHARACTER POSTERS - graphical & motion

DAVID MAKES MAN

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SHOW QUOTES & PRESS RAVES - graphical & motion

DAVID MAKES MAN

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S02 : OPPORTUNITIES

Product, Publicity, Social

❖ PRODUCT MARKETING APPROACH

Drive awareness and excitement for fans and affinity audiences that **David Makes Man** is back on **OWN**, while leveraging digital content and episodes to keep digital viewers engaged throughout the season and during hiatus

❖ PUBLICITY CONTENT APPROACH

Seek to work with black artists, photographers, dancers, musicians & collaborators to build content with us.

❖ SOCIAL CREATIVE APPROACH

Partner with cast & production to produce engaging content & experiences that can be carried across all platforms & last through the year. Also build upon the show's narrative & its moments of black culture for education to BLACK HISTORY.

Jan 15 / **Dr Martin Luther King Jr Day**

Feb 1 - Mar 1 / **Black History Month**

Feb 13 / **Loving Day**

June 19 / **Juneteenth**

Dec 26 - Jan 1 / **Kwanzaa**



“You wanna fly, you got to give up the thing that weighs you down.”

- Toni Morrison

The End : Tina Shaw | Senior Creative Director
