



**BRAVE
HEARTED
BOYS**

BRANDING PROPOSAL

DUNCAN AND GRESH | MARCH 16, 2017

OVERVIEW



Included in this document are all of the initial branding elements for the "imagination illustrations" concept for Bravehearted Boys. All of these elements are a proposed starting point for the direction of the brand using the ideas that we discussed and our previous experience with your organization and its values. You'll find kicky copy for quirky radio spots, fun and boyish imaging for posters and postcards, as well as a logo that we feel pulls it all together.

The contracted elements include

- 1 Proposed Logo
- 1 Poster
(*Whoa! We included 2!*)
- 3 Radio Spot Scripts
(*Whoa! We included 4!*)
- 6 Postcard Concepts

LOGO

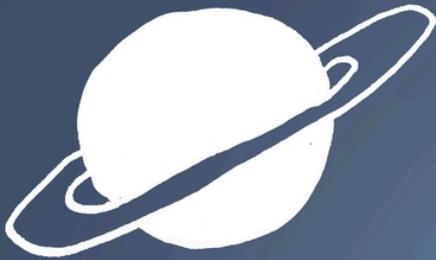


Our approach to the logo incorporated the modern-day knight shield look into the "Imagination Illustration" concept.

We favor the first set, because we believe with a shield like this, we could incorporate a brand icon into the shield (like the stars at the top) that could be pulled out on its own and "thrown on a hat" to span both father and son products. But we do feel there is room for improvement in the lettering and would love to see a more solid logo. With it this "open" there is too much variation in coloring between products.



RADIO SPOTS



Concept: A commercial celebrating how awesome the job of Dad is. High energy, comical, bro-feel.

Narrator: Dads are the ones who teach you how to ride your bike. They are also there to take you to the hospital when you fall off and break your arm, but not without first commenting on how much air you got on that awesome jump. Nice, Connor. * Every boy needs a man to look up to. So whether you are a father or a father figure, discover the simple things you can do to go from being an active father to a strategic father. From the creators of Secret Keeper Girl comes Bravehearted Boys, a one-night adventure for fathers and sons. So whether you are a father or a father figure, grab your son and join us for a night of adventure, airborne projectiles, and digging into God's word.

*For 60-second spot add: And Dads are willing to try all of the new video games when, c'mon, they know Atari is where it's at. Dads are not worried about Keds and Chuck Taylors, but secretly they are trying to keep that button down untucked for a cool, modern-guy feel. And above all, Dad is there to keep it all together in the tough times and tough it out when you're running out of time together. Keep studying for those SAT's, Connor.]

Similar Tone: Cheerios- How To Dad (https://www.youtube.com/watch?v=_HoPdhTUFjc)

Concept: An intimate look at the meaning and impact of fatherhood. Warm, heartfelt, poignant.

For this radio spot, we would interview different dads and sons about their bonds with their fathers. Take questions like "How did you learn to be a dad?", "What do you love about your dad?", "What was the moment like when you found out you were going to be a dad?", etc... Form a compelling spot from these interviews based on answers (Could be recorded on video...useful to have these for any type of future presentation).

Similar Tone: Toyota - To Be A Dad (<https://www.youtube.com/watch?v=mI9nW8k1xZA>)

RADIO SPOTS



Concept: Not a Perfect Father Commercial. Lighthearted, funny.

Narrator: We get it. It's impossible to be the perfect father. But it hits a little harder when our children remind us of that truth, right dads?

Dad: Guys, we're gonna be late!

Son: Well you should have started yelling at us earlier!

Narrator: Sons don't need a perfect father. And dad's don't need a bigger to-do list. So whether you are a father or a father figure, grab your son and join us for a night of adventure, airborne projectiles, and digging into God's word. From the creators of Secret Keeper Girl comes Bravehearted Boys, a one-night adventure for fathers and sons. At Bravehearted Boys, you'll connect with your son in new ways and learn how to go from being an active father, to a strategic father.

Concept: A Boy's Imagination.

Narrator: A boy's heart is a powerful thing. Imagine if they knew their potential. What if his heart is telling him one thing but the world is telling him something else? How can he understand God's definition of manhood and bravery without someone to show him?

So grab your son and join us for a night of ultimate father-son adventure. From the creators of Secret Keeper Girl comes a guy's night of airborne projectiles and digging into God's word. You may even get to be a contestant on the Born Brave Game Show, Wheel. Of. Destruction!" where we show you the coolest things never to try at home! At Bravehearted Boys, You'll learn how to connect with your son in new ways and discover the simple things you can do to go from being an active father to a strategic father.

POSTCARDS



Marketing Mailers

For the postcards, we created imagination illustrations with event copy.



BRAVE HEARTED BOYS

IMAGINE IF HE KNEW HIS POTENTIAL
 A BOY'S HEART IS A POWERFUL THING. WHAT IF HIS HEART IS TELLING HIM ONE THING BUT THE WORLD IS TELLING HIM SOMETHING ELSE? HOW CAN HE UNDERSTAND GOD'S DEFINITION OF MANHOOD AND BRAVERY WITHOUT SOMEONE TO SHOW HIM?



GRAB YOUR SON AND JOIN US FOR A NIGHT OF ULTIMATE FATHER-SON ADVENTURE. FROM THE CREATORS OF SECRET KEEPER GIRL COMES A GUY'S NIGHT OF AIRBORNE PROJECTILES AND DIGGING INTO GOD'S WORD. YOU MAY EVEN GET TO BE A CONTESTANT ON THE BORN BRAVE GAME SHOW, WHEEL OF DESTRUCTION! WHERE WE SHOW YOU THE COOLEST THINGS NEVER TO TRY AT HOME! AT BRAVEHEARTED BOYS, YOU'LL LEARN HOW TO CONNECT WITH YOUR SON IN NEW WAYS AND DISCOVER THE SIMPLE THINGS YOU CAN DO TO GO FROM BEING AN ACTIVE FATHER TO A STRATEGIC FATHER.



BRAVE HEARTED BOYS

A ONE-NIGHT FATHER-SON ADVENTURE



BRAVE HEARTED BOYS

a one-night father-son adventure



FROM THE CREATORS OF SECRET KEEPER GIRL COMES BRAVEHEARTED BOYS. A ONE-NIGHT ADVENTURE FOR FATHERS AND SONS. SO WHETHER YOU ARE A FATHER OR A FATHER FIGURE, GRAB YOUR SON AND JOIN US FOR A NIGHT OF ADVENTURE, AIRBORNE PROJECTILES, AND DIGGING INTO GOD'S WORD.



FROM THE CREATORS OF SECRET KEEPER GIRL COMES BRAVEHEARTED BOYS. SO WHETHER YOU ARE A FATHER OR A FATHER FIGURE, GRAB YOUR SON AND JOIN US FOR A NIGHT OF ADVENTURE, AIRBORNE PROJECTILES AND DIGGING INTO GOD'S WORD.

POSTCARDS ★



A ONE-NIGHT FATHER-SON ADVENTURE!

Sons don't need a perfect father. And dad's don't need a bigger to-do list. So whether you are a father or a father figure, grab your son and join us for a night of adventure, airborne projectiles, and digging into God's word. From the creators of Secret Keeper Girl comes Bravehearted Boys, a one-night adventure for fathers and sons. At Bravehearted Boys, you'll connect with your son in new ways and learn how to go from being an active father, to a strategic father.





FROM THE CREATORS OF SECRET KEEPER GIRL COMES BRAVEHEARTED BOYS. SO WHETHER YOU ARE A FATHER OR A FATHER FIGURE, GRAB YOUR SON FOR A NIGHT OF ADVENTURE, AIRBORNE PROJECTILES AND DIGGING INTO GOD'S WORD.







FROM THE CREATORS OF SECRET KEEPER GIRL COMES BRAVEHEARTED BOYS. SO WHETHER YOU ARE A FATHER OR A FATHER FIGURE, GRAB YOUR SON AND JOIN US FOR A NIGHT OF ADVENTURE, AIRBORNE PROJECTILES AND DIGGING INTO GOD'S WORD.



POSTERS



Continuing with the Imagination Illustration series...

We created these renderings of what poster concepts could be.

**IMAGINE IF HE KNEW HIS
POTENTIAL**

What if his heart is telling him one thing but the world is telling him another? How can he understand God's definition of manhood and bravery without someone to show him that he is a Bravehearted Boy? So grab your son and join us for a night of adventure, airborne projectiles and digging into God's word. From the creators of Secret Keeper Girl comes Bravehearted Boys!

**BRAVE
HEARTED
BOYS**

**A ONE-NIGHT
FATHER-SON
ADVENTURE**

**EVENT
SPECIFIC
INFO**



**IMAGINE IF HE
KNEW HIS
POTENTIAL**

What if his heart is telling him one thing but the world is telling him another? How can he understand God's definition of manhood and bravery without someone to show him that he is a Bravehearted Boy? So grab your son and join us for a night of adventure, airborne projectiles and digging into God's word. From the creators of Secret Keeper Girl comes Bravehearted Boys!



**A ONE-NIGHT
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THANK YOU ★



Our Final Thoughts

Thank you for the opportunity to work with you on Bravehearted Boys! We are excited about the event and are thrilled to be a part of showing the world how cool it is going to be. We hope that the concepts included in this proposal will provide a good first step in the direction of where you want the brand to go. We believe that the style of the "Imagination Illustrations" are a great match with the quirky voice of the brand, and the scenes that they depict really encapsulate the present youthful charm and future potential that every Bravehearted Boy has.

We understand that there may have been some miscommunication and confusion on both sides about the deadline for this project, and we apologize for that. Because of that, we did our best to meet the deadline with all of the expected elements, but unfortunately we do still see a lot of room for improvement on many of these elements. With only a week to work, our designer did not have the hours to complete all of the designs, so we created some ourselves that lack in his design touch. From here, we suggest that we move all of these elements into phase two where we provide the designer with your feedback and direction and receive the final edits that will make all of these marketing materials shine. We'd love to move forward in tweaking these elements to suit your exact expectations for the brand. We look forward to meeting with you to discuss next steps.

Thank you!

Will Duncan and Alexis Gresh
