



# **TESSA BENNENBROEK.**

On behalf of Vega School Cape Town, South Africa

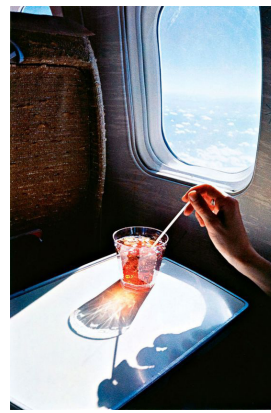
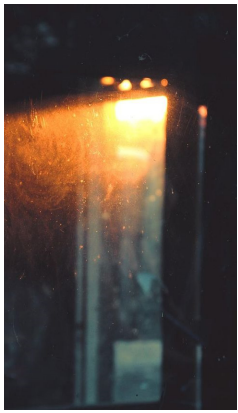


**THIS IS ME.**

**I AM AN.**

Enthusiastic and trend sensitive creative mind, who is crazy about healthy food. I am an adrenaline seeker and in for a good cup of coffee, anytime.

Do you dare to go on an adventure with me?



# MOODBOARD



**MY VALUES.**

Ambitious

Open minded

Adventurous

Precision

Go-getter

Foody

An aerial photograph of a mountainous landscape. The terrain is rugged and dark, with a winding road or path visible. A small, dark building is situated on a ridge. The sky is overcast with soft, grey clouds. The text 'GRAPHIC CONCEPT.' is overlaid in large, white, bold, sans-serif capital letters, oriented vertically from bottom to top.

# GRAPHIC CONCEPT.

## MY VISUAL IDENTITY.

### tone of voice

Clean  
Minimalistic  
Perfectionism  
Serene

## COLOR PALET

### C-M-Y-K

32-100-87-48

17-94-100-9

3-23-73-0

90-59-7-0

45-36-36-15

100-100-100-  
100

0-0-0-0

### R-G-B

113-21-23

189-42-23

248-200-89

22-98-165

140-140-141

0-0-0

255-255-255



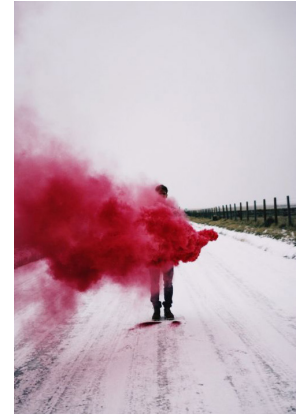
## TYPOGRAPHY

**TITLE**    **LIBBY**    44 & 12 pt.

**MAIN**    Lane Narrow    11 pt.

## VISUALS

**MYSTERY**  
**SPIRITUAL**  
**UNPARALLELED**



**BLACK & WHITE**  
**SHADOWS**  
**PURE**  
**HUMAN**  
**EMOTION**  
**FASHION**





# WORK.

## **WHAT I HAVE DONE.**

Analysing trends  
Concept development  
Strategic Brand Communication



## **ANALYSING TRENDS.**

Spot - Analyse - Implement sociocultural trends.

International Lifestyle Studies is a bachelor in Trend Research & Concept Creation in Lifestyle. During my study I have learned how to spot and analyse sociocultural trends and implement them into a creative concept.

Find on the next page a personal trendmap with trends I have analysed in today's society. There is a distinction made between mega-, macro- and microtrends. The lines represent an underlying connection.



**QUOTE**

“Stop competing on price; compete on value. Deliver total consumer solutions, rather than just your piece of the solution.”

- Faith Popcorn

## **CONCEPT DEVELOPMENT.**

Qualitative research - brainstorming - creative thinking - concept creation.

During my study International Lifestyle Studies I have learned how to organise creative sessions, brainstorm and implement qualitative research into a strong and innovative concept.

Find on the following pages some results of my work which I have done as a concept developer.

Start-up project | Student company  
Fontys International Lifestyle Studies | The Netherlands

## DE BORRELBOON.





**DE BORRELBOON.**

Showcased at Festival Mundial.

June 2017, Tilburg  
The Netherlands

Individual project | Concept development | Jump XL Waalwijk  
Fontys International Lifestyle Studies | The Netherlands

**JUMP XL.**



//////  
**EXTREME HOURS  
CHALLENGE**  
//////

*Durf jij de uitdaging aan?!*

**FEEL LIKE  
FLYING**

# **STRATEGIC BRAND COMMUNICATION.**

Brand communication strategy and planning - Channel, media and relationship management

In the 3rd year of my study I have been doing my minor abroad. I followed a course in Strategic Brand Communication at VEGA School Cape Town, in South Africa.

This course allows me to explore the nature of branding with a strong focus on brand strategy. Think of subjects such as developing/strengthen a brand identity, draft a media mix and communication plan and search for disruptive alternatives. In short, how to position a brand in an innovative manner, so it stands out from its competitors.

Find on the next page the Diamond Model. This is a model which I have created in order for Brand X, during Brandchallenge 2017. The Diamond Model consists of a valueproposition which is distilled into distinct brand symbols, brand values and organizational values, plus the external influences as Dpestel and Trends.



# THE DIAMOND MODEL.

