

Brand Refresh & Multi-Partner Delivery for a Global DTC Brand

Anonymous client · Global DTC consumer brand

ROLE Brand Manager · Brand transformation & external-partner lead



4

BRAND FILMS

2

U.S. ACTIVATIONS

6

COLLABORATION LEADS

1

INTEGRATED ROLLOUT

From ambiguity to an executable system

THE CHALLENGE

A brand refresh was happening across identity, packaging, website, film, and live experience at the same time. Multiple teams and external partners needed one brief, coherent review gates, realistic sequencing, and a clear route from creative work to commercial partnership.

DESIGN PRINCIPLE

One strategic brief; many coordinated outputs.

01 Create one brief

Connected positioning, audience, visual direction, messages, constraints, and success criteria.

02 Orchestrate workstreams

Coordinated identity, packaging, website, and four films across internal owners and external partners.

03 Control approvals

Built review stages, decision rights, dependencies, and rollout sequencing to reduce drift and rework.

04 Turn presence into pipeline

Led a major U.S. trade show and pop-up, hosted partners on site, and structured follow-up.

SELECTED DELIVERABLES

Integrated brief

Partner coordination

Approval matrix

Rollout plan

Activation program

Follow-up pipeline

Outcomes, proof, and reusable method

The program translated a broad refresh into coordinated asset delivery and partnership momentum across digital, physical, and live brand touchpoints.

4

BRAND FILMS DELIVERED

Film work sat inside the same narrative and approval system as identity, packaging, and web.

2

LIVE ACTIVATIONS

A U.S. industry trade show and pop-up extended the refreshed brand into direct experience.

6

COLLABORATION OPPORTUNITIES

On-site conversations opened six cross-brand partnership paths for follow-up.

WHAT THIS PROVES

- Keeps many creative partners aligned to one strategic brief.
- Manages dependencies from concept through rollout.
- Connects brand delivery with real partnership development.

REUSABLE TOOLKIT

Creative brief

Workstream map

Approval gates

Asset tracker

Run of show

Partner pipeline