

VOLUME 1, EPISODE 1

THE COSMICALLY CREATIVE
DRAMATICALLY DARING (YET ON-BRAND)
AMAZING ADVENTURES OF 'BERTA!

Don't touch that dial...

Leave
It to
'Berta



BEWARE OF BRAND FAILURES

WILL GOOD DESIGN SURVIVE?

"NOT IF I HAVE
ANYTHING TO
SAY ABOUT IT!"



WATCH AS 'BERTA BATTLES DR. BLAND AND HIS EVIL FORCES WHILE
PERFORMING DEATH-DEFYING DESIGN FEATS FOR BRANDS EVERYWHERE!

AT FIRST LIGHT IT SEEMS LIKE ANY ORDINARY DAY, YET TROUBLE IS BREWING. PEOPLE EVERYWHERE ARE BEING SUBJECTED TO BAD BRANDING—INCONSISTENT LOOK AND FEEL AND CONFUSING MESSAGING. UNSURE WHAT TO DO, THEY DESPERATELY SEARCH THE HORIZON, WAITING FOR A SIGN...

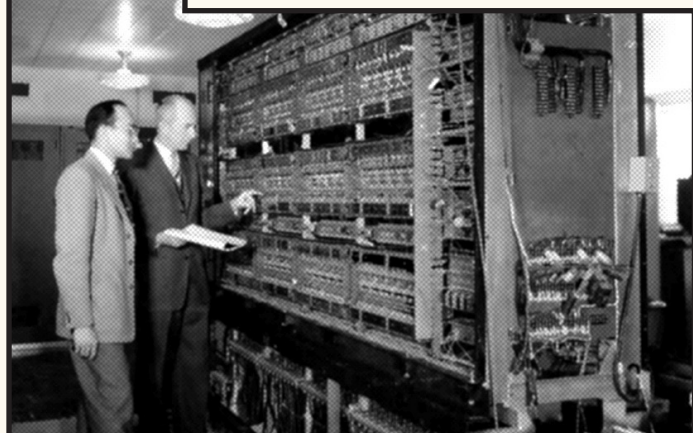


"IS THIS REALLY GUCCI OR A CHEAP KNOCKOFF? I FEEL SO NAKED!..."

MEANWHILE, AN EMERGENCY BRIEFING IS TAKING PLACE AT COMPANY HEADQUARTERS...



"DISTINGUISHED COLLEAGUES: WE'RE IN **GRAVE DANGER** OF NOT ONLY PERPETUATING **WEAK BRAND RECOGNITION**, BUT WORSE, OF CONSUMERS **CONFUSING OUR BRAND WITH THE COMPETITION!!** IT'S CRUCIAL THAT WE BRAINSTORM **BREAKTHROUGH** CONCEPTS FOR THE NEXT STAKEHOLDER MEETING. WE NEED OUR BEST AND BRIGHTEST ON THIS—ASAP!"



CRITICAL DATA FROM THE LATEST ROUND OF FOCUS GROUPS IS ENTERED INTO THE SUPER COMPUTER. DEDICATED DATA SCIENTISTS—WORKING DAY AND NIGHT—ANALYZE THE RESULTS TO CREATE SCIENTIFICALLY SOUND FORMULAS FOR THE NEXT ROUND OF LOOK AND FEEL MOOD BOARDS.

ONLY AFTER CAREFUL BRAINSTORMING IN THE LAB WILL NEW BRAND MESSAGING WILL BE TESTED ON LIVE SUBJECTS—YIELDING POTENTIALLY EXCITING RESULTS!



"WELL, WELL, ISN'T THIS INTERESTING... IF I CAN GET MY HANDS ON THOSE RESULTS, I CAN ONCE AGAIN UPSET THE UPCOMING TRENDS—**HAHAHAHA!!!!**"

DR. BLAND
'BERTA'S ARCH NEMESIS

OCCUPATION: DESIGN HACK
CAREER HIGHLIGHT: INVENTED CHEAP BRAND KNOCK-OFFS
AGENDA: SPYING ON TOP BRAND DEVELOPMENT TEAMS, AND STEALING THEIR IDEAS FOR HIS OWN EVIL PURPOSES—CREATING BRAND FAILS



"HOW DOES THIS ℱ* THING WORK ANYWAY?"

IS THAT A MICROFICHE CAMERA?

WHILE OUR BRAND DEVELOPMENT TEAM ANXIOUSLY AWAITS RESULTS OF **INTENSE FOCUS GROUPS**, DR. BLAND'S DESIGN SPIES ARE UP TO NO GOOD—**ATTEMPTING TO STEAL TOP-SECRET DESIGN FORMULAS**. WILL ALL THE TEAM'S HARD WORK BE COMPROMISED? WILL THE LAUNCH GO AHEAD AS PLANNED? STAY TUNED FOR **THE CATALYTIC CONCLUSION!**

LAST WE KNEW, OUR HARD-WORKING BRAND TEAM WAS ANXIOUSLY AWAITING THE LATEST RESULTS OF **NEW BRAND MESSAGING**. MEANWHILE DR. BLAND'S DESIGN SPIES WERE ATTEMPTING TO STEAL THEIR **TOP-SECRET MARKET ANALYSIS DATA**. WILL OUR TEAM'S LATEST EFFORTS BE FOR NAUGHT?

THE CLIMATIC CATALYTIC CONCLUSION!!!



"WATCH OUT DR. BLAND!"

LOOKS LIKE OUR TEAM COULD USE SOME HELP! ARMED WITH HER TRUSTY SKETCH PAD AND SHARP CREATIVE WITS, 'BERTA JOINS FORCES WITH OUR BRAND HEROES. TOGETHER THEY WILL COMBAT THE MENACE OF DR. BLAND AND FRIGHTFULLY BAD BRAND FAILS! THEIR EFFORTS WILL RESULT IN ATOMIC DESIGN THAT'S WELL-BRANDED, COMMUNICATES CLEARLY AND LOOKS GREAT!

EXCITEMENT BUILDS AS 'BERTA AND THE TEAM PREPARE TO REVEAL THE NEW BRAND IDENTITY AND RESULTS OF INTENSIVE FOCUS GROUP TESTING TO **KEY STAKEHOLDERS** ...



"I'M ALSO ANXIOUSLY AWAITING THE RESULTS OF INTELLIGENCE GATHERED BY MY DESIGN SPIES. THOSE RESULTS WILL BE MINE AT LAST—**HAHAHAHAHA!!!!**"

THE RESULTS ARE IN! THE IMPROVED BRAND MESSAGING AND LOGO DESIGN HAVE BEEN WELL RECEIVED. THE ROLL OUT IS UNDERWAY. WITH 'BERTA AND THE TEAM WORKING FULL THROTTLE, **LAUNCH IS IMMINENT!**



"WOW! THIS IS AN **EXCLUSIVE SCOOP!** GOTTA TWEET THIS OUT ASAP! THIS IS THE HOTTEST NEW BRAND LAUNCH EVER!!!



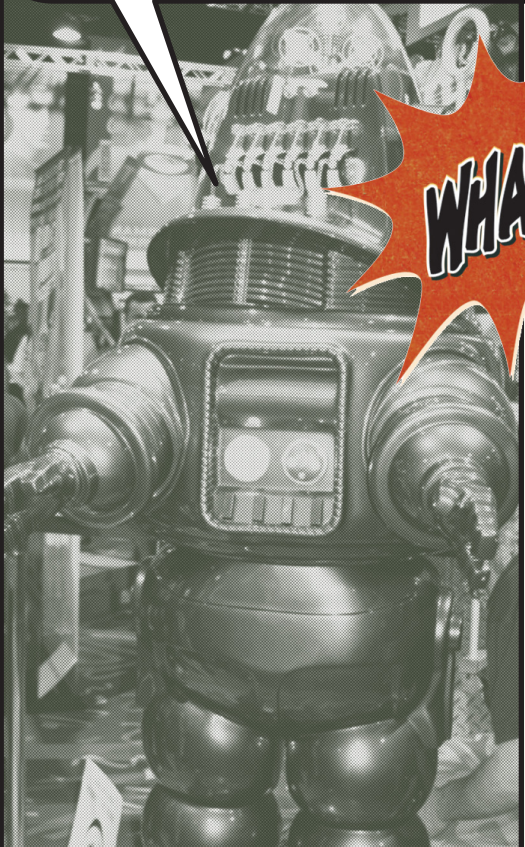
"OF COURSE, DEAR."

"DID YOU SEE THE LATEST BRAND LOGO? SUCH SMART USE OF CONCEPT, COLOR, AND TYPOGRAPHY! I SIMPLY MUST **HAVE IT!**"

'BERTA IS READY TO LEAD YOUR CRACK TEAM OF BRAND PROFESSIONALS TO GATHER MARKETING DATA, FORMULATE CREATIVE DESIGN SOLUTIONS, AND SOLVE THE MOST COMPLEX BRAND CHALLENGES. THE RESULTING BREAK-THROUGH LOOK AND FEEL AND IDENTITY WILL BE TOP-NOTCH! SHE'S GOT THE EXPERIENCE, CREATIVITY AND AESTHETIC KNOW-HOW TO HELP YOUR TEAM COMPLETE ITS MISSION!



"**DANGER, DANGER!** IT APPEARS DR. BLAND'S DESIGN SPIES MAY HAVE INFILTRATED THE FOCUS GROUP!! 'BERTA AND THE TEAM MUST ACT FAST TO SAVE THE NEW BRAND LAUNCH!!!



WHAMO!



OOPS! LOOKS LIKE THERE'S A **SLIGHT GLITCH** WITH THE INTELLIGENCE GATHERED BY DR. BLAND'S DESIGN SPIES. OH WELL, AT LEAST THEY CAN POST PHOTOS OF THEIR LATEST BEACH VACATION TO INSTAGRAM.



"**ARRRRRRGGGGGHHHHHHHHH FOILED AGAIN!** HOW CAN MY DESIGN SPIES BE SO STUPID! I'LL GET YOU NEXT TIME, 'BERTA! JUST YOU WAIT AND SEE!!!"



LOOKS LIKE YET **ANOTHER TRIUMPH** FOR OUR DEDICATED BRAND TEAM—LED BY 'BERTA! WITH BETTER THAN EXPECTED RESULTS, THE TEAM HAS LAUNCHED THEIR NEW BRAND IDENTITY, CONFIDENT IT WILL BE A **RAVING SUCCESS!** CAN THEY OUTDO THEMSELVES ON FUTURE BRAND EVOLUTION? CAN THEY KEEP THE LIKES OF DR. BLAND AND HIS EVIL DESIGN SPIES AT BAY?

"TUNE IN NEXT TIME FOR MORE NEW AND EXCITING **INTERGALACTIC DESIGN ADVENTURES** WHEN YOU **LEAVE IT TO 'BERTA!**"





HELP STOP THE MENACE OF BAD BRANDING AND CUSTOMER
EXPERIENCE BY CONTACTING 'BERTA TODAY!

OPERATORS ARE STANDING BY...

415.812.2327

OR EMAIL ROBERTA@LEAVEITTOBERTA.COM

FOR CREATIVE STRATEGY, BRAND DEVELOPMENT, LOGO IDEATION,
MOOD BOARDS, DIGITAL CAMPAIGNS, PRINT COLLATERAL, SWAG, SIGNAGE,
TESTING, AND SO MUCH MORE. **WHATEVER THE TASK... LEAVE IT TO 'BERTA!**

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