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Photographer: Vania Stoyanova

Brand at a Glance

Authentic
Energetic
Optimistic
Inspirational
Progressive
Cultured
Real





ARCHETYPES

The Caregiver.

Their main mission is to protect and care for others. They are best at being of service and giving. They tend to be compassionate, kind and generous. They're very maternal and nurturing and tend to be selfless as well. They help people stay connected and care for themselves

The Innocent.

Looks to be happy and free. Strives to be optimistic, simple and loyal. They tend to offer simple solutions to different problems and are associated with goodness. This brand is spontaneous, authentic, and real. They are seen as trustworthy because of their transparency.

The Outlaw.

These are the ones that love to break the rules. They're looking to disrupt or shock and appeal to people that feel outcast from society. Outlaws constantly fight authority and tend to be agents of change that help others break from the conventional

Urban Aesthetics

Signifies imperfection and grit. Highlights personal connection to the humble beginnings and relatability. Shows how in sync you are with the community and the needs of the people you serve.

Looking Foward

Simply progression, optimism & vision. Giving the undertone of confidence, leadership and looking to a better future. Most of all, appreciation, and excitement for what's coming next. Enticing the audience in preparation for some type of journey or adventure.

Clocks

Symbolism for limitlessness, being present, and life. Reminding us of growth and going for what you

MOOD MOOD



I MARRIED MY BEST FRIEND

o Femininity

o Loving

o Giving

o Nurturing

BREE AND THE CITY

o Confident

o Strength

o Creative

o Progressive

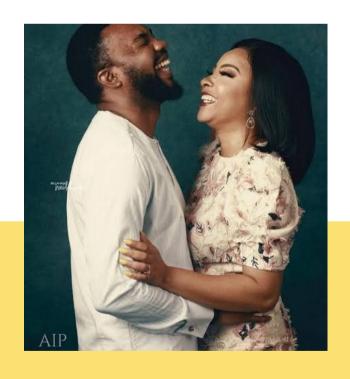
JOURNEY TO A BETTER BREE

o Inspiring

o Active

o Relatability

o Transparent







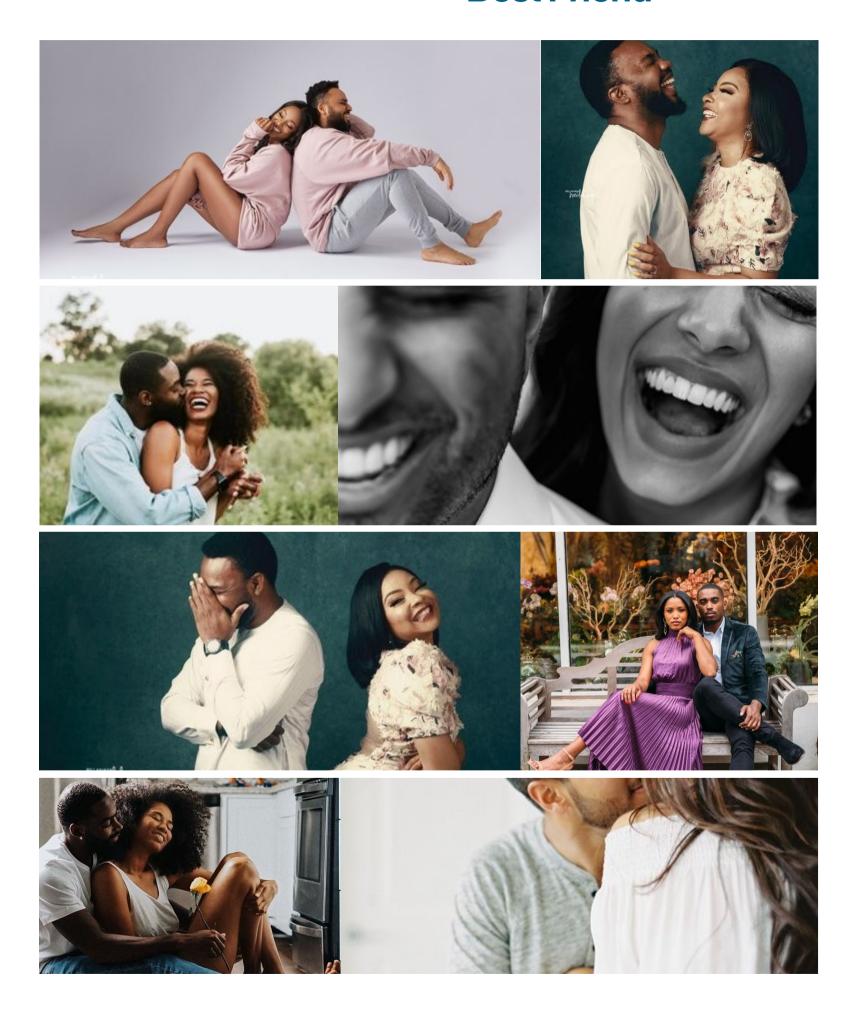
Photoshoot: Social Media + Content Planning

Platform: Instagram
Photoshoot Theme: "Who's Bree?"

Narrative:

Who is Bree? Everyone wants to know!
We can show you better than tell. Taking
action and showing transparency is a
big part of the brand. Visually, these
photos will take the audience on a journey
from humble beginnings to creating a
life she wants. They will also tell her
story of love and commitment to her
family and community.

"I Married my Best Friend"



"I Married my Best Friend"

Mood

Sexy, flirty, and fun

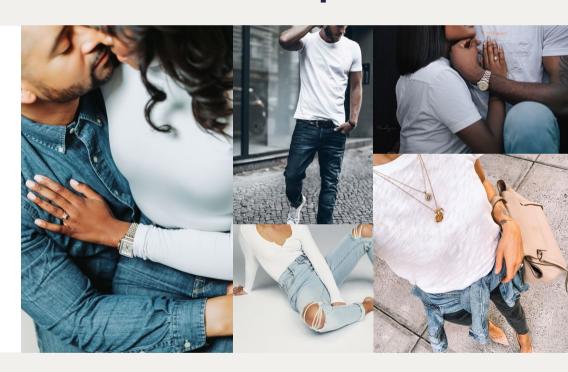
Stories To Capture

- Healthy Communication
- Family life
- Building legacy
- Black Love

Setting Inspo

Very natural and intimate

Outfit Inspo



Props

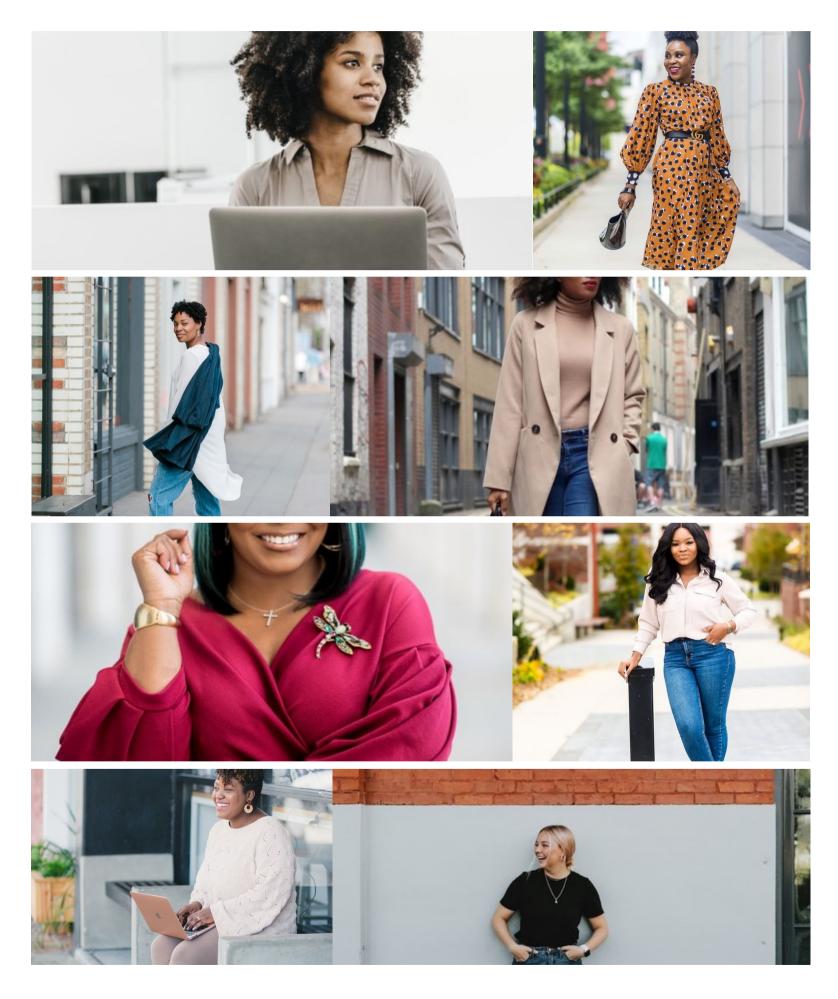
People To Include

Husband

"I Married my Best Friend"



"Bree and the City"



"Bree and the City"

Mood

powerful, feminine, and business forward

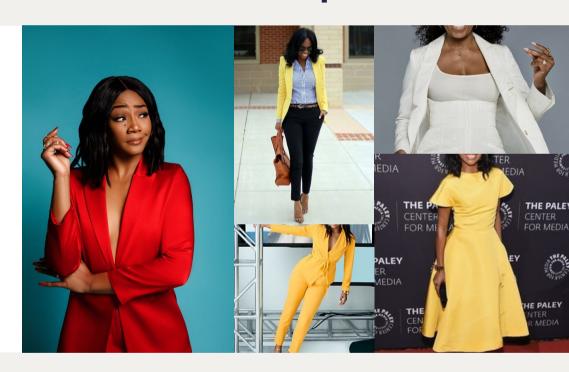
Stories To Capture

- The streets raised me
- Becoming an Entrepreneur
- Activism
- Women Empowerment
- Preparation Meets Opportunity
- E-Book Cover

Setting Inspo

desk office area

Outfit Inspo



Props

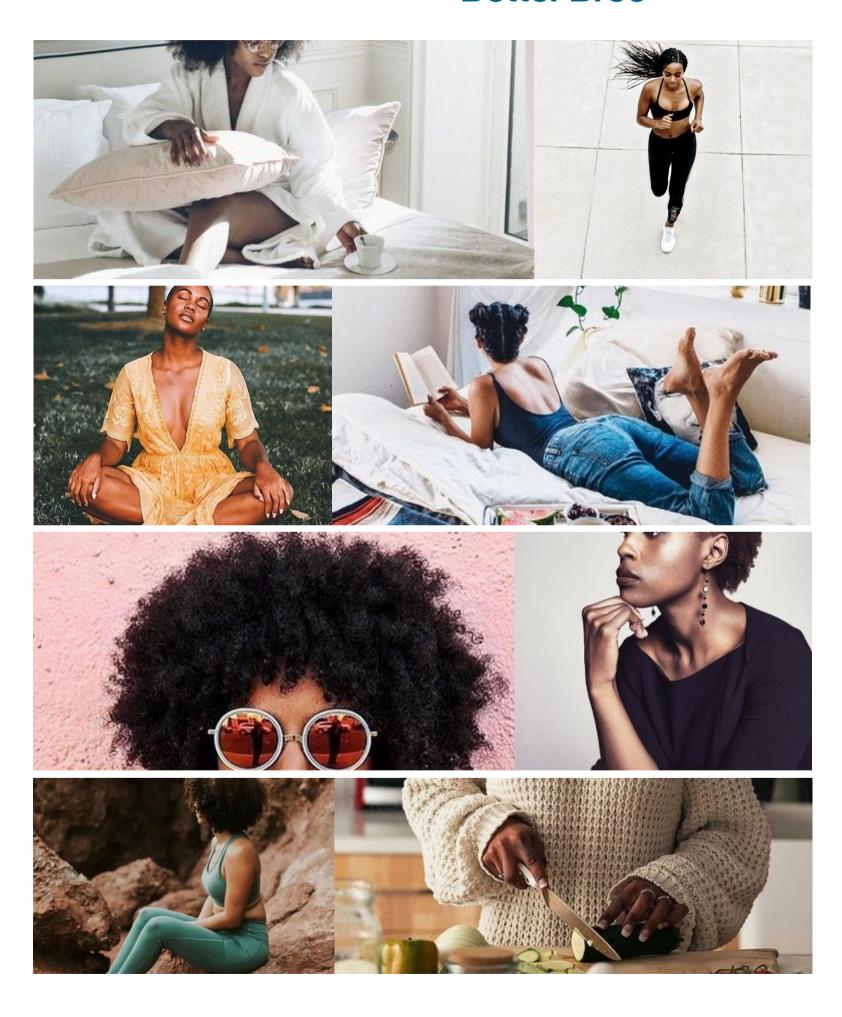
People To Include

computer or ipad

"Bree and the City"



"Journey to a Better Bree"



"Journey to a Better Bree"

Mood

comfortable, happy, and grounding

Stories To Capture

- Health & Fitness
- Self-care
- Journaling
- Self-Awareness
- Emotional and mental health advocate

Setting Inspo

homie

Outfit Inspo



Props

People To Include

note books, mugs, blankets, pillows

"Journey to a Better Bree"





