

It's
OK.

or
An Optimistic
Approach for
A Pessimistic
Brand Owner



www.ozankarakoc.com



intro —

Ozan Karakoc
Design Studio, Inc.



www.ozankarakoc.com

it's ok —

Hello. It's OK.

...or Ozan Karakoc. I'm a multi-disciplinary designer and creative director, who specializes in branding.

...and you must be a passionate brand manager who wants his/her brand to reach its true potential both in terms of strategy and design, but doesn't know where to start and what to do.

This little book intends to help you find answers to your questions about branding your product, service or market.



hi

one —

I am introducing a new product, but I don't know where to start.

OK

It's OK.

We can create, build, and manage your brand.

"Products are made in the factory, but brands are created in the mind," says Walter Landor, one of the forefathers of modern branding. Developing a new product is a great start. Choosing the right brand strategy for it to bloom is the next step. Luckily, that happens to be one of our fortes!

it's ok —

two —

A new generation
of strong and
nimble compet-
itors are eating
our lunch!

OK

It's
OK.

We can help you reclaim
what's rightfully yours.

Unfortunately, customers don't treat kindly to those brands, who don't offer something unique. In every industry, commoditization is a real problem, and the only known cure for that is differentiation. We can help your brand stand out and regain your mojo!

it's ok —

three —

I used to know
exactly what
my customers
wanted. Alas,
not anymore!

OK

It's
OK.

We can help you craft a
unique customer journey.

Don't worry. Your customers still need your product. But they want it to come with a great experience. A great brand is the one that creates valuable experiences for its customers. Getting into your clients' mind, understanding their desires, and delivering a memorable journey is what we excel at.

it's ok —

Your brand is
what other people
say about you
when you're not in
the room.



Jeff
Bezos

Founder of
Amazon.com

It's
OK.
We know that! ;)

four —

I don't
want to
get into
a price
war.

OK

It's
OK.

We can relieve you from
price and margin pressures.

Today, customers have many choices.
Maybe too many... When they face a plethora
of alternatives, they usually chose the one
that offers the most value. We can help you
understand what value really means to them,
and then deliver it in fashion!

it's ok —

IV

five —

**We are about to
acquire a firm,
but we are not
sure how to
sustain and in-
crease its value.**

OK

**It's
OK.**

**We can help you
manage the change.**

As the saying goes, "the only constant is change". Companies evolve. Sometimes they split, sometimes they merge. The key to success during M&A is managing the change. By good fortune, you have experienced and certified change management specialists like us at your disposal!

it's ok —

>

**I can't
attract and
retain
the top
employees.**



**It's
OK.**

**We can help you create and
deliver a unique employee
value proposition.**

Great vision without outstanding people is doomed to fail since at the end of the day you bet on people, not on strategies. That's why for a company, to be known as a great place to work is the ultimate competitive advantage. Creating an ideal culture, developing compelling messages for high-performing employees, and creating a unique employee value proposition are what we can do to assist you attract and retain top employees.

Design is
thinking
made simple.



Soul
Bass

—

Legendary designer,
Academy Award
winning filmmaker

It's
OK.
We know that! ;)

I feel like
my brand is
behind the
competition and
I don't know
what to do.

It's
OK.

We can figure out why and
boost up your brand.

A brand is neither a logo nor a name. It is
what others think about it. We will carefully
analyze your products or services, as well as
the market and the competitors, to make your
brand stand up and stand out.

**My
product is
really good,
but nobody
knows it.**

**It's
OK.**

**We come up with tailor-made,
turn-key solutions to make
your product stand out!**

There are many ways for a brand to differentiate in the market. But there is not a universal recipe for all brands. We will create the best, unique path for your brand to follow and enjoy the results.

nine —

My brand
doesn't
have a
unique
story to tell.

OK

It's
OK.

We're here to help you
discover it!

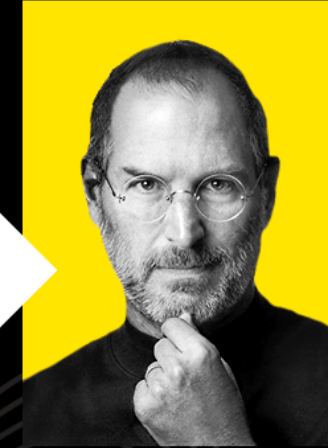
Branding is 'differentiating'. And the best way to differentiate a brand is to tell a unique story. Don't worry. Our job is to create inspirational narratives to make your brand stand out and your clients convinced.

it's ok —

IX

Design is not just
what it looks
and feels like.

Design is
how it works.



Steve
Jobs

Founder of
Apple, Inc.

It's
OK.
We know that! ;)

ten —

My
logo
looks
outdated.

OK

It's
OK.

We can design a
world-class one for you.

We spend our lives thinking of, talking
about and creating brands. For both big
global brands and boutique, small busi-
nesses alike. Creating a fresh, long-lasting,
and strong brand identity for you is what
we do for a living.

it's ok —

x

My website
doesn't
fulfill my
clients'
needs.



It's
OK.

We can build a strong online
presence for your brand.

You may need a simple, commercial website,
or an e-commerce system, or maybe a mobile
application? No problem! With our experi-
enced designers and software developers, we
can make your dream come true.

I don't
know where
to find a
branding
specialist.

It's
OK.
You've just
found one!

We are a creative think tank, which helps both global brands, small business, and startups. As a team of experienced creatives and strategists, we provide complete branding and advertising services.

Design is
the silent
ambassador
of your brand.



Paul
Rand

—

Designer of the
logos of IBM, UPS,
Westinghouse and
many more.

It's
OK.
We know that! ;)

**My brand
is my baby.
I want to be
in charge of
its fate.**

**It's
OK.**

**We will work together
closely.**

You planted the roots of your brand, and you have all the rights to have the biggest role in its branding or re-branding journey. We will always be communicating while discovering your brand story and helping it reach its true design potential.

I don't have
a creative
brief. I don't
even know
what it is.

It's
OK.

Helping you put it together
is a part of our job.

Don't you have answers? Well, maybe you weren't asked
the right questions. We will start everything by asking
you questions. And then more and more questions. You
won't believe how insightful your creative brief will be!

I hate
companies,
which are trying to
sell me services

I actually
don't need!

It's
OK.

We don't offer ideas
that we haven't tested
on ourselves.

We truly love what we do and 'branding right'
is our obsession. Once you have such pas-
sion for your job, you are all transparent and
honest for its sake. If we don't believe that a
certain service won't help your brand, we
never offer that to you.



Ideology

Partner, Not Contractor

We believe that good branding and effective advertising require more than being a service provider. It requires being a 'partner'. It requires listening to the client, understanding needs, proactively questioning opportunities and doing all those with genuine care.

Honest and Responsible

'Making profit' has never been our primary goal. It is only the outcome of our process. Our top priorities are work ethics, honesty and responsibility. If our strategic analysis shows that you don't need a specific service, we don't propose that to you, no matter how profitable it could be.

Design That Works

Art for art's sake, or art for people's sake? This never-ending debate can live forever but we believe that design is for people's sake. Good design is the one that works. As Alvar Aalto's saying goes; 'Beauty is the harmony of function and form'.

Caring For Design

Design is our true passion. That's why we value design itself as much as we value our clients. There is no such thing as 'good enough' in our book. We always seek the better during our eternal creative journey to perfection.



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it's ok —

Services

Brand Strategy

- / Listening To The Client
- / Asking Questions / Identifying Needs
- / Seeking Answers To:
 - Why does the brand exist?
 - How does it operate?
 - What does it do?
- / Discovering The Brand Story
- / Building / Optimizing Brand Architecture
- / Naming / Slogans
- / Guidance for Choosing Mediums

Print Design

- / Advertising Campaign Concept
- / Print Ads (Newspaper)
- / Print Ads (Magazine)
- / Outdoor Ads
- / Brochures & Catalogues
- / Annual / Activity Reports
- / Coffee Table Books
- / Movie, TV Show Posters (Key Art)
- / Home Entertainment (CD, DVD, etc.)
- / T-Shirt / Apparel
- / Book / Magazine Layout
- / Press Kits

Brand Design

- / Logo Design
- / Stationery (Business Card, Letterhead, Envelope, etc.)
- / Corporate Identity Book
- / Package Design
- / Event Branding
- / Keynote Presentations
- / Ad Page Layout
- / Trade Show Booth Design
- / Promotional Materials

Digital

- / Website Design
- / Website Development
- / Mobile Application Design
- / Mobile Application Development

Motion Design

- / 2D/3D Animation
- / TV Ident Packages
- / Video Editing
- / Commercial Film Production



About Ozan Karakoc Design Studio, Inc.

Ozan Karakoc Design Studio, Inc. was founded in 2015 by multi-disciplinary visual communication designer and creative director Ozan Karakoc.

Ozan was born and raised in Istanbul. After creating multiple award winning web projects **Muzik Kutusu** and **Bak Magazine**, and working for prestigious clients like **Pepsi, Mucinex and Dogus Otomotiv**, he was offered a job in **Los Angeles, California**. In 2008, he moved to the 'City of Angels' and started working for Iconisus, one of the leading motion picture advertising agencies in the US.

During his employment as a senior art director and creative director in Iconisus, he designed **over 1,000 movie and TV show posters** for major production companies such as **20th Century Fox, Sony Pictures, Universal, FX Network, HBO and more**. He also created the official advertising campaign of **2010 FIBA World Championship**.

As branding design being his true passion, Ozan left Iconisus and became a partner of the LA based branding and advertising agency, I Mean It Creative, in 2013. With I Mean It's brilliant team, he created **brands, advertising campaigns, digital materials and such visual and strategic solutions** for clients like **FOX International, Godiva, Carlsberg, Tuborg, Hilton, Turkish Airlines and Tourism Turkey**. He was also a part of the core team who created the **official country branding project for Turkey and city branding project for Izmir**.

In 2015, Ozan started his own studio in Los Angeles, CA. He's been working as a **strategic branding focused multi-disciplinary designer** since then.



website
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Please feel free to
contact me at
info@ozankarakoc.com
or visit my portfolio at
www.ozankarakoc.com.



This is the last page. **But it's OK!**

LOS ANGELES

bye

it's ok

OK