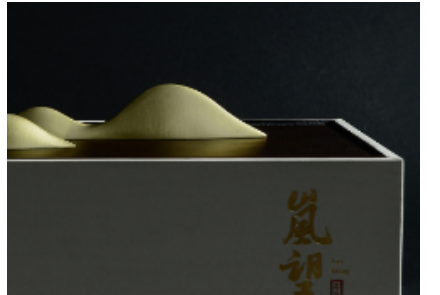




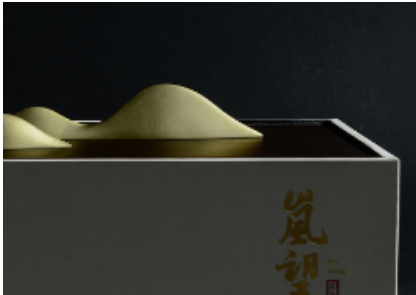
GINA | THE BRAND



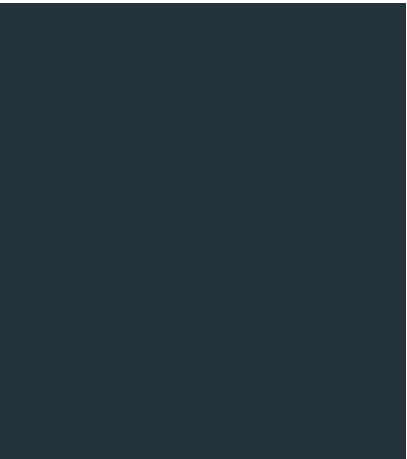
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ACU PUN CTU RE2



Gena Strung



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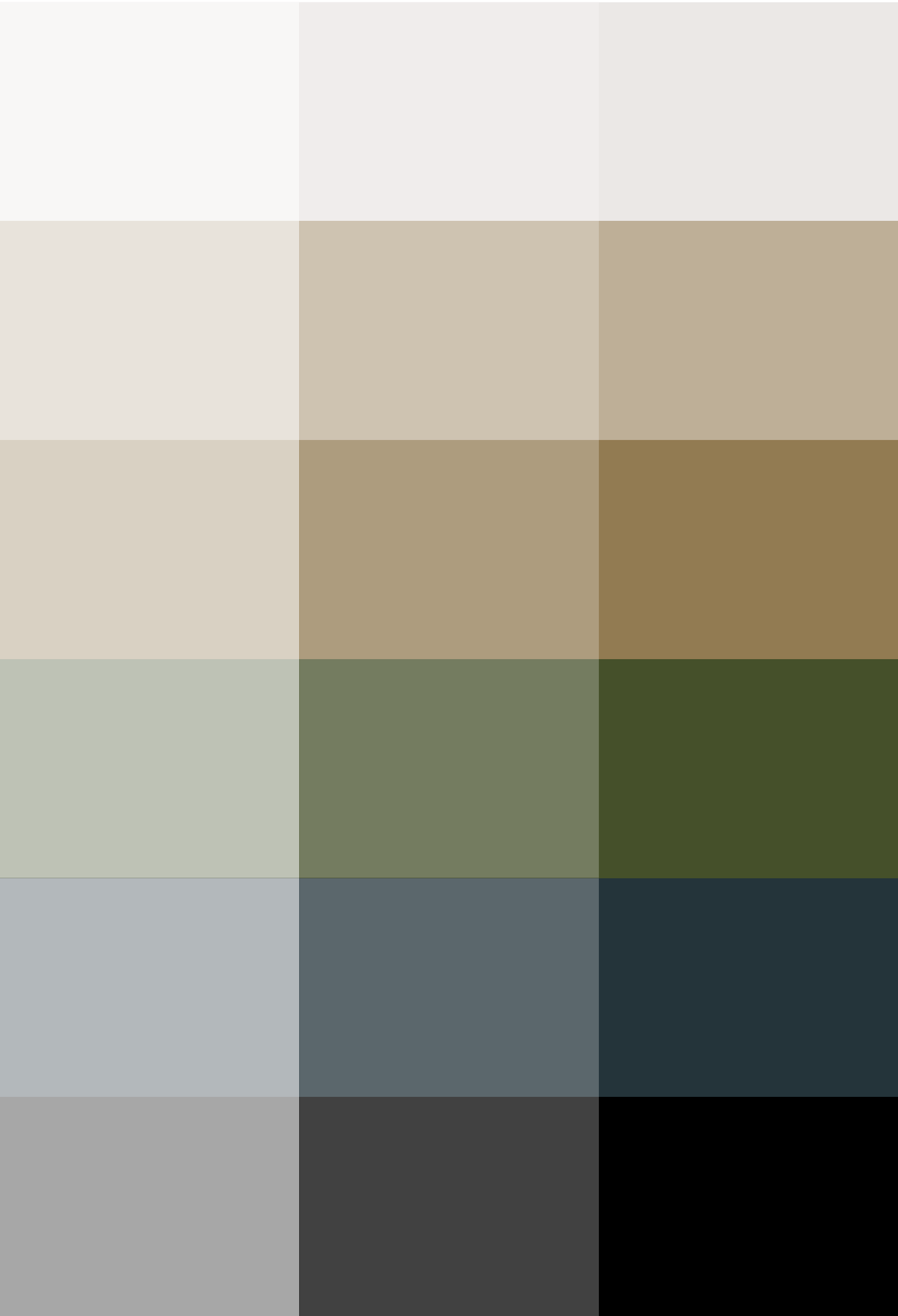
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Gena Strung

gena strung





Gena Strung

Helping female acupuncturists obtain more time,
freedom and energy into their daily lifestyle.

Gena
Strung



support

EVERYONE DESERVES CARE

STRATEGY

You don't have to
settle for status quo.
First demand more,
second, go out and
get it.

Love Yourself As Your
Neighbor

RULES ARE MEANT TO
BE BROKEN!

PROVE
LIBERATION

DISRUPT
CARING
WARM

REASSURING

Disrupt + Shock

Other's Before Self

Denounce Status Quo

The Greater Good Is Worth Sacrifice

rebellious

DRIVE

Liberation
Change
Righteousness
Revenge
Independence
Support
Help
Service
Recognition
Gratitude

FEAR

Servitude
Conformity
Complacency
Acceptance
Dependence
Anguish
Helplessness
Ingratitude
Neglect
Blame



RULES ARE MEANT TO BE BROKEN.

**DISRUPTIVE
REBELLIOUS
COMBATIVE**

You don't have to settle for status quo. First demand more, second, go out and get it.

The Outlaw has a desire for revolution partly to change the world for the better and partly for the anarchy involved. They have a disdain for rules, regulation and conformity that would remove any form of their freedom of choice (or anyone else's). They are good at the core but anger is part of their motivation, which can become the dominant force. Without a fight, they are lost.

To appeal to an outlaw you need to prove to them first that you see the world as they do. Status Quo and Conformity are the common enemy and showing disdain for either will go a long way to resonating. Encouraging, facilitating or empowering revolution on the other hand, will make you an instant family (or gang) member. Formal communication should be avoided and your language and tone should be laced with grit and attitude.

DRIVE

Liberation
Change
Righteousness
Revenge
Independence

FEAR

Servitude
Conformity
Complacency
Acceptance
Dependence

STRATEGY

Denounce Status Quo
Disrupt + Shock



LOVE YOURSELF AS YOUR NEIGHBOR

CARING
WARM
REASSURING

Everyone deserves care
and we must all strive
to bestow service upon
one another.

The Caregiver is a selfless personality who is driven by the desire to protect and care for others, especially those in need. They are often maternity figures and take those who are in need of care, under their wing until they are stronger to take care of themselves. This personality is personified perfectly by the nursing profession and though they like their effort to be recognised don't like being patronized. Caregivers are not just reactive, they are also preventative and tend to be in and around an event of harm, before or after.

The Caregiver archetype is a perfect fit for brands that help those in need. The people such brands help are often vulnerable and sensitive and require a soft touch. Warm, thoughtful, generous and motherly approach offers a feeling of safety that will appeal to their needs. A Caregiver brand's aim is to make their customers feel secure, protected and cared for. Caregiver brands may need to appeal to wider audiences as they often require external input in order to provide care for those in need. In such a case, educational and conscience evoking messages may be the key.

DRIVE
Support
Help
Service
Recognition
Gratitude

FEAR
Anguish
Helplessness
Ingratitude
Neglect
Blame

STRATEGY
Other's Before Self
The Greater Good Is Worth Sacrifice

