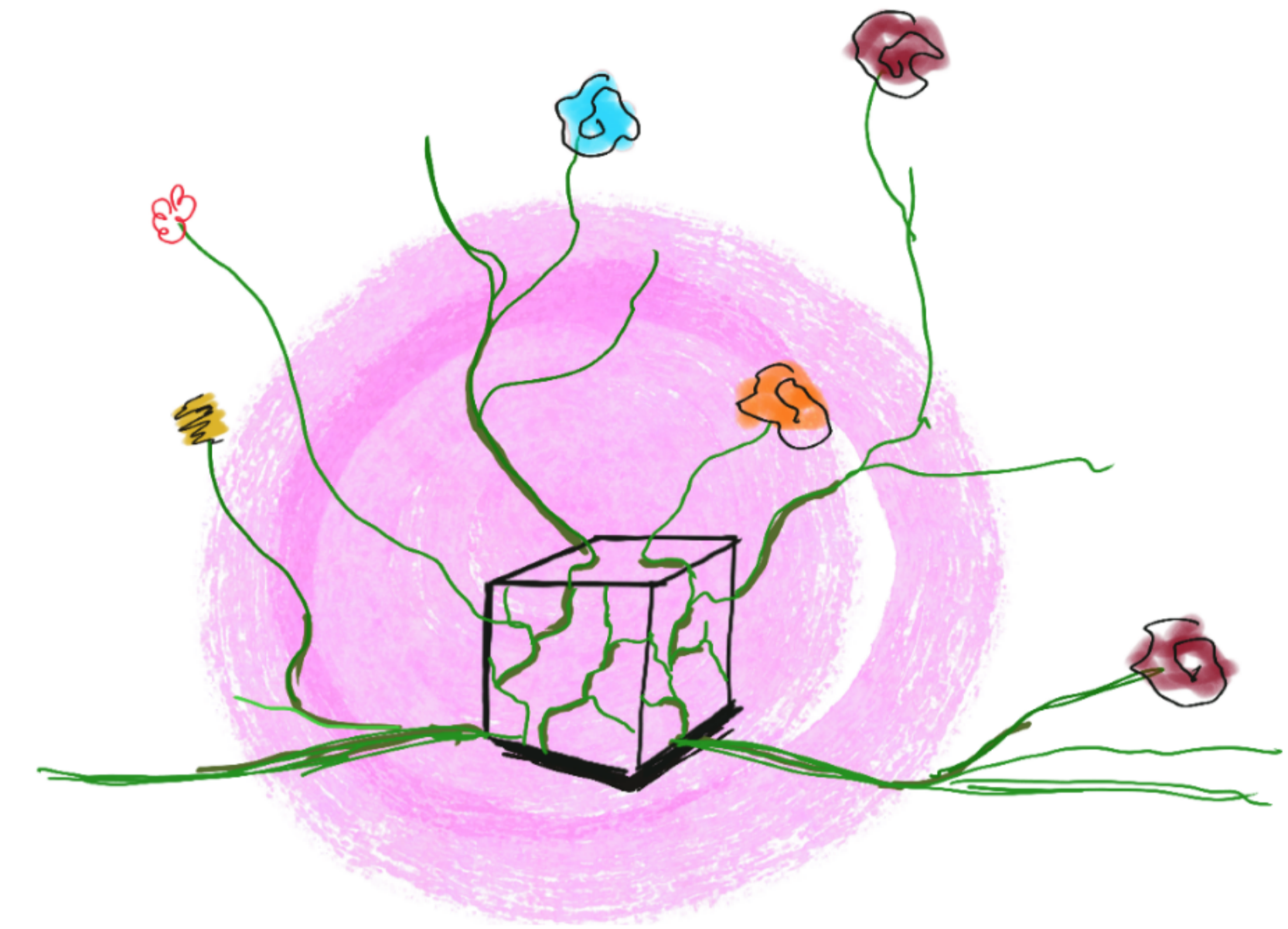


## Context

OFFFF is a branding studio based in Rotterdam that focuses, among other things, on creating new brand identities for its clients. One of the challenges OFFFF encounters is that not every new brand identity comes to life after delivery.

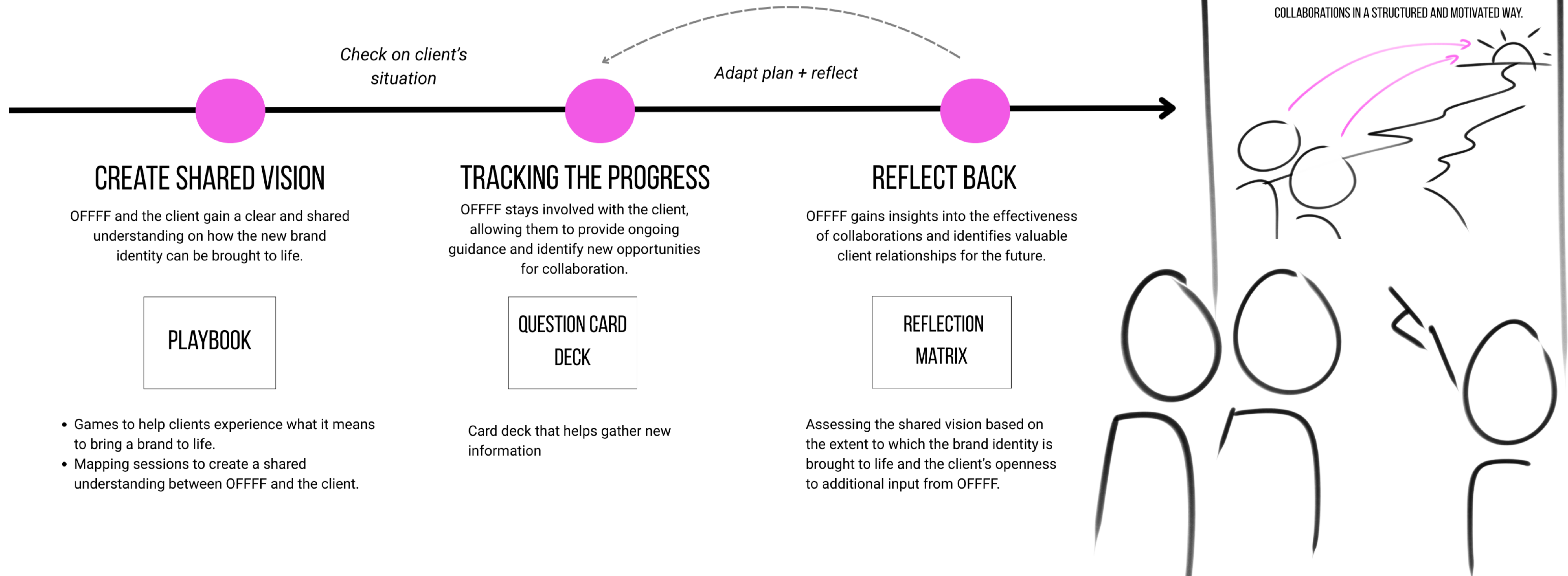
## Solution

To design an intervention that fits within OFFFF's daily workflow, enabling them to support clients in taking ownership of bringing the brand identity to life by addressing internal organisational factors that influence brand activation.



# THE TAKE OFFFF STRATEGY

## FOR BRANDING STUDIO OFFFF TO SUPPORT ITS CLIENTS IN BRINGING NEW BRAND IDENTITIES TO LIFE



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