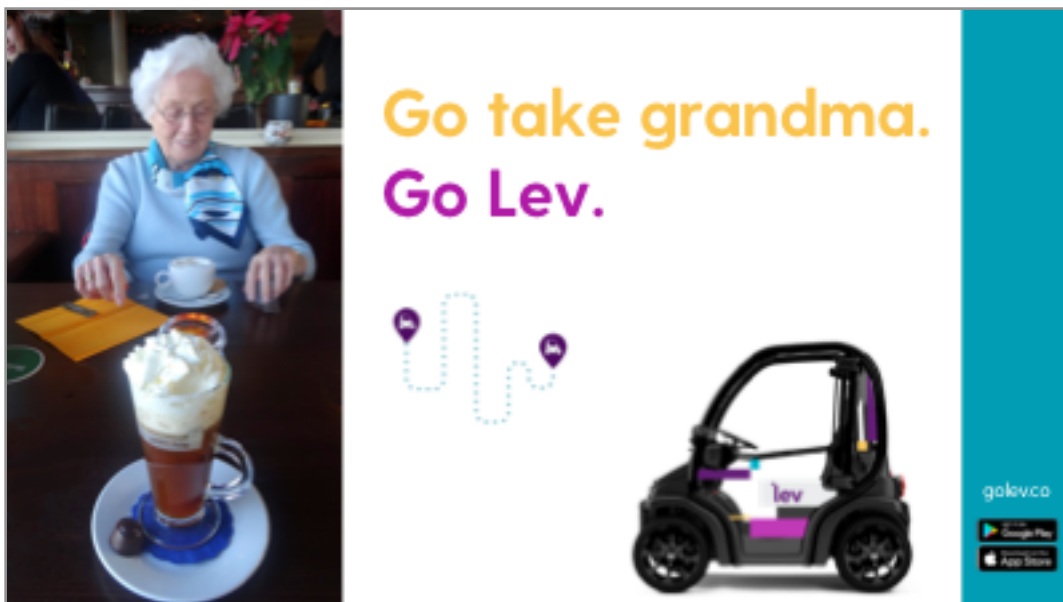


Stream-of-consciousness thoughts and notes toward a creative brief

Lev is relevant for a wide demographic and psychographic, so the tone should embrace this diverse audience. In fact, it should leverage this inclusive (and not exclusive) phenomenon as a part of its tone.

Car rentals are kind of boring. Electric motorbikes rentals look fun, but you probably want to have some experience of driving them beforehand. Stand-up scooters are for young hipsters, and they look a bit dangerous. I own a bicycle, so renting one is not really my thing.

But the Lev is kinda just the right thing. It's as easy to drive as a car (maybe easier), and you drive in the road with the other cars, but you can park it like a bicycle. It kind of reminds me of a golf cart, but it's much cooler looking and it's all enclosed so the rain is kept out. I've seen some of these vehicles around before - and a lot of businesses seem to use them for making deliveries, because I see them dressed up with the company logos and stuff. It looks like fun, but it's also super practical to use it for short runs in the city center. And I can take a friend, or even my grandma, along with me.



I like this photo a lot. She doesn't feel like she's posing, but it is clearly a "viewer as the POV" sitting here with your more-fancy-than-normal-but-you're-with-grandma cappuccino. She's sitting with her more-fancy-than-normal-but-I'm-with-grandkid coffee. They got here and it

was easy and fun in the Lev, and they didn't get windblown or wet. Yeah, I **can** take grandma places.

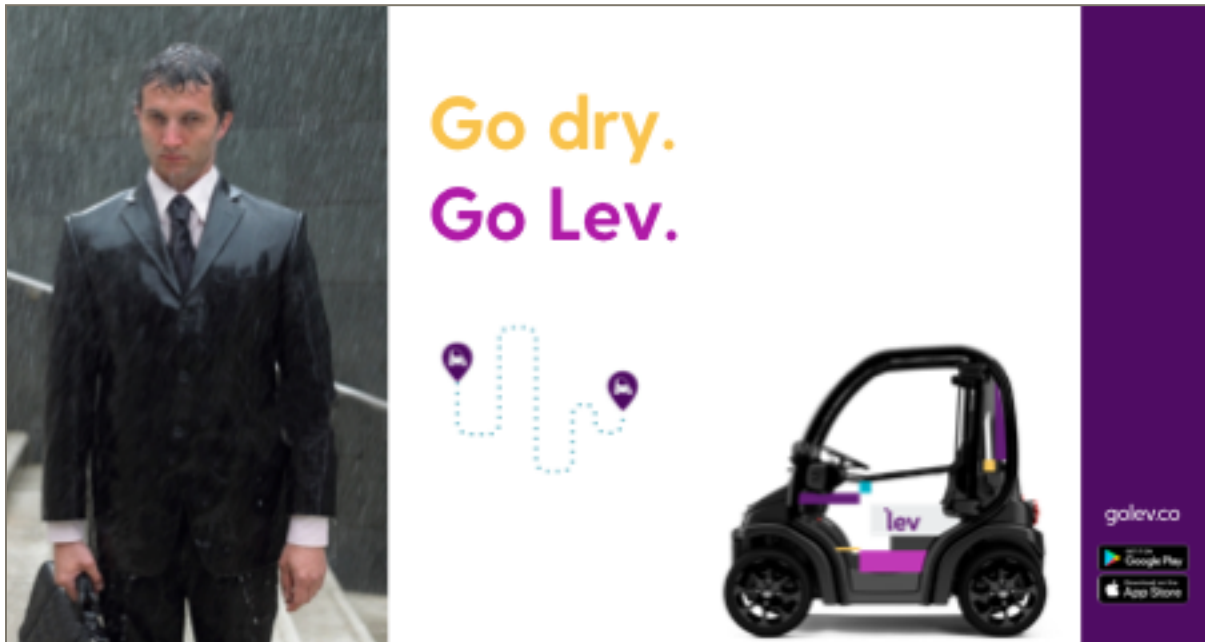


Our brand conveys itself as something that everyone can use. You don't have to be young, or rich or be a part-time model to feel good about using it. We should play up the "everyman" and "normal" situations in our imaging. Just a regular Jane, a regular Joe, getting about their business of living. Grocery shopping, getting to the train, meeting a friend across town, picking up the kid from school.

Rotterdam man is the best example of this "everyman" vibe. The quality of the photo is a big part of why this works. Good but unglamorous light, slight depth of field. He's looking at the camera, but he's not confrontational. He's happy in his skin, and so are we. He took a Lev to the stadium, so could we.

(Random note - what about playing up that glamor difference in an exaggerated way? Start with the iconic red-carpet type entrance scene - high wide shot looking down on the swanky cars that are letting out the swanky people. Then a Lev pulls in and two swanky models come out. Some sort of distortion happens in the image, then a transition to a close up of a normal guy daydreaming in a Lev. A woman, credibly his wife, is saying goodbye to some friends outside of the movie theatre where he was waiting. She gets inside the Lev. She asks, "So what did you think of the movie?" Cut to matching shot of Lev (as seen in the

glamor sequence) as we hear his voice, "Oh, I liked it a lot..." His voice continues and fades as the Lev pulls forward out of frame. Graphics: Go your way. Go Lev.)



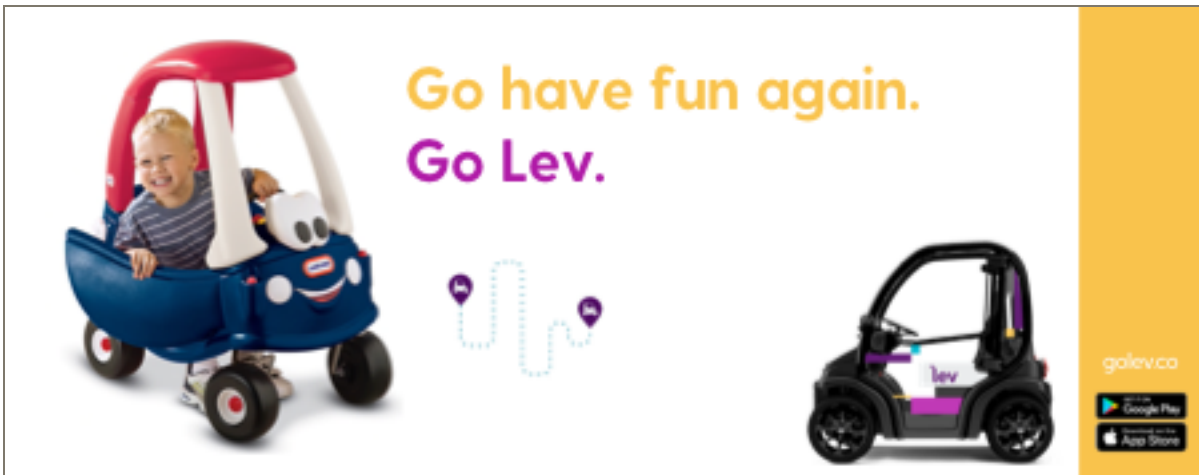
Apple's brand tone is very youth/model/perfection/squeaky clean. Not quite our thing. We want to convey normal life, not an idealized life.

Consider the "Go dry. Go Lev" ad. This is still a bit on the "everyman" theme, but using empathetic humor. We don't want to be that guy. We've been there. We also don't feel too bad (and therefore we can find the humor) because he's a young white guy in a nice suit.

The quality of the photography is also what makes this ad work. Its simple, but its high quality - great light on his shoulders, strong compositional divider with the stair railing. He is looking directly at the camera, which might be more energy than we want. I wonder if he were looking a bit off axis if it would work better or worse?

So empathetic humor could be an angle - you're in a situation that Lev can fix. Make it a bit funny, not mean. Go clean. Go fresh. Go like a boss.

"Go have fun again" is also on the everyman theme, This one relates to the apparent ease and fun of driving a Lev. Heck, we wanted to drive one of these since we were a kid. And now maybe we can? For just a few Euros? The similar shape of the toy and the Lev strongly enforces this emotional connection.



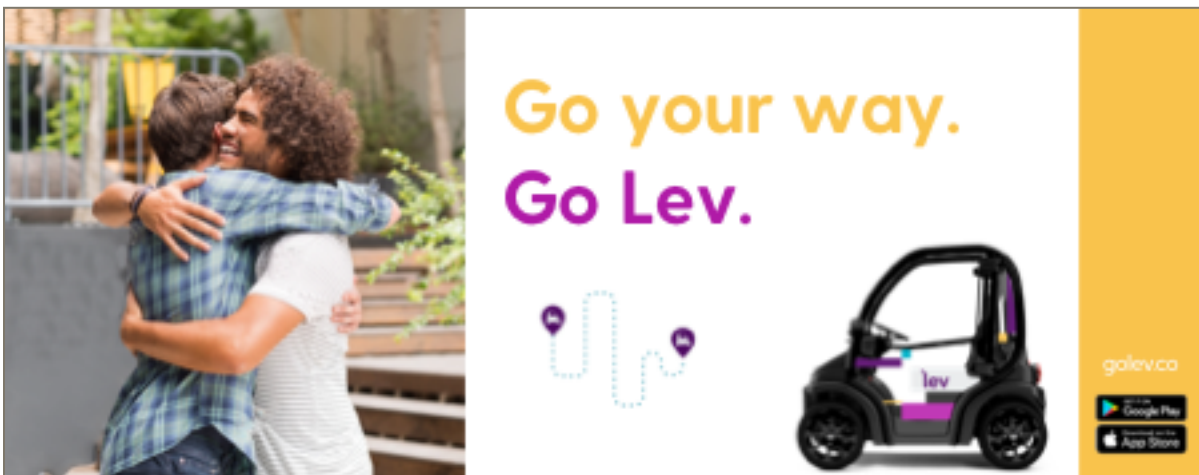
Go have fun again.
Go Lev.

golev.co

Google Play
App Store

This advertisement features a young child smiling while sitting in a blue and red toy car with a smiling face on the front. To the right of the child is a dotted line path with two location pins at the start and end. Further right is a black and purple Lev electric car. The background is white, and the right side of the ad has a yellow vertical bar containing the website URL and app store logos.

This is a photo from a catalog of the toy seller, so it's super produced. We could probably pull it off with the kid in a normal context (i.e. not the etherial white space). The joy on the child's face is a big part of why it works. The "again" in the tagline is critical. We do want to bring out the fun aspect of the Lev, but we don't want to suggest that speed or hooliganism is a part of that fun. But a kid's fun is, by comparison to adult's fun, safe. This ad contains all that - you can have fun, you can have it again like you did when you were a kid, and the fun you had as a kid was real but not dangerous, so you can have not-dangerous fun with the Lev.



Go your way.
Go Lev.

golev.co

Google Play
App Store

This advertisement features two men hugging outdoors. To the right of the image is a dotted line path with two location pins at the start and end. Further right is a black and purple Lev electric car. The background is white, and the right side of the ad has a yellow vertical bar containing the website URL and app store logos.

"Go your way" is nice, but it doesn't quite hit the mark. When I showed this set to my 26-year-old daughter, she had a clear reaction to all of them, but when it came to this she was indifferent. But "Go your way" it is a very generic statement, so maybe the image has to convey something specific.

The photo is nice, like a snapshot, and doesn't look forced or posed. The people are normal. The composition is not great. Maybe it's the composition?

Another idea in the humor camp is to take "Go your way" to a slight extreme, to play up on people's quirks or differences, showing them going their own way in life and somehow tying that positively to Lev. There is a bit of quirkiness to driving a Lev vs. other forms of transportation, and many people seem like they've not seen one before (especially in Rotterdam vs. Amsterdam). But I honestly can't come up with good examples to show if this idea works, so it probably doesn't. - or it won't have legs beyond one or two examples. I think practicality is an important component to the brand, how it is practical and fun to use - the emphasis shouldn't be on how "different" it is to use.

Side note: We could reserve this idea for certain specific events, such as Gay Pride, where "Go your way" could be a nice tie in. To wit:



Emphasis: "Go your way" can have multiple emphasi (is that a word?)

Go your way - Just go now. It's easy.

Go **your** way - It's your call, your choice.

Go your **way** - This is how I want to go from A to B.

We might all have different experiences on which of these is predominant, but I'd say that the spoken emphasis is the third one, while the meaning is a combination of all three. But I think if we were to put a voice to the tagline, the cadence of, "Go your **way**, Go **Lev**" sounds most natural when spoken. If we to to speak it as, "Go **your** way. Go **Lev**" the emphasis is

too much on the listener - what if Lev isn't my way? I'm a dedicated bicyclist - Lev is not **my** way. But with "Go your **way**", no one is going to challenge that Lev is proving an alternative to how you are going. It's more neutral, but that neutrality is actually a good thing, because then the listener will relate to the tagline the way they consciously or unconsciously choose.

The vehicle - for the purposes of these notes I'll refer to it as the Biro - is also a strong part of the brand tone. It's immediately appealing to all ages. We have determined that the Biro image is a key element to our brand image and imagery.



This is a stock Biro photo with a digital rendering of the wrapping. The shadow is also included in this image, but the Biro was not shadowed in my original mock-ups because I was looking to have the Biro be able to float in space, like an abstract symbol, without the need to create a sense of a ground. We were/are also thinking about an ad concept where just the Biro is featured, so I wanted to have that flexibility of the neutral white space. But I think I was wrong. Cars are a thing that you always want on the ground. Four wheels in space just don't feel right. And we're using a real photo of the real vehicle - not an illustration - so having the shadow also adds to the concrete reality that yes, this is an actual vehicle and it's really cute!. I changed the ad mockups included in these notes to have the shadowed Biro and I think it's better.

And to drive the point home, I took a stab at creating an illustration of the Biro (based on the work Tyler had done previously on such an illustration), and even though the illustration is not very detailed or very good, it's pretty obvious that this is not a good direction.



Perhaps this could be re-visited with a better illustration, but it might be better to represent the Lev more abstractly or iconically so the illustration doesn't fall into the uncanny valley like the one above.



So we've determined that the photo of the Biro is good, that the shadow - or the representation of the car as something that is solidly on the ground, are all good things. I'm still open to the idea of the use of the simpler, icon-like image above of the Biro may work when the photo does not, but knowing that the photo is the main way we are going to represent Lev.

Let's look at a basic mock of the "Biro-centric" ad approach:



Go your way.
Go Lev.



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GET IT ON
Google Play

Download on the
App Store

Go your way.
Go Lev.



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While I was initially intrigued by this concept, I haven't been able to come up with a representation that fits what Lev is about. Granted, I haven't dedicated much time to it, but the mock-ups for the people-based ads came pretty fast, and they worked right away. Part of the problem is that we have just this one image (we do have front views of the Biro, but they don't quite show the branding as strongly as the side view, and the cuteness of the Biro is not as obvious), but my initial gut feeling is that the Biro alone does not cut it. The "Biro-centric" pieces seem too cold, or they appear more like an ad for the Biro vehicle and not for the Lev service. And, let's face it, it is a cool vehicle, but it's not a Lambo when it comes to camera close-ups.

But it's also the sense of scale that's off. When we're looking at these images, especially the heavily cropped ones, the Biro/Lev seems larger than life, or is trying to seem intimidating. With the person ads, the Biro/Lev is shown in full and is diminished in relation to the people, who are large and prominent. This puts Lev in a more friendly hierarchy - it's here, looking at you, ready to help, and it's not going to run over you and kill you.

This smaller vehicle also fits well with the narrative formed from the left-to-right reading of the ads. You first see the people on the left, we then present (or imply) the situation with the combination of the tagline, and then as your eye continues to move down you see the path "bug" which shows two map points and a route, and conveys something about mobility, and finally in the the lower right we're shown the solution with the small, shadowed Lev. Then the app store badges and the URL drive the point home that this is an app-based mobility service, and I bet that cute vehicle is the thing they are promising I will get to drive.