

ORLANDO

CREATIVE DIRECTOR, INSPIRATIONAL TOUR DE FORCE

Give your brand a rejuvenating jolt in one week

BRAND *spruce*

WHAT WE DO

1

We give you and your team three atypical workshops that enable you to re-capture your brand essence and create an updated positioning.

2

We work together to identify and re-energise important contact points between you and your clientele.

3

We then work with you to apply this new insight and verve, where it makes strategic sense, this could be in your retail space, website, or logo and identity design.

WHAT YOU GET

The brand spruce will leave your heart re-aligned with your business, your mind re-focused on your opportunities and your brand re-energised to connect with people and thrive.

HOW IT WORKS

DAY 01 / Who you are [workshop 90 min]
exploring new potential in your offering and positioning.

DAY 02/ Who you want to be [workshop 90 min]
refining your market category and expanding your potential for growth.

DAY 03/ How you are perceived [workshop 90 min]
refining your positioning statement and brand identity.

DAY 04 and 05 / RE- energise Contact points
We identify and spruce-up one of your important contact points, from slogan to website to logo design. We add new verve to your brand.

ABOUT ORLANDO

Between ten and five: “Charismatic, and passionately inspired”

Sunday Times: “Meticulously selected and styled “

House and Leisure: “Green driver with a passion for sustainability”

Marie - Claire: “Stylish, in-the-know, go to person”

Sawubonae Magazine: “Brings revolution to everything he works on”

The Sunday independent : “Truly interdisciplinary”

BOOK NOW

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WWW.ORLANDO.JOBURG

ABOUT

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CREATIVE DIRECTOR, INSPIRATIONAL TOUR DE FORCE

Vincent Truter is a cross-disciplinary creative director and curator. Building on his award winning career in the branding and communication industries, Orlando has developed a dynamic brand engagement process that combines atypical workshops, strategy sessions and inspirational trend talks to connect you to your strategic purpose. He works with business owners, large organisations, startups, agencies and individuals to build admired and sustainable brands, from the inside out. Orlando is a celebrated design thinker and inspirational TEDx speaker who uses his atypical workshops to inspire sustainable brand thinking and give brands a rejuvenating spruce.

WHAT OTHERS SAY

"In a nutshell Orlando helps to free up minds, give them room to explore and strategically and professionally guides this process."

Gizelle Willkams, McDonalds Training

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"He combines his strong intellect, insight and well-researched content with great story-telling, visuals, humour and theatrical style."

Sarah Rushmere, City of Cape Town

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"To experience Orlando's energy and wisdom in a workshop is a privilege and an experience that will truly impact your sensibilities."

Michelle Venter Davies, Vega the brand communication school

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"He is an expert at leveraging the power of the brand – both personal and corporate and is a polished, engaging and exciting speaker."

Brian Wilkinson, GBCSA

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"My plan is to invite Orlando to shake things up in my business a few times a year and I strongly recommend more businesses do the same — traditional corporations and creative organisation alike. You will not look back. He challenged me to think about my business values and approach at a fundamental level, and I plan to implement some of my learnings.

Meet the man, and you will understand his pedigree."

Desiree Gullan, Gullan and Gullan

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"Often when we move into a corporate environment seriousness takes over, and this can be an obstacle to creative thought and so someone like Orlando presents an opportunity to have fun whilst ideating, regardless of the formal nature or complexity of the issue at hand."

Nicole Brown, Submarine depth insight consultancy

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