

Version 1.0, July 2022

Author: Pamela Giani, Brand Design

Sheli Efimova, Creative Production

P4EO

Protagonists Art-Direction Guidelines.

INTRODUCTION

Hello there!

These guidelines set an art-direction for the selection and casting of the Pleo protagonists. They aim to strengthen the visual communication and set the look, tone and voice of protagonists, spokespeople, actors and testimonials.

WHY WE USE PROTAGONISTS?

Our style is a visual representation of our brand values.

In a category dominated with flat product renders and over stylised imagery, our focus is 'people'.

Having people in our ads helps us grab attention, it makes Pleo more relatable and trustworthy. Ultimately, it adds a level of emotions.

BRAND VALUES

Honesty

Trust

Being human

WHO CAN ACT AS PROTAGONIST?

We are in constant search for the protagonists, for new markets and new languages.

So far we have identified three ways of scooting:

- EMPLOYEES
- CASTING AGENCIES
- CUSTOMERS

In general we are in favour of scalable solutions and outsourcing is the preferred approach.

THE PLEO PROTAGONIST

The protagonists we feature are determined by the breadth of the audience we target.

We aim to showcase real-life – or close to it – interpretations of a typical admin of Pleo, a partner, a buyer with a card in their pocket.

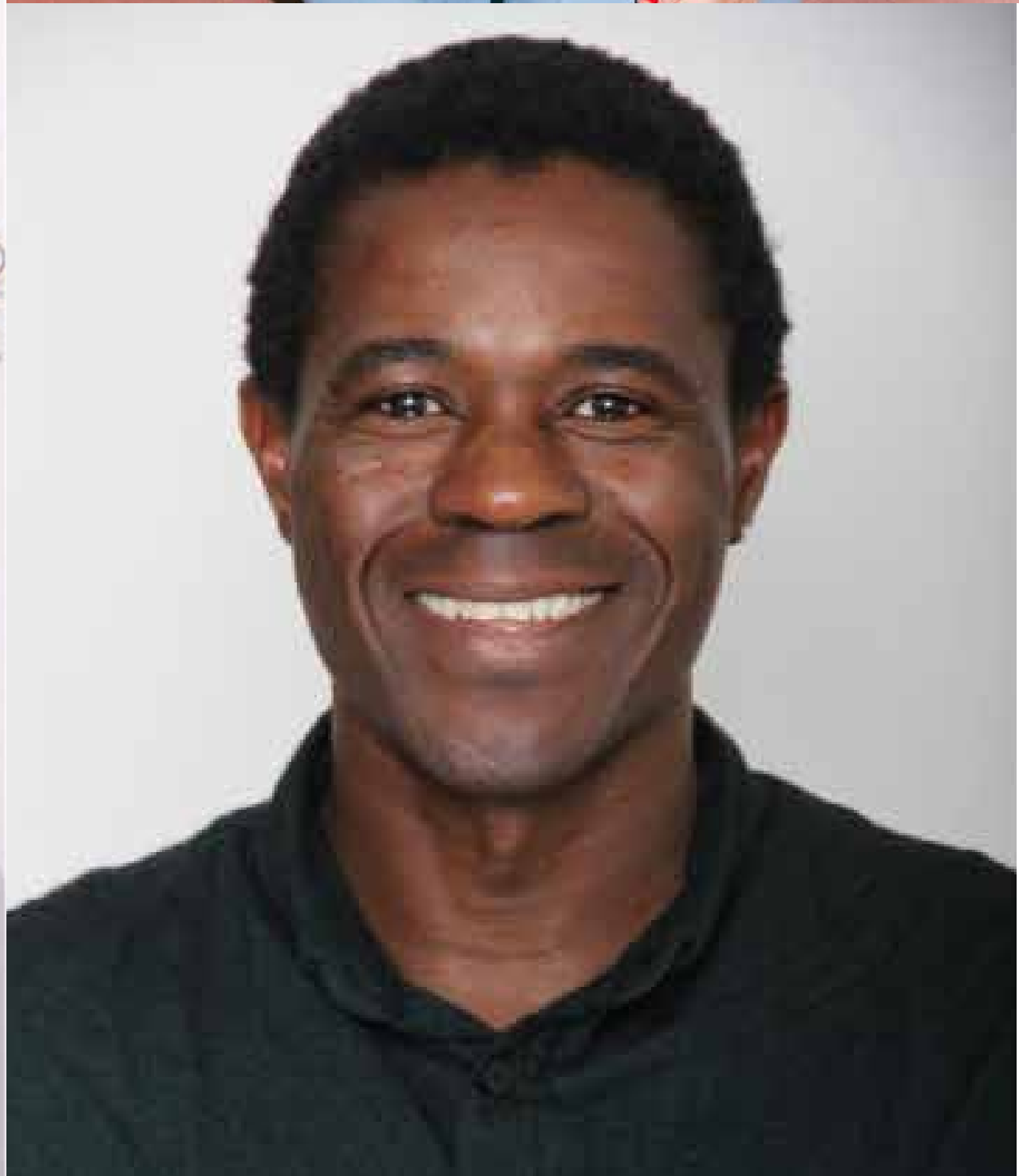
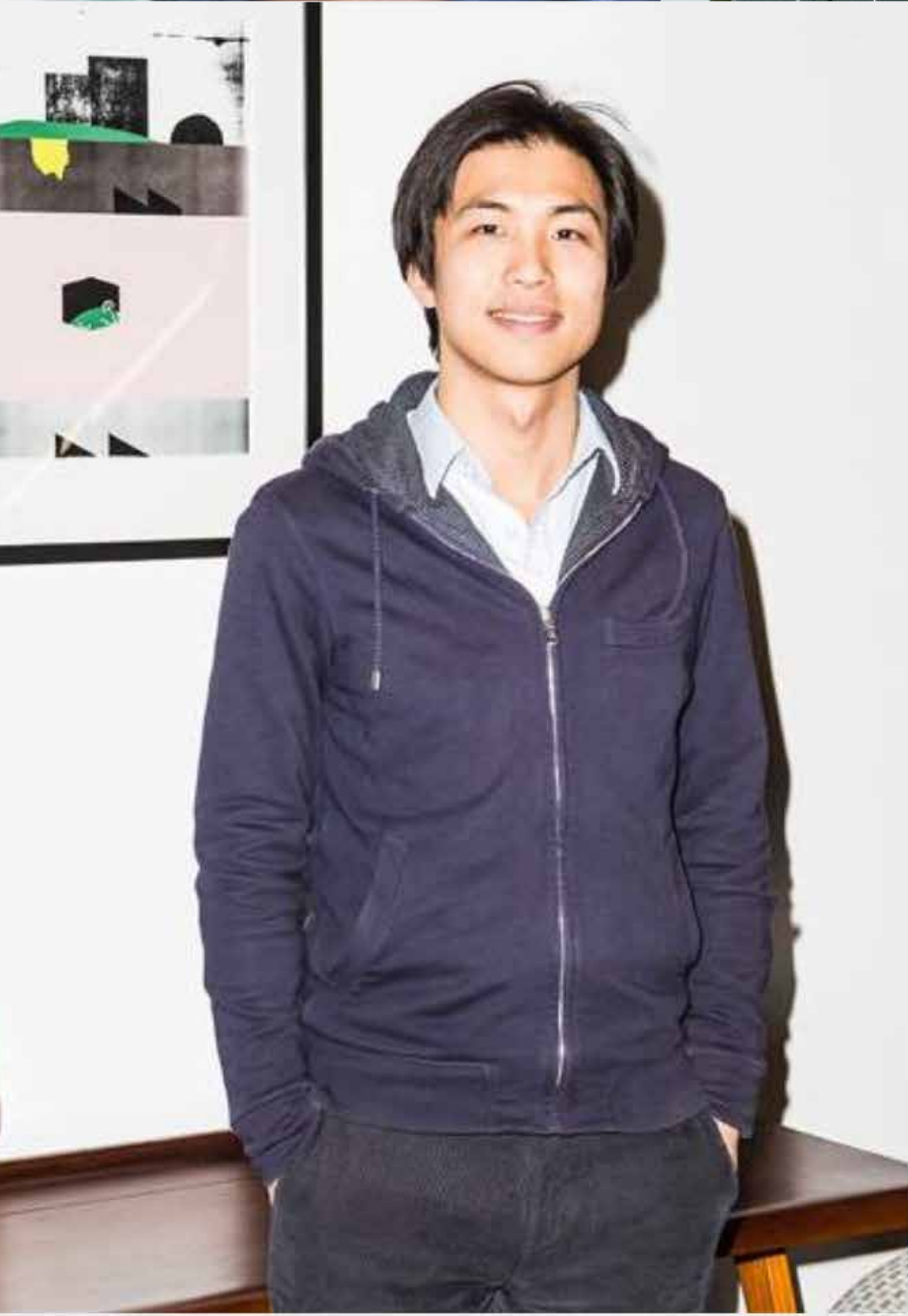
The intention is for our target audience to see themselves reflected back in the work we produce.

ASPIRATIONAL QUALITIES

- Trustworthy
- Charismatic
- Intelligent
- Relatable
- Non- polished/Authentic/natural

LOOK & FEEL

- Gender/sexuality diversity
- Age range: late 20s - mid 50s
- Mix of body shapes and sizes
- Various ethnicities



HOW DO WE SOUND LIKE?

→ **SMART AND AUTHORITATIVE**

We want customers to look to us as a guide and support. So our voice feels smart, authoritative and approachable. We're on-the- ball in a way that's reassuring, not condescending or alienating.

→ **GENUINE AND INFORMAL**

The voice feels like a real person speaking. It's genuine, down-to-earth and informal.

→ **OUR TONE**

We don't sound too sales-y, or too brand-y and commercial. We don't sound like we're exaggerating.

→ **REAL AND FRIENDLY**

We're direct but warm. We do sound like the sort of real, friendly people our users love to spend time with.