

Volcom-Building an Authentic Brand

## FOCUS ON THE PEOPLE.

The Case Solutions.com

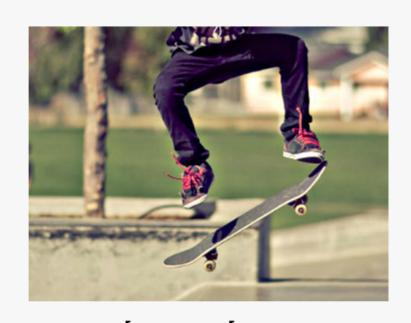
Short film.

### Short films about the life behind the brand!



## Video Web Log

- Facts:
  - · clips around 3 minutes
  - · one department per clip
  - · the user gets to see the faces behind the brand
  - · focus on work & the life around it



Volcom - an authentic brand made by authentic people.

### Possible departments.

- Design
- Marketing
- Customer Service
- Transport
- Human Resources
  ...and many more!

# GET PERSONAL.

Setting.

what happens before work?
what does the work day look like?
what is he/she doing when not working?

going surfing or skating at lunch. leaving the building - straight to the beach or to the skate park.

TheCaseSolutions.com ONE CUT!