

**Volcom-
Building an
Authentic
Brand**



TheCaseSolutions.com

Volcom- Building an Authentic Brand

TheCaseSolutions.com



FOCUS ON THE PEOPLE.

TheCaseSolutions.com

[Short film]

Short films about the life behind the brand!



TheCaseSolutions.com

Facts:

Video Web Log

- 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

TheCaseSolutions.com



Volcom - an authentic brand made by authentic people.

Possible departments.

TheCaseSolutions.com

- 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?

TheCaseSolutions.com

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

TheCaseSolutions.com

ONE CUT!