



## WELL SOULED

travel style purpose BRAND

Well souled founder Mital Shah asked Play Work Group to bring her new brand to life—in books, advertising, online, retailers, pop-up shops, exhibitions, events and more.

### What we wanted:

- to embody a new vision of travel as an experience of connection
- create a platform for the brand to build on
- design an identity to run 'like a thread' throughout the brand
- connect a community that mirrors the community-focus of the brand

### What we did:

- created a 360° identity, with look, feel, tone and voice as relatable as the founder's own
- platformed the brand with the first well souled book—design, content, imagery, production
- conducted viral and guerilla marketing to seed brand communities online and off
- designed retail opportunities, digital, temporary and conventional
- website focused to be a social networking vehicle for the brand

### What we achieved:

When an idea is truly new, tried and true solutions won't do all the work. Well souled was one of those new ideas, creating a global community as a new vision of what a 'travel' brand can mean. We started with the book, in a sense, to guide our own journey of creation. It became the sourcebook for web, viral, social networking, retail connections and all the different threads that run through well souled and make it a unique global brand.