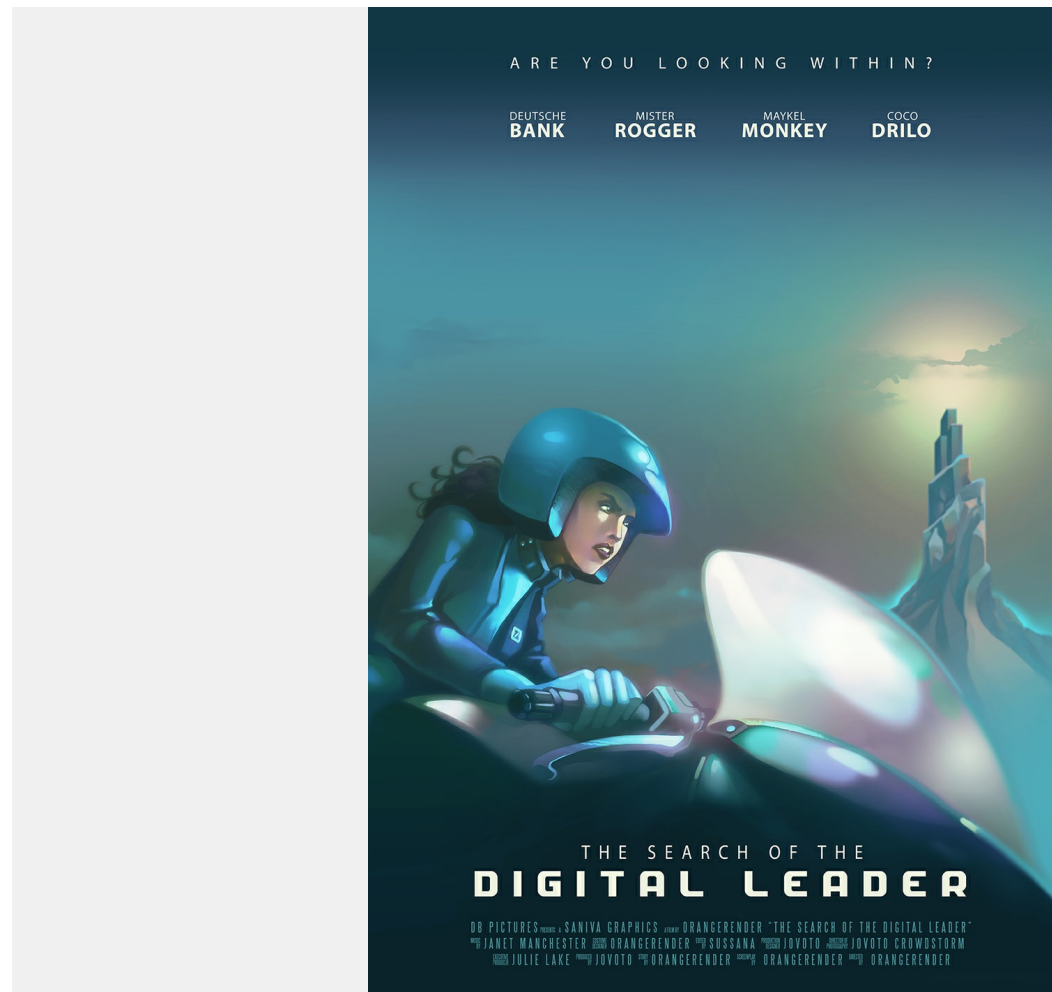


1/6 The search for the leader

A challenging journey in search of a real leader.



Solution

The idea aims to encourage all parts of Deutsche Bank to launch new challenges and ways to improve its platform by forging the leader who lives inside each one without distinction of any role. On the one hand it encourages the DB digital leader itself to face his/her role by giving it more value. On the other hand it gives the meaning of each one of DB can be capable of being a digital leader or assume certain leadership in each role in order to engage and empower the platform to the next level as a solid team. That is the message of this sci-fi story, where we see our main character Fiorella searching for a leader while she faces a lot of situations and learns from her mentors until she notices that she is that leader she was searching for.

Status: 15.06.2018

Follow the Leader

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The search for the leader

A challenging journey in search of a real leader.

Please explain how your poster brings the idea of digital leadership to life?

The poster shows the main character in her search. She is going through long distances finding some allies and mentors in order to fulfill her task. In that journey she learns a lot of things while facing hard and new challenges until arriving to the "Ingenious Fortress" where she hopes to find "The Leader". The idea of digital leadership is represented by the actions of the main character during her journey (facing challenges, working with allies, skills and personal development).

Follow the Leader

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The search for the leader

A challenging journey in search of a real leader.

Please provide a summary of your film script/storyboard:

Because of a rumor of a leader had come to the Ingenious Fortress, a corporative organization gathers its trusted employees asking for someone who can bring a device to him in order to exercise his role. These are difficult times and for that reason the most of the employees refuse such risky task except for a rookie taxi-biker lady called Fiorella who volunteers. She goes in her motorcycle avoiding any kind of traps and finding menthors that encourage her to find the leader who waits for her.

Follow the Leader

4/6

The search for the leader

A challenging journey in search of a real leader.

What makes your film poster and script special?

The poster depicts the challenge of forging the leadership within, in a sort of uphill journey set in a thrilling atmosphere. The script emphasizes the different elements showed during the main character's trip: the challenges, obstacles (traps), mentors (helpers) and skills development in order to represent in an allegoric way the aims of Deutsche Bank in its launching to the digital challenge.

Follow the Leader

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The search for the leader

A challenging journey in search of a real leader.

Are all parts of the design 100% your original work or did you use any stock or third party material? If yes, please link all stock, fonts and Creative Commons material here:

The art is mine. I've used a free mockup which link is in slide 1. The font called "Soldier" was downloaded from <http://www.iconian.com/s.html>

Status: 15.06.2018

Follow the Leader

6/6

The search for the leader

A challenging journey in search of a real leader.

Creative's profile



Iván Santiago PRO

Illustrator, Licensed Graphic Designer

Merida, Venezuela

Creative's top 5 skills

Copy Writing, Graphic Design, Illustration